5 TOOLS FOR A COMPLETE MARKETING WORKFLOW

FROM ALEXA
Marketers use countless tools to help them get their job done. But what if your most crucial tools could be found and used all in one place?

Alexa’s Marketing Stack delivers a full range of SEO-related products to help you make better decisions, prove your results, and discover new opportunities to improve your website traffic.

This ebook is your guide to discovering how Alexa’s tools can help streamline your workflow and grow your business.
Alexa’s Keyword Difficulty tool is the optimal place to discover the most relevant keywords for your website, based on your unique ability to rank in search. We take your Competitive Power—a metric that benchmarks the level of keyword competition your site can target—and serve you highly relevant terms that you’re most likely to rank for. With multiple ways to search and a handful of important filters, you’ll never have to click through pages and pages of “maybe” keywords again.

**THE SHORT-AND-SWEET:**
We give your site a score—Competitive Power. You use that score as a benchmark to discover the best, easy-to-rank keywords for your site. Then you create killer content with more confidence you’ll rank in search.
Knowing your site’s strength via your Competitive Power—a measure of your site’s ability to compete in SERPs—will help you choose the keywords you’re most likely to rank for.

You can quickly identify the best keywords for your site by looking for the lightning bolt icon beside a keyword in the results. These are keywords that have a competition score at or below your Competitive Power.
2. START YOUR SEARCH FOR SEO KEYWORDS

There are 3 ways to search for keywords with the Keyword Difficulty tool.

- **Enter a seed phrase** that represents a topic you’d like to create content for.

  The keyword results will be based on related phrases that people frequently search for, in addition to the phrase you entered. This is like the “Searches related to...” section at the bottom of Google search results.

- **Enter a site** that has similar content to what you’d like to create, or a similar audience you want to attract.

  This will return a list of keyword ideas based on phrases that are already sending traffic to that site. These results will help you create new, highly relevant content for your target audience.

- **Enter your own site** to find new opportunities similar to keywords already driving traffic to your site.

  We’ll find new keywords that you’re not already targeting, but that are similar to the ones you are already getting traffic for. This will help you find new ideas related to those you’ve already successfully ranked for. So your likelihood of ranking again is high.
HOW TO USE IT

3. FIND THE BEST KEYWORDS FOR YOUR SITE

Use the sort and filter options to narrow down the results based on your unique criteria:

- Competition - how difficult it will be to rank highly for a given keyword
- Popularity - how often a keyword is searched
- Relevance - how relevant a keyword is to the site or phrase you entered in Step 2
- Filter by keywords already driving traffic to your site
- Show only results that contain a certain phrase

48% OF PEOPLE IDENTIFIED KEYWORD/PHRASE RESEARCH AS A MOST EFFECTIVE SEO TACTIC
How to Use It

The best part? The list is already sorted by relevance, so you’ll waste no time going through page after page of keywords to find the ones you want. Plus, we’ve marked keywords that have a Competition score at or below your Competitive Power, so the right keywords should be even easier to identify.

As you find keywords you might want to create content for, save them to your Favorites for later. Then all you need to do is create content around your new keywords and start driving more traffic.
FIND THE BEST KEYWORD OPPORTUNITIES IN LESS TIME, AND WITH MORE CONFIDENCE.

TRY IN ADVANCED - FREE FOR 7 DAYS
Alexa’s Competitor Keyword Matrix is the ultimate way to run a complete competitor keyword analysis and identify high opportunity keywords based on “gaps” with your closest competitors. The heat-map style interface uses Traffic Scores to help you quickly identify the type of opportunity you seek, like your competitors’ top keywords or keywords not yet targeted by rival sites.

**BENEFITS:**
- Know what keywords are most successful for competitors
- Discover untapped keyword opportunities
- Uncover popular content topics in your industry
- Gain a competitive edge in search
- Grow your organic traffic

**THE SHORT-AND-SWEET:**
A keyword research tool + competitor keyword analysis all-in-one. We use Traffic Scores to uncover “keyword gaps” with your competitors. You find keyword ideas faster, and gain a competitive edge in search.
The Competitor Keyword Matrix allows you to compare up to 10 sites at once (including your own) to see competitors’ keywords that are different from yours.

Enter up to 10 sites into the tool and return a list of keywords driving traffic to those sites. You can sort the results by the following criteria:

- **Sites in Common** - how many sites are getting some traffic from the same keyword
- **Popularity** - how frequently users search for a keyword (higher popularity = higher traffic)
- **Competition** - an estimate of how hard it is to rank highly for a keyword
Or, you can sort each column individually by site to see what keywords are most successful for them.

The heat-map style interface uses Traffic Scores to compare and contrast keywords, and the level of traffic from keywords, between sites.

Traffic Scores are scores from 1 (lowest) to 100 (highest) that shows relative traffic estimated to a site for a particular keyword. It’s based on a site’s relative position with the search engine results for that keyword, plus the popularity of that keyword. You can use this number to compare who gets the most and least traffic from the same keyword.
1. Target keywords with many sites in common

In this approach, you want to know how many sites are already targeting a keyword and getting traffic for it. Think of this as the bandwagon approach. If a lot of sites are targeting a keyword, it means there’s a lot of interest amongst your audience in the topic and you may want to get in on the action. But watch out for high Competition scores. If just a couple sites are targeting a keyword, this could mean it’s an opportunity for you to fill a gap. And with a high Popularity score, it’s probably a valuable opportunity.
HOW TO USE IT

2. Target keywords your competitors get the most traffic from

This approach targets your competitor’s top keywords—those they’re getting the most traffic from. These keywords are dark purple in the Competitor Keyword Matrix. Keywords like this usually have proven to be very valuable to the competitor, and the search intent is often highly relevant. But if too many of your competitors are targeting that keyword, then your chances of ranking may go down. Check the Competition score for these keywords, then research the type of content your competitors created. This will tell you if there’s an opportunity for a new piece of content that could rank in SERPs.

3. Target keywords your competitors get no traffic, or very little traffic from

This final approach targets keywords that are driving little to no traffic to your competitors. These keywords, colored gray (for no traffic) or light purple (for a little traffic) in the Matrix, may be:

1. Keywords your competitors haven’t targeted yet, or
2. Keywords they’ve targeted but aren’t successfully getting any traffic from.

In either case, find out why. Is the keyword not relevant enough to your audience? Is the keyword too broad to be valuable? Is their content not specific enough? Does it fail to answer search intent? You can use this information to decide if the keyword is an opportunity worth pursuing.

Want to research a keyword from the Matrix further? Use our Keyword Difficulty tool from Chapter 1 to find similar keywords and save your favorites.
IDENTIFY HIGH OPPORTUNITY KEYWORDS BASED ON GAPS WITH YOUR CLOSEST COMPETITORS.

TRY IN ADVANCED - FREE FOR 7 DAYS
The On-Page SEO Checker from Alexa is the most straight-forward way to make sure your SEO content is fully optimized. We’ll run a full report to analyze how well your page is optimized for your target keyword. Then we’ll serve up an easy-to-follow list of action items to help improve your chances of ranking. Never let your content marketing efforts go to waste—maximize your results with the On-Page SEO Checker.

**THE SHORT-AND-SWEET:**
A complete analysis of your content for following on-page SEO best practices. Plus, recommendations to help you boost your results in search.

**BENEFITS:**
- Improve search rankings
- Follow SEO best practices
- Maximize content visibility in search
The On-Page SEO Checker is ideal for anyone who has a content marketing program. It takes a huge amount of time to research, brainstorm, and craft a single piece of content. And then you have to optimize for SEO, schedule it on social media, and conduct influencer outreach.

After all that work, you want to make sure that your efforts are going to get your content ranked and drive the most traffic as possible.

The On-Page SEO Checker does just that—helps you analyze your content to make sure it's optimized for search the best it can be.

60% OF ALL ORGANIC CLICKS GO TO THE ORGANIC TOP 3 SEARCH RESULTS.
HOW TO USE IT

A single keyword or phrase is important so search engines know exactly what your content is about. Use similar keywords to support your target keyword, but always focus on a single keyword for SEO.

Don’t have a target keyword or phrase? Use the Keyword Difficulty tool to find one that fits your content, at the right competition level.

To use the tool, start with a landing page + target keyword pair.

Analyze your content and we’ll run a check to make sure you’re following best practices for on-page SEO.

Then we’ll deliver a full on-page SEO report with easy-to-follow action items and recommendations for ways to optimize your page.
We’ll make recommendations in the following categories:

- **Relevance** - do search engines recognize your content as relevant to your target keyword?

- **SERP Appearance** - how your landing page appears in search results and how appealing it is to click on

- **Visitor Experience** - does your page put the user first? How easy is it to navigate? Is it responsive?

- **Target Keyword** - is your target keyword the optimal term for your content? Is it within your competitive range?
Each recommendation in your report provides detailed directions on how to improve. We even include snippets of HTML so you can see where each optimization will be reflected in your code.

Delegate optimization tasks as necessary, update your page, and analyze it again. We’ll run a report as many times as you’d like until your page is as optimized as possible.

Any time you create new content, the On-Page SEO Checker will help ensure you get the best results in search. Your organic traffic will thank you.
GET THE MOST OUT OF YOUR CONTENT EFFORTS AND IMPROVE YOUR RANKINGS IN SEARCH.

TRY IN ADVANCED - FREE FOR 7 DAYS
Alexa’s SEO Audit tool ensures that no technical issue goes unnoticed. It’s the best way to find and fix problems that keep you from ranking. Our comprehensive report covers 5 industry-standard categories and over 30 items, so you always know what’s standing between you and more search traffic. Our actionable report gives clear recommendations on what to fix and how, with an explanation of why each item on your to-do list is important. Customize your task list by downloading only the items you want to focus on (or all of them!) in a spreadsheet. Reports are automatically run bi-weekly (in the Advanced plan), so you’ll always have an up-to-date view of your site’s SEO performance.

**BENEFITS:**
- Uncover technical SEO issues
- Follow on-site SEO best practices in 5 industry-standard categories
- Improve search visibility
- Increase organic search traffic

**THE SHORT-AND-SWEET:**
Automatic reports that keep you informed of technical issues getting in the way of your site’s SEO performance. Plus, actionable recommendations for how to improve.

**SEO LEADS HAVE A 14.6% CLOSE RATE, WHILE OUTBOUND LEADS (SUCH AS DIRECT MAIL OR PRINT ADVERTISING) HAVE A 1.7% CLOSE RATE.**
HOW TO USE IT

Using the SEO Audit tool couldn’t be simpler. Once a site is added to your subscription, our crawler visits your website and goes over it in depth, analyzing its structure, meta data, and links.

Note: This is a comprehensive crawl, but it’s also “polite”—spreading out the requests over a number of hours. Once complete, we serve you a comprehensive report that includes an Overall Grade, plus individual grades in 5 important categories. Those 5 categories are comprised of more than 30 SEO items, technical and not.
We color code what items need attention in the left navigation so you can access to-do items quickly. Each item includes a description of what needs to be fixed and why it’s important to your SEO. We also include recommendations and step-by-step instructions to help make improvements simple.

You can prioritize and manage tasks by customizing a downloadable version of the report with any or all of the action items listed. Then collaborate with your developers to make changes.

Reports are run automatically every 2 weeks for Advanced plan holders. Each time a report is run, you’ll receive an updated view of your SEO performance so you can track your progress.
FIND AND FIX TECHNICAL PROBLEMS THAT KEEP YOU FROM RANKING.

TRY IN ADVANCED - FREE FOR 7 DAYS
The Audience Overlap tool is a great complement to the marketer’s workflow, facilitating the discovery of sites that your target audience visits. Entering any site will generate a list of sites that share visitors with the target site, sorted by most audience overlap to least. Select up to 10 of those sites to add to

1. A Site Comparison - to compare key metrics and traffic sources, or
2. The Competitor Keyword Matrix - to compare keywords that the sites get traffic for in search. The Audience Overlap tool is your starting point for all competitor analysis.

**THE SHORT-AND-SWEET:**

Identify similar sites (those that share visitors) and easily run Site Comparisons for benchmarking and analysis, or a competitor keyword analysis to find new keyword opportunities.
As with all of Alexa’s tools, Audience Overlap is designed with your workflow in mind. It’s a jumping off point for competitor analysis and competitor keyword research, and helps you generate sets of sites that are most relevant to you.

Simply enter a site in the tool and click “Find similar sites”. We’ll return a list of sites that share visitors, automatically sorted by most overlap to least.

You can sort the list by Overlap Score or Alexa Rank to find the sites that are most useful for your analysis. You can also filter to show only sites with similar traffic volumes.

Then, select up to 10 of these sites to analyze them further in a Site Comparison or the Competitor Keyword Matrix tool.
If you choose to create a Site Comparison, you'll be able to analyze key metrics and traffic sources for the sites you selected.

In the Competitor Keyword Matrix tool, you'll be able to identify new keyword opportunities based on gaps with competitors.

Get your research off on the right foot—let the Audience Overlap tool help you decide which sites are important to focus on. Then customize your analysis and hone your strategy from there.
FIND AND REACH YOUR AUDIENCE WITH AN INFORMED STRATEGY

TRY IN ADVANCED - FREE FOR 7 DAYS