

SEO Tools

Tools, Tools, Tools!

D I G I T A S

TECHNICAL TOOLS

Tools to grind your HTML



Search Engine Optimization

The IIS Search Engine Optimization (SEO) Toolkit provides a set of tools that you can use to make your Web site more search engine-friendly and improve the relevance of your Web site in search engine results.



Site Analysis

Use this feature to analyze your Web site so that you can optimize it for search engine crawlers. The tool will analyze your site's content, structure, and URLs, and help you discover and fix the identified problems.

[Create a new analysis](#) | [View existing reports](#)

Recently used: [OCRegister](#) | [GoVisitCoastRica](#) | [Called](#)



Sitemaps and Sitemap Indexes

Use this feature to manage the sitemap and sitemap index files for your Web site. The sitemaps help search engines discover what URLs and content is most relevant to users.

[Create a new sitemap](#) | [Create a new sitemap index](#) | [View existing sitemaps and sitemap indexes](#)



Robots Exclusion

Use this feature to manage the content of robots.txt file for your Web site. The robots.txt file is used to tell search engines what pages are not relevant and should not be indexed.

[Add a new disallow rule](#) | [Add a new allow rule](#) | [View existing rules](#)

Internet Information Services (IIS) Manager

File View Help

Connections

Application Pools
Sites

Site Analysis Report

Dashboard

Back to Reports Report Query

Summary

Violations

Violations Summary

Pages with Most Violations

Violation Categories

Violation Levels

Content

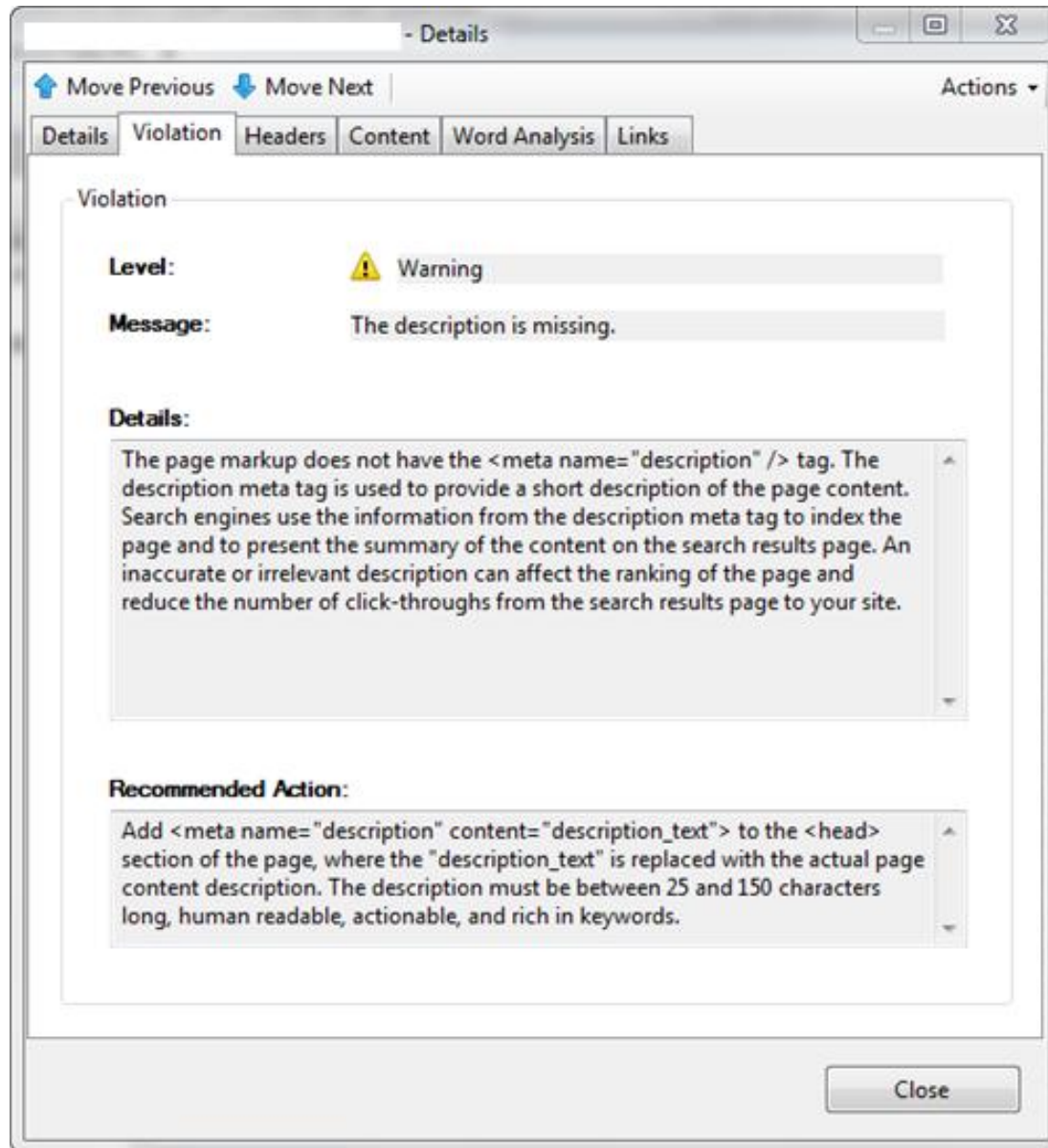
Performance

Links

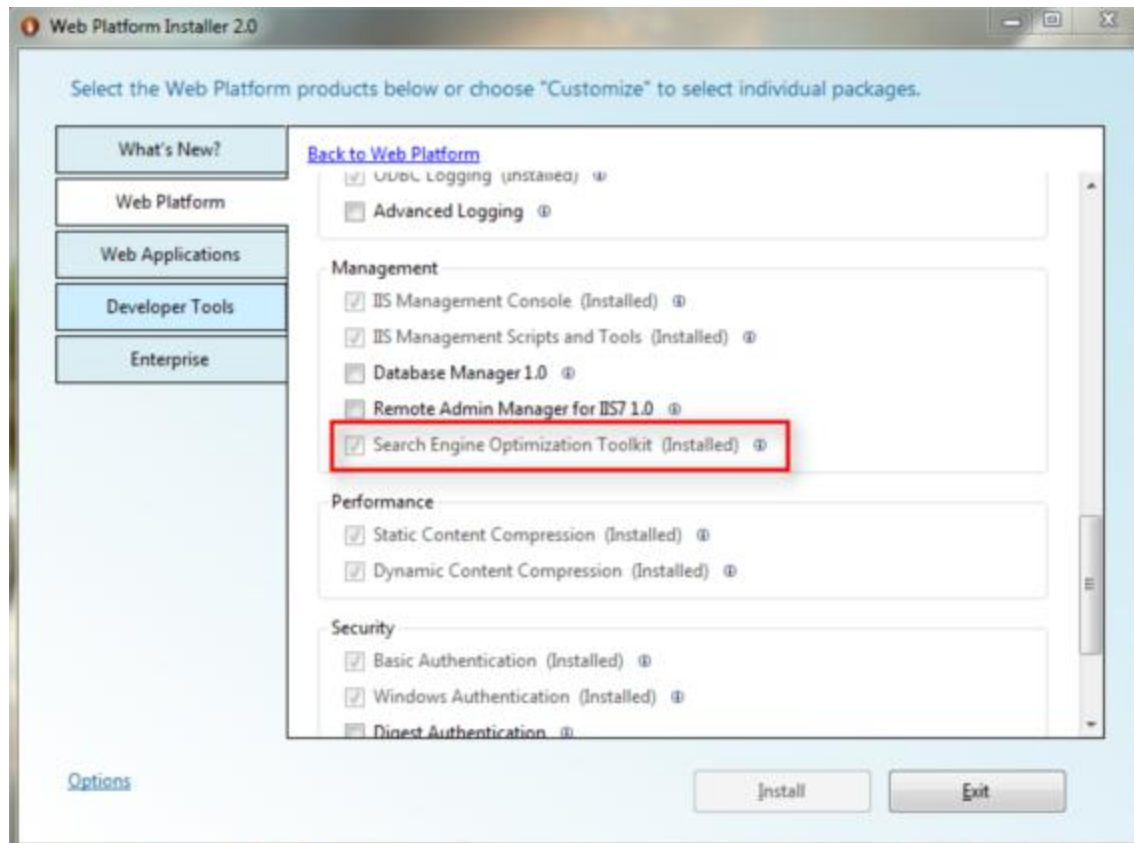
Features View Content View

Violations Summary

Violation Title	Violation Level	Violation Category	Count	Actions
⚠ The tag does not have an ALT attribute defined.	Warning	SEO	117,726	
⚠ The page contains invalid markup.	Warning	Content	16,012	
⚠ The <h1> tag is missing.	Warning	SEO	2,931	
⚠ The page contains a large number of Cascading Style Sheet (CSS) definitions.	Warning	Performance	1,722	
⚠ The description is missing.	Warning	SEO	1,463	
⚠ The title is too long.	Warning	SEO	1,206	
⚠ The title begins with a brand name.	Warning	SEO	1,019	
⚠ The description is too long.	Warning	SEO	746	
✖ The title is missing.	Error	SEO	303	
✖ The page contains broken hyperlinks.	Error	SEO	265	
⚠ The link text is not relevant.	Warning	SEO	240	
ℹ The page contains unnecessary redirects.	Information	SEO	228	
✖ The URL for the hyperlink is broken.	Error	SEO	205	
⚠ The URL is linked using different casing.	Warning	SEO	62	
✖ The page contains multiple canonical formats.	Error	SEO	60	
✖ The title is empty.	Error	SEO	57	
⚠ The URL contains too many query string arguments.	Warning	SEO	19	
⚠ The description is empty.	Warning	SEO	17	
⚠ The page contains a large amount of script code.	Warning	Performance	16	
⚠ The <noframes> tag is missing.	Warning	Content	15	
⚠ The page contains multiple title tags.	Warning	Standards	15	
⚠ The page contains multiple <h1> tags.	Warning	Standards	14	
⚠ The description is too short.	Warning	SEO	9	
⚠ The ASP.NET ViewState is too long.	Warning	Performance	4	
✖ The page contains too many hyperlinks.	Error	SEO	3	
ℹ The page was excluded by a noindex attribute	Information	SEO	2	



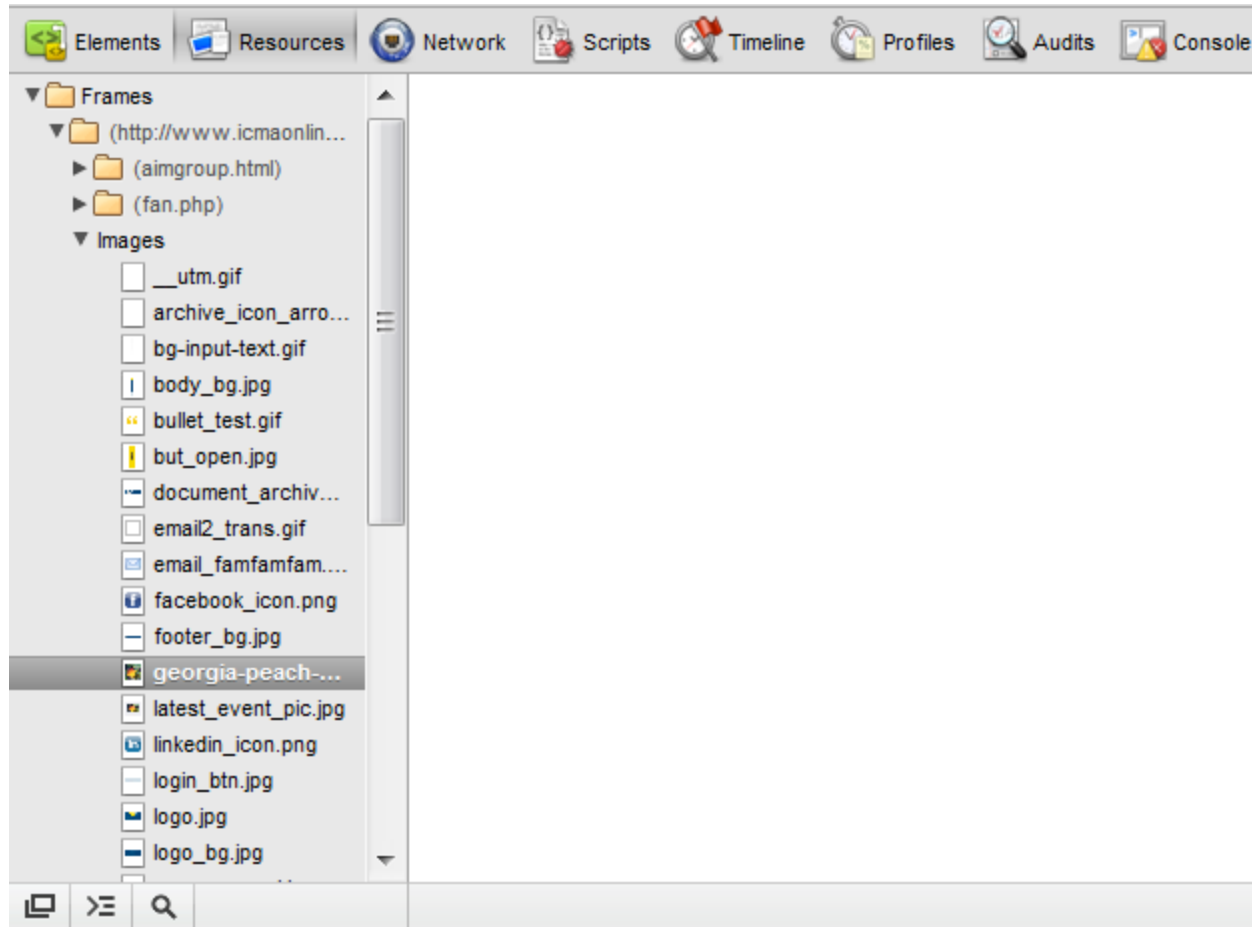
www.microsoft.com/web/downloads/platform.aspx





Google Chrome





chrome.google.com/webstore/detail/diahigjngdnkdgajdbpjdeomopbpkjjc



SEO Site Tools

★★★★★ (210)

[Developer Tools](#)

✓ from cartercole.com

External Page Data

 **Google**
[Domain Trends](#)
Indexed Pages: [433](#)
Domain Links: [50](#)
Cached: [Apr 14, 2012 05:49:40 GMT](#)

 **Bing**

 **SeoMoz Linkscape**
Page Links: 443
Page Rank: 5.18
Domain Rank: 4.66
Page Authority: 45
Domain Authority: 35
[View Linkscape Report](#)

 **Alexa Data**
[icmaonline.org](#)

Links In: 133
Popularity: 454,984

 **Yahoo Site Explorer**

 **DMOZ Directory**
No Entry

 **Majestic SEO**

Page Elements

Social Media

Page Terms / Tools

Server / Domain Info

Suggestions

External Page Data

Page Elements 

Title: ICMA: International Classified Media Association Online

Canonical URL: <http://www.icmaonline.org/>

Meta Robots: Not Found

Internal Follow: 28

Internal Nofollow: 2

External Follow: 42

External Nofollow: 1

Failed CSS Validation: 63 errors 0 warnings

☒ **Meta Description (150 chars)** 

International Classified Media Association (ICMA) is an international organization dedicated to helping classified media publishers in their business.

☒ **Meta Keywords (379 chars)** 

Social Media

Page Terms / Tools

Server / Domain Info

Suggestions

Ext. Follow

Ext. NoFollo

Int. NoFollow

Int. Follow



External Page Data

Page Elements

Social Media 

 **Facebook Reactions**
Shared: 9
Comments: 12
Likes: 11

 **reddit.com Actions**

 **StumbleUpon.com**
Views: 0

 **Twitter**
Total Tweets: 9

 **Digg Stories**
Diggs to Domain: 0
This page has not been dugg: [Digg it now](#)

 **del.icio.us Bookmarks**
Bookmarks: 1
Tags: классифайды (1)

 **Google Buzz**
[Buzz It](#)

TweetMeMe Comments: 0

Type: news
up to 10 most recent tweets occouring in past 6 days

Page Terms / Tools

Server / Domain Info

Suggestions

External Page Data

Page Elements

Social Media

Page Terms / Tools

Server / Domain Info 

[www.icmaonline.org WhoIS Info](#)
[www.icmaonline.org DNS Info](#)
Server Software: Apache
Created Date: 01-May-2003
Owner: Icma
Email: l.hime@icmaonline.org
Phone: +31 206382336, Fax: +31 206382371
Robots.txt: [Found](#)
IP: [0.0.0.0](#)
Sitemap.xml: Missing

DNS Query Response 

192.168.0.0 CNAME 192.168.0.0 35 192.168.0.0

Suggestions

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Social Media

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Server / Domain Info

Suggestions 

**Link Quantity**

There should be no more than around 100 unique links per page...
This page is in that sweet spot

**Title Tag**

Your title is 55 it is short enough to show in SERPs

**Meta Description**

You have a resonable length meta description

**Keywords Tags**

Although Google doesnt read them at all... Keywords meta tag should contain between 5-10 keywords or keyword



evanfish My Account Help



PRO Dashboard



Campaigns



Research Tools



Q&A Forum



Community



Learn SEO



PRO Dashboard

**Aloha Evan!**

PRO Member Since May, 2011

- [View My Profile / Edit My Profile](#)
- [Manage Your PRO Subscription](#)
- [Refer-a-Friend](#)

**Refer Friends &
Save on PRO**

Campaigns 1 of 10 created

[Create New Campaign](#)[View All Campaigns](#)

Name	Keywords	Pages Crawled
------	----------	---------------

1 eFishkin efishkin.com	4	18
----------------------------	---	----

[View This Campaign](#)[Campaign Settings](#)[Start a New Campaign](#)

Research Tools

[See All Tools](#)

Popular Tools



Open Site Explorer

Research and compare backlinks with competitors for intelligent and targeted link building.



Keyword Analysis

Determining how challenging it is to rank

Help & Training

Training



Weekly Welcome Webinars Every Friday at 10:00am PST

Sign up for our weekly webinar series to get an overview and learn about some of the exciting features of your PRO campaign and tools!

[Register for Your Spot Today](#)

How To Use Pro

Check out these handy dandy guides that will help you get the most out of your PRO subscription!

Known Issues

Unfortunately, stuff happens. Take a look at these issues to see if a problem you're experiencing is something we're aware of.

Help Resources

Rankings Report

Make the most of your PRO rankings report.

Crawl Diagnostics

Find out how to interpret your crawl diagnostics.

Link Analysis

Learn how to interpret the Competitive Link Analysis section.

On Page Reports

Get more information about how to analyze specific pages for specific keywords.

Q&A Forum

[Visit the PRO Q&A Forum](#)



Answer Questions

Answer questions & earn MozPoints



Ask a Question

Get guidance from the PRO community



Hot Questions

See the most popular topics



My Q&A

See your participation in Q&A



Getting Started Demo



28:34



chrome.google.com/webstore/detail/bfbameneiokkgbdmiekhjnmfkcnldhbm



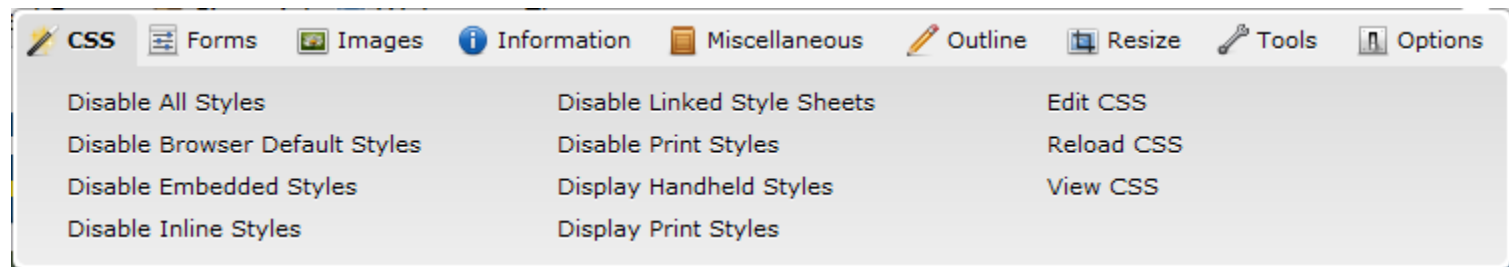
Web Developer

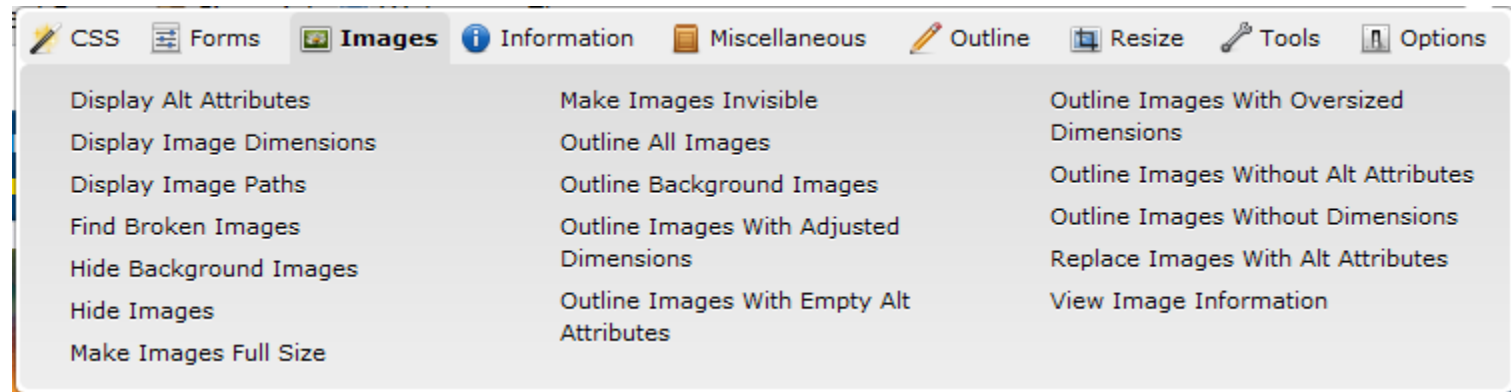
★★★★★ (759)

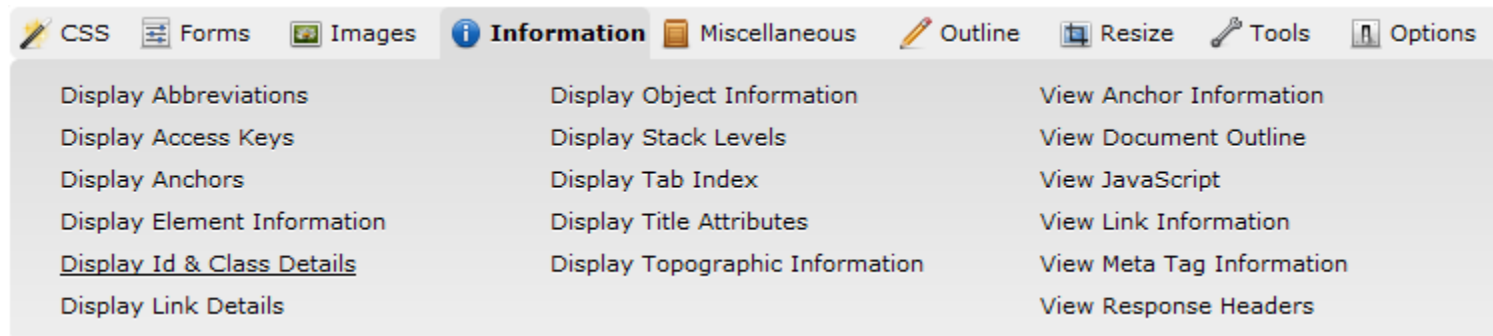
[Developer Tools](#)



from chrispederick.com







* Document Outline from ICMA: International Classified Media Association Online <http://www.icmaonline.org/>

JUMP TO
www.icmaonline.org/

 <http://www.icmaonline.org/>

🔊 12 headings

<h1> [Missing heading]

<h2> EXPANDING HORIZONS

<h3> Atlanta, Georgia, USA 18-21 April 2012

<h4> The AFCP/ICMA "Expanding Horizons" conference is set for 18-21 April in Atlanta, GA, USA.

<h4> TESTIMONIALS What delegates are saying about ICMA Conferences:

<h3> FaceBook

<h1> Home

<h2> [Missing heading]

<h3> [Missing heading]

<h4> ICMA CLASSIFIED MEDIA INNOVATION AWARD

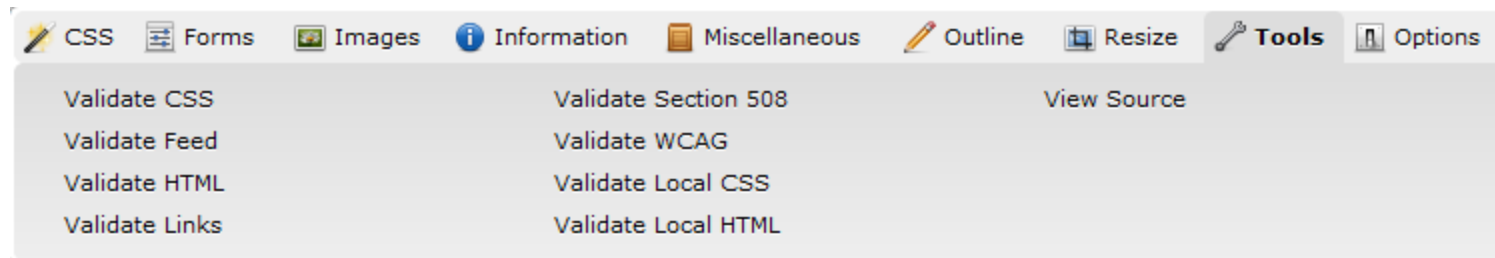
<h4> AFCP/ICMA "EXPANDING HORIZONS" GLOBAL SUMMIT 18 – 21 April 2012 Atlanta, Georgia, USA

<h4> LATEST NEWS FROM ICMA

<h3> Speaker – Atlanta

<h3> Twitter Feeds

<h1> Web Developer Element Information



chrome.google.com/webstore/detail/hplfkkmefamockhligfdcfgfnbcdddbg



HTTP Headers

★★★★★ (35)

[Developer Tools](#)

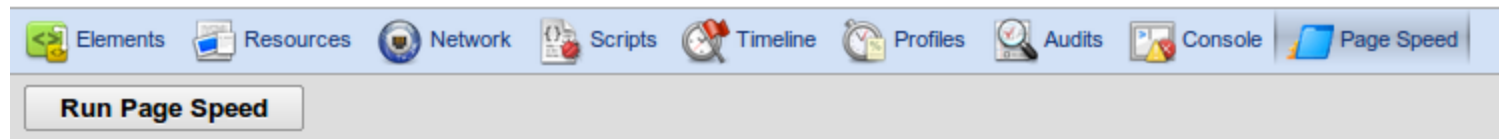
[from Dirk Einecke](#)

HTTP Headers

Tabs: ▼

URL:

 It was not possible to not find the given domain.

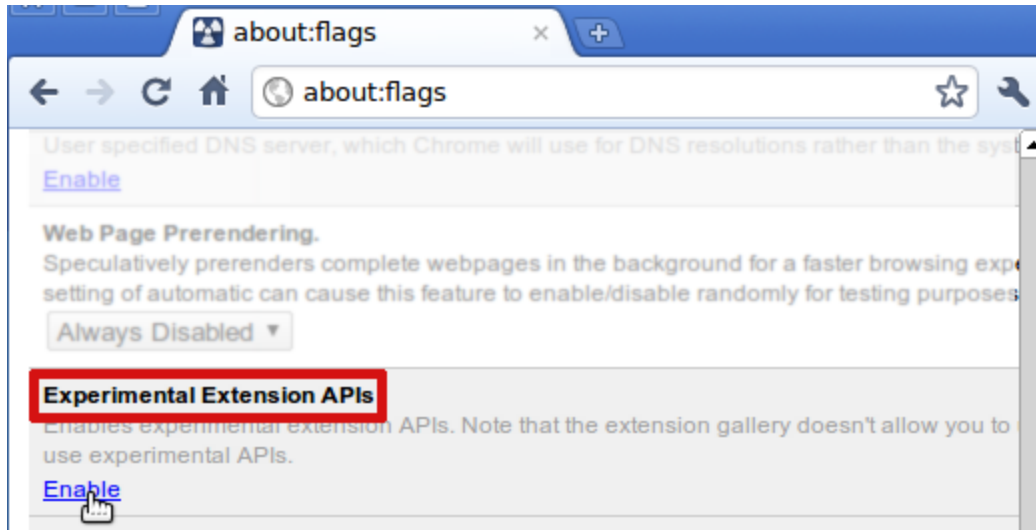


Page Speed

See the [Page Speed documentation](#) for detailed information on the rules used to evaluate web pages.

Page Speed Copyright © 2011 Google Inc.

developers.google.com/speed/docs/insights/using_chrome



www.google.com/webmasters/tools/richsnippets

Rich Snippets Testing Tool ^{Beta}

Check that Google can correctly parse your [structured data markup](#) and display it in search results.

Test your website

Enter a web page URL to see how it may appear in search results:

Preview

OR enter HTML here (**Note:** authors/publishers are not currently supported):

Preview

Clear

Google search preview

[Cut the Rope - Android Apps on Google Play](#)market.android.com/details?id=com.zeptolab.ctr.paid&hl=en - [Cached](#)

★★★★★ 29,555 votes - \$0.99 - Android

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the [FAQ](#).

Extracted Author/Publisher for this page

Page does not contain authorship markup. [Learn more](#).

Extracted rich snippet data from the page

Item

Type: <http://schema.org/mobilesoftwareapplication>

name = Cut the Rope

image = <https://lh3.ggpht.com/I5NYwBKCBphMQvQLC7DWgTbMabYxqrwR83wEe2o4IryOJBfcdjz4ZN4cc2rMNPICA=w124>

author = *Item(1)*

aggregaterating = *Item(2)*

www.tomanthony.co.uk/tools/bulk-http-header-compare/

Bulk HTTP Header Response Checker & Comparison Tool

This tool returns the HTTP response code for a whole list of URLs, and includes which URL they are redirected to where pertinent.

You can optionally fetch each URL twice, with varying user agents and compare them. This can help turn up cloaking issues, such as those page redirecting for GoogleBot. Note: it only checks the response header and redirect location, not the page content.

Just enter the list of URLs below and press the button:

Select User Agent:

Default



Select Second User Agent (optional):

None



URLs:

Enter the list of URLs here.

Check Headers

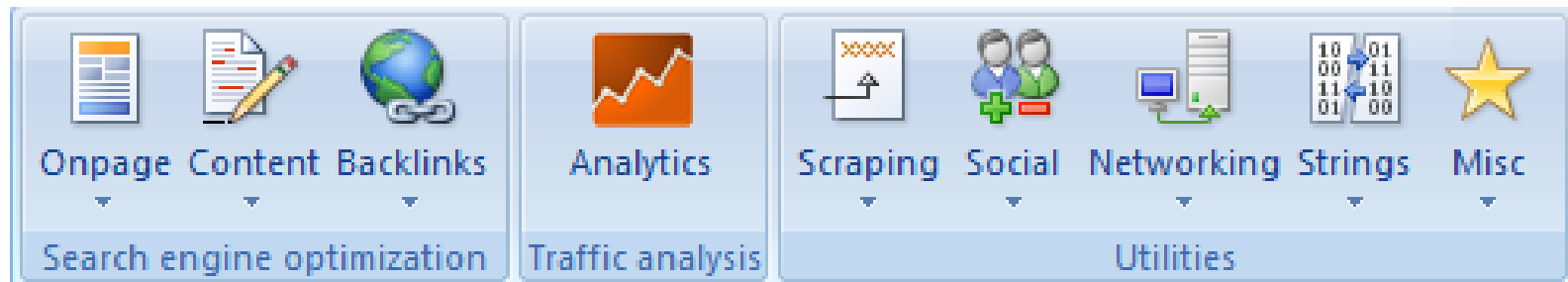
Bulk HTTP Header Response Checker & Comparison Tool

Results:

URL	Response Code ▲	Redirect
http://www.icmaonline.org/	200	
http://www.icmaonline.org/about/	200	
http://www.icmaonline.org/events/conferences/	200	
http://www.icmaonline.org/members/	200	
http://www.icmaonline.org/future-leaders-network/	200	
http://www.icmaonline.org/partners/partners/	200	
http://www.icmaonline.org/info/icma-blog/	200	
http://www.icmaonline.org/info/	200	
http://www.icmaonline.org/events/conferences/atlanta-2012-summit/	200	
https://www.icmaonline.org/events/conferences/atlanta-2012-summit/delegate-registration/	200	
https://www.icmaonline.org/events/conferences/atlanta-2012-summit/vendor-registration/	200	

[Download CSV](#)

nielsbosma.se/projects/seotools/download/



nielsbosma.se/projects/seotools/functions/

INTELLIGENCE TOOLS

authoritylabs.com/

  Keyword	Type	Volume	Google	Yahoo	Bing				
  tom cruise	  		2	0	2	0	2	0	
  jude law	   		2	-1	1	0	1	0	
  andy samberg	   		2	0	2	0	2	0	
  joanna krupa	 		4	0	4	0	4	0	
  boy george	   		9	0	14	0	14	0	
  martin lewis	   		8	0	8	0	8	0	
  mick jagger	  		3	0	4	0	4	0	
  dad	   		4	0	3	+1	3	+1	
  jerry springer	 		7	0	10	0	10	0	
  tina fey	  		3	0	1	0	1	0	
  roger waters	  		16	0	13	0	13	0	

www.semrush.com/

Google: US

SEMRush report for URL: <http://www.icmaonline.org/> (for google.com database) ?

Or see [plans & prices](#)

Google: US UK new CA RU DE FR ES IT BR AU Bing: US help

Organic report for URL - 13

Export:

Keyword	Pos	Δ Volume	CPC	Com.	Traffic %	Costs %	Results	Trend	
icma	9	18,100	0.10	0.00	95.56	79.44	6,720,000		
icma conference	10	210	0.10	0.00	1.10	0.92	1,200,000		
icma.com	16	58	0.10	0.00	0.05	0.04	6,970,000		
international classifieds	3	58	0.65	0.70	0.91	4.96	585,000,000		
global classifieds	4	28	0.17	0.22	0.34	0.48	340,000,000		
global classified ads	7	28	2.46	0.47	0.19	4.03	54,400,000		
www.icma	10	22	0.10	0.01	0.11	0.09	7,310,000		
international classified ads	4	16	0.60	0.60	0.19	0.98	106,000,000		
global classified	14	16	1.72	0.16	0.01	0.28	285,000,000		
www.icma.com	14	16	0.10	0.01	0.01	0.01	6,810,000		

[Full Report \(13\) >](#)

URL reports:

- Main report for URL
- Organic report for URL 13
- Ads report for URL 0
- Backlinks report new

About URL:

For Organic:

Traffic ? 563

Costs ? \$64

For AdWords:

Traffic ? n/a

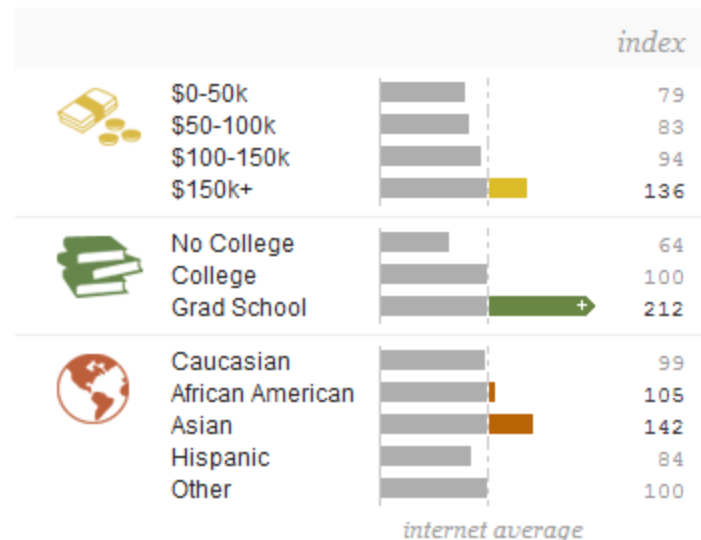
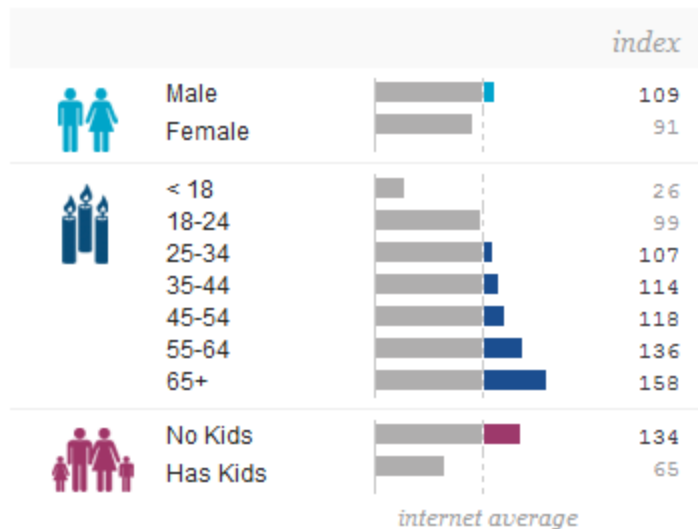
Costs ? n/a

www.quantcast.com



US Demographics ?

Updated Nov 2011 • Delayed - Next: Apr 2012



See More Details Gender || Age || Children || Income || Education || Ethnicity

See More



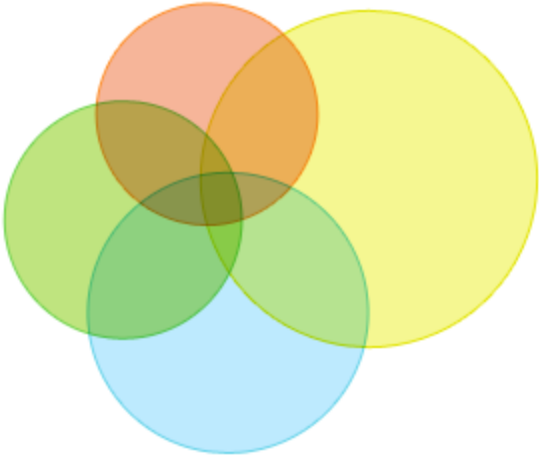
[Home](#)

Standard Reporting

Custom Reporting

Multi-Channel Conversion Visualizer

Channel	% of total conversion
☒ Direct	47.76%
☒ Paid Search	33.19%
☒ Organic Search	23.41%
☒ Email	20.70%
☐ Referral	10.77%
☐ Social Network	0.19%
☐ Display	0.00%



Demo Time

Thanks for Attending!
evan.fishkin@digitas.com
212-610-5300
@efishkin

D I G I T A S