Advanced Web Ranking User Guide
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Chapter 1. Introduction

Welcome to the Advanced Web Ranking User Manual. This chapter provides an overview of the features and benefits of Advanced Web Ranking.

Advanced Web Ranking is a tool that will help you check your website rankings, sync your Google Analytics accounts and analyze your links. It saves you long hours of tedious work for improving your web site's search engine position. Advanced Web Ranking generates tabular, graphical and printable reports that will help you check not just the evolution of your website but the evolution of your competitors' web sites as well.

Advanced Web Ranking is the tool of choice for SEOs, webmasters and site owners that demand high-quality reports about the results of their online marketing campaigns.

Frequently Asked Questions

We have compiled a list of Frequently Asked Questions on our website:

http://www.advancedwebranking.com/faqs.html

If you encounter a problem with Advanced Web Ranking it is recommended that you first consult this list before contacting our support department (http://www.advancedwebranking.com/support.html).
Chapter 2. Step-by-Step Tutorials

When launching Advanced Web Ranking for the first time, its features, settings and possibilities may seem a little intricate. That is why we have created this tutorial, an intuitive, concise but, nevertheless, comprehensive manual which is intended to ease you in, to help you quickly get started on monitoring your website rankings in one or multiple search engines, according to your preferences. As an user, you will be given a wide range of possibilities, as AWR can easily be adjusted to your particular needs, without its precision and transparency being affected.

Getting Started

1. Creating an Advanced Web Ranking New Project

When you install Advanced Web Ranking for the first time, you can open the New Project Wizard by clicking on [Create New Project] in the Welcome dialog.

Now let's create a new project. You have several ways to do this. Go to [Projects] and click on the [Add] button from the top menu, use the "Ctrl+N" combination (while in the Projects menu), or use the top left project drop down menu to add a new project. Either way, the [New Project Wizard] will pop up.

Initially, you are required to enter the name of your website. You will type in, for example, "www.news.com" as being your website for this project.

Next, you will be provided with some keyword suggestions extracted from your website's title, but you can add your own, just by typing them in the form, one by row. These will be the keywords which you will check your rankings for, later in your project.
In the next step of the wizard, you will need to add the search engines you target. For the first new project you create in AWR, the default search engines are Google, Bing and Yahoo. If you want to remove them from the form, just hover with the mouse over the search engine row and click on the [X] button next to it.

To include new search engines in the list, click on the [Add] button and select the ones you need.

Note

The search engines that you select in this step will be further defaulted in the New project wizard the next time you create an AWR project.

Click [Finish] and the new project is created.
2. Updating the Project

You can update your current project by clicking on the [Update] button from the left side menu -> [Update Now] or by using the update button from the top menu, in the [Projects] manager window. In the left side corner you can follow the update's progress and Stop the update if you do not wish to continue.

3. Checking your URL rankings

Now you can finally check your website's position in the search engines. Select the "Rankings" tab from the left side menu and choose one of the interactive reports available.

The "Website Rankings" report shows you the rankings you and your competitors have for a certain keyword, in three different ways: compared between two different update dates, compared between multiple update dates or the overall evolution of your rankings in time.
If you wish to view the rankings of a specific website for all the keywords it is optimized for, just switch to the "Keyword Rankings" report and view all this detailed data.

To see the rankings your websites have on all the search engines you have in your project, you must use the "Search Engine Rankings" interactive report and select the websites you wish to check the rankings for.

For all the interactive reports, the evolution in time chart has nothing to show yet except for a big dot right in the middle of the page, as we have only one day's data gathered and at least two days are necessary to render a meaningful graph.

4. Monitoring your competition

The Top Sites tab will show you the top ranking Websites for the selected keyword/search engine combination. Here you can see which websites are your closest competitors.

Since your site occupies the first place in the list, let's pick two other websites and add them to the URL list. Right-clicking (Option+Click on Mac) on an URL and selecting [Add Website] in the context menu will do just that.
From the [Settings] -> [Websites] menu, you can also color-code the Websites according to your preferences.

Now, you added the competition's Websites in your project (they appear in the Websites panel), but you have no data gathered for them. So update the project using the [Update] button from the left side menu -> [Update now].

You can see now the rank evolution of both yours and your competitors' sites on the chart views and reports.
5. Sync your Google Analytics accounts

You can also synchronize your Google Analytics accounts with Advanced Web Ranking to have at hand all your analytics data. Further on, you will be able to see this data in the related analytics reports, or compare it with your website’s rankings and links.

To retrieve analytics data, click on the Analytics menu and authorize Advanced Web Ranking with Google Analytics. Once you allow the application access for the account you are interested in, return to the Analytics menu in AWR and click on the Connect to Google Analytics button to retrieve the data.

The first interactive report, the Dashboard, provides you with a summary of your website’s analytics data: Website visits, Page views, Page views/visit, Avg. time on site, New visits and Bounce rate. You can also visualize each of them as a chart by switching from one grid to another, or you can check the panels at the bottom of the window to see the number of visits displayed by Keywords, Search engines or Referrals.

If you wish to view your analytics data detailed for each keyword, search engine or referrals from your Google Analytics account, you need to choose one of the other interactive reports available: Keywords, Search Engines or Referrals. These allow you to see the number of Visits, Page views, Page views/visit, Avg. time on site, New visits and Bounce rate for each item, both as a chart and table of values.
For cross segmenting your analytics you have available two interactive reports: Keyword by Search Engines and Search Engine by Keywords. These allow you to view for each keyword already added to your AWR project the traffic that came from different search engines or the opposite, the traffic that came from a search engine for different keywords.

As in your Google Analytics dashboard, you are able to track the goals you've created for your website. The Goals interactive report allows you to analyze the rate of Completions, number of Visits, Starts, the Conversion Rate, Abandonment Rate and the Abandoned Funnels for each of your created goals. You can also choose the view you prefer, chart or table of values.

6. Gather links

The next step is to check your link profile and your competitors. Go to the "Links" menu and select the desired number of links, anchor texts and website metrics that you want to retrieve with Advanced Web Ranking.

The application will gather the links from Moz, consuming the related number of link credits. The information will be dated according to the latest update date available in the Moz Links database.
If you want to check your referrers to see if they are still linking back, you can also check the [Automatically verify links] checkbox in the dialog.

Then just press the Get Moz links now button. Once the links update is finished, go to the Links menu and choose the desired interactive report. You can use the Overview report to compare your project's websites, side by side, per the link metrics retrieved:

You can also compare your website's links with those of your competitors to discover common referrers. For this you need to use the second interactive report from the Links menu, "Hub Sites" and select your project's websites you wish to compare links for.

If you wish to see detailed link information for your project's websites, you can use the "Backlinks" interactive report, which breaks down the list of top links for your websites, with accurate metrics, domain wide or for each URL pointing back to your website.
For the anchor text distribution of your link profile, you must use the "Anchor text distribution" interactive report, which gives you accurate information about the selected website's top anchor texts. You can view detailed anchor text metrics only for the linking root domains or for each URL linking to the selected website.

7. Get Social Media insights

With Advanced Web Ranking, you can also keep a close eye on your social media activity. Information about Facebook shares, Tweets and Google +1's helps you easily assess your webpages from the social media perspective.

Click on the "Social" menu and select the interactive report you are interested in. The first one available in the list is the Social Shares report, which will show you how many shares, tweets and +1's your webpages have received over a period of time.
New information about your social shares is retrieved automatically each time your project is updated. You can also update just the social shares using the [Update] button from the left side menu -> [Update Social] option.

For an in-depth analysis of your tweets, mentions, lists and followers, you can use the Twitter report. To retrieve this information, you need first to connect your Twitter account with AWR.

Select the Twitter report and press on "Click here to add your Twitter account". Follow the instructions from the newly opened dialog to authorize AWR with the account you plan to monitor.

Once you authorize AWR in browser, return to the application and click on the Continue button.

In the next dialog, click on "Add account" and start the first data gathering process by pressing the "Update Twitter stats".

Once the update is finished, you will be redirected automatically to the Twitter report, where you can see the details retrieved for your profile.

You can connect multiple Twitter profiles with AWR, but only one can be associated with a project, at a time. To change the profile in your project, click on the "Twitter account" drop down icon and choose [Change account]. Here, you can see a list with all Twitter profiles connected with AWR. You can switch to a different profile or add a new one to the application.
If you wish to see details about the popularity of your Facebook pages, you can use the Facebook interactive report. Here, you can see a chart with the evolution in time of the number of Likes, New Likes or the "Talking about" metric.

To gather this information, you need to connect AWR with your Facebook account which administrates the pages you plan to monitor.

Select the Facebook report and press the "Click here to add your Facebook account" button. Follow the instructions from the dialog to authorize AWR for your profile.

Once the application is authorized in browser, you will be automatically redirected to AWR. Confirm the Facebook connection and you will be able to see the pages administrated by your account.

Start the first data gathering process by pressing the "Update Facebook" button, from the top menu. When the update is finished, you will be redirected to the Facebook report, where you can see the details retrieved for your profile.
You can connect multiple Facebook accounts with AWR, but only the pages associated to one profile can be connected with a project, at a time.

To change the profile in your project, click on the "Facebook pages" drop down icon and choose [Change account]. Here, you can see a list with all profiles connected with AWR. You can switch to a different profile or add a new one to the application.

To edit the pages that are associated with your Facebook profile, in the current project, click on the "Facebook pages" drop down icon and select [Edit Facebook pages]. In the newly opened dialog, you can choose only the pages that you want to administrate in this project.

![Select Facebook Pages]

Easy enough? Try the Basic Tutorial to learn how to deal with more complex projects!

**Basic Tutorial**

This tutorial presumes you already went through the "Getting Started" tutorial and uses the same project. So...let's begin!

**1. Generating report files**

Let's say one of your clients wants to see the situation (rankings) of all the Websites from the project on the Google search engine. You have already included this search engine in the project.

You must go to [Reports]->[Website Rankings] menu. This is one of the default templates provided by the application.
Or if you want to create a report with the rankings of one of the websites you added in your project, you must select from the list of default reports the Keyword Rankings Report. Advanced Web Ranking will generate it for you and you can later access it at any time, from the local destination you have previously specified.

2. Scheduling Advanced Web Ranking Tasks

Let's suppose you want to see fresh data for your Websites every day and not have to do the update manually every time. For this, you must use the Scheduler feature of Advanced Web Ranking. See the Scheduler for more details.
From now on, the application will start at the scheduled time and update your project.

Note
The application doesn't have to be running at the scheduled time - it will be started automatically.

3. Backup
What happens if your hard drive crashes, and you lose all the data? To avoid this situation, you can create a backup copy for your project via the [Data] -> [Backup & Restore] menu. Click here for a detailed explanation.

For a more advanced use of the reports, continue with the Advanced Tutorial.

Advanced Tutorial
This tutorial is intended to be used only after going through the Basic Tutorial. You will use the same project as in the Basic Tutorial, but you need to add the following search engines:

- MSN
- Yahoo

Also, you have to add new keywords to your project:

- sport news
- latest news

And finally, add some extra Websites to be ranked:

- news.bbc.co.uk
- www.freshnews.in

One of your clients wants to obtain a report that contains information about the rank evolution of his two websites - www.cnn.com and www.freshnews.in on MSN, Google and Yahoo. He wants to see
the results (the sites' position) when searching for "latest news" and "sport news". He requests that you send him the report by email in an attachment as a PDF file.

Here's what you need to do:

1. **Create a new report template**

To create a new report, select the [New Report] option from the [Reports] menu. The report wizard will help you customize the report to your own needs.

2. **Select the report type and preferences**

Initially, you will be asked to choose the report type you are interested in, how you wish the data to be displayed and the file format that will be generated. For the given example, you must select the website Rankings Report from the list.

![Create a new report](image)

2.1 **Choose the report settings**

Once the new report template is created, you can access and edit it from the [Reports] menu. To change the preferences you can simply choose your report from the list.

The first section of the report preferences allows you to add a custom description to your report, for better explaining what the report is about or just to add some more information in the report's title.
You can also set the report preferences regarding the input options, such as the date from which the report will use to display data on, and what search engines, keywords and websites you wish to report on.

By default all the search engines, keywords and websites from your project will be included in the report. If you wish to exclude some and make your own selection, just click the correspondent input button to choose the exact inputs you are interested in.

For the given example, you will have to keep all the search engines included, select only two of your keywords ("news" and "latest news") and two websites ("www.cnn.com" and "news.bbc.co.uk").

Apart from the report title that will appear on the front page of your report, you can further personalize it by adding your company's header and footer. This can be accomplished by selecting a template from the list, or, if no templates are created already, we can define one by clicking on the Setup button to the right side of the Header and Footer option.
2.2 Select Filters and Conditions

From this section you can filter the content of your report according to your needs. Let’s say you only need to see items that were added or dropped. You will need to select the [Added] value in the drop down available, then click on the [+] button and select [Dropped].

The [Refine Inputs] button on the right side gives you the possibility to apply the filter only to the specified search engines, keywords or websites.

2.3 Select the Output and Layout Options

From the third section of the preferences you are able to choose the output options, such as columns to be included. You can also sort your data using several criteria and add personalized Headers and Footers.

2.4 Chart Options

In this section of the report preferences you can choose if you want your report to include charts as well and how you want them to be displayed.
2.5 Save the report to a local file

Here you can set the destination of your new report and other specifications about the way data is going to be organized on your hard drive.

2.6 Send the report by email

Let's suppose your customer wants you to send this report by email. Of course you could generate the PDF report and then send it to him. But Advanced Web Ranking can do this for you. Just check the "Send Report by Email" option.

Now that you have enabled the "Send Report by Email" option, you are presented with a list of email addresses that you can send this report to.

Initially, the list of contacts is empty, so we need to add a contact to our Address Book.

Click on the "Add" button to add a new contact:

- First Name - John
- Last Name - Doe
- Email - john.doc@yahoo.com
- Company - JohnXml Inc.

If you haven't configured your email settings yet, now you it's the best time for you to do it. Click here for more information.
Click OK to close the address book. To instruct Advanced Web Ranking to send the report to the newly added email address, all you need to do is add it to the "Send email to" list by selecting it from the "Available email addresses" list and then double-clicking on it.

### 2.7 Upload report to FTP server

You can also send the reports to your clients via FTP by checking the [Upload report to FTP server] checkbox. Just like sending a report by email, you need to add to the "Upload report to" list all the client FTPs you wish to send the report to.

As no client FTP profile is set at this moment, you also need to create the profile and save it to your FTP profiles list.

### 3. Complete your report

Before finishing up the report template you are able to look at a preview of it by clicking on the "Preview" button. This will open a new window with the report. If everything looks good, you can click on the "Generate" button to create and send automatically the report to your client.

But if you are not satisfied with it, you can either keep optimizing it or you can use the buttons at the top of the window to remove the template, duplicate it or rename it.
4. New requirements - regular email report

Remember in the Basic Tutorial you scheduled the project to be updated every day at a selected hour (in step 2 from the Basic Tutorial). Now you have to set the report template to be used each time the project is updated. Use [Settings]-> [Project Settings]-> [Preferences] and select the Update Settings tab. Click on the "Select Templates" button and select from the list the custom report template you have created.

Now, every time the project is updated, the report will be also generated automatically.

If you want to generate the report now, update your project (use the "Update" button from the left side menu).

That's it! I hope you enjoyed making your first custom report. You can create a report like this for each client.
Chapter 3. The User Interface

Main Menu

The main menu provides access to all the functions of Advanced Web Ranking.

Rankings

The [Rankings] section provides a wide range of interactive reports to help you check the evolution of your rankings in time, see the latest updates and make informed business decisions about your search engine optimization campaigns.
The [Analytics] section enables you to access your Google Analytics data through comprehensive and easy to use interactive reports. You can track visitor metrics for all your websites and check goal completion.

**Links**

The [Links] section contains important link information for your project's websites, retrieved from Moz. You can get an Overview of your links profile, check the Top Backlinks, compare links with your competitors and analyze Anchor Text Distribution.
Social

From the [Social] section, you can access a set of interactive reports that help you keep track of your social activity, with related Facebook, Twitter and Google +1 metrics.

Research

From the [Research] section you can access a wide range of tools like Website Auditor, Keyword Research, Keyword Difficulty, Content Optimization, Keyword Analysis and Keyword Priority to help you research keywords, find new keywords ideas, analyze and compare webpages and optimize your content.
The [Reports] section lets you create new, customized report templates. You can filter the data and customize the look and feel of your printable reports.

**Alerts**

From the [Alerts] section you can create notifications, visible in the application or to be sent to you via email, whenever certain changes happen in the SERPs.
Data

From the [Data] section, you can manage all the data from your projects. You can import or export data, backup and restore projects or remove data ranges from your project.

Project

The [Settings] section allows you to setup your project's websites, keywords, keywords groups and search engines as well as other project options like client emails or SMTP settings.
The User Interface

**Settings**

In the [Settings] section, you can change the global options of your projects, such as printable reports options, email settings, proxies and many more.

**Updates**

The [Update] section lets you run updates for your projects and get the latest data available about your keyword rankings from search engines. It also allows you to set up scheduled tasks, check the history of your updates and the progress of a current update.
Chapter 4. Managing Projects

Project Manager

The [Projects] menu can show you an overview of all the projects that you created so far, allowing you to assign them to categories. It will also give you important information about your projects such as the last backup date and last update date.

If it hasn't been updated, you can look in the Update section and see whether something went wrong, or whether the update was never started at all.

You can rename a project, start backing up a project or start its update by using the small icons which become active as you move the cursor over the rows in the list.

While in the application, you can easily access it from the drop down menu on the top right corner of the screen.

Create new project

The [Add] button will start the New Project Wizard which guides you through creating a new project in Advanced Web Ranking. After completing the wizard, the newly created project will appear in the list along with the already existing ones.

Remove project

If you wish to remove any of the listed projects from your application, you can do it using the [Remove] button from the top menu. It will enable a mode that allows you to mark the projects for deletion and then you must [Confirm removal] for a permanent removal of the selected projects.

Duplicate project

After selecting a project from the list you can duplicate it. This means that the newly created project will have all the settings and ranking data as the original one, but with a different name that you will specify.

Rename project

You can change the name of an existing project by clicking on it and after that click on the [Rename project] button from the menu. An editing window will open where you can just type your project's new name.

Backup project

The Project Manager not only displays the last backup date for each project existing within the application but also allows you to start the backup from here. Just use the [Backup] button from the top menu.

Update project

You can start the update for any of the projects listed in the Project Manager by choosing the project you wish to update and clicking on the [Update] button from the top menu.
Create project category

You can organize your projects using tags. To create tags and add projects to them click on the [All Projects] tag (next to the filter box) -> [New]. It will enable a mode that gives you the possibility to mark the projects to which you want to add this tag and after that click on [Save new tag?] and name it.

Creating a New Project

When working with Advanced Web Ranking, you are concerned with various entities like Search Engines, Keywords or Websites. Within the application, these are grouped together under a Project.

You can create a new project using the [Add] button from the [Projects] menu or you can access it from the top-left drop down menu. Both ways, Advanced Web Ranking will start the New Project Wizard.

Deleting a Project

In order to delete a project you must use the Project Manager. From here, you must click the [Remove] button to enable the mode that will allow you to make the removal, select the project you wish to delete and click the [Confirm removal] button to permanently erase the project from the application.

Resetting Project Data

You can Reset a project by using the [Data] -> [Reset Data] left-side menu. All the data for that project is lost. The only things that are kept are the keywords, the Websites and your selection of search engines.

Duplicating a Project

To duplicate a project you must select it while in the [Projects] menu and use the [Duplicate] button from the top menu. This feature allows you to quickly create a project that is similar to a different project you have already created.

Import WPG Projects

This feature allows you to import data from Web Position Gold projects and you can access it from the [Data] -> [Import] -> [Import Web Position Gold Projects] menu.
Just click on the [Browse] button and select the folder where your Web Position Gold projects reside. You will be presented with list of all the projects found in that folder. Select the projects you wish to import and then press the [Import] button.

**Note**

Your WebPositionGold projects cannot be directly imported into your MAC OS Advanced Web Ranking application!

Because of the way it was built, WebPositionGold keeps its files in an absolute path, therefore it is impossible for you to import your projects directly from your MAC. Anyway, there is a workaround for that: you just need to install another Advanced Web Ranking application on the PC where your WPG resides and import the WPG projects from there. After you finish importing the files, you need to backup those AWR projects and copy the backup files on the MAC (if the two computers you are using are on the same network, you can backup those projects, directly on the MAC). Use the MAC computer to import those backups and your job is done.

**Create projects from XML**

With this feature you can create projects in Advanced Web Ranking from XML files, thus enabling you to create hundreds or thousands of new projects in no time.
This feature is accessible through the [Data] menu, by selecting [Import] -> [Create projects from XML export] and providing the path to the folder where the XML file is stored.

To download the XML templates access the links below:


Multiple websites - http://www.advancedwebranking.com/xml-import/multiple.xml

Note

The template for the used XML files contains only the settings for the projects that will be created (websites, keywords and search engines) but with no ranking data.

Import projects from CSV

Advanced Web Ranking can import projects from CSV files. It can import either from CSV files created by exporting Rank Data from AWR, or files exported by another application.

To start the Import Wizard go to the Data menu -> Import -> Import from CSV

In the first step of the import wizard, you can choose:

• the CSV file path
• the file encoding
• the separator
• you can specify if the CSV file contains or not the header on the first line. If the CSV file contains the header on the first line, this will help at the next step, when selecting the columns by name.
• a character to delimit text data
• the rank highest position: some start the ranking with 0, others with 1
• you can import the data into the current project or into a new one.
In order for a CSV file to be importable from AWR it must have the following columns:

- Search Engine
- Keywords
- Website
- Position
- Date
- Page (Optional)

The date format used in the CSV file must be specified in order to have valid dates in your project.
You need to assign to each section the number of the matching columns from the file being imported and make sure the date format is set accordingly.

According to the selection from the previous step (input columns - search engine), all the search engines found in the CSV file are listed. These search engines must be synchronized with the AWR search engines, as the CSV file can originate from another application and the names can be different.
When you encounter this case, just press on the selector icon and choose the relevant search engine for your project.

According to the selection from the second step (input columns - keywords), all the keywords found in the CSV file are listed. You can select these keywords and change their properties - color, index, priority (just like at Managing Keywords).

According to the selection from the second step (input columns - websites), all the websites found in the CSV file are listed. You can select these websites and change their properties - color, index, stop if found (just like at Managing Websites).
At the final step, you must choose a name for the project. On Finish, the project is created containing the search engines, keywords and websites selected at the previous steps, as well as websites ranking.

Import projects from Raven tools

This feature allows you to import data from Raven tools and you can access it from the [Data]->[Import]->[Import projects from Raven tools] menu.
Managing Projects

Click on the browse button, select the archive of projects from Raven tools and open it. Here you have listed the projects exported from Raven with the number of websites, keywords and search engines that they contain. Just press the [Start Import] button to have this information in the application.

Once this data is imported, the project is automatically added to the projects list in the application.

**Export Rank Data**

Advanced Web Ranking allows you to export the rank data that it gathers to a CSV or XML file.

The data export uses the same mechanism as the printable reports, so you can create a custom export template and export the data with it whenever you choose to.

You can also use the scheduler to make the data export at a certain date and time and assign your own custom application to be run after the export is complete, so that the data can be parsed and changed into the format you require.

With the [Export] feature from Advanced Web Ranking, you can export [Websites Rankings] and [Top Sites] data.

For this, you must go to the [Data]->[Export] menu and create the template you wish to use for the export, by clicking on the [New Export] button.

When you create a new data export template, the first thing you must decide is the type of data you wish to export: Websites Rankings or Top Sites.
Websites Rankings

With the Websites Rankings Export Template, you can export the your current website rankings compared with the ones of your competitors.

Once you select the [Website Rankings] option in the [Create a new export] wizard, you can choose the file format of your export (CSV or XML) and if the template will be available in all projects or just the current one. With these preferences selected, all you need to do now is to press the [Create] button and your new export template is ready.

If you wish to modify the export template at a further point in time, you can edit all its settings in from the [Data] -> [Export] menu, by entering the [Edit] mode of the export in question.

The Report Settings

There are two fields available for editing the title of your export, and for adding a comprehensive and detailed description to it. Along with typing a new name, you can also append the Project Name, and the Date and/or Time to the export title, using the right click mechanism available.

- **Append project name.** This option appends the project name to the export title name.
- **Append date.** This option appends the input date to the export title. This is the date on which the file is generated.
- **Append time.** This option appends the time when the export was generated. From here you can also edit the export's file name, using the same right click mechanism. Also, in this section you can edit the file format.
Further on, you can set the date range of the data contained in your export.

- **Date.** Specifies the day the data of which will be used to generate the report.

- **Position Range.** You can limit the ranking data displayed in your charts by selecting a range of positions that will be included in the chart. If your keywords or websites rank further than the selected range, they will not appear on the chart.

### Output and Layout Options

Next, you can choose the output options:

- **Websites selected.** This input section shows you the websites you will see in your export. To include all websites, make sure the Select all checkbox is checked. To display only part of them, uncheck it and select only the websites you are interested in. You can further sort websites here alphabetically, by index or by color, using the sorting tool next to the input section name.

- **Keywords selected.** This section presents the keywords that you will see in the export. To include all keywords, make sure the Select all checkbox is checked. To display only part of them, uncheck the check box and select only those that you are interested in. You can further sort keywords here alphabetically, by index, color or by priority, using the sorting tool next to the input section name.

- **Search Engines selected.** This section displays the search engines you will see in your export. To include all the search engines available in your project, make sure the Select all checkbox is checked. To display only part of them, uncheck it and select only those you are interested in. You can further sort search engines here alphabetically or by importance, using the sorting tool next to the input section name.

- **Report layout.** This table shows you how search engine results are displayed in the columns and rows of the exported file. In this grid you can also select the columns you want to see in the export. Just click on the Select columns button, on the top left side of the report layout, and you will be able to select, deselect or switch the positions of the export columns.
• **Split the Result Type column into Organic, Images, Video, News, Shopping.** When this option is selected, the Result Type column is split into five different columns, according to each result type.

• **Insert string into quotes.** With this option selected, the strings in your export file will be inserted between quotes.

• **Execute command.** In this section, you can enter the parameters you need and the command that you want to be automatically executed after your export was generated.

### Filters and conditions

You can set the export to be generated only if a set of conditions is met. In this section you can add or edit the filters that the export generation depends on:

- **Filters.** You can use the Advanced Web Ranking filters to condition the export generation. Just select one of the default filters from the list, define a new, customized filter or combine two or more filters to achieve the set of conditions you need.

- **Refine inputs.** You can set a certain filter to be applied only to a segment of your project data. This means that you can use this button to select the keywords and websites you wish to apply the filter to. For each filter you set you may refine the inputs it affects.

### Save to local file

This section allows you to choose the destination of the exports generated using this template.

- **Save to folder.** Use this option to save the export to a certain folder. You can change the default location of this folder by unchecking the [Use default location] option.

- **Create separate folders for report type, year and month.** By enabling this option your exports will be saved in a subfolder the name of which from the name of the project, the name of the report and the date broken down into year, month and day. This directory structure is useful when you create many reports for different projects and you wish to find them easily when needed.

### Send report by Email

This section gives you the ability to adjust the settings for sending your exports via email.
• **Send Report by Email.** When this option is checked, you are allowed to send the export to one or more email addresses. You can read more about this in the Email Settings section.

• **Notify on FTP upload.** When checked, the application will send an email to the chosen addresses to confirm that the export was uploaded by FTP.

• **Ask for confirmation.** Specifies whether the user needs to confirm the sending of the export by email before it is sent.

• **Email Address.** In this section you can type directly your customer’s email addresses, or you can add them from the Address Book, from the Add button. Emails typed here will be automatically stored in the Address Book.

• **Address book.** Opens the Address Book dialog where you can manage your contacts.

• **Show / Hide Bcc.** This option gives you action to the Bcc section, where you can add other email addresses as Blind carbon copies to receive the export.

• **Email Settings.** In this section you may customize the subject and the text for the emails sent, that contains your export.

### Upload report to FTP server

This section is optional and is active only when you select the "Upload report to FTP server" option. It allows you to specify the FTP server where you want the export to be uploaded.

Below, you can find a description for each option you can change in this step:

• **Upload report to FTP server.** Allows you to upload the export to your website using FTP. Read more about this in the FTP Settings section.

• **Create separate folders for each type, year and month.** This option creates a folder for each export type and then breaks them into separate folders for each year and month.

• **Upload report as zip file.** When checked, it specifies that the export should be archived before uploading it by FTP.
Top Sites

With the Top Sites Export Template, you export the position of all websites exactly as they are displayed in the search engines.

Once you select the [Top Sites] option in the Create a new export wizard, choose the file format you want to use and click the [Create] button. The steps to edit the newly created export template are similar to those for editing the Websites Rankings data export template, allowing you to select the input, output and destination settings of the exported file.

Backup & Restore

You can backup your current project from [Data] -> [Backup & Restore]. This feature will allow you to:

• Backup the selected projects
• Restore the selected projects
• Cleanup your drive of unneeded data

You can select the folder to save backups to, by pressing the [Browse] button. This folder will be remembered and all the scheduled backups will be saved there. This will also be the default folder where the backups are restored from.

Important

The backups always contain the whole project.

The backups can later be restored.

You can choose to restore projects from a different folder than the backup folder by pressing the [Browse] button. This folder will remain the default restore folder.
**Important**

If you restore a project that already exists, the overwrite option will NOT merge the restored project with the existing project. It will completely replace the existing project with the backed-up project.

**Remove Data**

This feature allows you to remove the ranking data from your project, gathered within a time range you specify. You can access this feature from the [Data] menu.

Choose the [Select date] option from the list to set the limits of the period you wish to remove. The Begin option automatically sets the time range to start on the day the project was created. The Last Update Date option automatically sets the time range to stop on the day of your last project update.

**Remove Link Data**

This feature can be accessed also from the [Data] menu, allowing you to remove only the Links data gathered within a time range you specify.
If you wish to save a backup of the links information before removing it from your project, just make sure you check the [Create a backup before removing data] in the dialog. This option will save the backup on your computer.

Next, in the Date Range section you can select the start and end date for the period the links data will be removed. The [Begin] option sets the start date on the day the project was created, while the [Last update date] option sets the end date to the last day the Links data was updated. Using the [Select Date] option, you can customize the period for the links information that you want to remove from your project.

**Address Book**

The Advanced Web Ranking Address Book is the place where you can store all the names and email addresses of the people you want to send reports to. You can use the contacts you enter here when specifying the destination of a report.

Within the Address Book you are able to add, remove, import or export your contacts and you can access it from the [Projects] -> [Global Settings] -> [Email/FTP] menu.
To Add a contact, press the [Add] button. The Add Contact dialog box will appear and you can enter the First Name, Last Name, Email and Company for a contact.

To Remove a number of contacts, first select them, then press the [Remove] button.

To Modify a contact, first select it, then press the [Modify] button.

You can also Import or Export contacts from files stored on your computer, by using the buttons at the top of the screen ([Import] and [Export]) and by browsing your computer to select them.

**FTP Profiles**
The Advanced Web Ranking FTP Profiles is the place where you can store all the profiles of the FTP servers that you want to upload reports to.

You can access the FTP Profile manager from the [Settings] -> [Global Settings] menu, by selecting [Email/FTP] -> [FTP Profiles].

In the FTP Profiles dialog you can add, remove, modify or test the connection of the FTP servers.

To Add a profile press the [Add] button. The "Add FTP profile" dialog will appear and you can enter the Name of the profile, the FTP Server and Port, the User, the Password, the Remote folder and the Connection mode. If your machine connects to the Internet through a proxy server, you are allowed to enter the proxy settings in the same dialog, by enabling the "Use a Proxy Server" option.
In order to Remove a profile, press the [Remove] button, select it and then use the [Confirm removal] button to permanently delete the FTP profile from the application.

In order to Modify a profile, first select it and then press the [Modify] button.

**Note**

Advanced Web Ranking lets you configure an FTP server (File Transfer Protocol) or an SFTP server (SSH File Transfer Protocol) from the [Add FTP Profile] window.
Chapter 5. Project Settings

With Advanced Web Ranking, you can manage an unlimited number of search engines, keywords and websites.

Managing Search Engines

The search engines list of a project can be edited from the left side [Settings] menu by selecting [Search Engines].

Here, you can add new, remove or edit the search engines on which you want to track rankings.

Note

Major search engines have regional counterparts. Generally, there are three options:

- regular web search
- search only in pages written in that engine's local language
- search only in pages physically located in the engine's covered area (country)

For each regional search engine with the options above, three entries will appear in the list, so you can have the ability to query the same search engine with different search. Example:

- **Google Germany**.
  This makes a regular web search in Google Germany (google.de)

- **Google Germany (German)**.
  This searches only in pages written in German

- **Google Germany (Germany)**.
  This searches only in pages located in Germany
Add new search engine

To add more search engines to your project, you first must click on the [Add] button from the top of the screen.

Then, you will get five options to choose from:

• Add Search Engine
• Add Search Engine List
• Add Local/Maps Search Engine
• Add Google Preview Search Engine
• Add Google Location Search Engine

Add Search Engine

This feature enables you to choose from a list the search engines that you wish to add to your project. The selection of a search engine can be made just by clicking on its row. You can also make multiple selections at this step. After you have decided which search engines to add to your project, just press the [Ok] button to finish the process.

With the [Add Search Engine] option in AWR, you can track rankings also on specialized search services.

Here are some of the search engines that you can add to your project:

• **Google AdWords.** This search engine helps you track only the sponsored results that Google returns for your keywords.

• **Google Places.** This search engine retrieves only the results that Google returns from its Places search service, for the country that you have chosen.

• **Google Exclude Places.** This search engine shows in AWR only the organic results, excluding the Places entries that Google blends with the traditional results in its SERPs.
• **Google Universal.** With this search engine, you can retrieve also the specialized search results like Videos, Images, News, Shopping and others that Google blends with the traditional organic results.

**Note**

By default, the Google Universal search engine in AWR displays the following result types:

- Organic
- Local
- News
- Video
- Shopping
- Image

If you need to retrieve only specific types of results, just right click on the Google Universal search engine after you have added it to your project and click on [Properties]. Then make sure that you have selected in the [Result Types] grid only the options that you are interested in.

• **Google Video, Images, Shopping, and News.** These search engines in AWR help you retrieve only the results returned by the related Google specialized search service.

• **Google Mobile.** With this search engine, you can track the results that Google returns for Mobile searches.

If you wish to edit the specifications of the search engines or if you need additional information to help you decide, you can use the [Manage] button from the top-right corner of the list. It will let you see and edit the preferences for the search engine list.

For cases where the search engine that you are looking for is not in the list of search engines provided by Advanced Web Ranking, you can make a request to be added in the application. The [Request Search Engine] button will show up at the bottom of the [Add Search Engine] list, whenever a search for a particular search engine retrieves no results.
Add Search Engine List

You can either select a search engine list from the displayed list or you can create a new one, using the [New] button in the top right corner of the tab.
If you wish instead to edit the search engine lists, rename, deactivate, delete or assign new search engines, just click on the [Manage] button.

**Add Local/Maps Search Engine**

This feature allows you to add a new search engine with local search capabilities, import locations or choose from the already predefined ones.

- **Define.**

  Just enter your location and then select the local search engines available from the list.
• **Import Locations.**

Create a .csv file with your locations and after just import it into the application. This file needs to look like this:

• **Select a predefined location.**

You can use one of the predefined locations if they match your preferences.
**Add Google Preview Search Engine**

Advanced Web Ranking helps you to track rankings for your ads using also the Google Preview tool.

You just need to define, or select from the predefined locations the one you want to see the results for, and then add the desired Google Preview Search Engine to your project.
Add Google Location Search Engine

As you probably already know, Google displays different search results depending on the location of the user and the data center it gets the results from.

With the Custom Location service that Google introduced, the search engine allow users to specify the location their desire and retrieve the results relevant for that location.

This feature implemented in Advanced Web Ranking allows you to gather the same ranking results as you would have set a certain location in your browser.

Just define the location you are interested in, select one of the available Google Location Search Engines, or add one from the already defines locations and you're done.

Remove search engines

By pressing the [Remove] button, you enable a mode which allows you to select and delete search engines from your project. Use the left side check boxes to mark the search engines that you wish to exclude from your project and click on the red [Confirm removal] button.

If you just changed your mind about removing any of the search engines from your project, there is a green [Cancel] button enabled just for situations like this.
Edit/Manage search engines

In Advanced Web Ranking, you can change the properties of specific search engines, by adjusting the number of results per page, the importance of the search engine or the random delays, or by entering a custom name for the search engine in question, so that you can identify it easier in your lists.

To access this window, you can either right click on the search engine you wish to edit and select [Properties] or you can click on the [Manage] button from the top right corner of the [Add Search Engine] list.

In the [Edit search engines] dialog, you will see the list of all the search engines available in the application along with their properties. You can sort this list by any of the columns or double click on a search engine name to edit its properties:
Importance

This option will allow you to change the importance of a search engine and display it at the top of the list when you order the list by Importance.

You can choose from five options available or set a customized value.

• Very Important
• Important
• Less Important
• Normal
• Ordinary
• Custom

Options

The [Options] settings help you change the number of results retrieved for a selected search engine, either in a specific project or for all projects.

• Global results per page - changes the number of results retrieved for a selected search engine for all projects
• Project results per page - changes the number of results retrieved for a selected search engine for a specific project

Performance

The [Performance] options allow you to override the global performance preferences settings for a specific search engine. You can change the random delays between queries and the "sleep" time for that search engine.

Custom name

For major search engines, you have the possibility to use custom names that will be displayed in your reports. To do this, just enter the name you desire in the Custom name field.

Managing Keywords

Selecting [Keywords] from the [Settings] left side menu you can add, remove, export, translate, spell-check and organize your keywords.
Add keywords to project

The first button from this window's toolbar is the Add button which gives you several methods you can use to add new keywords to the project:

- **Type keywords.** You can just add the keywords you wish to have in your project by typing them in this window, one by row, and click on the [Add to project] button.

- **Import from File.** This option allows you to import keywords from a text file. Just choose the name of the file that contains the keywords you wish to import. The format of the text file is one keyword per line.

- **Import from URL.** This feature allows you to import the keywords contained in the title and META tag of a web page. The retrieved keywords will be added to a temporary list where you can edit them before adding them to your project. You can perform multiple URL queries and gather the retrieved keywords in a single temporary keywords list from which you can choose the keywords you add to your project.
• **Import from website.** This feature allows you to import the keywords contained in the meta title tag (page title), meta keywords tag or from both meta tags of an website's pages. You are able to set the page depth and the page limit.

After you entered the website where the keywords are going to be imported from, select a search depth, the page size limit, which meta tag to get the keywords from and press the [Import] button. The retrieved keywords will be added to a temporary list where you can edit them before adding them to your project.
The “Get keywords from” drop down list allows you to select the section used to extract the keywords. You can choose to import your keywords from page title, meta keywords tag or both.

**Note**

The higher the page depth is, the more time Advanced Web Ranking will take to import the keywords.

- **Keyword Research Tool.** Using this tool you can research new keywords using the most popular tools available on the internet: Google AdWords, Google Webmaster, Google Search Based, Google Suggest, 7Search, Wordtracker, Yahoo and SEMRush. Choose which one you wish to use first researching.

- **Generate.** To generate keywords, write relevant words for your search and The Keyword Builder will generate a list of all possible combinations among the words you have added.

Furthermore, the Keyword Builder allows you to select a group of words that have a desired order and consider them as a whole. All the combinations that are then generated will maintain that particular order of words. In order to achieve this, simply write the chosen words between quotation marks and press [Generate].

Customize this list by removing the combinations you find unnecessary, and press the [Ok] button. All the remaining keywords will then be added to your project.

- **Removed Keywords.** This allows you to restore some of the keywords you have previously removed from your project. Select the terms you wish to add back to your project and press the [Save] button.
Advanced Web Ranking allows you to track keywords written in any language. It supports special characters in keywords and the letters of any alphabet: Latin, Hebrew, Cyrillic, Japanese, Chinese or Korean.

When importing into your Advanced Web Ranking project the desired keywords, the application will prompt you to provide the appropriate file encoding without no additional settings being required.
Remove keywords from project

By pressing the [Remove] button you enable a mode which allows you to select and delete keywords from your project. Use the left side check boxes to mark the keywords you wish to exclude from your project and click on the red [Confirm removal] button.

If you just changed your mind about removing any of the keywords from your project, there is a [Cancel] button enabled just for situations like this.

Analytics Keywords

Using this tool you can add to your project keywords from your Google Analytics account. Just select from the list the ones that you want to add and click [Save].
Set Keywords Priority

The [Set priority] menu allows you to assign priorities to your project's keywords through multiple methods:

- **Manually.** You can create your own priorities and type them manually for each keyword.
- **From text file.** You can rapidly assign priorities to your keywords by importing the values from a text file.
- **Google AdWords.** Use Google AdWords metrics to generate and assign priorities to your keywords.
- **Google AdWords API.** You can also use your Google AdWords API key to get metrics and set keywords priority.
- **7 Search.** Import specific data from 7 Search and use it to set priorities for your keywords.
- **Wordtracker API.** Set the priority using keywords data retrieved from Wordtracker.

Research

The [Research] menu packs up other features available for managing your keywords:

- **Export keywords.** If you press the [Export] button you will be able to export your keywords to a file you specify, along with other data you must also choose: export keywords with priority and color, keywords with priority or export keywords only.
• **Translate keywords.** The Keywords Translate feature allows you to translate the keywords added to your project into any available language, using Google Translate.

First, you need to select the keywords language and the language you want to be translated into. You can select all the keywords to translate by using the [Select] check box or selecting each keyword's check box.

When all the settings are done, use the [Translate] button for Advanced Web Ranking to start gather translations for your selected keywords.

• **Keywords Spelling.** The Keywords Spelling feature helps you check if the keywords from your projects are correctly spelled. Keywords Spelling uses the Google "Did you mean..." feature of google.com, google.fr, google.de, google.co.uk
First, select from the drop down list the source that Advanced Web Ranking will use to spell check the keywords of your project and then select the keywords you want to check.

Note

The Keywords Spelling feature is available only for English, French and German.

When all the settings are done, use the [Check Spelling] button for Advanced Web Ranking to start gather the right spelling for your selected keywords.

You can also set an action to be taken after the spellcheck is complete: Don't do anything, Replace keywords with spelling, Add spelling as a new keyword. To do that you just need to do a right click on your mouse and select the action from the menu.

Keyword groups

You are also able to filter the keywords by groups using the [Keyword Groups] menu. You can select one of those previously created, create a new group or manage the list of groups.
You are able to create simple or complex keyword groups. By clicking the [Add] button from the [Keyword Groups] menu, you will create a simple/complex keyword group containing the selected keywords.

If you wish to filter your keywords by certain conditions and thus create groups, you will need to create complex keyword groups. For that, enter the [Keyword groups] menu and click the [Add] button -> [Complex group]. You will set the conditions you want your keywords group to follow and create the keyword group.
If you wish to edit the existing keyword groups, select the Category manager from the list and in the new menu you will be able to edit, delete, duplicate or rename all the keyword groups created.

Click on the color column of a keyword to change its color.

You can also sort your keywords by 3 criteria: the original order of the entries, alphabetical order, by priority or by color.

You can change the original order by moving keywords up, down, send them to the top of the list or to the bottom of the list. For that use the four arrow buttons from the bottom-left corner of the window.

Duplicate (identical) keywords are not allowed, so they will be ignored.

**Managing Websites**

Through the [Websites] option from the [Settings] menu, you can add, remove, modify and export websites. You can also sort the websites from your project by the order in which they were added, alphabetical order, by page rank or by color. To change the order in which they are added, just use the drag and drop option.

**Add a website**

To add a website to your project, you need to click on the [Add] button and choose one of the four options available:

- **Type URLs.** Just type each URL you wish to add to your project in this window, one by line, and click on the [Add to project] button.
• **Suggest Competitors.** Advanced Web Ranking generates a list of your top competitors for the keywords you have in your current project, selected by their visibility in the search results. You can easily select from this list the competitors you wish to also monitor and add to your project.

• **Import from file.** In order to import websites from a file where they have been previously exported by Advanced Web Ranking, just choose the [Import from file] option from the [Add Website] menu. Then select the text file form where you want to import the websites and click on Open.
• **Import from URL.**  This feature spiders a web page and finds all the links to other web pages. All you need to do is specify a URL and then press the [Import] button. You will then be presented with a list of all the links found in that web page so that you can edit them before importing them into your project.

![Import from URL](image)

**Remove websites**

To remove a website, click on the [Remove] button from the top Menu Bar, select from the list the websites you wish to remove from your project and [Confirm removal]. If you changed your mind about removing any of the websites, just click on the [Cancel] button.
Website pages

This is the place where you can edit (add/remove) the pages of your added websites. If you wish to track a certain web page separately, you need to add it to this list.

Select from the list of websites the one you wish to edit and click the [Pages] button.

To add the index page of a website to the list, just add a new page with the name "/" (forward slash). This is regarded as a special page, and will appear as [Index Page] in the list.

You can remove the [All Pages] entry if it's not the only entry left in the list. This will allow you to match only a certain page instead of all the pages of your website. If you later want to add the [All
When you add a website to your project, any web page belonging to that website will be automatically matched by the update process. You can see this by expanding the tree item of that website, which will show [All pages] by default.

**Website Aliases**

A website can have aliases and this is the place you can add them. The most known case is when a website can be referred as its domain name or with the www prefix. Example:

- www.domain.com
- domain.com

This special case is handled by default in Advanced Web Ranking so you don't have to add it yourself.

If your website has more than one subdomain (like in the example below) then you can enter a special alias that contains the wildcard character (*) to substitute the part that is different in each entry. Example: *.domain.com

- www.domain.com
- sub1. domain.com
- sub2. domain.com

**Note**

The wildcard character can be inserted in any place in the website name and as many times you wish.
Index Aliases

This is the place where you can add aliases of your main index page of your website. The Index Aliases list contains all the possible names of the [Index Page], so if any of these pages will be found in the update process, they will be shown as [Index Page]. If your index page has a name that is not part of the [Index Aliases] list, just add it to the list and the next update will show it correctly.
Export to file

To export websites to a file, press the [Export...] button, then select the text file where you want to export them.

Analytics

You can set up Advanced Web Ranking to connect with multiple Google Analytics accounts and import traffic data for all your websites. This menu allows you to assign your synchronized Google Analytics accounts to your project's websites.
Moz Links

For each selected website, you can specify the number of links to be retrieved and the number of anchor texts, according to your available link credits. To do that, you need to uncheck the default [Top links to be retrieved for each site] and [Top anchor texts to be retrieved for each site] settings, and adjust manually the number of links that you want to extract. Also, if you want to verify your referrers status, you need to check the [Automatically verify links] check box. This will start the links verification process immediately after the information has been retrieved in the application.

While adjusting your settings you are able to view the estimate consume of link credits and compare with the number of available link credits. If for your settings, the available number of credits is exceeded, you will get a warning but still be able to save your settings for further use. At update, to retrieve link data for the full list of websites you have set, you must purchase more credits. Otherwise, Advanced Web Ranking will run the update in sequence until your link credits run out.

You can purchase more link credits straight from this window by pressing the [Get more credits] button or check the [History] of your previously used link credits.

Select Color

You can change the color of a website to find it easier in the reports. Click on the color column and select the color you like and see as fit for that website. When you change the color of a website, all the pages that belong to that website will be shown with this color.
Stop the update if this website is found

When a project update is running, Advanced Web Ranking will look for this particular website and stop gathering data from the search engine if it is found. If more than one website has this option enabled, or multiple pages from a website have this option enabled then Advanced Web Ranking will stop the search only when all of the checked items have been found.

Get Google Analytics

For every website in your project you are able to add its own Google Analytics account and visualize traffic data within Advanced Web Ranking reports. When this option is enabled, Advanced Web Ranking will automatically connect at each update, to its Google Analytics account and extract data.
Get Moz Links

When this option is enabled, Advanced Web Ranking will retrieve link data from Moz for that website, according to the specific settings you made for each website.

Get Links for Root Domain

When the Root Domain option is checked, Advanced Web Ranking will retrieve from Moz, backlinks for the entire domain (for example, for your added website www.cnn.com, will also get the links pointing to edition.cnn.com, news.cnn.com, money.cnn.com, etc.). Otherwise, it will gather only the links pointing to your added subdomain (such as www.cnn.com).
SMTP Settings

The SMTP settings can be used to define an email account for each project. This will enable you to send reports via email, from different email accounts for different projects.

You can adjust these settings from the [Settings] menu -> [Project settings] -> [SMTP Settings].

Inherit from global preferences

This option will use the settings you configured in the general settings of the application. You can change these settings from the [Settings] menu -> [Global settings] -> [Email/FTP] -> [Email].

Contact email

Sender Email. Enter your email address here.

SMTP Server. Enter your SMTP server, either using its name or its IP address.

SMTP Port. Enter the SMTP port. The default value is 25 for no secure connection and 465 for SSL connection.
Use SMTP Authentication

If your SMTP server requires authentication, you need to enter your user name and password here. Advanced Web Ranking can use a secure connection when sending emails through the SMTP server. For this you can use either the TLS or SSL encryption, depending on what your SMTP server requires.

Test email

When you finish configuring the email account use the [Test Email] button to see if the settings are correct.

Preferences

The [Preferences] option from [Settings] -> [Project settings] menu allows you to locally override some of the global Advanced Web Ranking settings in your current project. These settings are by default inherited from the Global Preferences.

Search depth

This preference controls the number of search results downloaded by Advanced Web Ranking for each of the keywords. Note that higher settings may significantly slow down your updates.

Page Rank

Here you can choose the metrics you wish to be gathered by Advanced Web Ranking (Page Rank, Alexa Rank or mozRank) and the frequency of the updates.

Reports Location

Set a specific location for this project's reports to be saved to, or just use the default location set by the application settings.

Update Settings

Here you can also specify a list of reports to be generated after each update by clicking on [Select templates].
You can do the same thing from the Output section of a report by checking the "Generate report after each update" option.

## Proxy Per Project

Advanced Web Ranking allows you to assign a list of proxy servers to each project, so you can gather rank data from the same location your customer is in. This way you can always send accurate information with your reports. Also, if you use more than one proxy servers, the update will be much faster because Advanced Web Ranking will open a connection to search engine through each proxy in the list of used proxies.

You can manage the project proxies from the [Settings] menu -> [Project settings] -> [Proxy Servers].

Here, you have three options available:

- **Use Application Proxy settings.** This is the default option, which tells AWR to use the global settings when updating your project.

- **Use only direct connection.** When this option is selected, the application will use only the direct connection when updating this project.

- **Use only the selected proxy servers.** This option allows you to select the specific proxy servers from the list you have added in the general settings. The application will use only the proxies you have chosen to update your project.

To setup the proxies in Advanced Web Ranking, use the Proxy manager.

⚠️ **Note**

This feature is only available in the Enterprise version.
Chapter 6. Updating Projects

Updating a Project

Advanced Web Ranking gathers and stores ranking, links, analytics and social media data every time a project is updated. You can initiate an update from the [Update] button on the left side menu or by selecting a project in the [Project manager] window and click on [Update].

Also, several features, like the Keyword Difficulty Tool and the Social Media and the Links reports, can be updated directly from the report views, by pressing on the green [Update] button on the top menu bar.

There are eight possible types of updates:

• **Update Project.** Updates only the ranking, links, analytics and social media data that has not been updated on the current day.

• **Update project in the background.** Performs the update for the current project in the background, allowing you to switch to other projects in the application.

• **Partial Update.** Allows you to update the project only for the selected keywords and search engines.

• **Update Multiple Projects.** Updates the projects selected from a list.

• **Update Rank.** Updates the Page Rank, Alexa Rank or mozRank.

• **Update Links.** Updates the specified link data for your selected domains.

**Note**

The same action can be completed through the Update button available in all views within the Links menu.

• **Verify Links.** Checks if the links retrieved from Moz still exist on the referrers' websites.

• **Update Social.** Updates the social media shares and metrics for the current project.

**Note**

The same action can be completed through the Update button available in all views within the Social menu.

• **Update Analytics Data.** Retrieves only the analytics data from your defined Google Analytics accounts.

**Note**

The same action can be completed through the Update button available in all views within the Analytics menu.

• **Update Google AdWords.** Performs an update of your keywords' competition, search volume and CPC.

After each update, the reports selected in the Project Settings section of the [Settings] -> [Project settings] -> [Preferences] will be automatically generated.
Update Multiple Projects

Using this feature, you can select multiple projects to automatically update one after another. You can either use a "Project list" or just select the projects you want to update from a list containing all your available projects.

- **Project list.**
  
  You can use any of the "Project lists" available.

- **Time gap between projects.**
  
  You can change the sleep time period used by the process between every project update.

- **Force update.**
  
  You can force a new update, even if the project has already been updated on the current date.

Automatic Updates

Advanced Web Ranking can automatically update the position of your websites, so all you have to do is look at the reports when you need them. This is accomplished via the integrated scheduler.

The Update Progress Tab

The Update Progress tab is displayed in the main window. It lists the pairs of search engines and keywords and a status is available for each, as follows:

- **Waiting...** - no page has been retrieved yet.

- **Receiving data...(NN% complete)** - shows the percentage of received pages.

- **Received NN of NN (100% complete)** - shows the total number of results retrieved at the end of the search for a particular search engine-keyword combination.
If the number of received results for a particular search engine is smaller than the general search depth of the project - e.g. "Received 39 of 150 (100% complete)" - you will see one of the following messages:

- Reached end of results - the search engine does not have any more data for the current query.
- All required Websites found - the specified Websites have already been found in the results retrieved so far.

During the update, progress information is displayed containing: the start time, the estimated stop, the time remaining and the percentage of completed searches. At the end there are displayed: the total time, the number of retrieved pages and the number bytes retrieved.

When the update is complete Advanced Web Ranking checks again all the searches and retries those that have not been completed successfully. The number of retries is specified in the Performance tab of the Setting menu, among the General settings.

**Update Options**

You can specify the number of results you want to be retrieved from a search engine in two ways:

- Globally (for all projects), by setting the "Search Depth (number of results)" option from the [Settings] menu -> [Global Settings] -> [Performance] -> [General Performance Settings] to the desired number of results.

- Locally (for each project), by unchecking the "Inherit from global preferences" checkbox from the [Preferences] tab of the [Settings] -> [Project settings] menu, then by setting the "Search Depth (number of results)" option to the desired number of results.

By default, new projects use the global setting, but you can override it by using the local setting.

An update will automatically stop when all the Websites from your project are found. It will also stop when it encounters all the Websites that have the option "Stop update if this URL is found" enabled.
Chapter 7. Scheduler

The scheduler wizard

Once you've updated your project a few times and generated a few reports, you may wish to do this automatically at specified intervals. That's when the scheduler comes to help. It helps you automate the update of your projects and the generation of the reports. It can also backup your projects periodically so you don't have to worry about loosing your data.

You can create a new scheduled task from the [Scheduler] menu. This opens the Scheduler manager where you can create a new scheduled task by clicking on [New], view the existing ones and manage them.

The scheduler wizard helps you automate the following tasks:

- Update projects
- Generate reports
- Backup projects

Scheduling a project update

The scheduler can help you automate the update of your project at a specified interval. When you choose to create an update task in the scheduler wizard, you have three options:
Updating a single project

Updating a single project is pretty straightforward. You select the date and time, and how frequently you wish to update this project.

Note

If your project was already updated, manually or by a different scheduled task, then a new automatic update scheduled within the next 24 hours would be skipped by the application. However, you have the possibility to force the automatic project update if you need scheduled tasks to run at a frequency smaller than one day. In this case, you just need to check the [Force Update] check box available in the Scheduler wizard.

You then have the option of generating reports immediately after the update is complete. For this, you can either select the reports you wish to generate from a list or instruct the application to generate all the reports that you specified to be generated after each update. (This list can be edited by accessing the [Settings]->[Project settings]->[Preferences] menu.)

The final step of the Scheduler wizard presents you with a summary of all the options that will be used to create the scheduled task. Just verify that everything is correct and press the Finish button to create the task. (You can view and edit the task later using the [Schedule] button.)

Updating multiple projects

The updating of multiple projects automatically using the scheduler is one of the most powerful features of Advanced Web Ranking. It allows you to specify a list of projects to be updated one after another, and generate reports for each of them as needed.

When you update multiple projects, you are asked to choose which project list you wish to update. This is the list of projects that you wish to update. By default, there is only one predefined list called "All Projects", but you can create your own list of projects using the "Manage project lists" button.

Note

The "All projects" list is a virtual list that cannot be edited or removed. It will always contain all your existing projects.
Just like in a simple update task, you have the option of generating reports immediately after the update is complete. But since you are updating multiple projects, you are now able to specify the reports that should be generated for each of the projects in the list. In the tree that appears, the parent items are the projects, and the reports are their children.

You also have the option to generate all the reports that you specified to be generated after each update. (This list can be edited for each of the projects separately in the [Settings]-> [Project settings]-> [Preferences] menu.)

### Scheduling report generation

The scheduler can help you automate the generation of the reports at a specified interval. When you choose to create a "generate report" task in the scheduler wizard, you have three options:

- generate reports for the current project
- generate reports for a specified project
- generate reports for multiple projects

The wizard will take you through the same steps as when updating a project. The only difference is that there will be no update. Only the reports that you select will be generated. This is useful in case you wish to update your project every day but generate the reports only once a week.

### Scheduling backups

The scheduler can also backup your projects for you automatically, so you can rest assured that you always have a backup copy in case of emergency. When you choose to create an "backup" task in the scheduler wizard, you have three options:

- backup the current project
- backup a specified project
- backup multiple projects

The wizard will take you through the same steps as when updating a project. The only difference is that instead of an update, your project will be archived to take less space and then stored in a special folder called "backup" inside the data folder.

### View Scheduled Tasks

You can view all the scheduled tasks by clicking on this toolbar button or by selecting the [Scheduler] menu.

This dialog allows you to see all the scheduled tasks generated by Advanced Web Ranking. If you want to modify a scheduled task select it and press the [Modify] button from the top menu.
If you want to remove one or more tasks from the scheduler, press the [Remove] button, select them and click the [Confirm removal] button.

If you want to schedule a new task, just press the [New] button and select the type of the task.

You can also Enable or Disable the scheduled tasks. This means that if you wish to temporary remove a task from the scheduler, instead of deleting it, you may just disable it and keep it created for the time you will need it again.

**Calendar**

The Calendar allows you to see all the scheduled tasks for a selected month. The daily tasks will be shown in red, weekly in green, monthly in blue and on time tasks in black.
User Authentication

On the Windows operating system, the scheduler requires a user name and password in order to run. There are two types of accounts:

- **Local account.**

  This is the local account you use when you log in to your Windows operating system. If you haven't yet assigned a password to your local account, please assign one. Otherwise, the scheduler will not run.

- **Windows domain server account.**

  This is an account created on a special computer (domain server). If you log in to your computer using this type of account, you need to specify both the server name and the user name.

  Example: Domain\Username

**Important**

On the Linux operating system, the integrated scheduler uses the Java binary from the following folder: /usr/bin. Therefore, if you have Java installed in a different directory, you need to create a link to it from the /usr/bin directory otherwise the scheduled tasks will not run.

Example:

cd /usr/bin

ln -s /path/to/java_binary java
Chapter 8. Interactive Reports

Advanced Web Ranking presents the information gathered from search engines in a set of interactive, easy to use reports. Each report can be viewed by clicking on the corresponding view in the top panel of the [Rankings] section.

There are six types of tabular reports: Website Rankings, Keyword Rankings, Search Engine Rankings, Top Sites, Overview and Visibility. For five of the six types of interactive reports (Website Rankings, Keyword Rankings, Search Engine Rankings and Overview) a graphical rank evolution chart is available.

In the tabular reports, you can sort the table rows by clicking on the column headers or you can reorder and customize the columns using the button at the top left corner of the table area.

All reports will use the color assigned to each URL when presenting their information. An empty report usually means that there is no data available for the selected Search Engine and Keywords. You should do an update to gather some data.

The Website Rankings report

There are two available views for the Website Rankings report: the [Date Comparison] view and the [Multiple Dates Comparison] view. You can switch views from the drop down list, next to the report selection:
Date Comparison

This is a tabular report presenting the website rankings information for the Websites you are interested in. For each URL, the following information is available in the corresponding column:

- **Website.**
  This is the actual URL. The protocol field will be omitted for HTTP Websites.

- **Position.**
  This is the position on which the URL was found for the selected Search Engine and Keywords.

- **Previous.**
  This is the position on which the URL was found at the previous update.

- **Change.**
  With the help of icons, this column shows the changes that took place between previous positions and actual positions: moved up "x" places, moved down "x" places, no change, no ranking, added, dropped.

- **Page.**
  This is the search page on which the URL was found.

- **Best.**
  This is the best position the URL has had over time.

- **Page Rank.**
  This is the Google Page Rank for the URL.

- **Alexa Rank.**
  This is the URL's rank retrieved from Alexa.

- **mozRank.**
  This is the URL's mozRank retrieved from Moz.

For a better understanding of each website's optimization and for highlighting the correlation between rankings, links and website traffic you can also add to this report other columns:
• **Domain mozRank.**

   This is the mozRank calculate for the entire website and it's retrieved from Moz.

• **Title.**

   This column shows you the title of the webpage.

• **Description.**

   This is the meta description of the respective URL.

• **Total Links.**

   This is the total number of external links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **External Followed Links.**

   This is the number of external followed links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **Linking Root Domains.**

   This is the number of unique domains pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **Exact Anchor Text Links.**

   This is the number of exact match links pointing to the domain. If you gathered anchor text distribution data for this website, then this number is related to the website's total number of links. If not, it's the number of exact match links found among those you set to be retrieved.

• **Partial Anchor Text Links.**

   This is the number of partial match links pointing to the domain. If you gathered anchor text distribution data for this website, then this number is related to the website's total number of links. If not, it's the number of partial match links found among those you set to be retrieved.

• **Visits.**
This is the number of visits the domain received from the selected search engine, with the selected keyword.

- **Site Visits.**
  This is the number of visits the domain received from all sources.

- **Weekly Visits.**
  This is the number of visits the domain received from the selected search engine, with the selected keyword, in a week period.

- **Monthly Visits.**
  This is the number of visits the domain received from the selected search engine, with the selected keyword, in a month period.

- **Site Weekly Visits.**
  This is the number of visits the domain received from all sources, in a week period.

- **Site Monthly Visits.**
  This is the number of visits the domain received from all sources, in a month period.

- **Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made.

- **Site Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources.

- **Weekly Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made, in a week period.

- **Monthly Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made, in a month period.

- **Site Weekly Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources in a week period.

- **Site Monthly Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources in a month period.

- **Result Type.**
  This metric shows you the type of the results retrieved from the selected search engine, for the related website. Result types can be Organic, Sponsored, News, Video, Image, and Shopping.
The Website Rankings Report is tied to a date: the date when the project was updated. That means that the report will display, for each URL, the data gathered at the updated you selected from the calendar. For the link information, the data displayed for a certain date, will be the freshest data available at that time.

When a new update is executed, you can still access the old data by going back to a previous date (when the update was done). The "Calendar" in the top section of the Website Rankings Report allows you to select the date for which the report is generated.

The "Filters" drop-down list box next to the Calendar allows you to filter the data by using the criteria you are interested in. The following filters are available:

- **All items.**
  Displays everything, every URL and change available.

- **Changed.**
  Only displays the Websites that have changed their rankings. This filter also includes Websites that have been added or dropped.

- **Ranked.**
  Displays only Websites that are ranked. The ones that are not found will be omitted.

- **Not Ranked.**
  This is the reverse of the Ranked filter: displays only Websites that are not ranked. The ones that are found and ranked will be omitted.

- **Moved Up.**
  Displays only the Websites that have moved up the rankings. The ones that have moved down, maintained their position, or have not been found, are omitted.

- **Moved Down.**
  Displays only the Websites that have moved down the rankings. The ones that have moved up, maintained their position, or have not been found, are omitted.

- **Added.**
  Displays the Websites that have been found in this update for the first time. The ones that were present in the previous update are omitted.

- **Dropped.**
  Displays the Websites that have not found in this update anymore, although they were present in the previous update.

- **In Top NN (10 - 100).**
  Displays everything, every URL and change available, but only for the Websites ranked in the top NN positions. This is effectively the "All items" filter restricted to the first NN positions.

- **Previous In Top 100.**
  Displays the Websites that at the previous update ranked in the top 100 positions, regardless of their current position.

- **Previous In Top 20.**
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Displays only the websites that have been in top 20 at the previous update.

- **Top 20 Up/Down.**

Displays only the Websites that have changed their position Up or Down, according to the selected filter, and that are still ranking in the first 20 positions.

- **Top 20 Dropped.**

Displays only the websites that have been in top 20 at the previous update and rank further than the 20th position at the current update.

- **Moved More 5 Up.**

Displays the Websites that have increased their rankings since the last update with at least five positions.

- **Colored.**

Displays only the Websites that have been assigned a color. All the Websites with the default color (black) are omitted.

The chart will contain information about the rank evolution of all the active Websites in your project, for the selected search engine and keyword. In this way, you can see which of your Websites is best ranked.

The position is represented on the vertical axis, while time is represented on the horizontal one.

You are enabled to choose a time range for the data that is displayed in the chart. There are 6 choices available:

- 7 Days
- Last month
- Last three months
- Last six months
- Last 12 Months
- All Data

For this report you can also choose the Position Range for the data that is displayed in the chart. There are 11 choices available:

- All Data
- 1 to 10
- 1 to 20
- 1 to 30
- 1 to 40
- 1 to 50
- 1 to 60
Interactive Reports

- 1 to 70
- 1 to 80
- 1 to 90
- 1 to 100

A context menu is available for the chart through the "Settings" button at the top right corner of the chart area, with the following options:

- **Show/Hide Page Markers.**

  Shows or hides the chart's visual markers. These markers help you visualize the position of your website within each search engine result page.

- **Page Markers Settings...**

  Opens a new dialog box which allows you to set the range, the color and the transparency of the Page Markers.

- **Manage Notes.**

  Through this option you can add, remove or edit the notes available for your charts. Each note can be made global and thus be available for all websites, keywords and search engines, or it can have a priority status such as: Normal, Important or To do.

- **Add Notes.**

  Opens the notes dialog which will let you to add notes on a specific date for future references.

- **Hide Chart Notes.**

  Hides the notes present on the chart.

- **Show/Hide Chart Title.**

  Allows you to choose whether the title of the chart is displayed above the chart area.

- **Export to CSV...**

  Allows you to export the rank evolution data to CSV format.

- **Save As.**

  Saves the chart view into a .png file. Note that the png will contain only the current view of the chart (so be sure to save the right section of your chart).

⚠️ **Note**

If you no longer want to see the chart, you can choose to hide it by clicking on the "Hide Chart" from the on top menu.

**Multiple Dates Comparison**

The Multiple Dates view allows you to select multiple update dates and visualize the ranking data as a comparison between the selected moments in time.
To compare multiple dates, you need to select a predefined template or create a new one.

To see predefined templates or create new ones go to the top of the window and click on the [Last 3 updates]. From the drop-down menu you can select a different date range, add new or manage existing templates.

Select [New] to create a new template and from the new window, select your desired settings for the new template. For a number of Updates, Weeks or Months, you can select the Last period, First period or select custom updates. If you select Weeks or Months, you have the possibility to choose the Best, Average, Lowest rankings or All days (this option will include all the updates).

The Custom option allows you to manually select from a list with all the available results, the ones you want to include in the Multiple dates template.

The Keyword Rankings report

There are three available views for the Keyword Rankings report: the [Date Comparison], the [Keyword Groups] view and the [Multiple Dates Comparison] view. You can switch views from the drop down list, next to the report selection:
Date Comparison

This is a tabular report presenting the rank information for all the keywords in your project. This information reflects the selected search engine-URL combination. The report contains the following columns:

- **Keywords.**
  
  This column contains all the keywords in your project. Some keywords are duplicated to match the various derivations of the selected URL which have been found for that keyword, on the selected search engine.

- **URL.**
  
  This column shows the selected URL and its derivations.

- **Position.**
This column contains the position on which each URL was found for the selected Search Engine and Keywords.

- **Previous.**
  This column contains the position on which each URL was found at the previous update.

- **Change.**
  With the help of icons, this column shows the changes that took place between previous positions and actual positions: moved up "x" places, moved down "x" places, no change, no ranking, added, dropped.

- **Page.**
  This column contains the search page on which each URL was found.

- **Best.**
  This is the best position each URL has had over time.

- **Priority.**
  This is the priority that you set for your keywords using one of the sources in the application (Google AdWords, Google AdWords API, 7Search and Wordtracker API), or you can set them manually, as you see them fit.

- **Title.**
  This column shows you the title of the webpage.

- **Description.**
  This is the meta description of the respective URL.

- **Total Links.**
  This is the total number of external links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

- **External Followed Links.**
  This is the number of external followed links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

- **Linking Root Domains.**
  This is the number of unique domains pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

- **Exact Anchor Text Links.**
  This is the number of exact match links pointing to the domain. If you gathered anchor text distribution data for this website, then this number is related to the website's total number of links. If not, it's the number of exact match links found among those you set to be retrieved.

- **Partial Anchor Text Links.**
  This is the number of partial match links pointing to the domain. If you gathered anchor text distribution data for this website, then this number is related to the website's total number of links. If not, it's the number of partial match links found among those you set to be retrieved.

- **Visits.**
This is the number of visits the domain received from the selected search engine, with the selected keyword.

- **Weekly Visits.**
  This is the number of visits the domain received from the selected search engine, with the selected keyword, in a week period.

- **Monthly Visits.**
  This is the number of visits the domain received from the selected search engine, with the selected keyword, in a month period.

- **Site Visits.**
  This is the number of visits the domain received from all sources.

- **Site Weekly Visits.**
  This is the number of visits the domain received from all sources, in a week period.

- **Site Monthly Visits.**
  This is the number of visits the domain received from all sources, in a month period.

- **Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made.

- **Weekly Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made, in a week period.

- **Monthly Revenue.**
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, for the search engine and keyword selection you made, in a month period.

- **Site Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources.

- **Site Weekly Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources in a week period.

- **Site Monthly Revenue.**
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted, from all sources in a month period.

- **Global monthly searches.**
  This is the average number of searches performed on Google for each keyword in all locations, languages, devices, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.
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- **Local monthly searches.**
  
  This is the approximate number of searches on Google for each keyword in the locations that you selected, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.

- **Cost per click.**
  
  This is the approximate cost-per-click (CPC) that you might pay, if you were to bid on the keyword. This metric is retrieved from Google AdWords.

- **AdWords competition.**
  
  The number of advertisers worldwide bidding on each keyword relative to all keywords across Google.

The Keyword Rankings Report is tied to a date: the date when the project was updated. That means that the report will display (for each URL in the given Search Engine/Keywords combination), the Position, Previous Positions, Change, Page, Best Position - all for the date when the update took place.

When a new update is executed, you can still access the old data by going back to a previous date (when the update was done). The Calendar from the top of the Keyword Rankings Report allows you to select the date for which the report is generated.

The "Filters" drop-down list box in the top left corner of the Keyword Rankings Report allows you to filter the data by using the criteria you are interested in. This option can be either enabled or disabled from the [Filters] toolbar button. The following filters are available:

- **All items.**
  
  Displays everything, every URL and change available.

- **Changed.**
  
  Only displays the Websites that have changed their rankings. This filter also includes Websites that have been added or dropped.

- **Ranked.**
  
  Displays only Websites that are ranked. The ones that are not found will be omitted.

- **Not Ranked.**
  
  This is the reverse of the Ranked filter: displays only Websites that are not ranked. The ones that are found and ranked will be omitted.

- **Moved Up.**
  
  Displays only the Websites that have moved up the rankings. The ones that have moved down, maintained their position, or have not been found, are omitted.

- **Moved Down.**
  
  Displays only the Websites that have moved down the rankings. The ones that have moved up, maintained their position, or have not been found, are omitted.

- **Added.**
  
  Displays the Websites that have been found in this update for the first time. The ones that were present in the previous update are omitted.

- **Dropped.**
Interactive Reports

Displays the Websites that have not found in this update anymore, although they were present in the previous update.

- **In Top NN (10 - 100).**
  Displays everything, every URL and change available, but only for the Websites ranked in the top NN positions. This is effectively the "All items" filter restricted to the first NN positions.

- **Previous In Top 100.**
  Displays the Websites that at the previous update ranked in the top 100 positions, regardless of their current position.

- **Top 20 Up/Down.**
  Displays only the Websites that have changed their position Up or Down, according to the selected filter, and that are still ranking in the first 20 positions.

- **Top 20 Dropped.**
  Displays only the websites that have been in top 20 at the previous update and rank further than the 20th position at the current update.

- **Moved More 5 Up.**
  Displays the Websites that have increased their rankings since the last update with at least five positions.

- **Colored.**
  Displays only the Websites that have been assigned a color. All the Websites with the default color (black) are omitted.

A context menu is available for the chart through the "Settings" button at the top right corner of the chart area, with the following options:

- **Show/Hide Page Markers.**
  Shows or hides the chart's visual markers. These markers help you visualize the position of your website within each search engine result page.

- **Page Markers Settings...**
  Opens a new dialog box which allows you to set the range, the color and the transparency of the Page Markers.

- **Manage Notes.**
  Through this option you can add, remove or edit the notes available for your charts. Each note can be made global and thus be available for all websites, keywords and search engines, or it can have set a priority status such as: Normal, Important or To do.

- **Add Notes.**
  Opens the notes dialog which will let you to add notes on a specific date for future references.

- **Hide Chart Notes.**
  Hides the notes present on the chart.

- **Show/Hide Chart Title.**
Interactive Reports

Allows you to choose whether the title of the chart is displayed above the chart area.

- **Export to CSV...**

Allows you to export the rank evolution data to CSV format.

- **Save As.**

Saves the chart view into a .png file. Note that the png will contain only the current view of the chart (so be sure to save the right section of your chart).

**Note**

If you no longer want to see the chart, you can choose to hide it by clicking on the "Hide Chart" from the on top menu.

**Keyword Groups**

This is also a tabular report presenting the rankings for all keywords grouped per keyword categories. Thus, it is much easier to analyze your website rankings and get insights, when you have deal with a great number of keywords.

The report contains the following columns:

- **Keywords.** This column contains all the keywords in your project. Some keywords are duplicated to match the various derivations of the selected URL which have been found for that keyword, on the selected search engine.

- **Website.** This column shows the selected URLs and their derivations.

- **Position.** This column contains the position on which each URL was found for the selected Keywords in Search Engine.

- **Previous.** This column contains the position on which each URL was found at the previous update.

- **Change.** With the help of icons, this column shows the changes that took place between previous positions and actual positions: moved up "x" places, moved down "x" places, no change, no ranking, added, dropped.

- **Page.** This column contains the search engine page on which each URL was found.
• **Best.** This is the best position each URL has had over time. If you right-click on this column (option-click on Mac OS X), a popup menu will appear showing the most recent date the URL was in this position, and if you select it, the application will refresh the view with the information recorded on that day.

• **Priority.**

This is the priority that you set for your keywords using one of the sources in the application (Google AdWords, Google AdWords API, 7Search and Wordtracker API), or you can set them manually, as you see them fit.

• **Global monthly searches.**

This is the average number of searches performed on Google for each keyword in all locations, languages, devices, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.

• **Local monthly searches.**

This is the approximate number of searches on Google for each keyword in the locations that you selected, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.

• **Cost per click.**

This is the approximate cost-per-click (CPC) that you might pay, if you were to bid on the keyword. This metric is retrieved from Google AdWords.

• **AdWords competition.**

The number of advertisers worldwide bidding on each keyword relative to all keywords across Google.

• **Title.**

This column shows you the title of the webpage.

• **Description.**

This is the meta description of the respective URL.

• **Total Links.**

This is the total number of external links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **External Followed Links.**

This is the number of external followed links pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **Linking Root Domains.**

This is the number of unique domains pointing to the domain. This number is not tied to the number of links you set to be gathered for this website.

• **Exact Anchor Text Links.**

This is the number of exact match links pointing to the domain. If you gathered anchor text distribution data for this website, then this number is related to the website's total number of links. If not, it's the number of exact match links found among those you set to be retrieved.

• **Partial Anchor Text Links.**
This is the number of partial match links pointing to the domain. If you gathered anchor text
distribution data for this website, then this number is related to the website's total number of links.
If not, it's the number of partial match links found among those you set to be retrieved.

• **Visits.**
  
  This is the number of visits the domain received from the selected search engine, with the selected
  keyword.

• **Weekly Visits.**
  
  This is the number of visits the domain received from the selected search engine, with the selected
  keyword, in a week period.

• **Monthly Visits.**
  
  This is the number of visits the domain received from the selected search engine, with the selected
  keyword, in a month period.

• **Site Visits.**
  
  This is the number of visits the domain received from all sources.

• **Site Weekly Visits.**
  
  This is the number of visits the domain received from all sources, in a week period.

• **Site Monthly Visits.**
  
  This is the number of visits the domain received from all sources, in a month period.

• **Revenue.**
  
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per the
  UTM:T field value denoted, for the search engine and keyword selection you made.

• **Weekly Revenue.**
  
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per
  the UTM:T field value denoted, for the search engine and keyword selection you made, in a week
  period.

• **Monthly Revenue.**
  
  This metric shows the revenue calculated in your Google Analytics Ecommerce component, per
  the UTM:T field value denoted, for the search engine and keyword selection you made, in a month
  period.

• **Site Revenue.**
  
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component,
  per the UTM:T field value denoted, from all sources.

• **Site Weekly Revenue.**
  
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component,
  per the UTM:T field value denoted, from all sources in a week period.

• **Site Monthly Revenue.**
  
  This metric shows the total revenue calculated in your Google Analytics Ecommerce component,
  per the UTM:T field value denoted, from all sources in a month period.
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The Keyword Groups report displays the relevant data for each keyword in any Search Engine/Website combination for the date when the latest update took place, compared to a previous date. The change information is displayed as an icon placed to the right of the position.

If you do not wish to see a comparison with a previous day, you can choose "No selection" in the "Compare to" drop down box from the date panel.

The "Filters" drop-down list box on the title bar allows you to filter the data by using the criteria you are interested in predefined filters, or in filters that you created. This option can be either enabled or disabled from the Filters button. The following filters are available:

- **All items.**
  Displays everything, every URL and change available.

- **Changed.**
  Only displays the Websites that have changed their rankings. This filter also includes Websites that have been added or dropped.

- **Ranked.**
  Displays only Websites that are ranked. The ones that are not found will be omitted.

- **Not Ranked.**
  This is the reverse of the Ranked filter: displays only Websites that are not ranked. The ones that are found and ranked will be omitted.

- **Moved Up.**
  Displays only the Websites that have moved up the rankings. The ones that have moved down, maintained their position, or have no been found, are omitted.

- **Moved Down.**
  Displays only the Websites that have moved down the rankings. The ones that have moved up, maintained their position, or have not been found, are omitted.

- **Added.**
  Displays the Websites that have been found in this update for the first time. The ones that were present in the previous update are omitted.

- **Dropped.**
  Displays the Websites that have not found in this update anymore, although they were present in the previous update.

- **In Top NN (10 - 100).**
  Displays everything, every URL and change available, but only for the Websites ranked in the top NN positions. This is effectively the "All items" filter restricted to the first NN positions.

- **Previous In Top 100.**
  Displays the Websites that at the previous update ranked in the top 100 positions, regardless of their current position.

- **Top 20 Up/Down.** Displays only the Websites that have changed their position Up or Down, according to the selected filter, and that are still ranking in the first 20 positions.
**Interactive Reports**

- **Top 20 Dropped.** Displays only the websites that have been in top 20 at the previous update and rank further than the 20th position at the current update.

- **Moved More 5 Up.** Displays the Websites that have increased their rankings since the last update with at least five positions.

- **Colored.**
  
  Displays only the Websites that have been assigned a color. All the Websites with the default color (black) are omitted.

**Multiple Dates Comparison**

The Multiple Dates Comparison view allows you to select multiple update dates and show them in the Keyword Rankings report, both in the user interface and in printable reports, in any file format you need.

To compare multiple dates, you need to select a predefined template or create a new one.

To see predefined templates or create new ones go to the [Options] menu and select Manage multiple dates templates. In this view you can create new templates or select the template you have created from the [Select] template drop-down list. You can modify, rename or remove existing templates.

Select [Add] to create a new template and from the new window, select your desired settings for the new template. For a number of Updates, Weeks or Months, you can select the Last period, First period or select custom updates. If you select Weeks or Months, you have the possibility to choose the Best, Average, Lowest rankings or All days(this option will include all the updates).

The Custom option allows you to manually select from a list with all the available results, the ones you want to include in the Multiple Dates Comparison template.

A filter is available in the top of the Multiple Dates Comparison view. Type one of the active keywords of the project in the filter box and the chart will display only the line for the specified keyword. This option can be either enabled or disabled from the [Filters] toolbar button.
The Search Engine Rankings report

There are two available views for the Search Engine Rankings report: the [Date Comparison] view and the [Multiple Dates Comparison] view. You can switch views from the drop down list, next to the report selection:

Date Comparison

This report presents the rank information for all the search engines in your project, in both tabular form and as a chart. This information reflects the selected keyword-URL combination. The tabular report contains the following columns:

- **Search Engine.**
  This column contains all the search engines in your project. Some search engines are duplicated to match the various derivations of the selected URL that have been found on that search engine, for the selected keyword.

- **URL.**
  This column shows the selected URL and its derivations.

- **Position.**
This column contains the position on which each URL was found for the selected Search Engine and Keywords.

- **Previous.**
  This column contains the position on which each URL was found at the previous update.

- **Change.**
  With the help of icons, this column shows the changes that took place between previous positions and actual positions: moved up "x" places, moved down "x" places, no change, no ranking, added, dropped.

- **Page.**
  This column contains the search page on which each URL was found.

- **Best.**
  This is the best position each URL has had over time.

- **Title.**
  This column shows you the title of the webpage.

- **Description.**
  This is the meta description of the respective URL.

The Search Engine Rankings report is tied to a date: the date when the project was updated. That means that the report will display (for each URL in the given Search Engine/Keywords combination), the Position, Previous Positions, Change, Page, Best Position - all for the date when the update took place.

When a new update is executed, you can still access the old data by going back to a previous date (when the update was done). The "Calendar" allows you to select the date for which the report is generated.

The "Filter" drop-down list box in the top section of the Search Engine Rankings report allows you to filter the data by using the criteria you are interested in. The following filters are available:

- **All items.**
  Displays everything, every URL and change available.

- **Changed.**
  Only displays the Websites that have changed their rankings. This filter also includes Websites that have been added or dropped.

- **Ranked.**
  Displays only Websites that are ranked. The ones that are not found will be omitted.

- **Not Ranked.**
  This is the reverse of the Ranked filter: displays only Websites that are not ranked. The ones that are found and ranked will be omitted.

- **Moved Up.**
  Displays only the Websites that have moved up the rankings. The ones that have moved down, maintained their position, or have no been found, are omitted.

- **Moved Down.**
Displays only the Websites that have moved down the rankings. The ones that have moved up, maintained their position, or have not been found, are omitted.

- **Added.**

Displays the Websites that have been found in this update for the first time. The ones that were present in the previous update are omitted.

- **Dropped.**

Displays the Websites that have not found in this update anymore, although they were present in the previous update.

- **In Top NN (10 - 100).**

Displays everything, every URL and change available, but only for the Websites ranked in the top NN positions. This is effectively the "All items" filter restricted to the first NN positions.

- **Previous In Top 100.**

Displays the Websites that at the previous update ranked in the top 100 positions, regardless of their current position.

- **Top 20 Up/Down.** Displays only the Websites that have changed their position Up or Down, according to the selected filter, and that are still ranking in the first 20 positions.

- **Top 20 Dropped.** Displays only the Websites that have not been found anymore in the top 20 although they were present at the previous update.

- **Moved More 5 Up.** Displays the Websites that have increased their rankings since the last update with at least five positions.

- **Colored.**

Displays only the Websites that have been assigned a color. All the Websites with the default color (black) are omitted.

The chart will contain information about the rank evolution of the selected URL on all the active search engines of your project, for the selected keyword. In this way, you can see the position of your URL on each and every active search engine. On the chart, position is represented on the vertical axis, while time is represented on the horizontal one.

This report allows you to choose a time range for the data that is displayed in the chart. There are 6 choices available:

- 7 Days
- Last month
- Last three months
- Last six months
- Last 12 Months
- All Data

For this report you can also choose the Position Range for the data that is displayed in the chart. There are 11 choices available:

- All Data
- 1 to 10
• 1 to 20
• 1 to 30
• 1 to 40
• 1 to 50
• 1 to 60
• 1 to 70
• 1 to 80
• 1 to 90
• 1 to 100

A context menu is available for the chart through the "Settings" button at the top right corner of the chart area, with the following options:

• **Show/Hide Page Markers.**
  
  Shows or hides the chart's visual markers. These markers help you visualize the position of your website within each search engine result page.

• **Page Markers Settings...**
  
  Opens a new dialog box which allows you to set the range, the color and the transparency of the Page Markers.

• **Manage Notes.** Through this option you can add, remove or edit the notes available for your charts. Each note can be made global and thus be available for all websites, keywords and search engines, or it can have set a priority status such as: Normal, Important or To do.

• **Add Notes.** Opens the notes dialog which will let you to add notes on a specific date for future references.

• **Hide Chart Notes.** Hides the notes present on the chart.

• **Show/Hide Chart Title.**
  
  Allows you to choose whether the title of the chart is displayed above the chart area.

• **Export to CSV...**
  
  Allows you to export the rank evolution data to CSV format.

• **Save As.**
  
  Saves the chart view into a .png file. Note that the png will contain only the current view of the chart (so be sure to save the right section of your chart).

**Multiple Dates**

The Multiple Dates view allows you to select multiple update dates and show them in the Search Engine Rankings report, both in the user interface and in printable reports, in any file format you need.
To compare multiple dates, you need to select a predefined template or create a new one.

To see predefined templates or create new ones go to the top of the window and click on the [Last 3 updates]. From the drop-down menu you can select a different date range, add new or manage existing templates.

Select [Add] to create a new template and from the new window, select your desired settings for the new template. For a number of Updates, Weeks or Months, you can select the Last period, First period or select custom updates. If you select Weeks or Months, you have the possibility to choose the Best, Average, Lowest rankings or All days (this option will include all the updates).

The Custom option allows you to manually select from a list with all the available results, the ones you want to include in the Multiple dates template.

**The Top Sites report**

There are two available views for the Top Sites report: the [URLs] view and the [Browser] view. You can switch views from the drop down list, next to the report selection.
URLs view

This is a tabular report that presents the list of all the Websites (and their positions) for the selected search engines and keywords. This is the same information you would obtain by manually searching in a browser window, except that the Top Sites report compacts the information as a list of websites, it also gives you additional information for each website (Alexa Rank, mozRank, Domain mozRank) and you can go back and see what happened in time.

Using the display filter, you can modify the way this report shows the results. (All the results, Only the top 10, Only the top 20 and so on). The Filter edit box allows you to enter a part of an URL to filter the results with.

The filter text box helps you find a website in the Top Sites report. Only the websites that contain the text you enter will be visible in the report.
Top Sites in Time

This report also shows historical information about the search engine results. To see what happened at a certain date, all you need to do is select the date you are interested in from the Date drop down. The Compare To drop down allows you to compare the currently selected date with a previous date, to see what was changed.

For the Top Sites report to show historical data, you need to have the "Gather Top Sites in Time data" option checked in the [Settings] -> [Global settings] -> [Performance] -> [General performance settings] menu. This option is enabled by default.

Browser view

This report is a visual reproduction of the SERP pages you see in your browser when querying for the selected keyword, having all your project websites highlighted, with the same color they are assigned within the project.

This report view enables you to better understand the competitive advantage one website has against the others by visualizing the composition of the search result pages as well as the keyword usage each competitor applies for their titles and meta descriptions.

The Overview report

The Overview report is designed to aggregate all the available information into one single report.

It allows you to get two types of views for your websites:

- A general view of your website's performance, including rankings, links and analytics all together:
  Evolution in time
Interactive Reports

- Detailed views of your website rankings, by combining all three entities (Websites, Search Engines and Keywords): Keywords on rows, Websites on rows, Search Engines on rows, Keyword categories on rows

When one of the three entities is selected as input, the other two are presented as output. Example: If you select Websites as input, you will be presented with an Overview report that will contain Search Engines as columns and Keywords as lines. Add to this the ability to swap the columns and lines and you will have 14 Overview reports for your website rankings.

**Evolution in Time**

This is the most important interactive report of all as it allows you to track simultaneously your website's evolution in rankings, links, traffic and social media.

You are thus able to highlight important aspects such as the correlation between your keyword rankings and your website traffic, the revenue each keyword in your project drove for your online sales, the impact of your social media presence and of your link profile over your website rankings or the evolution of your domain authority compared with that of your rankings.

On top of that, you will be able to compare your website's performance with that of your competitors and go deeper into analysis with detailed views, by search engines, by keywords or by rankings.

There are four available views for the Evolution in Time report: Global, Search Engines, Keywords and Rankings. You can switch views from the drop down list, next to the report selection:

For each view, you will be able to select the items you wish to see in your chart:

- **Visibility Score.** This is the websites visibility on all search engines for all keywords. The Visibility Score formula is detailed in the Visibility section.

- **Visibility Percent.** The visibility percent is the visibility score divided by the number of total points. The total number of points depends on the number of search engines in the project (no. of search engines multiplied by 30).

- **First Place.** This criteria shows the number of first place rankings for the selected website on all search engines and keywords.

- **In Top 3.** This criteria shows the number of top 3 rankings the selected website has on all search engines and keywords.

- **In Top 5.** This criteria shows the number of top 5 rankings the selected website has on all search engines and keywords.
Interactive Reports

- **In Top 10.** This criteria shows the number of top 10 rankings the selected website has on all search engines and keywords.

- **In Top 20.** This criteria shows the number of top 20 rankings the selected website has on all search engines and keywords.

- **In Top 30.** This criteria shows the number of top 30 rankings the selected website has on all search engines and keywords.

- **Site Rank.** The site rank is a number that tells how well a website is ranked, and is calculated by formula, for all search engines and keywords. The exact calculation is explained in detail in the Visibility section.

- **Average Site Rank.** The average site rank is the site rank divided by the number of search engines in your project, multiplied by the number of keywords.

- **Ranking.** This criteria shows the ranking position the selected website has for a specific keyword and search engine.

- **Revenue.** The Revenue metric displays the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted. The Google Analytics UTM, is the tracking code installed on a web page for the purpose of collecting Customer Data. It is used to track individual marketing campaigns, via the different values you assign them.

- **Site Revenue.** This metric shows you the total revenue calculated on your domain, received from all sources.

![Note]

When selected, the Revenue and Site Revenue metrics are displayed as chart bars. All other metrics are shown as chart lines.

This helps you track your online incomes easier when comparing the revenue metrics with other ranking, analytics or links metrics.

- **Transactions.** The Transactions metric shows you the total number of transactions performed on your website, displayed according to your Google Analytics data retrieved in the application. The chart presents the evolution of the transactions over the selected period of time.

- **Authority.** This is a metric calculated by Moz that reflects the selected URL or domain's authority.

- **mozRank.** This is a metric calculated by Moz that reflects the selected URL or domain's rank.

- **mozTrust.** This is a metric calculated by Moz that reflects for the selected URL or domain, its online trust.

- **Total Links.** This is the total number of external links of the selected website.

- **External Followed Links.** This is the number of the external followed links pointing to the selected website.

- **Linking Root Domains.** This is the number of unique linking domains to the selected website.

- **Visits.** This is the total number of visits the selected website received from all sources.

- **New Visits.** This is the number of new visits the selected website recorded from all sources.

- **Page Views.** This is the total number of page views the selected website recorded.

- **Bounce Rate.** This is the bounce rate of the selected website.
Interactive Reports

- **Avg. Time on Site.** This is the average time spent on site by the selected website's visitors.

- **Trends.** You are able to add to your graphic the trend of a metric over time. You can see trends for: Visits, New Visits, Page Views, Bounce Rate, Avg. Time on Site, Transactions and Revenue.

- **Facebook Shares.** This metric shows you the number of visitors on your website that shared on Facebook the specific webpage added to your project.

- **Twitter Shares.** This metric displays the number of visitors that twitted the specific webpage added to your project.

- **Google +1's.** This metric represents the number of users that +1'd the specific webpage you are tracking in your AWR project.

- **Followers.** This metric shows you the total number of followers associated with your Twitter profile.

- **Mentions.** The Mentions metric shows you the number of times your profile appears in other people’s mentions on Twitter.

- **Retweets.** This metric displays the number of retweets you received over the specific period of time.

- **Lists.** The Lists metric displays the total number of lists your Twitter account is added to.

**Global**

This chart displays the selected data, for your selected website, on all search engines and for all keywords:

**Search Engines**

This chart allows you to display the data for the selected website on a specific search engine:
Keywords

This chart allows you to display the data for the selected website and a specific keyword:
Rankings

This chart displays the data for the selected website and a specific keyword and search engine:

Keywords on Rows
Search Engines on Columns

This report is used to see how your keywords are ranked among the search engines. The report displays the position of your website for each search engines and keyword from your project.
Websites on Columns

This report is used to see how your website is ranked compared to your competition for the selected keyword, on each of your project's search engines.
Websites on Rows
Search Engines on Columns

This report is similar to the Overview [Search Engines on rows] - [Websites on columns] report above but with the columns and lines swapped. It is most useful in case your project contains many websites and only a few search engines.

For each keyword, additional information can be added to the report, as separate columns:

- **Monthly Visits.** This column shows you the number of visits that the related keyword(s) has brought to your website during the last month. The information is retrieved from the Google Analytics account that you have synchronized with AWR.

- **Global monthly searches.** This is the average number of searches performed on Google for each keyword in all locations, languages, devices, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.

- **Local monthly searches.** This is the approximate number of searches on Google for each keyword in the locations that you selected, with the [Exact match] filter applied. This metric is retrieved from Google AdWords.

- **AdWords Competition.** The number of advertisers worldwide bidding on each keyword relative to all keywords across Google.

- **Cost per Click.** This is the approximate cost-per-click (CPC) that you might pay, if you were to bid on the keyword. This metric is retrieved from Google AdWords.

- **Traffic Share.** This metric is calculated as ratio between Monthly Visits and Global monthly searches.

- **Local Traffic Share.** This metric is calculated as ratio between Monthly Visits and Local monthly searches.
- **Rank.** This is the Page Rank of the respective URL.

- **Alexa Rank.** This is the URL's rank retrieved from Alexa.

- **mozRank.** This is the URL's mozRank retrieved from Moz.

- **Domain mozRank.** This is the mozRank calculate for the entire website and it's retrieved from Moz.

- **Competition.** This is the total number of search results available in search engine for your selected keyword.

- **Priority.** This is the priority value you assigned for each keyword through the Keyword Priority tool in the [Research] menu.

### Keywords on Columns

This report is similar to the Overview [Keywords on rows] - [Website on columns] report above but with the columns and lines swapped. It is most useful in case your project contains many websites and only a few keywords.

![Interactive Reports](image)

### Search Engines on Rows

#### Websites on Columns

This report is used to see how your website is ranked compared to your competition in the selected search engine, for each of your project's keywords.
Keywords on Columns

This report is similar to the Overview [Keywords on rows] - [Search Engines on columns] report above but with the columns and lines swapped. It is most useful in case your project contains many search engines and only a few keywords.
Keyword Categories on Rows

Search Engines on Columns

This view is especially useful when you have a large number of keywords in your project and want to see their search engine rankings grouped by categories.

⚠️ Note

If a keyword is assigned to multiple categories, it will be displayed in the report for each category, so you might see it multiple times.

Websites on Columns

This view is especially useful when you have a large number of keywords in your project and want to see their website rankings grouped by categories.

⚠️ Note

If a keyword is assigned to multiple categories, it will be displayed in the report for each category, so you might see it multiple times.
Interactive Reports

Overview Data and Icons

Each cell in the report displays a position depending on the selected input and report type. If there is a difference between the previous update and the current update, the cell will also contain information about what has changed. The change information is displayed as an icon placed to the right of the position. If you do not wish to see a comparison with a previous day, you can select "No selection" in the "Compare to" drop down box.

The change may contain the following items: "added", "dropped", "moved up" and "moved down". For the "moved up" and "moved down" changes, the number of places your URL has moved up or down is also displayed. A blue dash is displayed if there is no change (see the Not changed icon below).

The following icons may also appear in the Overview report:

- Not updated - This icon appears when no data exists for this search engine and keyword combination in the database for the selected day.
- Not found - This icon appears when the selected website could not be found in the search engine results within the selected search depth.
- Not changed - This icon appears when there is no change between the previous date and the currently selected date.

Sorting and Selection

You can sort any column in the report by clicking on the corresponding column header. This will sort the items in that column ascending or descending. For Keywords, you have advanced sorting options in the [Project] -> [Keywords] menu. The Overview report will display the keywords in the same order they appear in the Project Settings menu.

You can sort the data in each column by the number of changes. For this, instead of left clicking on the column header, right click on it. (Mac users should use Ctrl+Click instead.) A colored arrow will appear instead, with the following meanings:
• A green arrow will sort the numbers ascending with the highest rise at the top and the highest fall at the bottom.

• A red arrow will show the numbers descending with the highest fall at the top and the highest rise at the bottom.

Each cell in the Overview report can lead you to the page in the search engine where that data was found. Simply double-click on the cell representing the position of your website on the selected search engine and a new browser window will open with the actual results from the search engine.

Filters

There are two types of filters available: filters that affect the first column of the table (which may contain websites, search engines or keywords) and filters that affect the other columns (which contain position data).

To apply a filter on the text of the first column use the Filtering field at the top right corner of the inputs area. You can also use the filtering field available in the header of the correspondent input, to trim out the content of this column.

To apply a filter to the columns that contain position data, use the Filters drop down. If a filter is applied and at least one item (on a column) matches the filter, then the entire line will be displayed, regardless if the data from the other columns match the filter or not. If you would rather not see the data that is not matched by the filter, you can check the "Show empty cells for filtered data in Overview reports" option in the [Settings] -> [Printable and Interactive Reports] -> [Common Reports Settings] menu.

Gain/Loss

At the bottom of the Overview report you will find two lines of additional information: Gain/Loss and Net Gain/Loss. These two lines display an aggregate information about the changes in each column of the report. For example, if you have one keyword that went up 5 positions, one that went up 2 positions and one that went down 4 positions, the Gain/Loss attribute, which is the sum of all the keywords that have changed, would display up 1 position because there were 2 keywords that went up and only one that went down.

The Net Gain/Loss is the same as Gain/Loss but it counts the number of positions that the keyword went up or down instead. So for the example above, you would have a Net Gain/Loss of +3. The calculation is: $5 + 2 - 4 = 3$.

Overview Report Filters

The "Filters" drop-down list box in the top right corner of the Overview Report allows you to filter the data by using the criteria you are interested in. The following filters are available:

• All items.
  
  Displays everything, every URL and change available.

• Changed.
  
  Only displays the Websites that have changed their rankings. This filter also includes Websites that have been added or dropped.

• Ranked.
  
  Displays only Websites that are ranked. The ones that are not found will be omitted.

• Not Ranked.
Interactive Reports

This is the reverse of the Ranked filter: displays only Websites that are not ranked. The ones that are found and ranked will be omitted.

• **Moved Up.**
  
  Displays only the Websites that have moved up the rankings. The ones that have moved down, maintained their position, or have no been found, are omitted.

• **Moved Down.**
  
  Displays only the Websites that have moved down the rankings. The ones that have moved up, maintained their position, or have not been found, are omitted.

• **Added.**
  
  Displays the Websites that have been found in this update for the first time. The ones that were present in the previous update are omitted.

• **Dropped.**
  
  Displays the Websites that have not found in this update anymore, although they were present in the previous update.

• **In Top NN (10 - 100).**
  
  Displays everything, every URL and change available, but only for the Websites ranked in the top NN positions. This is effectively the "All items" filter restricted to the first NN positions.

• **Top 20 Up/Down.** Displays only the Websites that have changed their position Up or Down, according to the selected filter, and that are still ranking in the first 20 positions.

• **Moved More 5 Up.** Displays the Websites that have increased their rankings since the last update with at least five positions.

• **Colored.**
  
  Displays only the Websites that have been assigned a color. All the Websites with the default color (black) are omitted.

The Visibility report

The Visibility report gives you an overview of the visibility of your website in the search engines. On the top section of the application, you have the three entities that you can select as input: Websites, Search Engines and Keywords. Also, you have several criteria for comparison between the websites available in your project, which contain data according to the selection from the top side.

The Visibility report contains two views: Date Comparison and Evolution in Time.

**Date Comparison**

The Date Comparison view shows the information in a matrix with the websites as lines and the summary data as columns. You can switch the columns and lines by selecting [Compare Websites] or [Compare Metrics].

**Date Comparison > Compare Websites**

The [Compare Websites] view lets you display visibility information about your website and your competitors websites. You can sort the information by website and see in this way how your visibility compares with the one of your competitors.
Date Comparison > Compare Metrics

The [Compare Metrics] view lets you sort the data by the metrics used in the Visibility report.
Filters

The following filters can be applied to the [Date Comparison] views in the Visibility report:

- **Changed.**
  This filter shows only websites that have non zero values in the following columns: Moved Up, Moved Down, Added and Dropped.

- **Ranked.**
  This filter shows only websites that have non zero values in the Ranked column.

- **Not Ranked.**
  This filter shows only websites that have non zero values in the Not Ranked column.

- **Moved Up.**
  This filter shows only websites that have non zero values in the Moved Up column.

- **Moved Down.**
  This filter shows only websites that have non zero values in the Moved Down column.

- **Added.**
  This filter shows only websites that have non zero values in the Added column.

- **Dropped.**
  This filter shows only websites that have non zero values in the Dropped column.

- **First Place.**
  This filter shows only websites that have non zero values in the First Place column.

- **In Top 3.** This filter shows only websites that have non zero values in the In Top 3 column.

- **In Top 5.**
  This filter shows only websites that have non zero values in the In Top 5 column.

- **In Top 10.**
  This filter shows only websites that have non zero values in the In Top 10 column.

- **In Top 20.**
  This filter shows only websites that have non zero values in the In Top 20 column.

- **In Top 30.**
  This filter shows only websites that have non zero values in the In Top 30 column.

- **Colored.**
  This filter shows only websites that have a color assigned to them.

Evolution in Time

The Evolution in Time displays a comparison in a selected period of time for a certain criteria, with one line for each selected website. The comparison criteria can be selected from the [Visibility Score] drop down box above the chart.
Evolution in Time > Global

The [Global] view of the [Visibility] -> [Evolution in Time] report displays the visibility of your selected websites over time. The visibility is calculated for all search engines. This means that the higher you rank in multiple search engines, the higher the visibility score for your website will be.

Evolution in Time > Search Engines

On the other hand the [Search Engines] view of the [Visibility] -> [Evolution in Time] report displays the visibility of your selected websites over time for individual search engines. The visibility is calculated only for the search engines you select from the top section of the application window.

With this view you have the freedom of selecting which search engines and websites you want the visibility to be calculated for.
Evolution in Time > Keywords

The [Keywords] view of the [Visibility] -> [Evolution in Time] report shows a chart with the visibility of your selected websites over time, for individual keywords. The visibility is calculated only for the keywords you select from the top input section of the application window.

With this view you have the chance to choose which keywords and websites you want the visibility to be calculated for.
Comparison Criteria

Here are the comparison criteria available in the Visibility report from the [Visibility] inputs section:

- **Visibility Score.**
  
The visibility score is the sum of all visibility points for each keyword based on their position and is calculated for each website for the selected search engines and keywords. The exact calculation is explained in detail below.

- **Visibility Percent.**
  
The visibility percent is the visibility score divided by the number of total points given by the selected search engines. See the Visibility Score section below for an example.

- **First Place.**
  
  This criteria shows the number of first place rankings for each website for the selected search engines and keywords.

- **In Top 3.**    
  
  This filters shows only websites that have non zero values in the In Top 3 column.

- **In Top 5.**
  
  This criteria shows the number of top 5 rankings for each website for the selected search engines and keywords.

- **In Top 10.**
  
  This criteria shows the number of top 10 rankings for each website for the selected search engines and keywords.

- **In Top 20.**
This criteria shows the number of top 20 rankings for each website for the selected search engines and keywords.

- **In Top 30.**
  This criteria shows the number of top 30 rankings for each website for the selected search engines and keywords.

- **Ranked.**
  This criteria shows the number keywords that are ranked for each website for the selected search engines and keywords.

- **Not Ranked.**
  This criteria shows the number keywords that were not found within the search depth for each website for the selected search engine and keywords.

- **Site Rank.**
  The site rank is a number that tells how well a website is ranked, and is calculated by a formula for the selected search engine and keywords. The exact calculation is explained in detail in the Site Rank paragraph below.

- **Average Site Rank.**
  The average site rank is the site rank divided by the number search engines multiplied by the number of keywords. See the Site Rank section below for an example.

- **Gain/Loss.**
  The aggregate information about the changes in all keywords that have changed. For example, if you have one keyword that went up 5 positions, one that went up 2 positions and one that went down 4 positions, the Gain/Loss attribute would display up 1 position because there were 2 keywords that went up and only one that went down.

- **Net Gain/Loss.**
  The same information as Gain/Loss, but it counts the number of positions that the keyword went up or down instead. So for the example above, you would have a Net Gain/Loss of +3. The calculation is: \[5 + 2 - 4 = 3\]

### The Visibility Score

To calculate the visibility score, we first assign a number of points to each of the first 30 positions, as follows:

- Position 1 = 30 points
- Position 2 = 29 points
- ...........................................
- Position 30 = 1 point
- Positions below 30 have 0 points.

The visibility score is the sum of the points given to an URL by each search engine. The visibility percentage is given by the sum of visibility scores from all the search engines divided by the maximum number of points that the search engines can provide.
Example: 3 search engines give 3x30=90 points. If you have an URL that has the following positions:

- Search engine 1: Position 1 = 30 points
- Search engine 2: Position 10 = 21 points
- Search engine 3: Position 32 = 0 points

The visibility score is 51 points. The visibility percentage is 51/90 = 0.5666 = 56.66% which approximates to 57%.

**The Site Rank**

The Site Rank is calculated using the following formula:

\[
\text{Site Rank} = \frac{\text{Keyword Priority}}{\text{Maximum Priority}} \times \frac{\text{Search Depth} - \text{Position} + 1}{\text{Search Depth}} \times 1000
\]

- The Keyword Priority can be set from the [Project] -> [Keywords] menu. You can set your own keyword priorities from 1 to 10 for example, with 10 being the most important keyword.
- The Maximum Priority is the maximum value taken from all the keyword priorities.
- The Search Depth is the number of search results that Advanced Web Ranking is downloading for each keyword. This value can be changed from the [Settings] -> [Performance] -> [General performance settings] menu and it can also be overwritten in the [Project] -> [Settings] -> [Preferences] menu.
- Position is the actual position of the keyword in the respective search engine results.

**Sorting**

You can sort any column in the report by clicking on the corresponding column header. This will sort the items in that column ascending or descending.

In the [Compare Websites] view of the [Date Comparison] -> [Visibility] report you can also double click on a line. This will change the order of the columns to match the ascending or descending order of the selected criteria.

**Spider Web Chart**

**Websites on Axis**

**Compare Search Engines**

The Compare Search Engines Chart view displays a chart with the position in search engines of your selected websites for a specific keyword.
Compare Keywords

The Compare Keywords Chart view displays a chart of your keyword rankings for selected websites in one search engine.
Keywords on Axis

Compare Websites

The Compare Websites Chart view displays a chart of your website rankings for selected keywords and one search engine.

Compare Search Engines

The Compare Search Engines Chart view displays a chart with the position in search engines of your selected keywords for a specific website.
Search Engines on Axis

Compare Websites

The Compare Websites Chart view displays a chart with the rankings of your website compared with the ones of your competitors in selected search engines for a keyword.
Compare Keywords

The Compare Keywords Chart view displays a chart with the position of your selected keywords in search engines for a specific website.
Chapter 9. Printable Reports

Introduction

As opposed to the Interactive Reports, the Printable Reports are a set of reports that are made for printing, for sending as attachments to emails or for uploading them to your website via FTP. They trade interactivity for the ability to create and specify customizable reports.

To create a new report see the report wizard. You can generate an existing report by clicking on its name in the [Reports] menu. To edit a report, select it from the [Reports] menu and you enter the edit mode.

When you create a new project, the application automatically creates a report template for each of the available reports. By default, these reports contain information about all the search engines and keywords in your project. If you need different search engines and keywords combinations, there are two options you can choose from:

1. Edit an existing report, choosing it from the [Reports] menu and entering the edit mode.
2. Create a new report from scratch from [Reports] menu -> [New report].

Edit Reports

To create a new report you need to select the [Reports]->[New Report] menu. Advanced Web Ranking allows you to customize the report to your own needs.

The report type

Initially, you will be required to select the report type you are interested in, the way data is going to be displayed and the file type used when saving the report. Here are all the available reports that you can choose from:

• Website Rankings.
  The Website Ranking report shows you the current position of your website compared to your competition.

• Keyword Rankings.
  The Keyword Rankings report shows the position of your website for each keyword.

• Search Engine Rankings.
  The Search Engine Rankings report shows the position of your website for each search engine.

• Top Sites.
  The Top Sites report shows you the position of all websites exactly as they are displayed in the search engine results.

• Overview.
  This report shows an overview of all keywords and search engines in one table for a quick comparison.

• Visibility Report.
  The Visibility Report shows you the visibility of your websites on the selected search engines.
• **Analytics Report.**

  The Analytics Report shows you the analytics details for your website, retrieved from your Google Analytics account.

• **Links Report.**

  The Links Report displays your link building information gathered from Moz for the websites selected.

• **SEO Report.**

  The SEO Report presents an overview of your analytics, linking and ranking data for the website selected. Data is displayed only in HTML format, grouped under tabs created for each specific metric.

You are also required to choose the way data is going to be displayed in the new report:

• **Full report.** The report will include both the table with the ranking values for your websites and keywords, and the correspondent graphical display.

• **Evolution in Time.** The Evolution in Time report shows the ranking data as a chart for a selected period and for the inputs you further specify.

• **Multiple Dates Comparison.** This report shows as a chart the evolution of your website's ranking data, over a longer period of time, containing multiple updates.
• **Date Comparison.** The Date Comparison report displays a table with the ranking values of your websites compared from two different update dates.

The Analytics and Links reports have separate views that you can select from:

Analytics reports:

• **Dashboard.** The report will include an overview of your analytics data for your website on all keywords and search engines, with key details about your visits, referrals and goal completion.

• **Keywords.** The Keywords report displays a table and a chart with analytics for the websites selected, containing information about the keywords your visitors used to reach your websites.

• **Search Engines.** The Search Engines report shows analytics data both in a table and in a chart, for the websites selected, with details about the traffic sent by search engines to your websites.

• **Referrals.** The Referrals report displays key details about the referrals that sent traffic to your websites. Data is presented as a chart and as a table.

• **Goals.** The Goals report shows a chart and a table with details about the visitors that completed the goals set up in your Google Analytics account. The information is displayed for the websites selected, for all goals defined.

• **Goals - Detailed by Source.** This report shows details both as a chart and as a table, about the goals that were completed by your visitors. Data is displayed per each goal selected, according to the sources that generated visitors.

Links reports:

• **Date Comparison.** The Date Comparison report shows an overview of the link building profiles for your website and your competition. Data is displayed in a tabular form.

• **Top Backlinks.** The Top Backlinks report displays a table with key information about all backlinks that are available in the application, for the websites selected.

• **Anchor text distribution.** This report contains a table with the anchor texts your partners used in links pointing back to your websites. The anchor text distribution is calculated according to your link building data retrieved from Moz.

• **Hub Sites.** The Hub Sites report presents a list with domains, displayed side by side, that have links pointing back to your website and your competitors.

At this step you must also choose the file type of your report: Text, CSV, HTML, PDF, Excel or XML. You can set the report to be available in all your projects by enabling the Make reports available in all projects (global template) checkbox.

The report templates are usually defined per project. However by checking this option in the New report wizard, you can create a global template, that you can access from all projects. A global template cannot have custom input data (search engines, keywords and websites) due to the fact that each project has a different set of this data. So, when you generate a report from a global template, all the input data from the current project will be used. If you want to customize the input data, you need to create a normal template by duplicating an existing template.

Further on, in order to adjust the report exactly to your needs, you can edit all of its settings:

**The Report Settings**

You have two fields available for editing the title of your report and for adding a comprehensive and detailed description to it. Along with typing a new name, you can also append the Project Name, Date and/or Time to the report title using the right click mechanism available.
• **Append project name.** This option appends the project name to the report title name.

• **Append date.** This option appends the input date to the report title. This is the date on which the report is generated.

• **Append time.** This option appends the time when the report was generated to the report title.

From here you can also edit the report’s file name, which you can append using the same right click mechanism. Also, you can edit the format and some advanced customization options for HTML files. These will allow you to specify an XSL template to apply as a transformation when generating the HTML report. You can read more about this in the Customize HTML reports using XSL section.

Next you are able to set the date range contained in the report, and add a Header and Footer template.

• **Date.**

  Specifies the day the data of which will be used to generate the report.

• **Show changes compared to a previous day.**

  When this setting is enabled, you can select the day you wish to compare the current results with from the drop-down list. The differences between the selected days (the report day and the previous day) are displayed to the right of the current position in the report.

• **Use header and footer template.**

  This option allows you to add a custom header and footer to your report by selecting the template from the drop-down list. You can create a new template or edit the selected one by pressing the [Setup] button. Read more about this in the Header and Footer chapter.

**Output and Layout Options**

Next, you are able to choose the output options, and to filter or sort the data shown in the report, using several criteria:
Websites selected.

This input section shows you the websites you will see in your report. To include all websites, make sure the Select all checkbox is checked. To display only part of them, uncheck it and select only the websites you are interested in. You can further sort websites here alphabetically, by index or by color, using the sorting tool next to the input section name.

Note

In the SEO report, the Websites selection represents the website for which the data will be displayed in the Dashboard and Analytics sections of the report.

Keywords selected.

This section shows you the keywords you will see in your report. To include all keywords, make sure the Select all checkbox is checked. To display only part of them, uncheck it and select only those you are interested in. You can further sort keywords here alphabetically, by index, color or by priority, using the sorting tool next to the input section name.

Keyword Categories selected.
You can select the keywords you wish to include in your report by category. You will see here all the keyword categories you created for your project and by checking a category, you will include in your report all its keywords, regardless of whether you selected them or not in the Keywords list.

You are also able to display the keywords in your report, organized by category, by checking the [Organize] option.

• **Search Engines selected.**

This section shows you the search engines you will see in your report. To include all the search engines, make sure the Select all checkbox is checked. To display only part of them, uncheck it and select only those you are interested in. You can further sort search engines here alphabetically or by importance, using the sorting tool next to the input section name.

• **Competitors selected.**

This input section shows you the websites added to your project from which you can select your competitors to which you want to compare. You can further sort your competitors alphabetically, by index or by color, using the sorting tool next to the input section name.

**Note**

The Competitors input section is available only in the SEO report.

• **Report layout.**

This table shows you how search engines results will be sorted and ordered in the printable report. You can sort data here by any column you want. If you click on the Websites, Keywords or Search engines column head, sorting in the Report input section will become effective also on the Report layout. In this grid you can also select the columns you want to see in your report. Just click on the Select columns button, on the top left side of the report layout, and you will be able to select, deselect or switch the positions of the report columns.

**Note**

All ranking, linking and analytics values displayed in this table are only for example purpose. To see the actual results for your websites and keywords, you need to Preview the report.

• **Dashboard metrics.**

This grid is available only in the SEO report. It allows you to select the ranking, analytics, links and social media metrics that you want to be further displayed in the Dashboard chart and in the Social panel of the SEO report.

• **Report sections.**

This grid is available only in the SEO report. It allows you to choose the specific sections you want to include in the report. By default, all report sections are selected.

• **Highlight data.**

If this option is checked you can select which items will be highlighted in your reports.

• **Color websites and keywords.**

If this option is checked, the websites and keywords will appear colored in the reports, with the colors assigned to them from the project settings dialog.

• **Show number of results (competition).**
If this option is checked each keyword will be followed by a number which is the actual number of results returned by a search engine for that specified keyword. This number tells you how much competition there is for that keyword.

- **Display Visibility.**
  
  If this option is checked the report will contain an overview of the visibility of your report. You can further choose which Visibility columns you want to see and if they should be displayed at the beginning or the end of the report from the Setup button next to this option.

- **Display each group on a separate page.** When this option is checked, each group you have created in your project will be displayed in the report on a separate page.

- **Display only best position.**
  
  If this option is checked the report will contain only the best position of your websites.

- **Display table summary.** By checking this option you choose to include in your report, at the bottom of each table of data, a summary of the data shown above.

- **Order by.** This option allows you to order data in your report by websites, keywords or search engines.

- **Show Gain/Loss after each column.** With this option is checked, both the Net and Gross Gain/Loss values will be displayed for each column in the report.

- **Show legend.** If this option is checked the report will contain a legend which explains what all the icons in the report mean.

- **Display maximum [number] records in the table.** The number that you enter in this option will set the limit of records included in the tabular reports where this is available.

**Chart options**

If you have previously set the report to contain a chart display of the ranking data, you can also edit the chart options from this section.

- **Insert chart.** This option allows you to display the charts in your reports. By checking it, you will have access to the other chart settings for your report.

- **Show only charts in report.** If this option is checked, the report will show only the chart, without other additional information. By checking this option, the Show legend option will become inactive.

- **Position Range.** You can limit the ranking data displayed in your charts by selecting a range of positions that will be included in the chart. If your keywords or websites rank further than the selected range, they will not appear on the chart.

- **Date Range.** With this option you can select the period of time for which the chart will be created: last week, last month, last year or specify the desired period of time.

- **Show legend.** If this option is checked the report will contain a legend which explains what all the icons in the report mean.
Filters and conditions

You can set the report to be generated only if a set of conditions is met. In this section you can add or edit the filters that the report generation depends on:

Filters. You can use the Advanced Web Ranking filters to condition the report generation. Just select one of the default filters from the list, define a new, customized filter or combine two or more filters to achieve the set of conditions you need.

Refine inputs. You can set a certain filter to be applied only to a segment of your project data. This means that you can use this button to select the keywords and websites you wish to apply the filter to. For each filter you set you may refine the inputs it affects.

Save to local file

This section allows you to choose the destination of the reports generated using this template.

- Save to folder. Use this option to save the report to a certain folder. You can change the default location of this folder by unchecking the [Use default location] option.

- Create separate folders for report type, year and month. By enabling this option your reports will be saved in a subfolder the name of which from the name of the project, the name of the report and the date broken down into year, month and day. This directory structure is useful when you create many reports for different projects and you wish to find them easily when needed.

Upload report in the AWR Cloud

This section is visible only for reports in HTML format, helping you to upload the report files to specific cloud users created for your clients. The option becomes available after you sign up for an AWR Cloud account [https://www.awrcloud.com/how-it-works.php].
• **Upload to cloud.** When enabled, this option allows you to upload your HTML reports to the cloud.

• **Approve report before sending to the client.** When this option is checked, your report will be uploaded to your cloud account with the status "Pending", and will be sent to the specified client only after your manual approval. If the option is not selected, the report files are uploaded directly to the selected client.

• **Select user.** You are enabled to select the AWR Cloud user for which you wish to grant the access to the respective report. If you haven't invited any users yet to your AWR Cloud account, you will be directed to a dialog from where to start inviting users.

• **Add.** If you have no users invited yet to your AWR Cloud account, with whom to share your uploaded reports, you can send invitations either to your Address book contacts, either from the AWR Cloud administrator account.

**Send report by Email**

In this section you are able to adjust the settings for sending your reports via email. The files will be automatically sent as zip attachments.

• **Send Report by Email.** When this option is checked, you are allowed to send the report to one or more email addresses. Read more about this in the Email Settings section.

• **Notify on FTP upload.**

   When checked, the application will send an email to the chosen addresses to confirm that the report was uploaded by FTP.

• **Send report as zip attachment.**

   This option allows you to send the report as zip attachment. That will make the transfer via email much easier.

• **Ask for confirmation.**
Printable Reports

Specifies whether the user needs to confirm the sending of the report by email before it is sent.

- **Email Address.**
  In this section you can type directly your customer’s email addresses, or you can add them from the Address Book, from the Add button. Emails typed here will be automatically stored in the Address Book.

- **Address book.**
  Opens the Address Book dialog where you can manage your contacts.

- **Show / Hide Bcc.**
  This option gives you action to the Bcc section, where you can add other email addresses as Blind carbon copies to receive the report.

- **Email Settings.** In this section you may customize the subject and the text for the emails sent to your clients, with this report.

### Upload report to FTP server

This section is optional and is active only when you select the "Upload report to FTP server" option. It allows you to specify the FTP server where you want the report to be uploaded.

![Upload report to FTP server](image)

Below, you can find a description for each option you can change in this step:

- **Upload report to FTP server.** Allows you to upload the report to your website using FTP. Read more about this in the FTP Settings section.

- **Create separate folders for each type, year and month.** This option creates a folder for each report type and then breaks them into separate folders for each year and month.

- **Upload report as zip file.**
  When checked, it specifies that the report should be archived before uploading it by FTP.

### Scheduled tasks

In this section, you can create a new scheduled task to generate your report automatically.

![Scheduled Tasks](image)
Just click on the New button and follow the Scheduler Wizard steps. If you already have scheduled tasks previously created, you can also add this report to one of them. Only the tasks that are related to your current project will be displayed in this list.

- **Status.** This column shows you the status for each scheduled task included in this list. If it is marked as Enabled, the task should run on the scheduled date. If it is Disabled, the task will not be started. You need to enable it first in order to run.

- **Generate Report.** In this column you can see which scheduled tasks will generate your report. If you want to add the report to an existing scheduled task, just select the related checkbox and your report will be automatically added to that task.

- **Type.** This column indicates the type of each scheduled task. It can be of type Update, when the task updates your projects and then may generate reports, or of type Generate, when the task only generates reports.

- **Kind.** This column shows you what kind of scheduled task may generate your report. Tasks can be Simple, created for your current project, or Multiple, created for more projects in the application.

- **Projects.** In this column, you can see the name of the project, or the name of the projects list for which the scheduled task is created.

- **Start Date.** This column shows you the start date for each scheduled task included in the list.

- **Time.** Here, you can see the time at which each task is scheduled to start.

- **Repeat.** This column shows you how often the scheduled tasks will run.

- **Next Run Date.** In this column, you can see the next date your tasks are scheduled to run.

## Ranking Reports

### Website Rankings

<table>
<thead>
<tr>
<th>Website</th>
<th>Position</th>
<th>Previous</th>
<th>Change</th>
<th>Page</th>
<th>Best</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://espn.co.com">http://espn.co.com</a></td>
<td>9</td>
<td>9</td>
<td></td>
<td>-</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td><a href="http://news.bbc.co.uk">http://news.bbc.co.uk</a></td>
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<td>4</td>
<td>6</td>
<td>-</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td><a href="http://www.cnn.com">http://www.cnn.com</a></td>
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<td>10</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
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<th>Previous</th>
<th>Change</th>
<th>Page</th>
<th>Best</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
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<td>15</td>
<td>7</td>
<td>-</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
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<td>4</td>
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<tr>
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<td>9</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>
This report is similar to the interactive Website Rankings report. It shows the comparative rank evolution of your Websites for the selected keyword and search engine.

### Keyword Rankings

This report will contain information about the rankings of the selected URL, on the selected search engine, with all the active keywords of your project. In this way, you can see how well your URL is ranked for each keyword.
**Search Engines Rankings**

This report will contain information about the rankings of the selected URL on all the active search engines of your project, for the selected keyword. In this way, you can see the position of your URL on each and every active search engine.

**Top Sites**

This report will contain information about the rankings of the selected URL on all the active search engines of your project, for the selected keyword. In this way, you can see the position of your URL on each and every active search engine.
This report is similar to the interactive Top Sites report. It shows the top Websites returned by a search engine for a given set of keywords.

Overview

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Google</th>
<th>Yahoo</th>
<th>Bing MSN</th>
<th>Alexa</th>
</tr>
</thead>
<tbody>
<tr>
<td>cnn.com</td>
<td>12 ▼ 2</td>
<td>17 ▼ 8</td>
<td>7 ▲ 11</td>
<td>19 ▼ 11</td>
</tr>
<tr>
<td>latest news</td>
<td>11 ▼ 7</td>
<td>7 ▲ 3</td>
<td>10 ▼ 2</td>
<td>7 ▲ 2</td>
</tr>
<tr>
<td>space news</td>
<td>11 ▼ 3</td>
<td>10 ▼ 4</td>
<td>6 ▲ 2</td>
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<td>news.bbc.co.uk</td>
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<td>10 ▼ 8</td>
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<td>12 ▼ 4</td>
</tr>
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<td>9 ▼ 7</td>
<td>1 ▼ 7</td>
<td>6 ▲ 6</td>
<td>10 ▼ 4</td>
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<tr>
<td>space news</td>
<td>17 ▼ 15</td>
<td>7 ▼</td>
<td>6 ▲ 6</td>
<td>8 ▲ 4</td>
</tr>
<tr>
<td>sport news</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note

If the table does not fit the page width, Advanced Web Ranking will break the table into several tables.
Visibility

This report contains visibility details for the selected websites on the search engines and keywords you are interested in. This way, you have the chance to see and compare the visibility of your websites per each search engine or keyword.
## Competition

This report consists of the competition value for your selected keywords on each of the chosen search engines.
Analytics Reports

Dashboard

This report contains the analytics data displayed as an overview, for all keywords and search engines that send traffic to your websites, or detailed by keywords, search engines, referrals or goals. This way, you get to see key information about your traffic sources and conversion rates.
Keywords

This report is similar to the Keywords interactive report available in the Analytics menu and contains details about all the keywords that sent organic traffic to your website.
This report is similar to the Search Engines interactive report available in the Analytics menu and contains traffic details for all the search engines your visitors used when arriving to your website.
This report is similar to the Referrers interactive report available in the Analytics menu and contains details about all the websites that sent traffic to your website.
Goals

This report is similar to the Goals - Overview interactive report available in the Analytics menu and contains details about the goals you have defined in your Google Analytics account.
Goals - Detailed by Source

This report is similar to the Goals - Detailed by source interactive report available in the Analytics menu and contains details about your website traffic sources related to the defined Google Analytics goals.
Campaigns

This report is similar to the Goals - Campaigns interactive report available in the Analytics menu and contains details about the success of the campaigns you set up within your Google Analytics account.

Campaigns - Detailed by Source

This report is similar to the Campaigns - Detailed by source interactive report available in the Analytics menu and displays the source of your website visitors for the selected campaigns.
This report is similar to the Overview interactive report available in the Links menu and presents in a date comparison overview, multiple link metrics for the chosen websites and anchor text.
This report consists of the merged list of linking root domains for the selected websites, ordered descending by Domain Authority.

<table>
<thead>
<tr>
<th>Domains</th>
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<th>Domain MozRank</th>
<th>Links</th>
<th>Followed</th>
<th>Images</th>
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<td>93</td>
<td>6.66</td>
<td>5</td>
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</tr>
</tbody>
</table>
Anchor Text Distribution

This report consists of the merged list of anchor texts for the selected websites, ordered descending by the number of root domains using each term.

Hub Sites
This report is similar to the Hub Sites interactive report available in the Links menu and presents in a date comparison overview, details about the common backlinks of the selected websites.

**SEO Report**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dashboard</td>
<td>Rankings</td>
</tr>
</tbody>
</table>

### Dashboard

#### Rankings
- Visibility Score: 239
- Visibility Percent: 66
- In Top 10: 6
- In Top 100: 12

#### Analytics
- Visits: 63
- Page Views: 208
- New Visits: 52
- Revenue: $1,700.00

#### Links
- External: 241325
- Linking Root Domains: 15647
- Total Links: 553191
- Domain Authority: 94
- Domain MozRank: 7.11

#### Social
- Facebook Shares: 248826
- Twitter Shares: 107
- Google +1's: 39
- Followers: 0
- Likes: 0

This report displays analytics, linking, ranking and social details for your websites, within the same frame. The data is presented only in HTML format, with each metric details grouped under a different tab. Key information is displayed both as an overview, and detailed according to specific items for each section. This gives you the chance to browse through the tabs and sections of the report as if you were in a standalone SEO web tool.
Chapter 10. Quick Reports

Creating Quick Reports

The quick report button is designed to help you transpose fast the interactive reports you have created into printable reports to use and send to your clients.

This means that the quick report generated from this button will contain all the data displayed in the current interactive report and it will keep the same structure and filtering options. All you are required to specify is the file format of the report that will be saved (PDF, HTML, etc.).

You can also define the quick report you have created as a new template for your printable reports or send it directly to your clients by email, using the small buttons next to the report extension you chose for the new report.
Chapter 11. Triggers

Triggers

Before Advanced Web Ranking, we had no information about the position of our website in the search engines. Now we're surrounded by a huge amount of information and we sometimes wish we could only get the important changes.

That's where triggers come to help! You can define a condition with the help of the customizable filters and you will receive a special report with only the data you are interested in, when that condition is true.

For example, let's suppose you are only interested in some of the changes that occur, such as when a keyword goes up or down at least 5 places in a search engine. All you need to do is create a trigger using the condition "change" greater than 5, then specify what kind of report you wish to receive and you're set. You will then receive a report if the condition is true after each update of the project, or when you manually run the trigger.

Triggers can be created for a certain project or for a list of multiple projects. The only difference is that the triggers that are created per project have the ability to refine the input data, if you are only interested in one search engine and a few keywords for example to match the given condition. The multiple projects triggers are restricted to use all the search engines, keywords and websites from the projects they apply to.

To create a new trigger, go to the [Reports] menu and select [New report]. Choose the report that you wish to be triggered when your condition is true, and also the type and format. Then set the condition in question in the [Filters and conditions] section.

You can use either a predefined condition or you can define one with several criteria that better suits you needs. You also have the possibility to refine results per search engines, keywords and websites as required. When the condition set in this section is met, the trigger is activated automatically and the report generated.
Chapter 12. Custom Filters

Custom Filters

Advanced Web Ranking comes with many default filters that cover most of the changes that can occur in the search engine rankings. However, there comes a time when the default filters are just not enough.

The custom filters feature allows you to create your own filter, made of a combination of existing (default filters) and user created conditions that involve the current position, the previous position, the best position, the page, the page rank, or any other entity that may be affected by a change.

You can use a custom filter just like any existing filter in the report generation process. It will allow you to refine the output data and give you only the results you are interested in.

To create or manage filters use the [Filters] drop down list at the top of the Rankings view. Once created, a custom filter will appear in all filter drop down within the application, with a special icon to indicate that it is a custom filter.

You can also create or manage application filters from the [Settings] menu -> [Global settings] -> [Reports] -> [Filter Manager].
Chapter 13. Customize HTML Reports using XSL

Did you ever want to create HTML reports like the ones you are accustomed to within your company? Now you can, using the Customized Reports! This feature enables you to create HTML reports from an XML file using a stylesheet language called XSL (eXtensible Stylesheet Language). To customize the report, all you need to do is change the XSL transformation file. Advanced Web Ranking will then generate an HTML report with your custom layout using the XSL file you provided.

All printable HTML reports can take advantage of this feature. The layout of the header and footer for each report can also be modified so that the whole HTML report will look exactly as you want.

Global Customization

To customize your reports, all you need to do is go to the [Settings] -> [Global settings] -> [Reports] -> [HTML reports] menu and click on the Customize button to select the reports you wish to customize using an XSL transformation. This feature gives you a convenient way to set all the HTML reports from all projects to use a specific XSL transformation.

Here you can select the reports you wish to transform and their respective XSL transformation file. Advanced Web Ranking comes with default transformations for each report but you can use your own XSL transformation by selecting a custom file here.

Note

The default transformation files can be found in the "transforms" folder, within the folder where Advanced Web Ranking is installed on your computer.

Individual Reports Customization

We have seen in the previous section how to set all the HTML reports from all projects to use a specific XSL transformation. However, you may wish to have reports that do not use this transformation. In this case, all you need to do is edit that particular report via the [Reports] menu and select the reports you are interested in. In the [General settings] section, change the report format to HTML, the CSS style to "XSLT Transformation" and you will find the [Customize XSLT] button that will allow you to do the specification you need.
By default, the Global Settings are used, but you can overwrite this behavior and set your own XSL transformation file. If you do not wish this report to be transformed using an XSL transformation, just make sure the "Transform the report using the following XSL template" option is unchecked.

**Headers and Footers**

Advanced Web Ranking allows you to customize not just the body of the report, but also lets you personalize its header and footer.

When you edit one of your reports, you can edit the header and footer settings using the "Edit" button located next to the "Header and footer template" combo box, in the "Report Type" tab. Once there, you only have to select the "Customize" tab and select the transformation file for the header and footer.

You can define new header and footer for your reports or edit the existing ones either from the [Settings] menu -> [Global settings] -> [Reports] -> [Headers and Footers], or from the [Report Settings] section of each report, by going to the [Header and Footer] grid - check "Use header and footer template" and open the [Setup] dialog. Then choose from the drop down the template you wish to apply to your report.

**XSL Tutorials**

For more information about XSL transformations please see the following articles:

- [http://www.w3schools.com/xsl/](http://www.w3schools.com/xsl/)
- [http://www.topxml.com/xsl/tutorials/intro](http://www.topxml.com/xsl/tutorials/intro)
Chapter 14. Settings

The Advanced Web Ranking [Settings] menu helps you specify the preferences that will apply to the entire application, changing and customizing the behavior in according to your requirements.

You can access the global settings of the application from [Settings] -> [Global settings] -> [Application].

Application

• **Database location.**

Advanced Web Ranking can store the projects locally or remotely. Locally, Advanced Web Ranking uses a folder created on the local machine. In the remote mode, Advanced Web Ranking connects to an Advanced Web Ranking Server located on another machine.

• **My Computer.** This option allows you to change the location of the folder where Advanced Web Ranking keeps its data locally. When you press the [OK] button, Advanced Web Ranking will use the newly selected folder as the data folder.

• **Remote Computer.** This option allows you to change the remote connection server address and port.

• **Regional and Language Settings.**

• **Language.** Here you can change the application language. You can choose from English, French, German, Italian Polish and Spanish.

• **Date Format.** From this section you can setup the data format that will be used trough the application.
Settings

- **Chart Settings.**
  - **Show continuous lines in the Rank Evolution chart.** By default, when a URL is not found in the results gathered from the search engine, it is said to be dropped. In the Rank Evolution chart this is shown as a gap in the graph line associated with that URL. If you do not want to see a gap when an URL is dropped, just make sure this preference is checked.
  - **Show only best position in charts.** Selecting this option enables you to see in your charts only the best position your website has for a certain keyword from all the pages of your website that have rankings for it.
  - **Interactive graph lines color intensity.** Using this setting you may adjust the intensity of the colors used for graphics in interactive reports.
  - **Legend height in printable report.** You may set the dimensions of legends in all printable reports.
  - **Show position slider on right side of the chart.** Check this option to display the position slider on the right side of the charts in the interactive reports.
  - **Chart shape size.** This setting allows you to adjust the points size on your graphs shown in both interactive and printable reports.
  - **Chart line thickness.** You may also adjust the graph lines and set their thickness on a scale from 1 to 6.

- **Application Settings.**
  - **User interface font size.** Select the font size you need to display for the application screens. You have three displaying modes available (small, large and autodetect).
  - **Sidebar menu size.** Select the size you need to display for the application sidebar menu.
  - **Display tips.** Check this option if you need hints to be displayed when using the application.
  - **Reset tips.** This option activates the application tips.
  - **Update new project after it was created.** Check this option if you want to automatically start the update after a new project is created.
  - **Get page rank for new project.** Check this option to enable the page rank update for the new created projects.
  - **Automatically add competitors.** When this option is checked, the application automatically ads to new created projects, some of your websites top competitors.
  - **Automatically import from top sites in time when adding a website.** With this option, you can automatically import in your project for the newly added websites, ranking data available from previous Top Sites reports.
  - **Use default window decoration.** Check this option to see the blue default margins of the application. To enable it, the application must be restarted.
  - **Use java look and feel.** With this option selected, you can use the default Metal Java look and feel. To enable it, the application must be restarted.
  - **Color automatically new keywords added.** With this option checked, the application automatically assigns colors to new keywords you add to projects.
  - **Color automatically new websites added.** Check this option for the application to automatically assign colors for new websites you add to projects.
Note

In case there is a new search engine update available, and the application is launched (either from the user interface or in the background by the scheduler), the update is downloaded and installed first and then the application is launched. Thus you will always have the search engines up to date before you run the update.

Email/FTP

This menu of Advanced Web Ranking gathers all the application settings required for sharing the data generated with other people.

You can make these adjustments from the [Settings] menu -> [Global settings] -> [Email/FTP].

Email

The following fields have to be filled in if you wish to transfer reports via email:

- **Sender email.**
  Enter your email address here.

- **SMTP Server.**
  Enter your SMTP server, either using its name or its IP address.

- **SMTP Port.**
  Enter the SMTP port. The default value is 25.

**Use SMTP Authentication**

If your SMTP server requires authentication, you have to enter your user name and password. You should ask your network administrator if you do not know them.
If your SMTP server requires a secure connection, you have the option to use either TLS or SSL.

**Use secure connection**

This option allows you to use a secure connection using TLS or over a SSL connection when sending emails. This option is especially useful if you use SMTP accounts like GMail which use secure connections.

**Address Book**

The Advanced Web Ranking Address Book stores all the contacts you have used within the application. You have stored here your clients' names, emails, and company details, which allows you to easily manage and use this data.

**FTP settings**

Here you can setup some of the FTP connection parameters.

- **Number of times to retry if FTP server busy.**

  If the FTP server is busy try to reconnect for the specified number of times. The FTP connection timeout will be respected on each retry.

- **Delay between retries (seconds).**

  Wait for the specified number of seconds before retrying on a busy server. This is useful to prevent hammering the FTP server.

- **FTP connection timeout.**

  Consider the connection to a FTP server has timed out after the specified number of seconds.

- **FTP connection read timeout.**

  Consider the connection to a FTP server has timed out after not being able to read from the connected FTP server for the specified number of seconds.
FTP Profiles
The Advanced Web Ranking FTP Profiles is the place where you can store all the profiles of the FTP servers that you want to upload reports to, and you can also manage or test the connection of the FTP servers from this menu.

Performance

General performance settings

Maximum number of simultaneous connections
This preference controls how many HTTP connections to search engines will be made simultaneously. A higher number will mean a faster update, while a smaller number a slower one.

You should set this option carefully, based on the bandwidth and performance of your computer. We strongly recommend a conservative setting. A higher setting may easily consume all the bandwidth of your Internet connection and/or your CPU cycles.

Search depth
This preference controls the number of search results downloaded by Advanced Web Ranking for each of the keywords. Note that higher settings may significantly slow down your updates.

Stop if all websites are found
This preference is enabled by default, and causes the update process to stop when all the websites from your projects have been found, regardless of the search depth that is currently set. If you wish to get all the results according to the current search depth, just uncheck this option.

Gather Top Sites in Time data
This preference allows Advanced Web Ranking to store the top sites data for each update date. This is useful when you want to compare the first X results with a previous date.

Set number of results per page for all SEs
You can manually set the number of results per page for each search engine in your project, but this could become a time consuming task in case you have a long list of search engines. So, this preference enables you to set the Minimum or the Maximum Value for all the search engines in your project that allow such settings. Note that maximum values are not the same for all search engines.
Number of retries if a connection fails

This preference controls the number of times the application tries to connect to a search engine in the event of a connection failure or timeout.

Title and Meta Description

The Title and Meta Description options help you see in Interactive and Printable reports the titles and meta description of the websites present in your projects.

Get Title and Meta Description from the web page along with the ranking. Retrieves Title and Meta Description directly from websites.

Get Title and Meta Description from the search engines along with the ranking. Retrieves Title and Meta Description displayed in the search engine results page.

Display Title/description columns in reports:

- **NONE.** If this option is selected Title and/or Meta Description are not displayed in reports.
- **Retrieved from URLs.** Displays in reports Title and Meta Description retrieved from websites.
- **Retrieved from search engines.** Displays in reports Title and Meta Description retrieved from search engines.

Title and/or Meta Description can be displayed in [Website Ranking], [Keyword Rankings] and [Search Engine Rankings] reports.

To display them select the respective columns from the [Select Columns] button, next to the [Display] filter.

⚠️ Note

Title and Description information is also displayed if you place your mouse over the results you see in the [Website Rankings], [Keyword Rankings] and [Search Engine Rankings] reports.

Browser Emulation

Be nice to Search Engines
When this preference is on, Advanced Web Ranking will exercise the lightest possible load on the search engines resources by mimicking a human action as close as possible. For that, it will avoid simultaneously sending two different queries to the same search engine and it will make pauses between downloading two pages from an engine.

It is very important to keep this preference checked. Because automated querying can impose a very high load on the search engines, some of them may take action against users abusing their services.

Random delay between queries

If the "Be nice to Search Engines" option is selected, you can specify here the upper and the lower limits of a random time interval that Advanced Web Ranking will wait in between two consecutive queries.

Sleep after a number of searches

If the "Sleep [number] minutes after [number] searches" option is selected the application will stop gathering data from the search engines for the specified number of minutes after the specified number of searches. A search means a keyword looked up on a search engine, with the specified number of results retrieved.

Sleep after a number of failed connections

If the "Sleep [number] minutes if a search engine fails [number] times" option is selected, the application will stop gathering data from the search engines for the specified number of minutes after the specified number of failed connections. Note that each failed connection is made up of the above mentioned number of retries. Only the querying of the search engines that fail to retrieve data will sleep for the desired number of minutes.

Random User Agent

In its queries for the ranking data, Advanced Web Ranking uses browser user agents to access the data and to prevent any possible measures taken by the search engines to block its queries.

If this option is checked, Advanced Web Ranking will randomly select, from a large list of browser user agents, a different one for each search engine query it makes.

Search Engines APIs

Google Ajax API

Select the "Use Google AJAX API" option and then enter the key you received from Google. As long as this option is enabled, all searches made on the Google search engine will use the Google AJAX API.

Important

The Google AJAX API is restricted to 64 results returned per query. Once this limit is reached, Advanced Web Ranking will display the following message: "Reached end of results".
Bing API

Select the "Use Bing API" option and then enter the key you received from Bing. As long as this option is enabled, all searches made on the Bing search engine will use the Bing API.

Note

Unlike the other two search engine APIs, the Bing API doesn't have any restrictions related to the number of search queries performed in a day.

Proxy Settings

Some organizations require their users to use a proxy server to access the Internet. If this is your case, or you just need faster project updates, then you must adjust the project settings to accomplish your requirements. To do that, you need to access the Proxy servers manager Proxy servers manager from the [Settings] -> [Global settings] -> [Performance] -> [Proxy Settings] menu.
Reports

Headers and Footers

Here you can manage the header and footer sets for all the reports available in the application. You can create new templates, edit the existing ones, remove the unnecessary, duplicate or rename any of the headers and footers previously created.

Common reports settings

These are settings common to more than one report types.
• **Preview report after it is generated.**
  This option opens the report automatically after you have generated it.

• **Show empty cells for filtered data in Overview report.**
  This option can be used to hide the row data that does not match the selected filters.

• **Show empty cells for filtered data in the Multiple Dates Comparison report.**
This option can be used to hide the row data that does not match the selected filters. By default, the Overview report will show the data of a whole row if one item on that row matches the selected filter.

- **Show empty cells for filtered data in the Competition report.**

- **Highlight changes in Overview and Visibility printable reports.**

  This option can be used to color the up and down changes in the PDF, HTML and Excel Overview or Visibility reports. The up changes will be colored in blue. The down changes will be colored in red.

- **Do not display empty charts.**

  This option can be used for the PDF, HTML reports. If the charts do not have items, they will not longer be included in the report.

- **Display new keywords (or keywords that have not been updated) as not changed.**

- **Insert search engines icons in the HTML and PDF reports.**

- **Send or upload empty reports.**

  If you have scheduled the report generation of some reports with certain filters applied, you might face the situation that no data matches the conditions you set and the reports created to be empty. You can use this option to avoid sending empty reports to your clients.

- **Alternate row background color in Printable Reports.**

  This option can be used for the PDF, HTML and Excel reports. If this option is selected, the table rows from all reports will have an alternate background colors. One of the colors will be white and you can specify the other color. By default this color is light grey.

- **Alternate row background color in Interactive Reports.**

  If this option is selected, the table rows in the interactive reports will alternate their background colors. One of the colors will be white and you can specify the other color. By default this color is light grey.

- **Trim spaces from the report file name.**

  By default the reports are saved in files that contain spaces in their names (i.e. Website Rankings). Since many users want to upload their reports on web servers this option gives a better compatibility with the file naming conventions.

- **Display a colored square instead of coloring the text in the interactive reports.**

  For a better visibility of the interactive reports this option will show a colored square in the left side of the keyword/URL instead of coloring the keyword/URL itself. This is useful if your selected color for a keyword is similar to the background of the report.

- **Display a colored square instead of coloring the text in the HTML printable reports.**

  For a better visibility of the HTML printable reports this option will show a colored square in the left side of the keyword/URL instead of coloring the keyword/URL itself. This is useful if your selected color for a keyword is similar to the background of the report.

- **Display changes in the Multiple Dates view.**

- **Display changes in the Multiple Dates printable reports.**

- **Show only the year and month in the title of the printable reports.**
• **Include project name in printable report header.**

• **Display only the best position in the interactive rank reports.**

• **Show keywords translation in the interactive reports.**  
  With this option enabled you will be able to see in the interactive reports the keywords in both the original language and the language they were translated to (into parenthesis).

• **Show keywords translation in the printable reports.**  
  With this option enabled you will be able to see in the printable reports the keywords in both the original language and the language they were translated to (into parenthesis).

• **Add competition to printable reports.**  
  When this option is enabled, all your Keyword Rankings printable reports have the [Show number of results (competition)] checked by default.

• **Show live updates in overview.**  
  This option enables you to see fresh data in the Overview interactive report while running an update.

• **Display each group on a separate page for PDF and Excel (Default).**  
  This option displays the information in your reports on separate pages.

### Report page settings

This menu allows you to set the layout options for the printable reports generated by Advanced Web Ranking:
• **Report Type.**

You can setup the page for one of the following default report templates: Website Rankings Report, Top Sites View or Overview report.

• **Size.**

You can use a standard paper size (A4, A3, Letter and so on) or a custom one. In the second case you have to enter the width and the height of the paper source (in inches).

• **Orientation.**

You can set a Portrait or a Landscape page orientation for your report.

• **PDF report page margins.**

You can set the size of the PDF report page margins (left, right, top and bottom). The size is measured in inches and can range from 0 to 5 inches. The default size for all margins is 0.5 inches.

### Text reports

[Image: demo project - Advanced Web Spider](demo_project.png)

For Text reports you have the following options:

• **Font Settings.**

You can choose to have in your report file as many characters per inch as you want (10 - 20 characters per inch) and the number of text lines (6 or 10 lines per inch).

• **Send email with text in body (not in attachment).**

When checked, the email letters you send will contain the reports in the body - as plain text. Else, your email letters will have attached the report file.
CSV reports

For the CSV reports you have the following options:

- **Separator character.**
  
  You can choose the separator character between tab, comma, semicolon or you can define your own separator character.

- **Choose file encoding.**
  
  Select the character encoding of your report files from the drop down list.

- **CSV file extension.**
  
  Type the desired extension for your CSV reports.
For HTML reports you can choose to insert the table of contents by checking the first option.

- **Select the global CSS style.** You can customize the way your HTML report looks like, using different CSS styles. These styles can be selected from a set of predefined styles or can be user defined styles.

- **Select the reports you wish to customize using an XSL transformation.** You can customize the way your HTML report's layout will look like, using XML and XSLT transformation files. You can customize each one of your report types.

- **Choose file encoding.** You can select the character encoding of your report files from the drop down list.

- **Maximum number of columns in Overview.** If your Overview report contains a large number of search engines, you can choose to distribute them in rows by enabling the "Maximum number of columns in Overview" option. This option will help you avoid crowded search engine rows and thus allows a better understanding of the displayed data.

- **Maximum number of columns in Visibility.** If your Visibility report contains a large number of items, you can choose to distribute them in rows by enabling the "Maximum number of columns in Visibility" option. This option will help you avoid crowded rows and thus allows a better understanding of the displayed data.

- **Maximum number of columns in Multiple Dates report.** If your project has data stored over a large period of time, you can choose to limit the number of columns displayed in the Multiple Dates report by enabling this option and reduce the data shown in the report.
• **Maximum number of columns in Competition.** Checking this option will allow you to control the number of columns displayed in the Competition reports and set a maximum limit to it.

• **Maximum number of columns in Links.** By checking this option you can control the number of columns displayed in the Links reports and set a maximum limit to it.

• **Insert table of contents in html reports.** This option inserts into your HTML reports a Quick Jump list that will enable you to access more quickly any section of the report you have created.

• **Get report images from URL.** You can save the images from the reports to a local folder from the [Browse...] button. This folder can then be easily uploaded to your website. To access the images from your website, just check the "Get images from URL" option and type the URL in the text box. From now on, all the HTML reports that you send will take the images from the specified URL.

• **Chart size.** You can customize the size of the charts included in your HTML reports and set their width and height (in pixels).

### PDF reports

For PDF reports you have the following options:

• **Display column name in Overview.**

You can choose to have the column names in Overview reports shown in three ways:

• Horizontal

• Vertical

• Vertical if more than [number]

• **Font.**

You have the option to change the PDF font from your report as follows:

• If you select the "Use default PDF font" option, all the PDF reports will use the font listed in parenthesis.

• If you uncheck the "Use default PDF font" option you can choose any Font and Encoding you want.

• **Asian Fonts.**
Even if your system is not setup to use the Asian locale, you can select an Asian font so that the PDF report shows the Unicode characters correctly. Just deselect the "Use default PDF font" check box, and select the "Asian fonts" option, which will allow you to select an Asian font from the drop-down list.

- **Show Bookmarks on preview.**

  This option allows you to enable/disable the displaying of the Bookmarks section in your PDF reports.

- **Maximum data columns in Overview PDF report.**

  This option allows you to control the number of columns displayed in the Overview reports and set a maximum limit to it.

- **Maximum data columns in Visibility PDF report.**

  If your Visibility report contains a large number of items, you can choose to distribute them in rows by enabling the "Maximum number of columns in Visibility" option. This option will help you avoid crowded rows and thus allows a better understanding of the displayed data.

- **Maximum data columns in Competition PDF report.**

  This option gives you the possibility to control the number of columns displayed in the Competition reports by setting a maximum limit to it.

- **Maximum data columns in Links PDF report.**

  With this option you can control the number of columns displayed in the Links reports and set a maximum limit to it.

- **Show page number in PDF report.**

  This option allows you to paginate your report's pages.

- **Select alignment type for the page number.**

  After checking the above option, you can choose the number on your pages to be aligned Left, Center or Right.

**Excel reports**
For the Excel reports you have the following options:

- **Select font name and size:**

  You can choose the font name from a list. The size of the font can also be selected from a range of 1 to 30 points.

**XML reports**

For the XML reports you must select the file encoding that will be used and the schema the reports will be generated by (DTD or XSD).

**Manage Browsers**

You are able to set a specific browser to be used by Advanced web Ranking when opening webpages or previewing HTML reports, other than your system's default browser.
Tools

Keyword Analysis

Keyword analysis data storage

In this section you can select the folder where Advanced Web Ranking will store the keyword analysis data.

Note

The keyword analysis data is compatible with Advanced Link Manager so you can share this folder if you have Advanced Web Ranking installed on your computer.

Word/Phrase

- **Maximum words in phrase.** Set the maximum length of a phrase. Phrases with lengths larger than the specified number (except when in Original content mode) will not be displayed.

- **Maximum density percent.** Set the maximum percent of optimal density

- **Minimum density percent.** Set the minimum percent of optimal density

Note

The phrases that have densities contained within the maximum and minimum density percents will be colored in green, the phrases that go below the minimum density percent will not be colored
and the ones that exceed the maximum density percent (considered spam) will be shown colored in red.

Options

- **Show suggestions.** Sometimes the size of a page is too large, the number of characters contained in a meta tag is too big or a meta tag is missing. Enabling this option will show you our advice regarding this issues.

  ![Note]

  This is only our opinion on these subjects and should be regarded as such

- **Display only words with more than X characters.** Do not display the words that contain less than the specified number of characters.

  ![Note]

  Even if these words are not shown they are still be taken into consideration when the density and prominence percents are computed.

- **Import from Wayback Machine since...** Import from Wayback Machine since the date you need

Other settings

Select which of these criteria should be considered as a phrase change.

- **Occurrences.** Consider that a phrase has changed if the number of occurrences in the page has changed.

- **Density.** Consider that a phrase has changed if it's density in the page has changed.

- **Proeminence.** Consider that a phrase has changed if it's proeminence in the page has changed.

  ![Note]

  These settings can be locally overridden from the Keyword Analysis.

Users and Groups

User Settings

The user manager allows you to visualize the list of users defined for the application and manage it.

- **Add new user**.
The [New] button creates a new user, with the specified name and password, in the selected group.

- **Edit users.**

For an existing user you can modify its name and access password, or you can change its rights by moving it in another group.

- **Remove users.** To remove a user account just click the [Remove] button, select the user you wish to delete and [Confirm removal].

**Group Settings**

The access groups manager allows you to visualize the list of rights for each access group defined within the application.
• Add new access group.

The [New] button lets you create and select the rights for a new access group. Later on you must add to it the users you wish to be restricted by this group's rights.

• Edit.
For an existing access group you can modify its name and the rights that define it.

- **Remove groups.** To remove an access group you have previously created you must select it and click the [Delete] button. All the users added to this group will be automatically moved into the "Users" default group.
Chapter 15. User Profiles and Access Groups

User Profiles

Advanced Web Ranking allows you to have a custom profile for each user. Along with the added security coming from the authentication window, you also have the ability to manage what rights the users have to the stored data.

Each user is assigned to an Access Group and inherits the rights defined in the access group.

The most important feature that comes with the addition of user profiles is the ability to store each user's preferences separately, such as proxy and email server, API keys and all other global settings that are available within the application.

You can access the user profiles manager from the [Settings] menu -> [Global settings] -> [Users and Groups] -> [Users] -> [Edit users].

Access groups

The access groups allow the Administrator to define groups of users that have the same rights.

The users can be restricted from updating projects, changing the project preferences and many other operations. A full list with the restrictions allowed by Advanced Web Ranking is available within the New Access Group dialog.

You can access the groups manager from the [Settings] menu -> [Global settings] -> [Users and Groups] -> [Access Groups].

Note

Upon an Access Group removal, all the users belonging to that group must be moved to another access group. Advanced Web Ranking will prompt the Administrator for the new access group.
Chapter 16. Header and Footer

The Header and Footer template allows you to add custom headers and footers to your reports.


Important

You can also customize the header and footer for your HTML reports using an XSL transformation.

The Header

The Default header contains:

• The name of your Company
• The address of your Company
• The web address of your Company
• Your Company logo

And data about your client:

• The name of your client
• The web address of your client

Your reports will be labeled with both yours and your client's logo:
The Footer

The custom footer may contain any information you want to add to the report.
• You can add your company's web address by checking the option at the bottom.

• You can put a default text in your footer by pressing the [Default Footer Text] button.

• If you want to preview your Header and Footer template in HTML format, press the [Preview] button.
Chapter 17. Research

Auditor

With this tool integrated in Advanced Web Ranking, you can run an in-depth scanning of the websites that you are monitoring in your project.

The detailed information that the application gathers for you can help you perform an advanced competitor analysis, uncovering the search engine optimization tricks that your competition is using.

To start the process, you need to choose the specific website that you want to analyze from the [Websites] panel and press the top [Update] button.

With the default settings, the Website Auditor crawls the first 10 pages from the website you have selected, starting with the index page and continuing with the pages it finds on the next level available.

If you need to edit the number of pages to be analyzed, just click on [Settings] button, from the top-right corner, and set the value manually in the [Download Maximum Pages] box.
Note

The maximum number of pages that you can analyze for a website is 10,000.

You can see the fresh on-page information being gathered as the application analyzes each page. Details in the Search Engine Availability, Crawl Status and Content sections are also updated Live. The data that you see here is related to the entire domain. To see information for a specific page, just click on it and the panels below will display the data only for that page. To identify easier any problems that the Auditor has found, details from the [Overview] menu are clickable, acting like filters.

Note

Only those lines with results that match at least one page are clickable and will apply a filter for the webpages. All filters available in the Auditor can be accessed from the top menu bar, next to the Calendar box.

Problems that the Website Auditor finds can be filtered also from the four panels available on top:

• **All Pages.**
  
  This panel shows all the pages that have been analyzed

• **Errors.**
  
  This panel displays only the pages for which the Auditor has identified severe issues, like duplicate content

• **Warnings.**
  
  In this panel, you can see only the pages for which the Auditor found small issues, such as empty meta description, duplicate title, etc.

• **Broken Links.**
  
  This panel shows only the pages from the website analyzed that have broken links.

Once the updating process is completed, there are three layouts you can use, focusing on different types of information: Issues, Links and Social. To select a layout, just click on the related icon from the top menu bar.

**Issues Layout**

In the Issues layout, you can see on-page optimization information presented in detail for each webpage analyzed.
• **Path.**

This column shows the URLs of the pages analyzed. If you double click on a path, you will be automatically redirected to that page.

• **Level.**

This number indicates the level of that specific webpage in the domain:

- www.advancedwebranking.com - level 0
- www.advancedwebranking.com/blog/ - level 1
- www.advancedwebranking.com/blog/category - level 2
- www.advancedwebranking.com/blog/category/best-practices/- level 3

• **Status code.**

This is the value of the numeric Status Code to HTTP requests. It indicates if everything is ok with the webpage analyzed (200 - OK), or if there are any problems (404 - Not found , 500 - Internal Error).

• **Title.**

This column shows you the title of the webpage.

• **Meta description.**

Here you can see the meta description of the page analyzed.

• **Indexed by Google.**

This indicates if the webpage is Indexed by Google or not.
• Allow robots.

This column shows which webpage does or does not allow crawlers from search engines with the intention of being indexed.

• Links.

This is the number of outgoing internal and external links of the webpage analyzed.

• Broken Links.

This column indicates the number of broken outgoing links of the webpage.

Links Layout

The Links layout presents detailed information about the internal and external links for each page that the Website Auditor has analyzed.

• Page Authority.

This column shows you the Page Authority value calculated by Moz for the related webpage.

• mozRank.

This column indicates the mozRank calculated by Moz for the page analyzed.

• Linking Root Domains.

This is the number of unique domains pointing to the website that the Auditor has scanned.

• Inbound Links.

This is the number of incoming links, i.e. links from other pages to the selected webpage.
• **Outbound Links.**

This is the number of outgoing links, namely links from the selected page to other webpages.

• **No Follow Links.**

This is the number of outgoing external links, with the No Follow attribute.

• **Outbound Internal Links.**

This column shows you the number of outgoing internal links, i.e. links from the selected page to other webpages of the same domain.

• **Inbound Internal Links.**

This is the number of incoming internal links, namely links from other pages of the same domain to the selected webpage.

⚠️ **Note**

To retrieve the information for Page Authority, mozRank, Linking Root Domains and Inbound Links, Advanced Web Ranking needs to consume link credits. Click on the small Moz summary button from the top-right corner of the application and a dialog with the related links credits information will be displayed.

**Social Layout**

The Social layout presents at-a-glance information about the number of Facebook, Twitter and Google+ shares related to each page that the Website Auditor has analyzed.

• **Facebook Shares.**

This column indicated the number of Facebook shares for the selected webpage.
• **Google +1's.**

On this column you can see how many +1s the selected webpage has received.

• **Twitter Shares.**

This number shows how many people Twitted with the selected webpage.

### Details and Settings

For each webpage in the Auditor, you can see in-depth optimization information in several grids available:

• **Overview.**

Summarizes the on-page information for the selected page, plus details regarding the Page mozRank, Page Authority and the size of the webpage. Also, the Meta tags information can be viewed here.

• **Links from this page.**

Lists all the outgoing links, from the selected webpage to other pages, both internal and external, with related anchor text information.

• **Links to this page.**

Shows all incoming links, from other internal or external webpages to the selected webpage, with the related anchor text information.

• **Broken Links .**

Lists the outgoing broken links i.e. links from the selected webpage to pages of the same domain and to pages from other domains.

• **Inbound Links.**

Shows the incoming links from external webpages to the selected webpage, with anchor text information and Page Authority and mozRank data.

### Settings

When analyzing websites, the Auditor in Advanced Web Ranking allows you to customize its settings according to your preferences.

Just click on the Settings button on the top-right corner and then you can easily set up your analysis:

• **Global Settings.**

The changes that you make in this section will be effective for all the websites that you analyze, in all your projects.

• **Download Maximum Pages.**

Here, you can choose how many pages you want to analyze for the selected website.

• **Sleep between requests.**

To emulate human search, Advanced Web Ranking uses delays between the queries that it sends. For the Website Auditor, the default delay is of 1 second.
• Check if pages are indexed by Google.

With this option checked, the Auditor will also verify during the update if the webpages it analyzes are indexed by Google or not.

• Check HTTP status of external links.

This option gives you the possibility to verify the HTTP status of the external links that point to each of the webpages analyzed.

• Crawl pages with NOINDEX meta follow.

When this option is checked, the Website Auditor will also crawl the webpages that have meta name = "robots" and content = "noindex,follow".

• Website Settings.

The changes that you make in this section will be effective only for the website that is being analyzed.

• Start path.

This option allows you to retrieve webpages in a selective manner and analyze only those that start with a certain page.

For example, webpages analyzed for a website can look like this:

• www.advancedwebranking.com/contact.html
• www.advancedwebranking.com/features.html
• www.advancedwebranking.com/blog/
• www.advancedwebranking.com/blog/category/
• www.advancedwebranking.com/blog/category/best-practices/

By typing "/blog", only the pages that start from that path will be analyzed by the Auditor.

• Excluded paths.

This option tells the Auditor to exclude webpages that start with a certain path.

For example if you enter "/blog" in this section, pages starting with this path will not be crawled.
• **Ignore parameters.**

This section allows you to enter specific parameters set on your webpages that will be ignored by the Website Auditor during the analysis. You have three options available:

• **Ignore all parameters.**

When this option is selected from the dropdown, all parameters on the website will be ignored. For example, if your website contains pages like:

www.advancedwebranking.com/?language=en

www.advancedwebranking.com/?language=fr

The Auditor will skip these pages during the analysis.

• **Ignore these parameters.**

With this option, only the parameters that you enter in the box will be ignored. For the example above, you would need to enter the "language" parameter for the Auditor to ignore only these pages.

• **Ignore all but these parameters.**

If you select this option, all parameters will be ignored by the Auditor except for the ones entered in this box.

For the previous example, if you enter the "language" parameter, from the webpages that have parameters, only those that contain "language" will be analyzed.

You can also see the audit details in time. Click on the top Calendar box and select the date you are interested in. AWR will show you the information related to the update performed on that date.
SEO Browser

With the SEO Browser tool in Advanced Web Ranking, you can evaluate the optimization factors for your web pages, without distractions from formatting, CSS and graphic elements. This also gives you the chance to find out how a search engine spider interprets the web pages.

You can access this feature from the [Research] menu. To perform an SEO Browser analysis, just select the web page from the top panel, and click on the top [Update] button.

Once the update is completed, you can view the results in two panels:

- The Browser panel, which displays the webpage analyzed with links and plain text that the search engines take into account. By comparing this with the actual web page, you can easily identify hidden text that is not visible in regular browsers.
- The Details panel, that shows in-depth information about the page. The factors analyzed are grouped into three separate sections:

**HTML**

The data presented in this section refers to the HTML properties of the web page parsed.
• **Last update date.** This is the date when the page analyzed has been last updated.

• **HTTP response code.** This is a numeric value that shows the status code for the HTTP request: 200 - OK; 404 - Not found; 500 - Internal Error.

• **Title.** This field displays the title of the web page under analysis.

• **Internal links.** This is the number of outgoing internal links found on the page.

• **External links.** This is the number of outgoing external links.

• **Headings.** This value indicates the number of h1 - h6 headers used on the page.

**Meta**

In the section, you can see the values included in the meta tags set on the page analyzed.

• **Description.** This field shows you the description of the web page retrieved from the "description" attribute.

• **Author.** This indicates the author of the web document.

• **Keywords.** In this field you can see the keywords that are listed with the "keywords" attribute.

• **Generator.** The value displayed in this field indicates the name and version number of the publishing tool with which the web page was created.

• **OG Description.** This field shows you the value set in the Open Graph description tag on the page analyzed.

**HTTP Headers**

This section displays the values set for the HTTP headers set on the web server for the web page analyzed.
Research

HTTP Headers

- **Date.** This field shows the date and time when a request was sent.
- **Cache Control.** The values displayed here are used in the caching mechanism for the request/response chain.
- **Accept - Ranges.** This field displays the partial content range types supported by the server.
- **Expires.** The date showed in this field indicates the date after which the response expires.
- **Pragma.** The values displayed here are specific to implementation in the request/response mechanism and may vary from one case to another.
- **Content - Type.** This value indicates the type of the body of the HTTP request.
- **Server.** Here you can see the name of the web server for the web page analyzed.
- **ETag.** This is an identifier specific to the version of a resource.
- **Last - Modified.** In this field you can see the date of the last modification of the object requested.
- **Vary.** The value shown in this field is specific to proxies for how to match future request headers.
- **Transfer - Encoding.** This value indicates the encoding used for transfer.
- **WP-Super-Cache.** This value is retrieved from the WP-Super-Cache plug in installed, which is often used to speed up WordPress blogs.
- **X-Powered-By.** This field displays implementation information for the page under analysis.
- **X-Recruiting.** This field reflects a custom header variable on the page analyzed.

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Here you can see the value set for the Platform for Privacy Preferences on the page. This is used to declare the intended use of the information on the page.

**Content-Length.** This is a numeric number indicating the length of the request body.

**Set-Cookie.** This is a header which shows state information between the origin server and the user agents.

**Connection.** This value indicates the type of connection preferred by the user agent.

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### Note

Fields displayed in the HTTP Headers section vary from one web page to another, according to the characteristics of the web server in question.

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## Keyword Research

A good SEO campaign starts with the keyword research and selection. Doing it good will help you later not only rank higher for your selected keywords but also to make the optimization of your website easier.

There are several keyword analysis tools available on the web, but it is often difficult to check all of your keywords and then import them to your project. Now, using Keyword Research and Keyword Priority in Advanced Web Ranking is much easier, because it brings multiple keyword analysis tools at your fingerprints and automatically imports the selected keywords to your project.

Below you can find a quick step-by-step tutorial that will help you to research and quickly add new keywords to your project.

To open the Keyword Research Tool select it from the left side menu [Research] -> [Keyword Research] and then choose the research tool you wish to use:
• **Google AdWords.** This tool allows you to easily perform keyword research sessions and find the new keyword ideas with details about the level of competition, the global and local monthly search volumes as well as the estimated commercial value, using your Google AdWords account or through API.

• **Google Webmaster Keywords.** This helps you retrieve keyword ideas from Google Webmaster Tools account. Once you login to your Google Webmaster Tools account, Advanced Web Ranking gathers the list with all the websites available in your account and retrieves the keywords for the selected URL.

• **Google Suggest.**

• **7 Search.** This tool helps you retrieve keyword search popularity data from previous month on 7Search pay-per-click search engine.

• **Wordtracker API.** This tool allows you to perform keyword research using the Wordtracker API.

• **Yahoo API Related Keywords Search.** The tool helps you reveal new keywords by exploring the related sections in the search results.

• **SEMRush API.** You can get keyword suggestions from different Google search engines. For the keywords input, you have the possibility to get related keywords or phrase match suggestions from different Google search engines.

The keyword research tool that has the most detailed refining process is the Google AdWords Keyword Tool.

After selecting this tool from the top drop down list, the next step is to type a keyword, select the match type you are interested in and the number of maximum suggestions to be retrieved, and then click the Update button.

⚠️ **Note**

If you are targeting a specific market, you can narrow the keyword search by selecting the country and language you are interested in.

The Suggested Keywords section will be populated with suggestions retrieved from the tool you have chosen.

In Advanced Web Ranking, you have the possibility to compare the data retrieved from Google AdWords Keyword Tool with analytics and ranking metrics. This is possible only for the keyword suggestions for which such information already exists in the application.

There are two columns that reflect this data:

• **Monthly Visits.**

  This column shows you the number of visits that the related keyword has brought to your website during the last month. The information is retrieved from the Google Analytics account that you have synchronized with AWR.

• **Position in the SERP.**

  This column indicates the ranking position of your website for the related keyword, in the Google search engine. The information is displayed only for those keyword suggestions that are already added in your project.

You can further refine keywords from this list according to the following criteria:
Research

- **Relevance.**
  Type the terms you want to be included or excluded from your keyword phrases.

- **Phrase length.**
  Select the minimum and maximum number of terms for your keyword phrases.

- **Volume.**
  Select the minimum or maximum Global monthly searches and Local monthly searches value for the keywords to be displayed.

- **Competition.**
  Filter the keywords you plan to compete for by their competition level.

- **Commercial value.**
  Select the minimum Estimated average Cost per Click and the minimum Commercial Value, which is calculated in AWR as CPC x Global Volume, for the keywords to be displayed.

- **Country and Language.**
  Retrieve keyword suggestions for a specific country and language.

- **Match type.**
  Extract keywords for Broad, Exact and Phrase match types available in Google AdWords.

- **Maximum results.**
  Set the maximum number of keyword suggestions you want to retrieve in Advanced Web Ranking.

To make the selection easier, you can order the suggested keywords list by the keyword name or by any of the other data you have available for the analysis. Now, simply select your keywords and they will be automatically added to the Keywords basket list when you click the [Add selected keywords to basket] button.

Once your keywords are collected, they will be kept here until you add them to your project or close the application. You can now type another keyword to get suggestions for, without losing the previous collected keywords list.

When you have decided what keywords you wish to add to your project, you need to select them and click on the [Add selected keywords to project] button.

The research you make with each tool is separate from the others, but you can easily switch between tools without losing your previous work: at the top of the Research Tab you will see a drop down list from where you can choose another keyword research tool. If you wish to return to the previous keyword tool you have used, you can either select it again from the drop down list or you can hit the Back button from the top left corner of the Research Tab.

Later, you can easily customize the way your keywords are shown in your reports by assigning them a color and change their position in the keywords list.

⚠️ **Note**

You cannot import the keywords or edit your project settings if the project is updating. You need to wait until the project finishes updating or stop the current update and update the project after importing keywords.
Finally, update the current project to see the results for your latest added keywords to your project.

**Keyword Difficulty**

This tool helps you determine how difficult it is for your webpages to rank for a specific keyword, on the search engines you are targeting.

To perform the analysis, you need to choose the website, the keyword and the search engine interested in from the top panels.

The [Websites] panel includes all the websites that you have added to your project. To add more websites to be analyzed, click on the drop down arrow icon next to the panel name and open the "Add websites" dialog. Here, enter the website URL that you are interested in.

In the [Keywords] panel you have access to all keywords available in your current project. You can sort them Alphabetically, by Index, by Color or by Priority, or you can choose to see only the keywords available in a specific keyword category that you have created.

The [Search Engines] panel shows you all the search engines available in your project. If you want to target a new search engine that already exists in the application, you can further add it in this panel by clicking on the drop down arrow next to the panel name and selecting [Add search engine].

Once you choose the keyword, search engine and website you need, press on the top [Update] button to start the analysis.

The first time you run a Keyword Difficulty update, a dialogue appears prompting you to approve the consumption of 1 link credit for each URL analyzed. The link metrics retrieved from Moz will be further used to calculate the Keyword Difficulty score and the Site Strength.
For a more complex analysis, that includes data related to keywords in anchor text and a series of average authority metrics, you have the option to download anchor text information and/or links information, by checking the check boxes available in the dialog.

Retrieving anchor text or links information will further consume the number of credits that you set in the related boxes.

**Note**

The number of link credits that you set in each box is used to retrieve information for one URL from the Keyword Difficulty analysis. Thus, if you select to gather 250 anchor texts and 250 links for each URL, the application would consume 5,000 credits for 10 competitors.

However, if the total number of anchor texts or the total number of links for the competitor analyzed is smaller than the values that you have set to be retrieved, then the application will consume only the link credits relevant for the information it retrieves.

The Keyword Difficulty has three views available: the [Overview], the [Metrics Comparison] view and the [Side by Side Comparison] view.

**Overview**

This view displays the results of the analysis in a tabular form, with a summary of the most important factors at the top of the table.

- **Keyword Difficulty.** This factor reflects the distribution of the page and domain authority over the top 10 results in the search engine selected. It is calculated as the arithmetic average of the Page Authority and Domain Authority values for the URLs analyzed.

  The maximum value is 100.

- **Site Strength.** This factor shows the distribution of the page and domain authority for your web page. It is calculated as the arithmetic average of the Page Authority and Domain Authority values for your URL analyzed.

- **Position in SERP.** This factor indicates the current position of your web page in the search engine selected, for the keyword analyzed, if it is found in the first 10 results analyzed. Otherwise, this factor will be displayed as "Not found".
• **Content Optimization.**  This factor shows the on page optimization score calculated for your URL analyzed.

The details related to each URL analyzed are presented in the tabular report below the panels.

• **Position.**  This column shows you the positions of the URLs analyzed in the results list of the search engine selected. If your webpage is among the first 10 results, it will be assigned the ranking position it has in the search engine. If your webpage is not in the first 10 results, the [Position] column will display a warning sign.

• **URL.**  This column shows you the specific URL being analyzed.

• **Page mozRank.**  This column displays the mozRank calculated for the URL analyzed.

• **Page Authority.**  This column shows the page's authority calculated by Moz's formula.

• **LRDs to Page.**  This column indicates the total number of unique domains pointing to the page analyzed.

• **Domain mozRank.**  This column displays the mozRank calculated by Moz for the entire domain.

• **Domain Authority.**  This column shows the domain's authority calculated by Moz's formula.

• **LRDs to Domain.**  This column indicates the total number of unique domains pointing to the domain.

• **On Page.**  This column displays the on page score calculated by AWR according to content optimization factors. If you click on the On Page score hyperlink, you are redirected to the [Content Optimization] tool, where you can see a more detailed analysis of the URL in question, for the keyword selected.

**Note**

To display the metrics above, Advanced Web Ranking uses by default 1 link credit for each webpage analyzed.

• **Exact Anchor Text Links.**  This column shows the number of exact match links pointing to the webpage.

• **Partial Anchor Text Links.**  In this column, you can see the number of partial match links that point to the webpage.

• **Branded Anchor Text Links.**  This indicates the number of links with anchor text that contains the brand name.

• **Branded + Keyword.**  This column displays the number of links with anchor text that contains the domain's brand name and the keyword selected in the report inputs section.

• **% Exact Anchor Text Link.**  This is the percentage of exact match links pointing to the selected domain or page.

• **% Partial Anchor Text Link.**  In this column, you can see the percentage of partial match links that point to the selected domain or website.

• **% Branded Anchor Text Links.**  This column displays the percentage of links to the selected website or page with anchor text that contains the brand name.

• **% Branded + Keyword.**  This metric indicates the percentage of links with anchor text that contains the brand name and the selected keyword.
• **% Exact vs Branded.** This shows the ratio of exact match anchor texts versus branded keyword in anchor text.

• **Exact anchor text LRD.** In this column, you can see the number of Linking Root Domains that link to the selected domain or page with exact match anchor text.

• **Partial anchor text LRD.** This column displays the number of Linking Root Domains that point to the selected domain or website with partial anchor text match.

• **Branded anchor text LRD.** This metric shows the number of Linking Root Domains which link to the selected domain or webpage with anchor text that contains the brand name.

• **Branded + Keyword LRD.** In this column, you can see the number of Linking Root Domains pointing to the selected website or page with anchor text that contains the brand name and the selected keyword.

• **% Exact anchor text LRD.** This is the percentage of Linking Root Domains that point to the selected domain or page with exact match anchor text.

• **% Partial anchor text LRD.** This column displays the percentage of Linking Root Domains that link to the selected domain or page with partial match anchor text.

• **% Branded anchor text LRD.** This metric indicates the percentage of Linking Root Domains which link to the selected domain or page with anchor text containing the brand name.

• **% Branded + Keyword LRD.** This is the percentage of Linking Root Domains pointing to the selected domain or website with anchor text that contains the brand name and the selected keyword.

• **% Exact vs Branded LRD.** This metric shows the ratio of LRDs that link to your domain or webpage, with exact match anchor texts versus branded keyword in anchor text.

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**Note**

To display the metrics above, Advanced Web Ranking uses for each URL analyzed the number of link credits that you set in the [Download anchor text information] box.

• **Exact match Avg PA.** This metric shows you the average Page Authority calculated for backlinks of the URL analyzed, with exact match anchor text for the keyword selected.

• **Exact match Avg DA.** This indicates the average Domain Authority calculated for linking pages that point back to the URL analyzed, with exact match keyword in anchor text.

• **Partial match Avg PA.** This metric displays the average Page Authority calculated for linking pages that point to the URL analyzed with partial match keyword in anchor text.

• **Partial match Avg DA.** This is the average Domain Authority calculated for linking pages that point to the URL analyzed with partial match keyword in anchor text.

• **Average Page Authority.** This metric indicates the average Page Authority of the backlinks for the URL analyzed.

• **Average Domain Authority.** This metric shows you the average Domain Authority of the backlinks for the URL analyzed.

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**Note**

To display the metrics above, Advanced Web Ranking uses for each URL analyzed the number of link credits that you set in the [Download links information] box.
Values in these metrics are calculated for the number of links that you have chosen to retrieve.

In addition to links authority, the Keyword Difficulty tool helps you measure also the popularity of your competitors on the most important social media channels.

- **Facebook Shares.** In this column you can see how many times the webpage was shared on Facebook.
- **Google +1's.** This columns shows how many Google +1s were received by the webpage.
- **Twitter shares.** This column displays how many people Twitted with the webpage.

If you need to export the information from this view, you can use the Quick Report feature. The exported file will be in CSV format.

To easily identify the differences between competitors and your website, for the selected keyword and search engine, you can use the filter sets that are available on the top menu.

- **All Metrics.** When this filter is applied, all columns available are displayed.
- **Page Metrics.** This filter shows only the columns that provide you with link details relevant for the specific page analyzed.
- **Domain Metrics.** With this filter you can see only the columns that contain link details about the domain for the page analyzed.
- **Links with anchor texts.** This filter shows only the columns that display information related to the links with the selected keyword in anchor text.
- **LRDs with anchor texts.** When you apply this filter, only the columns that show information related to the root domains with links that have the selected keyword in anchor text are displayed.
- **Average Link Metrics.** This filter shows only the columns that display average authority values calculated for the backlinks of the URLs analyzed.
- **Social Metrics.** With this filter applied, only the columns with information related to the number of social shares will be displayed.

**Note**

You can see each of the top 10 pages analyzed directly in browser by double clicking on the URLs in question.

As the values in the results columns decrease, the related cells are displayed with a more pale color. This helps you easily identify the hierarchy of the URLs analyzed in the results list.

You can also sort the results ascending or descending, by clicking on the head of the column you are interested in.

Historical data is stored in the application database, giving you the possibility to audit the information about your website for a previous date. Just click on the top Calendar box and select the date you are interested in. AWR will show you the details related to the update performed on that date.

**Metrics Comparison**

This chart view helps you compare multiple authority metrics for your top 10 competitors, for the keyword and search engine selected.
Hovering with the mouse cursor over each point on the chart lines will show you exactly what competitor is ranking on the related position and what are the values for the link metrics you selected.

The tabular area displayed below the chart shows the top 10 URLs on rows, with their positions in the selected search engine, and the links metrics on columns, highlighting the best values with a special mark.

**Side by Side Comparison**

In this view, the authority metrics that you choose to compare for your top 10 competitors are displayed as chart bars, each with the related trend.
This helps you easily identify what are the strong and weak points of each URL that is ranking for the keyword and search engine selected.

Note

You can compare only two metrics at a time. Selecting a third metrics in the panel will un-check the check boxes for the first two that you have selected previously.

Content Optimization

This tool helps you start the on page analysis of a webpage for a specific keyword.

The [Keywords] panel shows you the keywords that available in your current project.

The [Webpages] panel contains the Index pages of the websites added in your current project.

To add more pages to be analyzed, click on the drop down arrow icon and open the "Add webpage" dialog. Here, enter the specific URL you are interested in.

Then just click on the [Update] button to start the analysis and retrieve the data.
Results are detailed by the importance of the factors analyzed. According to the values identified, the webpages receive a score which indicates the on page optimization level for the keyword selected. Where the values reflect content optimization problems on the webpage, you also receive Advices with the best practices used to solve the issues in question.

**Keyword Analysis**

The Keyword Analysis is useful for finding out various keywords related information like keyword density, occurrences in the page, occurrences in the anchor text and the word count of each phrase found. Before seeing any results you should analyze your websites. To do that you need to select the website to analyze and start the analysis using the [Update] button.
The [Update] button enters you to a context menu with the following options:

- **Analyze all websites.** This will start an update of the current day for all the websites in the project.

- **Import history for all websites from WayBack Machine.** This will start an update for all the websites in the project that will import from WayBack Machine all the available change dates.

- **Analyze selected websites.** This will start an update of the current day for the websites selected in both left side input panels.

- **Import history for the selected websites from WayBack Machine.** This will start an update for the selected websites from both left side input panels that will import from WayBack Machine all the available change dates.

The Keyword Analysis contains two sections for each selected URL. In the upper section you will see an analysis of the general URL information. The information presented here contains the URL title, IP address, parent domain, page size and a meta information analysis. The lower section displays the words and phrases found in the page text along with the time they occurred in the text, anchors and their densities.

It also has two ways of displaying the analysis data.

- The first is a side by side comparison of two different web pages. To do that, select two different web pages in the left side input panels.

- The second way is to compare two different analysis dates of the same domain. In this mode the Keyword Analysis will display the differences between the two selected days.

Here, you can specify the maximum number of words in a phrase. You can also specify the maximum and minimum density percent that will determine the coloring of the density column.

**Definitions**

- **Occurrences.** Represents the number of times a keyword is present in the selected page.

- **Density.** The density represents the appearance percent of a keyword or phrase compared with the total number of words present on that web page. So if a word appears 10 times in the page and the page contains 100 words, the density is 10%. The same goes for phrases (groups of words). If a phrase appears 10 times and contains 3 words, the words appear 30 times, and if the page contains 100 words, the density of the 3 words phrase is 30%.

- **Prominence.** The prominence represents how well a keyword or phrase is placed in a sentence.

  If a keyword is the first word in a sentence, it has 100% prominence. If the keyword is in the middle of the sentence then it has 50% prominence and if it is the last it has 0% prominence. In the case a keyword appears two times in the same sentence, then the prominence is the average of those two occurrences. For example, if the keyword appears first and last in the sentence, then the prominence is $(100\% + 0\%)/2 = 50\%$.

**What text is considered for Keyword Analysis**

- **Entire text.** The Entire text view displays as keywords and phrases, the content of title tag, meta description and keywords tags, anchor tags, ALT tags, H tags and body copy.

- **Title.** The title tag is extracted from the web page and it's content is displayed as keywords and phrases.
Research

- **Links.** The anchor tags are extracted from the web page and their contents is displayed as keywords and phrases.

- **Img ALTs.** The ALTs attributes are extracted from the img tags and their contents is displayed as keywords and phrases.

- **Meta keywords/description.** The content attribute of the meta tag with the attribute name equal to keywords/description is extracted, and it's content is displayed as keywords and phrases.

- **Headings.** The H tags are extracted from the web page and their contents are displayed as keywords and phrases.

### Keyword Priority

Setting priorities for your keywords helps you build a more comprehensive image of your overall ranking performance. You can thus differentiate the most performing keywords from the others.

To generate the priority for your keywords you need to use the Keyword Priority Tool from the Research menu (in the left side bar).

It allows you to get the priority from three, important sources: Google AdWords, 7Search and Wordtracker API.

After you have selected the source you wish to get the priority from, you must click on the [Update] button at the top of the window to populate the list of keywords with specific data, according to the source you have selected.

Next you must decide from each data column you will set the priority from and select it. When pressing the [Save] button the data from the selected column will be imported onto the Priority column, and your project's keywords will further have assigned those priorities.
Chapter 18. Google Location Search Engine

Google Location Search Engine

Sending accurate report to your customers that match the results they see in the browser can make the difference between you and your competition.

You probably know that Google displays different results in different countries and most of the times it's impossible for your reports to match the results from your customer's browser if you are not using proxy servers.

With Advanced Web Ranking you can create a Google Location Search Engine that will gather for your websites the exact same ranking results that somebody from a different region of the world would see in her browser. Let's see how you can do that.

Below you can find a quick step-by-step tutorial that will help you quickly create your custom search engines to check your website rankings by specific geo locations.

To create your first custom search engine go to the [Settings] -> [Search Engines] menu and [Add Search Engine] -> [Add Google Location Search Engine]. Here you will be able to define a new location for your search engine or use any of those you have previously created and add the search engine to your project.

When defining the custom Google Location Search Engine, you will be required first to specify the Google domain and the location (city or country):

In the new window you need to enter some custom settings:

- **Domain.** Select the Google search engine from where you are looking to gather results; for example google.co.uk, google.de, google.fr etc

- **Location.** To narrow the results you need to select the city or country matching that Google domain.

- **Language.** Select the display language
For the location you have defined, Advanced Web Ranking will display the search engines you need to select.

Click on the [Finish] button and the new search engine will be added automatically to your project. The name of the custom, Google Location search engine will be "Google Country Language(loc: City/Country)" and you will see it displayed in the list of your project's search engines, along with the other search engines from your project:

With Google Location Tool you can create as many search engines as you want for each of your client's project.

⚠️ **Note**

This feature is only available in the Enterprise version.
Chapter 19. The Event Logger

If you happen to use Advanced Web Ranking every day and you have many projects that are updated regularly using the scheduler, you may lose track of what's happening behind the scene. That's where the Event Logger comes to help. It will tell you exactly what happened, at what time, and whether everything went fine or not. It can even send you an email automatically when certain event types occur.

The Event Logger

There are many events that are logged by the Event Logger. Here's a list of actions that can be tracked in the list:

- Scheduled Updates
- Multiple Scheduled Updates
- Single Project Update
- Sending Emails
- FTP Uploads
- Generating Reports
- Application Errors

All the events are presented to you in the Event Log Viewer. You can access this feature from the top left [Help] button -> [Support] -> [Event Log Viewer].
Knowing what happens is especially useful when running updates from the scheduler because the update is done in the background, so you have no way of knowing what actually happened.

As you can see from the picture above, you have the option to display all the logged events, or you can filter them by selecting a specific year and month.

You can also have certain events sent to you by email. Just check the Send log events by email checkbox and then click on the Edit button to select which event types you wish to receive.

The events have been set in three separate categories, according on their status:

- **Error** - This usually means something wrong has happened and needs your immediate attention.
- **Warning** - This may be a possible problem, or a setting that has been set incorrectly.
- **Information** - This is used for notification of an action that has been done.

**Detailed Event Information**

To see the details, just click on a particular event and the description will be displayed in the Event Description section.
The Event Logger

<table>
<thead>
<tr>
<th>Type</th>
<th>Source</th>
<th>Project Name</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>Scheduler</td>
<td>project2</td>
<td>17:42:13 - 07/04/14</td>
</tr>
<tr>
<td>Information</td>
<td>Scheduler</td>
<td>project2</td>
<td>17:42:14 - 07/04/14</td>
</tr>
<tr>
<td>Information</td>
<td>Scheduler</td>
<td>project2</td>
<td>17:44:05 - 07/04/14</td>
</tr>
<tr>
<td>Information</td>
<td>Schedule backup</td>
<td>demo project</td>
<td>17:46:07 - 07/04/14</td>
</tr>
<tr>
<td>Information</td>
<td>Schedule backup</td>
<td>demo project</td>
<td>17:46:09 - 07/04/14</td>
</tr>
</tbody>
</table>

Event Description:
Scheduler [1296801602394] backup done for project [demo project]
Chapter 20. Notes

Notes

You can add notes to your project to remind you of some actions you took in the past or to remember actions that you wish to take in the future. These notes appear in the charts as vertical lines on the date they are set.

To add a new note, you have two options:

• Go to the left up corner of any chart and click on the [tool tip]. Press on [Add Note] and the dialog opens.

You can select the Global check box and the note will appear in the chart for any combination of keywords, search engines and websites selected in the project. Otherwise the note is visible only for the combination selected.

• Click on the tool tips button that you can find in the left up corner of any chart type to access the [Manage notes] menu, and use the [Add Note] button. A new note will be added, that you can edit according to your preferences:
Notes can also have a priority such as Normal, To Do and Important:

- **Normal Notes.**
  
  This type of notes show up as a black vertical line in charts.

- **Important Notes.**
  
  When this priority is selected the notes are displayed as red vertical lines in charts.

- **To Do Notes.**
  
  To Do Notes show up as blue vertical lines in chart. The difference between To Do notes and the other notes is that if you launch the application on the day the note was set, you will be presented with a dialog that will show you the contents of the note.

  If you press OK, the application opens automatically the relevant note in Edit mode.
Chapter 21. How Tos

Introduction

In this Chapter you can find out how to do some of the useful, but not so simple operations with Advanced Web Ranking.

How AWR operates

The process of gathering position data for various queries and websites involves automated querying of the search engines. This automated querying - if done abusively - has the potential of imposing a heavy burden upon the search engine resources (bandwidth and processing power). There are even known cases when certain engines had to take action against users that would generate immense amounts of traffic by doing an almost continuous automated querying. That's why you need a search engine ranking software who emulates a manual search through search engines and produces reliable and accurate ranking reports.

We at Advanced Web Ranking fully understand the issues related to automated querying. Our search engine software was designed with them in mind, so that it generates less or equal load than a user manually doing all the searches. We do that by mimicking a user searching in a browser. Advanced Web Ranking does each query page by page, pausing between two consecutive pages. For each engine, it will only do a single query at a time. We avoid doing unnecessary searches, by promptly stopping when all the user's websites were found (or when a set limit is reached).

And, most of all, Advanced Web Ranking stores only one set of data per day, overwriting it in subsequent updates, thus making more than one daily update unnecessary.

Browser-like Operation

Advanced Web Ranking is written in such a way that its operation is indistinguishable from that of a browser. This was done for two reasons: results accuracy and respect for the search engine's resources.

Advanced Web Ranking emulates a manual search through each search engine. It works exactly like you would, if you were manually checking website ranking in each search engine.

User Safe

Because Advanced Web Ranking is Search Engine friendly software and has a Browser-like behavior, any user keeping her usage within reasonable limits does not run the risk of incurring a search engine's wrath and be denied service.

Our search engine software will never send your websites to the search engines. It will only send a query, and when the data is received, it will locally look for your sites in the returned results.

Let's say you have a project on news sites. So you have the following keywords:

- "latest news"
- "breaking news"

and the following websites:

- www.cnn.com
- www.bbc.com
Then here's the Advanced Web Ranking data flow:

- AWR goes to the search engine and searches for "latest news".
- The search engine replies with a number of pages (page 1 ... n).
- AWR will download, then search LOCALLY in those pages the websites you specified.
- AWR goes to the search engine and searches for "breaking news".
- The search engine replies with a number of pages (page 1 ... n).
- AWR will download, then search LOCALLY in those pages the websites you specified.
- ... and so on.

**Support**

**Send an error report**

You can easily send us an Error Report each time you encounter a problem during the usage of Advanced Web Ranking.

This Error Report contains the application logs that give us the possibility to test the case scenario and verify what happens.

To send it there are a few simple steps to follow:

- Click on Help (the question mark in the top right corner):

  ![Help Menu](image)

- In this window select [Support] -&gt; [Report Error]:

![Support Menu](image)
Carefully read the Disclaimer before accepting it.

- Select the Project from which you want to send the Error Report, enter your Email address so we can get back to you and of course your comments regarding the error, giving as many details as you can.

- Click Ok and we will get back to you as soon as possible with the solution to your problem.

You can find a video tutorial with these quick steps here [http://www.advancedwebranking.com/video-send-error-report.html].
Register license key

After purchasing the application, you have two options for registering your license key:

When launching the application, you can click on the Register button, from the dialog that lets you know how many days are left from your trial period, and enter the license key that you have received in the purchase confirmation email.

Note

The purchase confirmation email, may also be found in Spam folder of your email address.

If you already are using the application and in this dialog you have chosen "Continue Trial", you do not have to close the application and open it again in order to register. Just click on the top-right Help menu (the question mark in the tip right corner) -> [Help] -> [Register] -> [Register] and enter your license key.
Evaluate a higher license

Before upgrading to a higher license you can evaluate it for 10 days with no charge.

If for example you are using the Professional license and need a tool like the Keyword difficulty tool, that it is not available with this license type, you can choose to evaluate it before upgrading your license.

This is the message displayed when trying to access an unavailable feature.

To evaluate, without upgrading, click on Help menu (the question mark in the top right corner) -> [Help] -> [Register] -> [Evaluate license] -> [Continue], select the license type that you want to evaluate and start the 10 days evaluation right away.

However, if before the 10 days evaluation ends, you have made a decision and wish to return to the license type you are registered for, you can easily do that just by clicking on the Help menu (the question mark in the top right corner) -> [Help] -> [Register] -> [Cancel Evaluation].

Also during this evaluation, when you open the application, the first dialog that is displayed is that of the 10 days evaluation and from here you can either choose Continue or Cancel Evaluation.
Note

In both dialogs the license that you are evaluating is automatically selected.

Upgrade license

You can upgrade to a higher license from the application in several ways:

• From Help menu (the question mark in the top right corner) -> [Help] -> [Register] -> [Upgrade]:

• From the tool that you want to use and discover that it is not available in the license type that you are using:

In both cases you will be redirected to your customer page where you have to select "Upgrade to (the license type that you want)" and complete the purchase process through Avangate.

• A third option would be, from the website - Upgrade page [http://www.advancedwebranking.com/upgrade.html].

Here you have to enter your license key and click Go. After you will be redirected to your customer page and the next steps are the ones mentioned earlier.
Note
You can find your license key in the application, Help menu (the app's logo) -> Register -> Register.

Refill link credits

Every license type comes with 2,000 free link credits. After or before link credits are over, you can refill at any time.

You can do this directly from the application, from [Settings] menu -> [Websites] -> [Moz links]. In this dialog click on "Get more credits":

![Refill link credits dialog](image)

Now you are redirected to your customer page, where you have to select "Get Credits".

The difference between "One Time" and "Monthly" is that if you select one time, you purchase link credits now and the next time when you decide to purchase you have to complete the same steps. If you choose monthly, next month link credits will be purchased automatically.

Note
If you want to cancel the monthly purchase, you have to do this from Avangate, using your Avangate account.

To refill your link credits you can also go directly to our website [http://www.advancedwebranking.com/get-link-credits.html], enter your license key and perform the same process.

Note
You can find your license key in the application, Help menu (the app's logo) -> Register -> Register.
Quick search

If you are interested in only one type of information regarding the application, you can do a quick search from the application and find related topics from both the application and website.

For example, if you need more information about reporting with Advanced Web Ranking, click on the Help button from the top left corner (the application logo) and type in in the search box the word "reports".

In this case there are available three types of results:

- How-to's - 4 results from all articles and user guide containing your term
- Videos - 2 video tutorials about reports
- Application - 26 various tools from the application according to your term

Request a new Search Engine from the Advanced Web Ranking team

It is possible to request the addition of a new Search Engine. Just go to the [Settings] menu -> [Search Engines] -> [Add Search Engine] and type in the search field the name of your desired search engine. If it is not already in the list of Advanced Web Ranking's search engines, a button will appear. By pressing it you will be able to send your request. The information will be sent directly to our engineering department and we'll try to add that new Search Engine as soon as possible.
Application Settings

Resize application

According to your preferences and system specifications, you can adjust both the size of the UI and menu.

To make changes to the left side menu click on the arrow to expand and collapse it.
To change the size of the application simply mouse-drag the window edges.

**Project Management**

**Search for a project**

You can look up a project if you know just a part of its name by typing the known letters in the box where the project name is displayed. The matched projects will appear in the drop down list and you can select the one which you want to access. The ESC key will cancel the search.
**Import keywords from a web page**

You can import keywords for your project directly from a web page. This can be done from [Settings] menu -> [Keywords], click on the [Import/Export] button and choose the "Import from URL" menu item.

![Import keywords from URL](image)

**Import keywords from Google Suggest**

You can import keywords from Google Suggest, by going to [Settings] menu -> [Keywords]. Click on the [Tools] button and select [Keyword Research Tool]. Then choose the "Research keywords using the Google Suggest" option.
This will automatically take you the [Research] menu, where the tool is stored. Type a keyword in the upper side box, select the relevant country and press. Get suggestions. From the keywords displayed, check the ones you are interested in and press Add selected keywords to basket.

Once you have finish researching keywords, you can import the ones you need by pressing the Add selected keywords to project button. All keywords available in the Collected Keywords section will be imported in the current project.

**Generate Keywords**

Use the Use the Keyword Builder to generate keywords for your project. Just go to [Settings] menu - > [Keywords], press the [Tools] button and select the [Keyword Builder] menu item. Next, you must provide the Keyword Builder with suggestive words and press [Generate].

You will be given a list of possible combinations among the words you have provided. Choose those you find useful and eliminate all the combinations you find unnecessary. Then press the [Add all to project] button and all the remaining keywords will be added to your project.
For further information, go to Managing Keywords

**Edit keywords name**

If you misspelled your keywords, imported them with unwanted characters or you simply entered the wrong terms in your project, you can quickly edit your keywords without removing them.
Just double click on the keyword while in the [Settings] menu -> [Keywords] and you can edit it on the spot.

Note

After editing a keyword, Advanced Web Ranking will see it as a new keyword, with no previous updates.

**Translate keywords**

Due to its Google Translate integration, Advanced Web Ranking allows you to translate your project keywords in more than 40 different languages directly from the application.

You can do this from the [Settings] menu -> [Keywords] -> [Tools] (on top menu) -> [Translate].

In this window you can either select all keywords in your project using the Select All check box or some of them, set the main language and the one in which you want to translate them to and click on Translate.
After the process is complete you can export the newly translated keywords and import them into the desired project.

**Check keywords' spelling**

To make a bulk spelling check for all your project keywords, you can easily do that from the [Settings] menu -> [Keywords] -> [Tools] (on top menu) -> [Spelling].

According to the language in which your keywords are written, you can choose from Google.com (USA English), Google.de (German), Google.fr (French) and Google.co.uk (UK English) and click on Check spelling.

All correctly written keywords will be marked with OK, in the Spelling column.

If there is a misspelled keyword, the application gives you the right form and you can choose between ignoring it, replace the misspelled keyword with the correct one, or keep both as project keywords.
To select the action AWR will perform for each keyword, right-click on the Action column, on each corresponding line.

Note

If you do not choose an action before you click OK, then no changes will be made.

Organize keywords into simple categories

You can easily organize your keywords into categories from the [Settings] menu -> [Keywords] -> [Groups: All Keywords] (on top menu) -> [+ button.

After that, just select the keywords that you want to group as a category, click on "Confirm saving a new category", assign a name to your category and you are done.
Add more project keywords to a category

After you have created a category with a set of keywords, you can add other project keywords to it using the corresponding [Edit] button in the [Settings] menu -> [Keyword Groups].

Thus the entire list of keywords will be displayed, with a selection applied only on those already added. Simply select or deselect the keywords you wish to have in the category and click "Confirm editing … category" for the changes to take effect.
Import new keywords directly into categories

If the keyword category you wish to import new keywords to already exists, you just need to select it from the [settings] menu -> [Keywords].
Once the keyword category is selected, the keywords you import or add through the [Add] button, will be implicitly added to it.

If you wish to import your new keywords to an also new category, you must first create the category with no keywords in it.

For that, go to the same [Settings] menu -> [Keywords], click on [Category: All keywords] (on top menu) -> [Manage] -> [Add] and here you create a new category.

In the window that pops up, skip the part where you must add the keywords and just click [Next], enter the name of your category and click [Finish].

After that go back to [Category] (on top menu) and select the newly created category. Now when you select [Add] -> [Import], the new added keywords will be saved in the selected category.

**Easily assign a color to your Websites or Keywords**

You can assign a color to the websites or keywords in your project by selecting [Keywords] or [Websites] from the [Settings] menu. Just click on the color you wish to change and choose another from the drop down list.

If you want to assign the same color to multiple websites or keywords, you can select the desired items and click on the "Click here to change the color for the selected rows."
Set keywords priority

Setting priorities for your keywords helps differentiate the most performing keywords from the others.

You can generate and assign the priority for your keywords in two ways:

• Go to [Research] menu -> [Keyword Priority]. Here you can choose to get your keywords’ priority from reliable sources: Google AdWords, Google AdWords API, Google Search Based, 7Search and Wordtracker API.
After you have selected the source you wish to get the priority from, click on [Update] (on top menu) to gather the information. After this step is completed click on [Set priority] so that information is added to the keywords in your project.

- Go to [Settings] menu -> [Keywords] -> [Set priority] (on top menu) and select one of the available options.

Besides the sources that are in the Keyword Priority tool, here you also have the "Manually" and "From text file" options.

- **Manually.** You can set your own priority system for keywords in your project.

- **From text file.** You can import keywords priority from a .txt file, as long as the information is written correctly: each line must contain the keyword and its new priority, separated by a comma.

### Deactivate multiple keywords

In the [Settings] menu -> [Keywords] tab, if you select more than one keyword and remove them, they will be deactivated and removed from your project.

However, if at a later date you want to add them from [Settings] -> [Keywords] -> [Add] -> [Removed keywords] and their history will be restored.

### Add specific webpages to project

If you add your domain in the websites list of your project, the application will get all the pages from your website that it finds in the search engine. If you wish to see a report only for a particular page, just add it by clicking on the Website Pages button in the [Websites] section of the [Settings] menu and then select it in your reports to see rankings only for that page.

Hint: You can use the "Import from Website" feature from the URL tab of the Project Settings to add a page from your website.
How Tos

Rankings

Track sponsored listings

When you choose the Google search engine in Advanced Web Ranking, only the regular listings are shown. To see the sponsored listings, you need to add the Google Adwords search engine to your project.

Display full URL in ranking reports

By default the application shows you the rankings only for the best performing page of your website, which most often is the Index page.

To see the full list of ranking urls from your websites you must go to [Settings] -> [Global settings] -> [Reports] -> [Common Reports Settings] and disable the "Display only the best position in the interactive rank reports" option.

For printable reports, the same adjustment is made through the [Reports] menu -> edit the desired report -> in the [Output and layout options] section, disable the "Display only the best position" option.
How Tos

Edit columns in interactive reports

By default, in the Interactive reports some columns are not displayed.

Let's take for example the Keyword Rankings report. Go to [Rankings] menu -> [Keyword Rankings] -> [Date Comparison]. By default the report looks like this:

If you want to add other columns to this report, click on the [Select columns] button and choose the ones that you want to be added. From here you can also remove the ones that are already displayed by unchecking them.
If you want to change the columns’ disposal, just click on the one that you want to move and from the Up/Down arrows change its position in the report.

**Note**

If you want to go back to the original displayed columns, click on the [Select columns] button and [Restore defaults].

**Import historical data from Web Position Gold**

You can import historical data from Web Position Gold projects very easy. Just go to the [Data] menu -> [Import]->[Import Web Position Gold Projects] and specify the location of the WPG file.

**Update selected keywords on a search engine**

You can choose to update only a selection of keywords from the current project from the [Update] menu - [Partial Update].
Analytics

Set up your Google Analytics accounts

You can set up multiple Google Analytics accounts in Advanced Web Ranking to retrieve analytics data for each of your websites. To do this, you need to authorize AWR with Google Analytics for each account that you want to synchronize with the application. Just go to [Settings] -> [Websites] and click on the top [Analytics] button.

In the newly opened dialog, press on [Authorize]. You will be redirected to the web page where you need to allow the application access.

Manage analytics and links data retrieval

You can manage the retrieval of new analytics and links information from [Settings] -> [Websites]. Just check the check boxes from the related Google Analytics and Moz columns for the websites you are interested in. The application will search and gather fresh analytics and links data during updates only for these websites.
If you decide to stop retrieving analytics and links data for your websites, just deselect the related check boxes.

**Import keywords to your project from Google Analytics**

You can import keywords from your Google Analytics account into your project in 2 ways:

- Just right click on the keyword that you want to add to your project while in the Analytics menu and "Add keyword".

  ![Keyword Table]

<table>
<thead>
<tr>
<th>Index</th>
<th>Keyword</th>
<th>Visits</th>
<th>Revenue</th>
<th>Page Views/Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>sport news</td>
<td>3</td>
<td>0.00</td>
<td>1.33</td>
</tr>
<tr>
<td>38</td>
<td>space news</td>
<td>3</td>
<td>0.00</td>
<td>1.67</td>
</tr>
<tr>
<td>39</td>
<td>latest news</td>
<td>3</td>
<td>0.00</td>
<td>3.00</td>
</tr>
<tr>
<td>40</td>
<td>web rank</td>
<td></td>
<td>0.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>

**Note**

Multiple keyword selection is also possible by keeping the Ctrl/Shift key pressed while making the selection.

- From [Settings] menu -> [Keywords] -> [Add] -> [Analytics keywords]. The window that pops up displays the keywords found in your Google Analytics account from which you can choose which ones to import.

**Links**

**Verify your backlinks**

You can now verify your backlinks retrieved from Moz and see which ones are still linking back.

Once you have retrieved the links in Advanced Web Ranking, click on the small arrow icon next to the Update button, to open the Update menu. Then choose the Verify Links option, which will start the verification process.
When the update is completed, you can see the status of each referrer in the [Links] -> [Backlinks] report, using the [Linking Domains] and [Linking Pages] views.
Social

Connect AWR with Facebook

When you use the Social feature for the first time, none of your accounts is synchronized with AWR. To synchronize your Facebook account go to [Social] -> [Facebook] menu, click on "Click here to add your Facebook account" and authorize AWR to connect to your Facebook account.

After you click "Authorize with Facebook account", you will be redirected to Facebook and all you have do to here is click on "Go to App" and "Allow" AWR. That is to give the application access to some of your Facebook information.

⚠️ Note

Advanced Web Ranking's Facebook social feature is only available for Facebook Pages.

Go back in the application click Ok, and Facebook Pages assigned to the entered account will be displayed in AWR, each with its own social metrics.

If you want to add another account with other Facebook Pages click on Facebook Pages -> Change Account -> New and you have to go through the same process to authorize AWR with your new account. From the same pop up you can also delete the entered accounts.

Once you have added more accounts in AWR you can switch between them. To do this, click on Facebook accounts -> Change account, choose the one you want to see and click on Switch account.

If you want to manage the Facebook Pages assigned to the current account click on Facebook pages -> Edit Facebook Pages and check the ones that you want to be displayed or uncheck those that you want to exclude.
Connect AWR with Twitter

When you use the Social feature for the first time, none of your accounts is synchronized with AWR. In order to synchronize your first Twitter account click on "Click here to add your Twitter account" and authorize AWR to connect to your Twitter account.

After you click "Authorize Advanced Web Ranking", you will be redirected to Twitter and all you have to do here is to click on "Authorize app". Go back in the application and if you have Authorized AWR, click on Continue, Add Account and your Twitter data will automatically be added to AWR.

If you want to add another account in AWR click on Twitter accounts -> Change account -> New, and you have to go through the same process to authorize AWR with your new account.

Once you have added more accounts in AWR you can switch between them. To do this, click on Twitter accounts -> Change account and a pop up with all your Twitter accounts will be displayed. Here you can choose the one that you want to display.

To delete one of your accounts click on Twitter accounts -> Change accounts and in the pop up you have the possibility to delete any of the connected accounts just by clicking on . This pop up also allows you to connect a new Twitter account.

Update social metrics

You can update your social metrics in two ways:

- From your Social menu, you have available on the top menu the Update button, for each type of data: Update Social Shares, Update Twitter stats and Update Facebook for each of your metrics.
• Click on the [Update] menu and choose [Update social]. This will update only your metrics from the Social menu.
Printable Reports

Quickly generate reports

You can generate a quick report using the currently selected settings by pressing the Quick report button from the top of the screen.

If you are in the Chart page of the Website Rankings, Keyword Rankings or Search Engine Rankings reports, by clicking on the “Settings” button from the right side of the chart you can save the chart view to a PNG or JPEG file.

For more details, see the Quick Reports chapter.

Generate multiple reports after an update

You can generate multiple reports after a project update. This can be achieved from the Preferences option of the [Settings] -> [Project settings] -> [Preferences] menu. Just click on the [Select templates...] button and choose the report templates you are interested in.
Create a SEO Report that your customers can browse

You can combine rankings, analytics and links data in a complete SEO report that provides your customers with an interactive experience.

To do this, go to the [Reports] left menu and click on [New report] to create a SEO Report template in the application.

Once the template is created, click on [Output and layout options] to choose the website, competitors, keywords and search engines you are interested in.

Also, you can choose the ranking, analytics and links metrics that will be displayed in the Dashboard chart, from the Dashboard metrics grid.
Here you also need to choose the location where you want the SEO report to be generated. To do this, click on the [Save to local file] section and select the desired location. Now just click on the [Generate] button to issue the report.
The SEO report generated will be in HTML format and provide you with the ability to browse through the multiple tabs it contains. You can see a detailed presentation of each section in the Interactive SEO Report chapter [add link to new section].

The SEO Report in AWR also gives you the possibility to automatically generate the file and email or upload it on FTP for your recipients.

**Combine analytics, links and rankings data in the same report**

With Advanced Web Ranking, you can create hybrid reports displaying analytics, links and ranking data for your websites.

You can see these metrics combined both in the user interface and in the printable templates, using the Website Rankings report.

You can choose the analytics, links and rankings columns that you want to be displayed in your report from the Select columns list.

**Display analytics, links and visibility metrics on the same chart**

You can see your websites’s analytics, links and visibility metrics evolution over time, in the same chart. To do this, you need to open the [Overview - Evolution in Time] interactive report view from the [Rankings] menu.

Here, you can select one of the available options: Global, Search engines or Keywords, according to how you want to display the metrics: for all search engines, for the selected search engines or for the selected keywords.
Customize how Keywords and Websites are shown in your reports

You can customize the way the Keywords and Websites are shown in your reports: Go to the [Settings] -> [Keywords] menu and simply drag and drop the items on the list to change their order.

You can also change the color of the keywords by right clicking on the Color square of each keyword row. The same right click mechanism is used for manually adjusting the priority. Just right on the current priority value and click on Set Priority.

The same goes for customizing websites. Just go to the [Settings] menu - [Websites] and you can change the color of the websites in your current project or change their position.

Select columns to be displayed in printable reports

You can select which columns to be displayed in your printable reports. Just go to the [Reports] menu and click on the [Edit] button of the report template you are interested in. In the [Output and layout options] section -> [Report layout]grid click on the left [Select columns] button.

From the opened dialog box you are able to select the columns you desire and the order they will appear in your reports.
Apply Page Markers

You can adjust the page markers for the charts in Website Rankings, Keywords Rankings and Search Engine Rankings interactive reports from the settings button next to the chart and choosing the "Page Markers Settings" option from this menu.

In the new "Page Markers Settings" dialog you can set the range, the color and the transparency of the page markers.
When you are interested, for instance, only in the first ten positions of the Rank Evolution chart, Advanced Web Ranking helps you focus your attention on the desired segment.

By customizing your Page Markers settings to highlight every set of ten positions, you will be able to trace the evolution of your website within the set you are interested in.

In order to apply the settings to the charts of the above mentioned interactive reports, select the "Show Page Markers" option from the settings button next to the chart.

**Create Headers and Footers for your reports**

With Advanced Web Ranking, you can create a custom header and footer for your reports. To do this, create a Header and Footer template using the [Settings] -> [Global settings] -> [Reports] -> [Headers and footers] -> [Add] menu.

**Insert a table of contents into your HTML Reports**

You can insert a table of contents in your HTML reports by checking the Insert table of contents in HTML reports option in the [Settings] menu -> [Global settings] -> [Reports] -> [HTML reports].
Get an e-mail notification if the position of your website has changed

To do this follow the steps below:

- First create a new Website Rankings Report template.
- From the Inputs section, select only the URL you are interested in (uncheck the Include all websites check box and click on Select).
- Choose from the Filters and conditions section the "Changed" predefined filter.
- Go to the Send report by email section and check the corresponding check box, then add the relevant email addresses to the Send email to box. Then go to [Settings] -> [Project settings] -> [Preferences] and in the [Update Settings] section open the [Select templates] dialog. Here you can select the report you wish to be generated after each update of your current project.
- Schedule a daily update for the project.

After the update, if the position of your URL has changed you will receive an e-mail.

Research Tools

Refine list of researched keywords

Advanced Web Ranking not only helps you find new keywords, it also gives you the opportunity to narrow your search to just those keywords that are really useful for you.
In Research -> Keyword Research -> Google AdWords Keyword Tool a simple keyword research can turn into a true experience.

After you have entered the keyword which you are interested in, choose the Country, Language and Match Type and you can start updating.

But why would you summarize to a simple search? You can filter it according to other criteria like:

**Quantity**

- **Maximum Results.** Gives you the possibility to set a limit of results, since for your keyword there may be thousands and thousands of results and you only want 500.

**Relevance**

- **Include terms.** Helps you include a certain term while **exclude terms** helps you exclude a term that you do not want to see among your searches.

**Phrase Length**

- **Minimum Words and Maximum Words.** Give you the possibility to set a number of terms that your keywords should contain.

**Volume**

- **Global monthly searches and Local monthly searchers.** Lets you find keywords according to their global and local searches. This is helpful when you want to target a certain country.

**Competition**

- Since competition for a certain keyword is important in SEO, searching keywords according to their competition **Low, Medium or High competition**, is an important factor. This indicates the number of advertisers that bid for a certain keyword, so more bidders the higher the competition.

**Value**

- **Cost per Click and Commercial Value.** These are 2 commercial aspects. The first one is calculated by Google and the second is calculated by Advanced Web Ranking. This sorting criteria helps you find those keywords that people bid more on.
Chapter 22. Customize HTML Css Styles

Global CSS Settings

The Customize CSS dialog from the [Settings] menu -> [Global settings] -> [Reports] -> [HTML reports] enables you to choose a style that you want to be applied on the HTML reports. These styles are read from the AWR User Data/styles folder. There are several predefined styles (Classic, Business, Web and Modern) and you can also add your own styles by pressing the + button (Add Style button), or by manually adding the .css style in the styles folder. If you wish to add the style customstyle.css then you need to copy this file in the AWR User Data/styles/customstyle/ folder.

Report Template CSS Settings

By default the report template inherits the global selected style. You can de-select "Use global settings" and choose another style for that report template.
Chapter 23. Proxy servers manager

Proxy servers manager

With the proxy servers manager, you can define one or more proxy servers that will be used by Advanced Web Ranking when retrieving results from the search engines.

The following actions are available:

• **Add Proxy.** Shows the new proxy settings dialog where you can add a new proxy server to the application.

• **Add Category.** Allows you to select and group the proxies from your list into categories.
• Import proxy servers. You can import a list of proxy servers into the application from a text file saved on your computer, with the requirement that it follows a certain structure.

• Type. You can just type in the addresses of the proxy servers you wish to use, one per line.

• Edit. Shows the edit proxy server dialog where you can change the settings of the currently selected proxy server.

• Remove. Removes the selected proxy server from the application.

• Export. This option allows you to export the list of proxy servers from Advanced Web Ranking into a text file saved on your hard drive at a specified location.

• Test. Before using your proxies, Advanced Web Ranking allows you to test them to see their availability.

• Trusted Proxies. This will open a dialog with details about Trusted Proxies servers integration with Advanced Web Ranking. From here you will be able to start automatically a proxy servers free trial. For 7 days, you can use 5 US proxies from Trusted Proxies to speed up your keyword rankings updates by 5 times.
Note

When the free trial ends, proxy servers for Advanced Web Ranking are purchased separately.

Once proxy servers are made available in the application, you have two options to choose from in assigning them, and your direct connection, the actions you want to be performed:

• **Ranking.** Proxy servers and / or Direct connection that have the Ranking check box selected will be used by the application, during your projects updates, to retrieve ranking data. If one of the proxies added is Big - G Stealth Extractor, then this connection will be used only to query the Google search engine. Other proxies and the direct connection that have the Rankings option selected can query any search engine added in your project, to retrieve rankings.

• **Others.** Proxy server / or Direct connection that has the Others radio button selected will be used by the application, during your projects updates, to retrieve Page Rank information, analytics and links data, and also to connect to the Advanced Web Ranking website for new search engine updates.

Important

The Big - G Stealth Extractor is developed by Trusted Proxies and approaches a parallel proxy servers system. It is especially optimized for Google, being able to send up to 600 queries per minute to this search engine.

The Big - G structure allows querying Google without the "Search engine friendly" mode, which is automatically turned off by the application only for the connection that uses this type of proxy.

• **Others.** Proxy server / or Direct connection that has the Others radio button selected will be used by the application, during your projects updates, to retrieve Page Rank information, analytics and links data, and also to connect to the Advanced Web Ranking website for new search engine updates.
One proxy server or direct connection can have both the Ranking and Others options selected. In this case, the connection in question will retrieve both rankings and other types of information.

The Big - G Stealth Extractor can be used only to gather ranking data from the Google search engines. The Others option is not enabled for this connection.

⚠️ Note

The Ranking check box is available only in the Enterprise edition, which allows multiple proxies being used to query search engines at the same time. In the Professional and Standard editions, the Ranking option is implemented as a radio button, and only one proxy or the direct connection can be used per project update.
Chapter 24. Local search engine settings

Local settings manager

The local search engine settings manager allows you to define a localization that will be used with the search engines that support this feature.

Here you can define a location by it's name, longitude and latitude. Also you can define the search span.

The local settings you define here will apply to all the search engines available from which you will be able to choose the ones you wish to appear later in your project. The local search engines will be displayed with the name: "SearchEngine Local LocalSettingsName" (i.e Google Local Seattle)

Latitude and longitude are specified in degrees for both the center point and the search span.

At the equator, one degree of latitude or longitude is equal to about 69 miles, or 111 kilometers. As you go north or south of the equator, the degrees of latitude remain the same, but one degree of longitude shortens to approximately the cosine of the latitude multiplied by 69 miles. So, at 40 degrees north latitude, a degree of longitude is about 46 miles.

Let's see an example. The parameters you enter in this dialog translate to the following URL:

http://maps.google.com/maps?q=pizza&sll=36.974,-122.030&sspn=0.05,0.05&hl=en

The query above is looking for "pizza" within 0.05 degrees of longitude and 0.05 degrees of latitude from latitude and longitude 36.974, -122.030, which is actually the center of Santa Cruz, CA.

As you can see in the browser there are 4,407 results for pizza. If we change the degrees of longitude and latitude to 10, we get:

http://maps.google.com/maps?q=pizza&sll=36.974,-122.030&sspn=10,10&hl=en

Now there are 43,616 results for pizza, and you have searched the entire California state.

Windows

When you install Advanced Web Ranking, you need to do a "Custom" install and select the [AWR Server] option. This way, the Advanced Web Ranking server will be installed too. It will be automatically registered as a service and started by the installation package. There is no action required from you to start the service.

Once you finish setting up the server use the following instructions to connect your client license to the server: Connect Advanced Web Ranking client to server.

Mac OS X

The Advanced Web Ranking installation package contains three options: the Advanced Web Ranking client, the Advanced Web Ranking server and Advanced Link Manager. To install the server make sure that option is checked in the installation wizard.

If the Advanced Web Ranking server is installed, it will be automatically registered as a service and started by the installation package. There is no action required from you to start the service.

Once you finish setting up the server use the following instructions to connect your client license to the server: Connect Advanced Web Ranking client to server.

Linux

Note

The installation of Advanced Web Ranking on Linux requires [root] privileges. You need to either run the installation script using [sudo] or switch to root using the [su] command before you install it.

The Advanced Web Ranking linux distribution comes with an installation script that allows you to select the features you would like to install:

```
sudo ./install.sh
```

To install the Server edition please run the installation script and choose option [4] Complete. This will install and start the Advanced Web Ranking server automatically:

By default the application creates a new user called "awr" and installs the application in /usr/local/awr. The server data folder is located in the home directory of the "awr" user and is called AWRUserData.

Server Configuration

There are two ways to configure the Advanced Web Ranking Server, one using the AWR Server interface and the second one by editing the [server.xml] file.

The [server.xml] file can be found under the [AWR User Data] directory.

By default [server.xml] looks like this:

```
<?xml version="1.0" encoding="UTF-8"?>
<CONFIG>
```
From this file you can set the IP address of your server as the host, the listen port and the log file level.

If you later need to start/stop the service manually, or change any of its configuration properties, here is what you need to do:

### Windows

Go to Program Files -> Caphyon -> Advanced Web Ranking and click on the Server Configuration shortcut. From the same shortcut, you can configure the Server port and the location of the Server data folder.

**Important**

The service will automatically restart when you change any of the configuration parameters.

### Mac OS X

Go to Applications -> Advanced Web Ranking Server Management and click on the "Server Configuration" application.

**Important**

You need to run the "restart.command" every time you change the server settings using the "Server Configuration".

The "uninstall.command" is used to remove the Advanced Web Ranking server from your services list, so that it will no longer start when the system starts up.

### Linux

Go to the folder where you installed Advanced Web Ranking and run the AWRSERVERConfig.sh shell script to launch the Server Configuration application.
You need to restart the awrserver service in order for the changes to take effect:

/etc/init.d/awrserver restart

**Important**

Once you finish setting up the server use the following instructions to connect your client license to the server: Connect Advanced Web Ranking client to server.

**Connect Advanced Web Ranking client to server**

To connect the Advanced Web Ranking client to the server, open the client application and go to [Settings] -> [Global settings] -> [Application] and select the Database Location. Here, select "Remote Connection" and enter the server name or IP address of the server and click on OK to connect. If this is the first time you connect to this server, use Administrator with no password when prompted to log in.

![Database Location settings](image)

Each new user that will need to connect to the Server database, needs to do the same steps (go to [Settings] -> [Global settings] -> [Application] menu, Database Location tab and select the "Remote connection" option).

**Note**

Each additional user will require an additional license.
Chapter 26. Analytics

Dashboard

The Analytics dashboard in Advanced Web Ranking presents at-a-glance information about your visitors and key information that can help you increase your visibility in search engines.

In the [Websites] panel, you will find the list of all your project's websites for which you have added a Google Analytics account.

Once you select a website, you will see the information displayed in two panels: the first contains a chart and the second area breaks down your website data by Keywords, Search Engines and Referrals.

You can also select the date range you are interested in, from the top calendar box. The analytics data will be presented in the chart over the chosen period of time. To see these details in a comparison to a previous period, you need to check the [Compare to previous period] check box. This option will display a second chart line, reflecting the analytics values recorded for your website, for the previous period of time.

For the top chart you are able to select from 6 different metrics to see information for by simply clicking on the metric you are interested in. The data will be displayed for the selected period of time.

- **Visits.** A visit counts for one person visiting your website once. If that person visits your websites multiple times then it will have multiple visits.
  
The metric shows the total number of visits your website gathered for your selected period of time. The chart displays the total number of visits that your website gathered daily during the period you have selected at the top of the menu.

- **Page Views.** Page Views are single views of the pages from your website. One visitor can have multiple page views during a visit for your website or even for a single page.
The Page Views metric displays the total number of page views that your site gathered. The chart displays the total number of page views for each day within the selected period of time.

- **Revenue.** The Revenue is presented in the Dashboard only when you have ecommerce data in your Google Analytics account. The metric shows the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted.

  The Google Analytics UTM is the tracking code installed on a web page for the purpose of collecting Customer Data. It is used to track individual marketing campaigns, via the different values you assign them.

- **Page Views/Visit.** Represents the average number of page views that a visitor viewed during a visit.

  The Page Views / Visit metric displays the average of pages viewed during a visit. The chart displays daily averages of this metric for your selected time period.

- **Avg. Time on Site.** The Average Time on Site represents the average time that visitors spent during their visit on your website.

  The Average Time on Site metric displays the average time that a visitor spends on your website during a visit. The chart displays daily averages of this metric for a specific time period.

- **New Visits.** New visits represent the total number of visitors that have visited the website for the first time.

  This metric displays the total number of new visits for the selected time period and the chart displays daily totals for that period.

- **Bounce Rate.** Represents the percentage of visits when people reach your website and leave it instantly.

  The Bounce Rate displays the percentage of visits when people leave your website instantly and the chart displays daily percentages for your selected time period.

**Keywords**

The keywords section displays information about the keywords used by visitors to reach your website from search engines. The panel displays the list of keywords along with the number of visits and the percentage from the total number of visits that the keyword got for your site.

Your project's keywords will be shown in this list using the color you set for each in the project's settings. If you need, you can also add a keyword from this list to the project using the right click menu option [Add to project].

If you click the [View full report] button, you will be directed to the [Keywords] interactive report.

**Search Engines**

The search engines section, displays the number of visits and the percentage from the total number of visits that a search engine has sent to your website. This represents the organic traffic that your website has received during the selected time period.

When clicking on the [View full report] button, you will be directed to the [Search Engines] interactive report.
Referrals

The referrals section displays a full list with the referrals that have sent traffic to your website. It also displays the number of visits and percentage from the total number of visits that a specific referral has sent to your website.

To see the full [Referrals] interactive report, just click the [View full report] button.

Goals

The Goals section shows you an overview of the completions your visitors have reached for the goals you defined in your Google Analytics account. The data is presented for the selected period of time.

To see the full [Goals] interactive report, just click the [View full report] button.

Keywords

There are two available views for the Keywords report: the [Overview] view and the [Detailed by Search Engine] view. You can switch views from the drop down list, next to the report selection:

Overview

The Keywords interactive report displays comprehensive information about the keywords that your visitors used to find your website from search engines.
In the [Websites] panel, you will find the list of all your project's websites for which you have added a Google Analytics account and you are able to select the one you wish to see the data for.

The top section of the report shows metrics for your keyword driven website traffic: Visits, Page Views, Page Views / Visit, Avg. Time on Site, New Visits, Bounce Rate.

Once a metric is clicked, the chart will display its values over the selected period of time.

The bottom table contains the full list of keywords your visitors used to reach on your website along with the above metrics.

You can select the columns you want to be displayed in your reports using the [Select columns] option. Just click on the left related icon and choose the columns you need from the newly opened dialog box.

**Detailed by Search Engine**

The Detailed by Search Engine interactive report allows you to display your website's keyword driven traffic by search engines. Thus you can view for all your keywords how many visitors came to your website using that keyword from each search engine.
The metrics shown in the top section are referring to the selected website and keyword and by clicking on each, you are able to display a chart with their evolution on the specified period of time.

The bottom table contains metrics for your selected keyword on each of the search engines your visitors used for reaching your website.

**Search Engines**

There are two available views for the Search Engines report: the [Overview] view and the [Detailed by Keyword] view. You can switch views from the drop down list, next to the report selection:
Overview

The Search Engines interactive report displays information about the search engines that your visitors used to find your website when looking for information online.

In the [Websites] panel, you will find the list off all your project's websites for which you have added a Google Analytics account and you are able to select the one you wish to see the data for.

The top section of the report shows metrics for your organic traffic: Visits, Page Views, Page Views / Visit, Avg. Time on Site, New Visits, Bounce Rate.

Once a metric is clicked, the chart will display its values over the selected period of time.

The bottom table contains the full list of search engines your visitors used to reach on your website along with the above metrics.

You can select the columns you want to be displayed in your reports using the [Select columns] option. Just click on the left related icon and choose the columns you need from the newly opened dialog box.

Detailed by Keyword

The Detailed by Keyword interactive report allows you display your website's organic traffic by keywords. Thus you can view how many visitors came to your website from that search engine using different keywords.
The metrics shown in the top section are referring to the selected website and search engine and by clicking on each, you are able to display a chart with their evolution on the specified period of time.

The bottom table contains metrics for your selected search engine and each of the keywords your visitors used for reaching your website.

**Referrals**

The Referrals interactive report displays information about the referrers that have sent visitors to your website. There are two views available for this report: the [Overview] and the [Detailed by page] views. You can switch between them from the drop down list, next to the report selection:
Overview

The Referrals - Overview analytics report shows you data about referrers that sent visitors back to your website. In the [Websites] panel, you will find the list off all your project's websites for which you have added a Google Analytics account. Here, you can select the one you wish to see data for.

The top section of the report shows metrics for your referral traffic: Visits, Page Views, Page Views / Visit, Avg. Time on Site, New Visits, Bounce Rate.

When a metric is clicked, the chart will display its related values over the selected period of time.

The bottom table contains the full list of referrals for your selected website along with the above metrics.

You can also select the columns you want to be displayed in your reports using the [Select columns] option. Just click on the left related icon and choose the columns you need from the newly opened dialog box.

Detailed by Page

The Detailed by Page interactive report helps you see your website's referrers by page. This way, you can monitor how many visitors came to your website from each page of the referrers selected.
The metrics presented in the top section concern the selected website and referral. By clicking on each metric, you can see the related chart with its evolution over the specified period of time. The bottom table contains metrics for your selected website and each of the referrals that drove visitors to your website.

**Goals**

The Goals interactive report displays information about the visitors that have completed the goals setup in your Google Analytics account. There are three views available for this report: the [Overview], [Detailed by Source] and [Detailed by Campaign] views. You can switch between them from the drop down list, next to the report selection:
Overview

The Goals - Overview report presents details about the visitors that completed your analytics goals. From the top panel, you can select the website you wish to see the data for.

Each metric you click on from the top panel will change the information displayed on the chart, helping you to see details about the selected metric, such as Completions, Starts, Conversion Rate, Abandon Rate or Abandoned Funnels.

The bottom table contains the full list of goals along with the above metrics for each goal.

- **Completions.** This is the total number of visitors that completed your selected goal during the selected time period. The chart displays the evolution of your website's daily goal completions over the selected period of time.

- **Starts.** The Starts metric displays the number of visitors that have entered the selected funnel, regardless of whether they completed it or not. The chart displays the evolution of your funnel's daily starts.

- **Conversion Rate.** The Conversion Rate represents the percentage of visitors who have completed your selected goal from the total number of website visitors. The chart displays the evolution of the selected goal's daily conversion rate over a certain period of time.

- **Abandon Rate.** The Abandon Rate represents the percentage of visitors who did not complete a goal during their visit compared with the total number of website visitors.

  The chart displays the evolution of the daily abandon rate for the selected goal and period of time.

- **Abandoned Funnels.** This metric displays the total number of visitors who started the selected funnel, but did not converted. It is the actual difference between the Starts and Completions. The chart displays the evolution of daily abandoned funnels for the selected goal and period of time.
Detailed by Source

The Detailed by Source interactive report shows you details regarding your analytics completions by source. This gives you the chance to track how many completions and starts were recorded in Google Analytics per each source that brought traffic back to your website.

The metrics on the top section show data for the selected website and goal. By clicking on each metric, you can see the related chart with its evolution over the specified period of time.

The bottom table contains metrics for your goal and each source that drove visitors to your website.

Detailed by Campaign

The Detailed by Campaign report view displays the analytics completions information by campaign. This helps you see the number of completions per each campaign you have defined in your Google Analytics account.

The metrics presented in the top section concern the selected website and goal. By clicking on each metric, you can see the related chart with its evolution over the specified period of time.

The bottom table contains metrics for your selected goal and each of the campaigns where visitors completed the goals defined.

Ecommerce

The Ecommerce interactive report presents key details about your online revenues and the sources that brought you sales conversions. The data is retrieved from your Google Analytics account, for the websites for which you have configured the Ecommerce component.
From the top Websites input section, you can select the website for which you want to see the ecommerce details.

The chart presented will show you information related to each of the top metrics you select, as follows: Revenue, Visits, Transactions, Average Value, Ecommerce Conversion Rate or Per Visit Value.

- **Revenue.** The Revenue metric displays the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted. The Google Analytics UTM, is the tracking code installed on a web page for the purpose of collecting Customer Data. It is used to track individual marketing campaigns, via the different values you assign them.

- **Visits.** This metric represents the total number of visits for your website. One visit counts when a person is visiting your website. However, if that visitor comes again to your website, it will count as a new visit. The Visits metric displays the total number of visits that you website has received in the selected period and the chart displays the evolution of your daily visitors for the same period.

- **Transactions.** The Transactions metric shows you the total number of transactions performed on your website, displayed according to your Google Analytics data retrieved in the application. The chart presents the evolution of the transactions over the selected period of time.

- **Average Value.** The Average Value metric represents the average value of an ecommerce transaction. The chart displays the evolution of the average values over the selected period of time.

- **Ecommerce Conversion Rate.** This metric displays the rate at which visits on your website are converted into purchases. The related chart shows the evolution of ecommerce conversion rates over the selected period of time.

- **Per Visit Value.** This metric represents the average per-visit value, which is the average value of a visit to your website and is calculated as Revenue divided by Visits. The chart displays the evolution of the per visit values over the selected period of time.

The three panels below the chart contain details on the sources that drove the revenues recorded on your website.
Search Engines

The Search engines section displays the revenues calculated per your Google Analytics data, and the related percentage from your total revenues, detailed for each search engine.

Keywords

The Keywords section shows the revenues calculated per your Google Analytics data, and the related percentage from your total revenues, detailed for each keyword.

Referrals

The Referrals section shows you the revenue values that were driven by your referrals, detailed per each referral that drove visits back to your website. Also, you can see the related percentages from the total revenues, calculated per to your Google Analytics data.

Campaigns

The Campaigns interactive report presents detailed information about your visitors and traffic sources, such as a search engine or an email link, according to the campaigns defined within your Google Analytics account.

There are two views available for the Campaigns report: the [Overview] view and the [Detailed by source] view. You can switch between the two views from the top drop down list, next to the report selection:

Overview

The Campaigns interactive report displays valuable data about the traffic and sources that brought visitors back to your website, with information on the medium used.

You can find the list off all your project's websites, for which you have gathered Google Analytics data, in the [Websites] panel. From here, you have the ability to select the website you wish to see the data for.

The top section displays the metrics related to for your traffic: Visits, Revenue, Page Views, Page Views / Visit, Avg. Time on Site, New Visits, Bounce Rate. The chart below the top panel shows you data according to the metric clicked, over the selected period of time.
The bottom table contains the list of campaigns defined in your Google Analytics account, with the relevant data per the above metrics selected.

You can also select the columns you want to be displayed in your reports using the [Select columns] option. Just click on the left related icon and choose the columns you need from the newly opened dialog box.

**Detailed by Source**

The Detailed by Source interactive view helps you see your website's traffic by source. This way, you can track how many visitors came to your website from different media defined in your Google Analytics campaigns.

The data displayed in the top section metrics and the chart below are related to the website and campaign selected in the top input panel. By clicking on each metric, you can see a different chart with the evolution of the metric selected, over the selected period of time. The table below the chart will show you details for the campaign selected.
Chapter 27. Links

The Links feature in Advanced Web Ranking helps you easily manage your links, anchor text details and metrics, and compare your profile with your competition. The information is presented in customizable reports and views, where you can select the specific website, keyword in anchor text and link metrics for which you need the data to be displayed.

Overview

There are three views available for the Overview report: the [Evolution in Time] view, the [Date Comparison] view and the [Websites Comparison] view. You can switch between them from the drop down list, next to the report selection:

Evolution in Time

The Evolution in Time interactive report displays a chart with the link profiles of your selected domains, over a specified period of time.

Here you can select the websites, the specific pages and keywords for which you want to see the data and then easily switch from one metric to another by selecting it from the third panel.
The tabular report area, below the chart, displays a number of metrics for the websites and pages added to the project:

- **Authority.** This is the authority of the domain or of the page selected, calculated by Moz's formula.
- **mozRank.** This is the mozRank calculated for the domain or the webpage selected.
- **mozTrust.** This metric shows the online trust calculated by Moz for the domain or for the webpage selected.
- **Total Links.** This is the total number of external links pointing to the domain or the webpage that you have selected in the report.
- **External Followed Links.** This metric indicates the total number of external followed links pointing to the domain or to the webpage selected.
- **Followed Linking Root Domains.** This is the number of unique domains pointing to the selected website or page, with followed links.
- **Linking Root Domains.** This is the total number of unique domains pointing to the domain or the webpage that you have selected.
- **Exact Anchor Text Links.** This is the number of exact match links pointing to the domain or the webpage selected.
- **Partial Anchor Text Links.** This is the number of partial match links pointing to the domain or webpage selected.

**Note**

If you have retrieved anchor text distribution data for the domain or page in question, then this number is related to the domain/page's total number of links.
If you've chosen not to gather anchor text distribution information in the Retrieving Links options dialog, then this value shows the exact match links calculated according to the number of links you have set to be retrieved.

- **Branded anchor text links.** This metric shows you the number of links with anchor text that contains the name of your brand.

**Note**

The branded anchor texts are determined automatically in Advanced Web Ranking according to the name of the selected domain.

- **Branded + Keyword.** This indicates the number of links with anchor text that contains both your brand name and the selected keyword.

- **% Exact anchor text links.** This is the percentage of exact match links pointing to the selected website or page.

- **% Partial anchor text links.** This metric shows the percentage of partial match links pointing to the selected website or page.

- **% Branded anchor text links.** This is the percentage of links with anchor text that contain your brand name.

- **% Branded + Keyword.** This metric displays the percentage of links with anchor text that contain both your brand name and the selected keyword.

- **% Exact vs Branded.** This shows the ratio of exact match anchor texts versus branded keyword in anchor text.

**Note**

All the links percentages in the metrics above are calculated from the total number of external followed links.

- **Exact anchor text LRD.** This is the number of Linking Root Domains that link to the selected domain or page with exact match anchor text.

- **Partial anchor text LRD.** This metric shows the number of LRDs that link to the selected domain or page with partial match anchor text.

- **Branded anchor text LRD.** This indicates the number of LRDs that point to the domain or webpage you have selected, with anchor text containing your brand name.

- **Branded + Keyword LRD.** This metric shows the number of LRDs pointing to your domain or webpage, with anchor text that contains both your brand name and the selected keyword.

- **% Exact anchor text LRD.** This is the percentage of Linking Root Domains that link to your domain or page with exact match anchor text.

- **% Partial anchor text LRD.** This metric indicates the percentage of LRDs that link to your domain or webpage, with partial match anchor text.

- **% Branded anchor text LRD.** This metric shows the percentage of LRDs that point to the domain or webpage your selected, with anchor text containing your brand name.

- **% Branded + Keyword LRD.** This is the percentage of LRDs that link to your domain or webpage, with anchor text containing your brand name and the selected keyword.

- **% Exact vs Branded LRD.** This metric shows the ratio of LRDs that link to your domain or webpage, with exact match anchor texts versus branded keyword in anchor text.
• **Exact match Avg PA.**  This metric shows you the average Page Authority calculated for backlinks of the URL analyzed, with exact match anchor text for the keyword selected.

• **Exact match Avg DA.**  This indicates the average Domain Authority calculated for linking pages that point back to the URL analyzed, with exact match keyword in anchor text.

• **Partial match Avg PA.**  This metric displays the average Page Authority calculated for linking pages that point to the URL analyzed with partial match keyword in anchor text.

• **Partial match Avg DA.**  This is the average Domain Authority calculated for linking pages that point to the URL analyzed with partial match keyword in anchor text.

• **Average Page Authority.**  This metric indicates the average Page Authority of the backlinks for the URL analyzed.

• **Average Domain Authority.**  This metric shows you the average Domain Authority of the backlinks for the URL analyzed.

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**Note**

All the LRDs percentages in the metrics above are calculated from the total number of root domains pointing to your website.

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**Date Comparison**

The Date comparison interactive report gives you an overview of the link profiles for your selected domains and pages. You can see the websites side by side and compare their link metrics over the selected period of time.

You can also choose from the [Keywords] input panel, the keyword for which you wish to display the anchor text data.
Link metrics are the same as in the previous view.

Clicking on the values in the tabular report, you will be redirected to more detailed reports in the Links menu, containing the data you've chosen.

**Websites Comparison**

The Websites Comparison interactive report shows the same metrics as the previous views, but here you have the ability to compare domains or webpages side by side, as chart bars, for a selected date.

The comparison is made for the keyword and specific metric that you selected from the top panels.

**Hub Sites**

The Hub Sites interactive report allows you to set side by side all your project's websites and compare their lists of backlinks.
Backlinks will be displayed on rows and websites on columns. For each website, on a row, a dash will be displayed if that backlink is missing or a checkmark if your website already has it.

Also, for each link partner, the report will show the Domain Authority, Domain mozRank, the number of external Links and the number of added websites is pointing to. You can thus sort the list of referrers by importance, performance or popularity.

The Hub Sites report can be successfully used for competitive research to find out who is linking to your competitors and give you new ideas from where you might get links.

In case one website has a good backlink, you can try to get it. Or, even better, if more than one of your competitors have a backlink, this means that you will be able to get the link much easier.

**Backlinks**


**Top Backlinks**

The Top Backlinks interactive report displays all the backlinks available for your project's websites and pages along with different metrics, to help you better understand your links profile or research your competitors backlinks.
From the [Websites] panel you need to select the domain or page for which you wish to see the links and Advanced Web Ranking will further display the data in two sections.

The first section contains the link information structured by domains, with the related link metrics: Domain mozRank, Domain Authority, number of downloaded Links for that domain, Followed Links or if the links is from an image.

In the second section, you will be able to see the exact URLs of the selected linking domain along with its mozRank, Page Authority, Target page, Link text, if the link is No follow and if it's on an image.

Note

The Top Backlinks interactive report displays only the number of links you set to be retrieved for each domain in the Retrieving links options.

**Linking Domains**

The Linking Domains report view shows you the information grouped by domains. Here, you have the possibility to display all linking domains, by selecting the [All keywords] option, or only those domains that link back to your website or page with specific keywords in anchor texts. The keywords that you can select in this panel are those that you have added in your project.
For each domain displayed in the tabular section, you can see the related Domain Authority and Domain mozRank information, as well as the Verified markup that indicates whether the links from the respective domain still exist. You also have the ability to sort the data by any column you need.

The domains in this report can be filtered by the following criteria: exact/partial match anchor text, Authority, mozRank, Follow/No Follow and Linking/Not Linking information.

Filters can be selected from the top filter boxes.

- **Exact match.** With this filter applied, only the domains that link to your website or page with exact match anchor text for the selected term will be displayed.

- **Partial match.** This filter will show you only the domains that link back to your website or page with partial match anchor text for the selected term.

- **Exact and Partial.** When this filter is selected, you will be able to see all the linking domains with exact and partial match anchor text for the selected term.

- **Authority.** This filter allows you to display only the linking domains that match the authority range which you have selected. The authority values for each domain are calculated by Moz formula.

- **mozRank.** With this filter, you can see only the linking domains that match the mozRank range you are interested in.

- **Followed/No followed.** This filter gives you the chance to display only the domains that link back to your selected domain or page with a follow/no follow attribute, or to display both the followed and the no followed links at the same time.

- **All links.** With this filter selected, all retrieved domains are displayed regardless of whether they still point back to the selected website or not.

- **Linking.** This filter allows you to display only the domains that at the latest link verification you ran for this project were still pointing back to the selected website.
• **Not linking.** With this filter you are able to display only the domains that at the latest link verification you ran for this project weren’t pointing back to the selected website.

• **Not verified.** This filter enables you to display only the domains that at the latest link verification retrieved a server error response, hindering the verification.

## Linking Pages

The Linking Pages report shows you the link data structured by webpages, with the Page Authority, mozRank information and Verification status related to each URL.

As in the previous view, you can display all the linking pages, by selecting the [All keywords] option, or only the specific pages that link back to your website or page with the selected keywords in anchor texts.

The details in the tabular section can be sorted by any column you need, or filtered by Exact/partial match anchor text, Authority, mozRank, Follow/No follow or Verification status.

In addition to the filters available in the previous report view, here you can also identify the specific links that could not be verified, and further check only those particular links.

• **Failed.** This filter enables you to display only the domains that at the latest link verification retrieved a server error response, hindering the verification.

• **Verify Links.** With this option, you can start the verification process for only a selected group of links, that can be: Not Linking, Not Verified or Failed.

## Anchor Text Distribution

The Anchor text distribution interactive report displays, for the selected website, the list of terms its link partners use when backlinking.
Note

The information displayed in this report depends on whether you chose to retrieve anchor text distribution information from Moz for a domain or not. If available, Moz's specific anchor text data will be displayed. If not and you have only gathered links for a domain, then Advanced Web Ranking will calculate the anchor text distribution based on the information attached to the retrieved links.

Advanced Web Ranking will further display the anchor text data in two sections.

The first section contains the information structured by domains, with the related link information: Domain mozRank, Domain Authority, Linking Root Domains, number of Links, Downloaded Links for that domain and Followed Links.

The bottom panel displays the exact URLs pointing with the selected term along with link details: mozRank, Page Authority, Target page and if the link is No followed.

Links Distribution

This report shows you an in-depth analysis of your link building profile and your competitors, grouping linking domains and pages by authority.

There are three views available: the [Overview], the [By Keywords] view and the [Compare Websites] view.

Overview

The Overview report displays the distribution of your linking domains and pages split by authority ranges. You can also see a side by comparison between linking page values and domain values.
The links distribution can be filtered by:

- **Domain Authority.** This metric represents the entire domain's authority calculated by Moz's formula. The lowest value is "0" and the highest is "100".

- **Page Authority.** This value represents the authority of a specific webpage, calculated by Moz's formula.

- **Domain Authority vs Page Authority.** With this metric selected, the report will show you a side by side comparison of the number of linking domains and pages, according to the authority ranges available in the chart.

- **Domain mozRank.** This is the mozRank metric calculated for the entire domain. The lowest value is "0" and the highest is "10".

- **Page mozRank.** This metric is calculated by Moz only for a specific page.

- **Domain mozRank vs Page mozRank.** When this metric is selected, the report will show you a side by side comparison of the number of linking domains and pages, according to the mozRank ranges available in the chart.

For each metric, Advanced Web Rankings also calculates the average values, displayed in the four panels available on the top side of the chart.

In this view, you can also filter the information according to the follow/no follow attribute of the links, choosing the related filter from the top menu bar.

**Note**

The chart bars are clickable, redirecting you to more detailed information in the related links report.
By Keywords

This view presents the distribution of your linking domains and pages split by authority ranges, for the selected keyword in anchor text.

For each authority or mozRank metric available for selection, Advanced Web Rankings also calculates the average values, displayed in the four panels from the top side of the chart.

You can further filter the details displayed in the chart bars according to the exact/partial match anchor text, Authority, mozRank and Follow/No follow information.

Websites Comparison

The Website Comparison report view displays the same information as the previous views, giving you the possibility to select two websites or pages for a side by side comparison.
Here, you can select the domain/webpage and the specific keyword for which to view the data, with the possibility to further filter the details by exact/partial match anchor text, Authority, mozRank and Follow/No follow information.
Chapter 28. Complete SEO Report

The Complete SEO Report in Advanced Web Ranking displays ranking, analytics, linking and social media data for your website and your competitors, within the same frame. The data is combined in a multiple tabs HTML report, giving you the chance to browse the report sections, just as if you were navigating through a SEO web based application.

You can generate this report in Advanced Web Ranking using the SEO report printable template, defined in the [Reports] menu.

Dashboard

The Complete SEO Report dashboard shows an overview of your ranking, analytics, linking and social media details, that helps you quickly analyze your website comparing the four types of metrics.

It consists of three levels:

- **Top menu bar.** This horizontal menu bar helps you access the report sections that you are interested in, according to the type of data they display.

- **Chart.** It shows an evolution in time of the ranking, analytics, links and social media metrics that you have selected in the Dashboard metrics grid.

- **SEO Panel.** It contains four sections that display the summary information for each type of data: Rankings, Analytics, Links and Social.
Rankings

The Rankings section displays information about the visibility your website has on search engines and the number of keywords for which you rank in the first 10 and 30 positions.

- **Visibility Score.**
  
The visibility score is the sum of all visibility points for each keyword based on their position and is calculated for each website for the selected search engines and keywords. The exact calculation is explained in detail in the The Visibility Score section of the User Guide.

- **Visibility Percent.**
  
The visibility percent is the visibility score divided by the number of total points given by the selected search engines.

- **In Top 10.**
  
This criteria shows the number of top 10 rankings for your website, for the search engines and keywords you have selected in the SEO report template.

- **In Top 30.**
  
This metric displays the number of top 30 rankings for your websites in the selected search engines.

Analytics

The Analytics section shows at-a-glance details about visitors that came to your website over a selected period of time and the percentage of visitors that left your website immediately.

- **Visits.**
  
This metric shows the total number of visits your website gathered for your selected period of time. A visit counts for one person visiting your website once. If that person visits your websites multiple times then it will have multiple visits.

- **Page Views.**
  
The Page Views metric displays the total number of page views that your site gathered. Page Views are single views of the pages from your website. One visitor can have multiple page views during a visit for your website or even for a single page.

- **New Visits.**
  
It displays the total number of new visits for the selected time period.

- **Bounce Rate.**
  
This metric shows the percentage of visits when people leave your website instantly.

- **Revenue.**
  
This metric displays the total revenue calculated in your Google Analytics Ecommerce component, per the UTM:T field value denoted. The Google Analytics UTM, is the tracking code installed on a web page for the purpose of collecting Customer Data. It is used to track individual marketing campaigns, via the different values you assign them.

⚠️ Note

The Revenue metric is automatically included in the Complete SEO Report only when your website has e-commerce data defined in the related Google Analytics account. For websites with no e-commerce data, the report will display the Bounce Rate metric.
Links

The Links section displays summary information about your domain authority and the number of external links pointing back to your website.

• **External Followed Links.**

  This metric shows you the total number of external follow links which point to your domain.

• **Linking Root Domains.**

  The Linking Root Domains metric shows the total number of unique domains pointing back to your domain.

• **Total Links.**

  This is the total number of external links pointing to the domain.

• **Domain Authority.**

  This is the entire domain's authority calculated by Moz's formula.

Social

The Social section presents valuable details about the Facebook, Twitter and Google +1 shares your website has, as well the number of fans for the related Facebook fan page and Twitter profiles.

• **Facebook Shares.**

  This metric shows you the number of people that shared on Facebook the specific webpage added to your project.

• **Twitter Shares.**

  The Twitter Shares metric displays the number of people that twitted the webpage you are tracking in your project.

• **Google +1's.**

  This metric represents the number of people that +1’d the webpage you are tracking in your project.

• **Followers.**

  This metric shows you the total number of followers associated with the Twitter profile associated to your project.

• **Likes.**

  This metric displays the number of likes the Facebook page selected has on a specific date.

Rankings

The Rankings section of the Complete SEO Report gives you the chance to see a detailed overview of the visibility and ranking positions your website and your competitors have in the selected search engines.
The rank evolution in time is presented both as a table and as a chart, in terms of visibility. Tabular data is shown with websites on rows and visibility metrics by columns.

The visibility values are calculated for each of your websites, taking into account all the keywords and search engines selected in the report.

You can further see your rankings for each website, keyword and search engine, by clicking on the URL you are interested in from the [Pages] column.

According to the selections you make, you will be able to see the Website Rankings, Keyword Rank and Search engines Rank reports. These reports will display also a graph with the evolution of rankings over time. Each report is described in detail in the Interactive Reports chapter.

**Note**

Browsing through the ranking reports is done via hyperlinks set on the actual URLs, keywords, search engines and ranking values. Clicking on such hyperlink acts like selecting an input in the report opening.

- **Pages.**
  - This column shows you the project's websites that were included in this report.

- **First Place.**
  - This ranking metric shows the number of first positions that your websites has for the selected search engines.

- **In Top 3.**
  - This metric displays the number of top 3 rankings for your websites in the selected search engines.

- **In Top 5.**
  - It shows you the number of top 5 rankings your websites have in the selected search engines.

- **In Top 10.**

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<th>In Top 10</th>
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<td>64 x 7</td>
</tr>
<tr>
<td>news.bbc.co.uk</td>
<td>1</td>
<td>1 x1</td>
<td>1 x2</td>
<td>9 x2</td>
<td>11 x1</td>
<td>12 —</td>
<td>12 —</td>
<td>—</td>
<td>259 x 21</td>
<td>69 x 6</td>
</tr>
</tbody>
</table>
This metric shows the number of top 10 rankings for your websites in the selected search engines.

- **In Top 20.**

  It shows the number of top 20 search engine positions your websites have for the selected search engines.

- **In Top 30.**

  This metric displays the number of top 30 rankings for your websites in the selected search engines.

- **Ranked.**

  This metric shows you the number of keywords from your project for which your websites are found on the selected search engines, according to the search depth you have defined.

- **Not Ranked.**

  This metric shows the number of keywords from your project for which your websites were not found in the selected search engines.

- **Visibility Score.**

  The visibility score is the sum of all visibility points for each keyword based on their position and is calculated for each website for the selected search engines and keywords.

- **Visibility Percent.**

  The visibility percent is the visibility score divided by the number of total points given by the selected search engines.

**Sorting**

You can sort the data in this report according to the [Pages] column, alphabetically, by color, or by index, ascending or descending. To do this, you need to set your sorting preferences in the SEO report template.

**Analytics**

The Analytics section of the Advanced Web Ranking Complete SEO Report shows you key details about your visitors, that can help you gain more visibility in the search engines and increase your online sales.

By clicking on the metrics displayed in the top panel, you can see different analytics charts, reflecting the evolution over time of your website.
This way, you have at hand important data on your visitors, transactions or revenue, calculated for all keywords and search engines retrieved from your Google Analytics account.

• **Visits.**

   It shows the total number of visits your website gathered for the period of time selected.

• **Page Views.**

   This analytics metric displays the total number of page views that your site gathered during the period selected.

• **Page Views/Visit.**

   This metric represents the average number of page views that a visitor viewed during a visit.

• **Avg. Time on Site.**

   The Average Time on Site metric shows you the average time that visitors spent during their visit on your website.

• **New Visits.**
It displays the total number of new visits for the selected time period.

- **Bounce Rate.**
  This metric shows the percentage of visits when people leave your website instantly.

- **Revenue.** The Revenue metric displays the total revenue calculated in your Google Analytics Ecommerce component. You will only see this metric if you have ecommerce data in your Google Analytics account.

**Note**

The analytics data is displayed only for the website you selected in the Websites input section of the SEO report template.

The section also contains four analytics panels, that help get a quick overview on the related reports.

### Keywords

This panel shows information about the keywords your visitors used in search engines to reach your website. It also indicates the percentage of visitors that came to your website using keywords in search engines, from your total traffic.

Next to each keyword in the list you can see the number of visits that it drove back to your website.

Clicking on the panel will direct you to the analytics Keywords report.

### Search Engines

The Search engines panel displays details about the visitors sent to your website by search engines. You can see how many visits you have from each search engine, and also the percentage of the traffic coming from search engines from the total traffic your website has.

Clicking on the panel will direct you to the analytics Search engines report.

### Referrals

The Referrals panel shows data about the referrals that sent traffic back to your website. You can also see the number of visits each referral sent you, and the percentage from the total number of visits.

Clicking on the panel will direct you to the Referrals report.

### Goals

The Goals panel presents details about the goals that your visitors have completed, according to your Google Analytics data. For each goal, you can see the number of completions.

Clicking on the panel will direct you to the Goals report.

You can see a more in-depth presentation of the data shown in the analytics panels by opening each related report. Additionally, these reports will display also a graph with the evolution of the visits over time. Each analytics report is described in detail in the Analytics chapter.

### Links

The Links section of the Complete SEO Report presents details about your link building profile, giving you the chance to analyze your domain's evolution side by side with your competitors link profiles.
The Links charts change according to the metric you focus on in the top metrics panel. This way, the related chart lines will show you an evolution in time of your external links that point back to your websites. The number of links displayed is calculated monthly in the Moz links database.

The section also contains four links panels, which show a summary of the related links reports.

You can further see detailed information about your backlinks, anchor text distribution and link metrics for your domain, by clicking on the URLs you are interested in from each panel.

According to the selections you make, you will be able to see the Overview, Backlinks, Anchor Text Distribution and Hub Sites reports. Each report is described in detail in the Links chapter.

**Exact Anchor Text Links**

This panel shows information about the number of exact match anchor text links for the domain selected in the report. The number next to each keyword shows how many links your domain has with this term in anchor text. It is calculated according to the information type you retrieved from Moz.

Clicking on the keyword hyperlinks in the panel will direct you to an Overview report relevant for the keyword selected. Besides the number of exact match anchor text links, you will also be able to see the related Moz metrics for your website and your competitors.
**Anchor Text**

This panel displays details about your anchor text distribution. Next to the websites for which you have link data gathered in the application, you can see the number of anchor texts you retrieved from Moz.

**Note**

The information displayed in this report depends on whether you chose to retrieve anchor text distribution information from Moz for a domain or not. If available, Moz's specific anchor text data will be displayed. If not and you have only gathered links for a domain, then Advanced Web Ranking will calculate the anchor text distribution based on the information attached to the retrieved links.

Clicking on the websites hyperlinks will direct you to the Anchor Text report relevant for the website selected.

**Backlinks**

The Backlinks panel shows you the best links that point back to your websites and your competitors, with the afferent link metrics. Next to each website for which you have gathered link information, you can see the total number of links.

Clicking on the websites hyperlinks will direct you to the Backlinks list relevant for the website selected.

**Hub Sites**

The Hub Sites panel allows you to see the domains and related metrics that link back to your website or to your competitors, in a side by side presentation. This helps you identify easier the strongest link partners your competitors have.

Referral domains are displayed on rows and websites on columns, the green icon indicating the websites from your report that have links from the referrals in question.

Clicking on the panel will direct you to the Hub Sites report.

**Social**

The Social section in the Complete SEO Report shows you information on the number of people that shared your content on different social media channels. Also, this section provides you with in-depth details about the number of Twitter and Facebook fans, helping you to make informed decisions when engaging your audience.

Clicking on the metrics in the top panel, you can see the related social media charts, with the evolution over time of the social media share metric you have selected in the Complete SEO Report template.
Note

The social media details in this chart are displayed only for the website you have chosen in the Websites input section of the SEO report template.

The section also contains three social panels, which include a summary presentation on the related social media reports.

Social Shares

This panel shows the sums of the Facebook, Twitter and Google +1 shares for the website pages that you have added in your project.

The data refers only to the website for which you generated the Complete SEO Report.

To see the social media shares detailed by webpage, and compare the values to your competitors, just click on the Social Shares panel.

Twitter

The Twitter panel displays information about the Followers, Mentions, Lists and Retweets related to the Twitter profile you have selected in your project.

Clicking on the panel will direct you to the Twitter report chart.

Facebook

The Facebook panel displays details about the number of Likes, New Likes and Talking About, related to the Facebook page that you have chosen in your project.

Clicking on the panel will direct you to the Facebook report chart.
Chapter 29. Social Media

Social Media reports in Advanced Web Ranking display valuable information about your social activity, with related Facebook, Twitter and Google +1 metrics. The key details about your social media shares can help you manage your social presence and further achieve your online business objectives.

Social Shares

The Social Shares report presents at-a-glance information about the Facebook shares, Tweets and Google +1s for the websites added to your project.

The report has two views available: the [Evolution in Time] view and the [Date Comparison] view. You can easily switch between them from the drop down list, next to the report selection.

Evolution in Time

The Evolution in Time interactive view displays the social media information as a chart, over a specified period of time.

In the [Websites] panel, you can choose the website pages for which you want the social media data to be displayed.

Further, you have three social metrics available for selection:

- **Facebook Shares.**

  This metric shows you the number of visitors on your website that shared on Facebook the specific webpage added to your project.
• **Tweets.**

The Tweets metric displays the number of visitors that twitted the specific webpage added to your project.

• **Google +1’s.**

This metric represents the number of users that +1’d the specific webpage you are tracking in your AWR project.

To switch to a different metric, just click on it and the details in the chart and table below will be displayed accordingly.

**Note**

The social shares information is automatically retrieved in AWR every time you perform a new project update.

From this interactive report, you can also start manual social shares updates for your websites, using the [Update Social Shares] green button.

**Date Comparison**

The Date Comparison interactive view presents an overview of your social media shares for the selected websites. You can see the number of +1’s, Facebook shares and Tweets side by side for each webpage.

In this view, you can also see the changes that occurred over a period of time by choosing a specific date range in the top Calendar box.
Twitter

The Twitter interactive report provides you with a detailed overview of the social media metrics associated with your Twitter account. This can help you perform an in-depth analysis of your relationships and interactions in this specific social environment.

From the top [Twitter accounts] panel, the account that is connected to application is selected automatically. To further change the account associated with a project, just click on the small drop down arrow and select [Change account].

Note

You can connect an unlimited number of Twitter profiles to AWR, but only one at a time can be displayed in your current project.

In this panel, you can also start manual updates for your profile, using the [Update Twitter stats] button.

The data that Advanced Web Ranking further retrieves for your Twitter profile will be displayed in two sections:

The top section shows you a chart with the evolution of your account for the related metric, over a specific period of time. Here, you can choose one of the following Twitter metrics:

- **Mentions.**

  The Mentions metric shows you the number of times your profile appears in other people’s mentions on Twitter.

- **Retweets.**

  This metric displays the number of retweets you received over the specific period of time.
Social Media

- **Followers.**

  This metric shows you the total number of followers associated with your Twitter profile.

- **Lists.**

  The Lists metric displays the total number of lists your Twitter account is added to.

The bottom section displays in-depth information about the selected Twitter metric, with details on the related followers, lists, tweets content, users and dates, as the case may be.

**Facebook**

The Facebook interactive report presents a social media evolution overview of the Facebook pages you administrate. Details on "new likes? and people who talk about your activity give you strong insights on how well your content is received. This can help you further improve your communication in this social environment.

The top [Facebook pages] panel shows all pages that are associated to the Facebook profile connected with AWR. To further edit these pages, or change the Facebook account in the project, just click on the small drop down arrow and select the option you are interested in:

- **Change account.**

  With this option, you can switch to a different Facebook profile that is already connected with AWR, or you can add a new Facebook profile in the application.

- **Edit Facebook Pages.**

  This option allows you to select the specific Facebook pages you want to display in the panel.
Note

You can connect an unlimited number of Facebook profiles with AWR, but only one at a time can be displayed in your current project.

In this panel, you can also start manual updates for your profile, using the [Update Facebook] button.

Note

If your Facebook profile becomes administrator of a new page, after you connected your profile with AWR, you can see the new page in the panel after you perform a Facebook insights update and add the page from the [Edit Facebook pages] dialog.

Once you select the page for which you want to see your Facebook details, the related data will be displayed in a chart. You can select one of the following metrics:

• Likes.

  This metric displays the number of links your Facebook page has on a specific date.

• New Likes.

  The New Likes metric shows the number of new likes your page received over a period of time.

• Talking about.

  This metric shows the number of Facebook fans that mention the content on your pages.

You can further increase or reduce the date range of the chart moving the horizontal scroll bar.
Chapter 30. Help Menu

The Help Menu in Advanced Web Ranking provides you with quick access to different features and tools in the application, support options, tutorials and user guide sections that are relevant for your search.

You can open the Help Menu from the top - left corner of the application window.

To get help, simply type the terms that you need information about in the [Quick Search box]. The search will be performed automatically by the application in all the section available in the Help Menu.
Sections that contain items relevant for your search will be highlighted with a red mark, displaying also the number of results found. To see these results, go to the section in question and browse through the results it shows.

To access an item, just click on it and you will be redirected automatically to the application report, tool, "how to" video or blog article related to your search.

**How - To's**

This section in the Help Menu gives you access to all the articles and user guide sections that are relevant for the terms you searched.

**Videos**

This section includes video tutorials for how to install updates and search engine versions, and also on how to use advanced features in the application.

**Help**

From this section, you have several options available that redirect you to different information sections on the Advanced Web Ranking website.

- **Help Index.**

  This option will open the Advanced Web Ranking User Guide Summary in browser. Here, you can see every chapter and section that approach all features and metrics in the application.

- **Tutorials.** From this option, you can access the Step by Step tutorials on the Advanced Web Ranking website, that provide you with the workflow of the actions and tasks you can make.

- **Turn on/off tips.** This option turns on the application tips, which will further indicate what are the options you can select and actions you can make in every screen of the application.
If the tips are already on, then in this section you will have the [Turn off tips] option available.

- **Reset tips.** This option resets your preferences regarding the application tips, making them visible again in all screens.

**Application**

The items displayed in this section will redirect you to various tools, reports or settings in Advanced Web Ranking, according to the term you searched for.

*Note*

When search is active in the Help Menu, the [Application] section will be grayed out.
Help Menu

Support

From this section, you get access to several support items that you can use in case you need assistance with the application.

- **Support.**

  This option redirects you to the Support page on the Advanced Web Ranking website, where you can find different resources like the Online User Guide, FAQs and Features Walkthrough.

  Also, from this page you have access to our Online Support Center that you can use in order to contact us directly.

- **Report error.**

  With the [Report error] that you can generate using this feature you have the possibility to send the application logs and settings to our Support Center, in case something goes wrong with the application.

  The files you send will be analyzed by the Advanced Web Ranking Team, who will reply to you with the findings and recommendations on the issues reported.

- **System Properties.**

  This option provides you with a list of the properties that your system has.

- **Event Log Viewer.**

  This will open the Event Log Viewer dialog in the application, where you can see all the Information, Warning and Error events that took place in the application.

- **Search Engines Update.**

  This option redirects you to the Search Engines Update dialog, where you can see your current SE Version and the latest SE Version update that was released for AWR.

Register

This section gives you access to information and options concerning your application license key.

- **Register.**

  When you click on this option, the Register dialog appears, where you can register your Advanced Web Ranking license.

- **Evaluate license.**

  This option will open a dialog where you can request a 10 days trial for a more advanced license edition than the one you currently have.

- **Upgrade.**

  Clicking on this option will take you directly to your Customer Information page, from where you can place the purchase for an Upgrade.

About

In this section from the Help Menu you can see details about the new features that were integrated in the latest version that we have released.
• **What's new in version.**

This will open a dialog in the application, presenting all the new features and tools that were integrated in the latest version, or those that were improved.

If you are interested in a particular feature presented here, you can check it out by highlighting it and clicking on the [See it in action] button.

• **About Advanced Web Ranking.**

In the dialog that opens when this option is selected you can see details about your current application version and SE version update, the number of licenses you have and also the date when your current maintenance plan expires.

**Feedback**

You can use this section to share your thoughts and comments about the application and the tools it integrates, or to suggest a topic that you would like us to write about or make a video tutorial.
Chapter 31. SERP Alerts

The Alerts menu in Advanced Web Ranking gives you the chance to receive notifications in the application or directly to your email whenever major changes happen in the SERPs. These alerts will be generated automatically after each project update, if the conditions selected for the alerts in question are met.

Create a new alert

To define a new alert, click on the [Alerts] menu and open the [Create a new alert] wizard.

There are 6 types of alerts you can choose from:

- **Visibility Up 10%**.

  This type of alert will be triggered each time your visibility grows by 10% or more on the selected search engine, for the selected keywords, compared to the previous update.

- **Visibility Down 10%**.

  When you choose this type of alert, you will receive a notification each time your visibility drops by 10% or more on the selected search engine, compared to the previous update.

- **Position Up 5**.

  This type of alert will be triggered when the ranking position for your selected keywords is 5 positions higher than at the previous update.

- **Position Down 5**.

  This alert will be generated when the ranking position for the selected keywords is 5 positions lower, compared with the previous update.

- **In Top 10**.
When you choose this type of alert, you will be notified each time your website enters the Top 10 positions for the selected keywords, compared to the previous update.

- **Outside Top 10.**

  This alert will be generated whenever your website leaves the Top 10 results for the selected keywords, compared to the previous update.

Once the alert is created, you can preview the content in a local HTML file, you can rename the alert, duplicate or remove it. Also, you can Enable or Disable an alert at any time you want.

By default, alerts are created for the current project. To make them available in all projects, you need to define them as a global.

**Edit alerts**

To edit an alert, click on the [Alerts] menu and choose the one you are interested in from the top drop-down list.

- **Alert Settings.**
In this grid, you can customize the alert title, the CSS style and the name of the HTML file that is generated when the alert is triggered.

- **Output and Layout Options.**
  
  This section allows you to choose the specific website, keywords and search engines for which you want to receive the alert.

- **Alert Filters.**
  
  In this section, you can filter the results showed by your alert by applying a different value to the alert type.

- **Send alert by email.**
  
  This grid allows you to enter the email addresses where you want to receive the alert notifications each time they are triggered. In order for this option to be enabled, you need to check the [Send Alert by Email] option.

**Alert History**

The Alert History screen shows you the current status of the SERPs alerts that were triggered.

Clicking on an alert name will redirect you to the related interactive report from the [Rankings] menu. For example, for a visibility alert you will be redirected to the [Visibility] interactive report.

There are 3 filters available in the Alert History:

- **View All.**
  
  This filter displays all the alerts generated in Advanced Web Ranking. Alerts that were not viewed yet are displayed in bold.

- **Unviewed Alerts.**
  
  When this filter is applied, only the alerts that were not viewed yet will be displayed in this section.

- **Viewed Alerts.**
  
  This filter shows you only the alerts that were already viewed.
Note

The Alert History screen displays all alerts triggered from all projects, regardless of the project currently loaded in the UI.

Alert Manager

The Alert Manager helps you manage the SERPs alerts defined for the current project.

In this screen, you will be able to create new alerts and edit, duplicate or remove them. From the Alert Manager you can also enable or disable the existing alerts.
Chapter 32. Favorite Tabs

The Favorites menu gives you quick access to the tabs you use most frequently in Advanced Web Ranking as well as to all the available video tutorials or chart notes that you made throughout the application.

To enter the menu, just click the star button at the top of the application window:

**Favorites**

Through the Favorites feature of Advanced Web Ranking you are able to create a quick accessing dashboard with the application tabs you find most useful for your daily routine.

To add a tab to Favorites you just need to pin it through the "Pin" icon at the top of the respective tab.
**Note**

Your favorite tabs will be available in all projects.

**Notes**

This menu enables you to manage your chart notes.