



Guide to Unamo Search Engine Optimization

Introduction

In this guide, you'll learn everything you need to get started with Unamo SEO. We'll walk you through setting up your account, adding your first domain, then adding your first campaign, picking your keywords, and tracking your goals. Additionally, you'll learn the basic principles of SEO. We hope that this knowledge will help you understand how search engines work and how to get more highly-targeted traffic to your website.

Let's get started!



START YOUR FIRST SEO CAMPAIGN



What is SEO?

Search engines have changed the way we seek information, products, and services. We now type in a query and receive the answer in a matter of seconds. **Search Engine Optimization (SEO)** is the field that helps you prepare your website to be more visible online by ranking higher in the **search engine results pages (SERPs)**.

The more visible your website is, the higher the chances are that your business will be discovered by users looking for services like yours.

Start Your First SEO Campaign

Tracking your website in search engines is an essential way to measure **SEO** and the best way to get the most out of it. You can use Unamo to track your website's performance in different search engines. We'll guide you through the first steps to starting your first SEO campaign.

How to add your domain

When creating your trial account, the first thing you need to do is to add your domain. Enter the URL address of the website you'd like to track. Also, add the name of the domain so you can find it easily among other ones you may be adding later.

Create Your First Campaign

Pick a search engine

Google bing YAHOO! Yandex

Select country

United States

Select region

Santa Monica,California

Add keywords

coffee shop Santa Monica
best coffee in Santa Monica
best coffee in California
where to buy coffee in Santa Monica

or upload a CSV [i](#)

Setting up your first campaign

Once you have created your domain, you have to add a campaign. Here, you will be able to decide if you'd like to track the entire domain, subdomain or subfolder.

You can also **choose a search engine and the country/region you would like to track.**

How to choose and add search engines you want to track

Whenever you search for something online, the results that appear in search engines can vary depending on your location. By default, the results are affected by the country you are in.

For example: If you live in the United States, you'll most likely receive results from the United States for the typed query.

If you have clients in the UK, then you'll want to know how their keywords are doing in their country. It is best to track keywords for your site in whichever countries you care about. It is also a good idea to use words which are common to those countries, for instance you would track "gas station" for the US and "petrol station" for the UK.

Furthermore, **region localization is important for many businesses.** Based on your physical location or the localized keyword that highlights the local character of the information you are looking for, you'll get city/state/district-specific results.

If you own a brick-and-mortar store, like a coffee shop, your results in the search engines tend to be highly localized. Someone in Los Angeles searching for the phrase 'best iced coffee' won't see coffee shops in New York appear in their results - they'll see coffee shops in and around Los Angeles.

If you're looking for a restaurant, you'd be more interested in finding one nearby rather than the best restaurant in the country, right?

Tracking in different search engines

Depending on the type of business you have, you may want to track your SEO performance in different engines or on a local, national, or global level.

Currently, Unamo offers tracking in Google, Bing, Yahoo, and Yandex. Furthermore, for Google, we offer **localized tracking** in the **US, UK, Canada, Poland, Germany, Austria, and Australia**.

Tip: If you'd like to track one website in multiple search engines, simply add it again as another campaign and be sure to select a different search engine when doing so.

Why campaigns are so important?

Campaigns are advantageous for 3 main reasons:

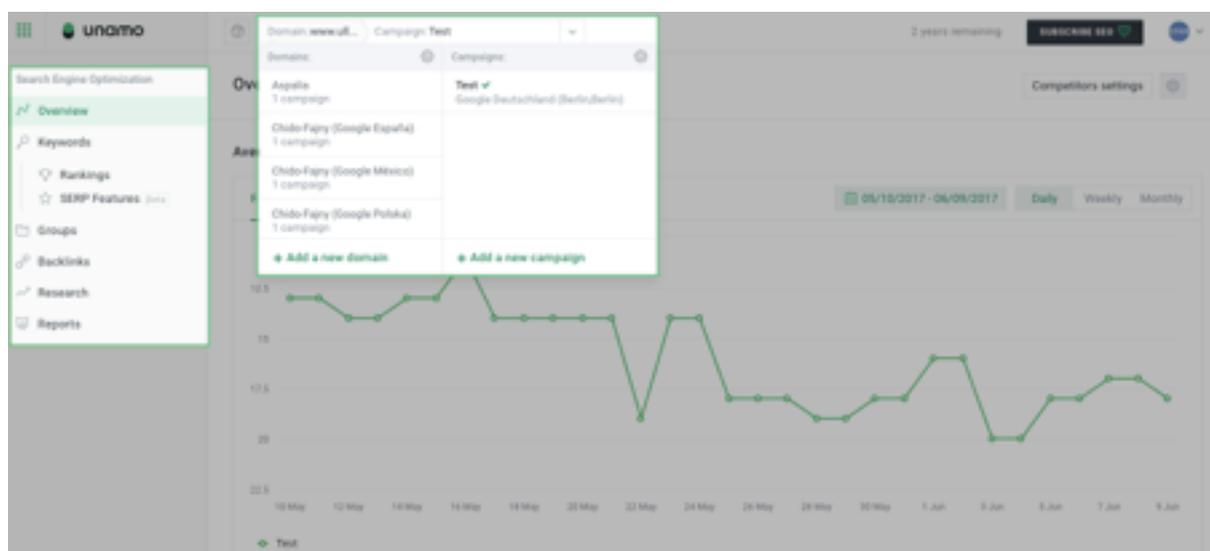
- **Track the same website (domain) in different search engines:** For example, let's say you have a website that sells men's clothing globally and your 3 biggest markets are in the US, UK and Japan. With campaigns, you are able to monitor your one domain within a given search engine, but also your desired country/region of choice. In this case, you can monitor your domain in the Google search engine in the US, UK, and Japan in individual campaigns.
- **Track different keywords within each campaign:** Different countries/regions call for different keywords. Using the same example, the word for "clothing bottoms" is different in the US, UK, and Japan, which means that what a visitor's query may be in the search engine would differ depending on their

region. What Americans refer to as "pants" are considered to be "trousers" in the UK, and "zubon" in Japanese. Another example is the word: "jacket" in the US, which is "jumper" in the UK and "uwagi" in Japanese. Campaigns allow you to distinguish these regional differences by allowing you to enter different keywords within each campaign that is more relevant to the geographical area, specific language and audience you are trying to target.

- **Differentiating between a subdomain and subfolder:** With campaigns, you are now able to differentiate and track for the exact subdomain or subfolder. This will allow for more accurate rankings and the ability to specifically target keywords for that subdomain or subfolder. For example, maybe you just want to track the blog section of your domain for different keywords than the E-commerce portion. The targeted keywords for a blog would be much different from the keywords in an e-commerce section of a website. With campaigns, you can track the individual subdomain/subfolder within the same domain.

Adding

To add multiple campaigns in a domain, first select the domain from the dropdown box which will appear. After that, select “+Add a new campaign” at the bottom of the box.



In the dropdown box, click the "Add new campaign".

You will then be redirected to the "Campaign information" page. Remember to enter the correct subdomain/subfolder you would like to monitor. Also, select the search engine and country/region you would like to track your additional campaign in.



PICK YOUR BEST KEYWORDS



How to pick and track keywords for SEO

By using keywords, people are able to find the information they are interested in at the moment. They are able to find business like yours too. **The idea behind SEO is quite simple - connect searches with your website.** Knowing which specific keywords people use to find your products or services will make your website easier to find by new customers.

The higher your website ranks in the SERPs, the more visibility you will get. That means more clicks and more traffic for your site!

What keywords should you pick

unamo

Add keywords

Let us know which keywords best describe your business, we'll track them in Google United States and tell you what's your ranking on the search engine results page (SERP)

Total Keyword Utilization: 578/10000

backlinks
backlink SEO
black hat SEO
white hat SEO

Upload a CSV

Add keywords Cancel

First of all, you should try to make a list of keywords and phrases that are related to your business.

For example, if you run a coffee shop, the most appropriate keyword would be precisely "**coffee shop**". What is important to note is that people who are using this phrase have a specific need, but they might not know your brand yet.

If someone is looking particularly for your company, they'll include your company's name in the search phrase, for instance: "coffee shop YOUR NAME". It would mean that they are already aware of your brand.

The point of SEO is to make your website findable by people who have a specific need, but aren't familiar with your brand.

Think of keywords that people may use when searching for products or services similar to yours. Start monitoring those keyword phrases by adding them to your account.

How to do keyword research

Proper keyword research takes a long time. **The more precisely you do it, the easier it will be for you to achieve your goals.** For the first SEO campaign, the list of keywords related to your business will do just fine. As mentioned, try to think about keywords people might use to find your website. You can mix them up with different terms and create more specific phrases. People searching for longer, highly specific phrases tend to be higher converting customers, because they now have a better understanding of what they want.

For example:

Localization phrases

- **coffee shop Los Angeles**
- **coffee shop [street name] Los Angeles**

Purchase-intent phrases

- **buy organic coffee**
- **organic coffee online**
- **cheap organic coffee**

By creating more specific phrases, you will be able to get highly targeted traffic in the form of your potential customers.

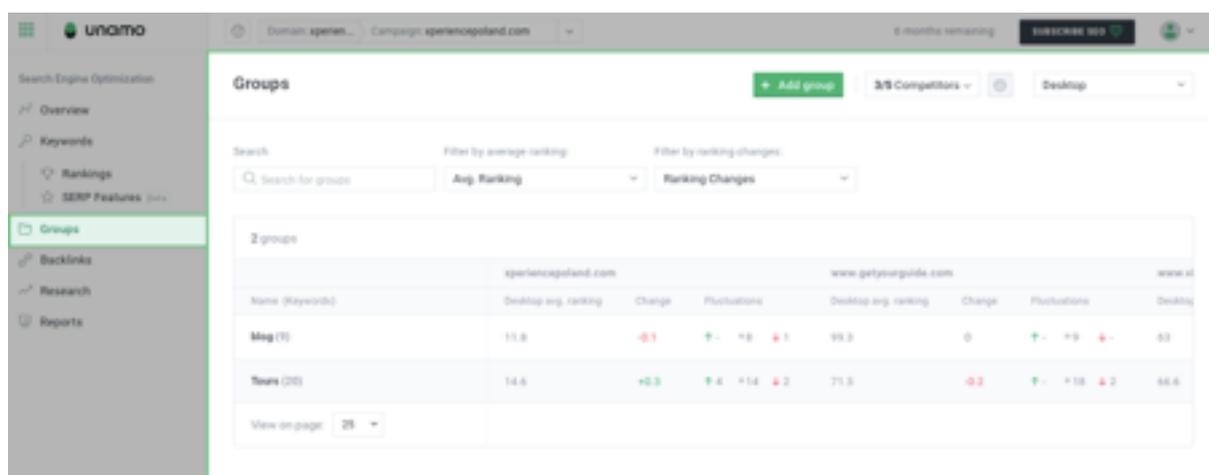
How to group your keywords

The best way to group your keywords is to reflect the actual structure of your site. By doing that, you will be able to keep things organized.

It is especially recommended for users who manage large amounts of keywords, like online stores or SEO agencies.

Example keyword groups:

- Coffee shop
- Merchandise - Mugs
- Merchandise - French Press
- Organic Coffee
- Green Tea
- Black Tea



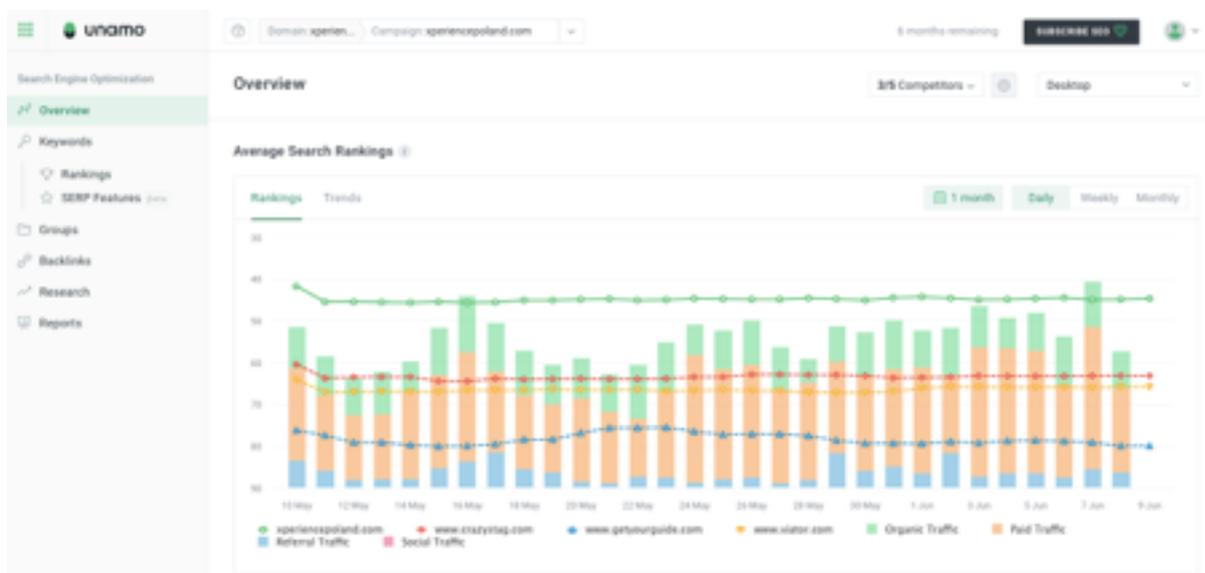
The screenshot shows the 'Groups' section of the unamo SEO dashboard. It displays two keyword groups for the domain 'www.getyourguide.com'. The first group is 'Mag (7)' and the second is 'Teas (20)'. The table provides metrics for each group, including desktop average ranking, change, and fluctuations.

Name (Keywords)	www.getyourguide.com			www.getyourguide.com			Desktop
	Desktop avg. ranking	Change	Fluctuations	Desktop avg. ranking	Change	Fluctuations	
Mag (7)	11.0	-0.1	↑- +0 ↓1	99.3	0	↑- +0 ↓-	63
Teas (20)	14.6	+0.3	↑4 +14 ↓2	71.3	-0.2	↑- +18 ↓2	46.6

Google Analytics Connection

With Unamo SEO, you can connect your existing Google Analytics account to any campaign.

After connecting your Google Analytics account, you will be able to check how your campaign affects organic traffic growth. All the necessary data will be in one place. No back and forth. Additionally, you will be able to see your paid, referral, and social traffic on one simple graph too!





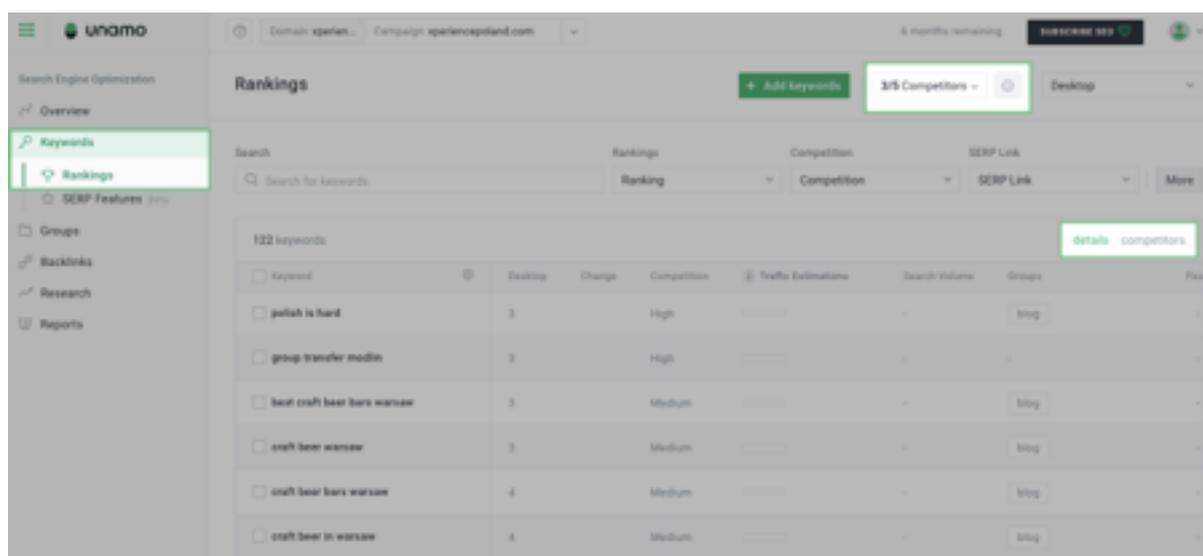
STAY AHEAD OF YOUR COMPETITION



www.unamo.com

Competitive analysis

If you already measure your website rankings in Google, nothing should stand in the way of tracking your competitors' rankings as well. In **Unamo SEO**, it's easy to compare your rankings with your competitors for a particular keyword.



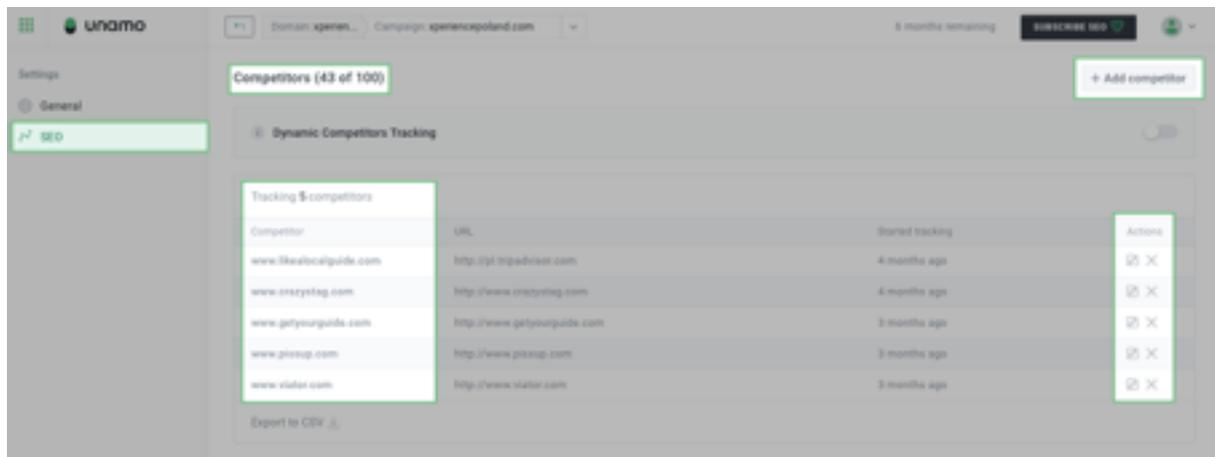
This easy, side-by-side analysis will give you information on how well your website is performing in comparison to your competitors that are ranking in search engines for the same keyword.

How to pick and add competitors

You can add competitors you want to spy on at any time. You can go into your campaign's Keywords section and click on the gears icon next to Competitors. This will take you to the page where you can add or delete any competitors you'd like.

You can type in your own competitors or choose from the list we've generated for you. The list is based on your keywords. If you would like to see different

competitors in the list, add different keywords you would like to rank for. Then compare yours and your competitors' results.



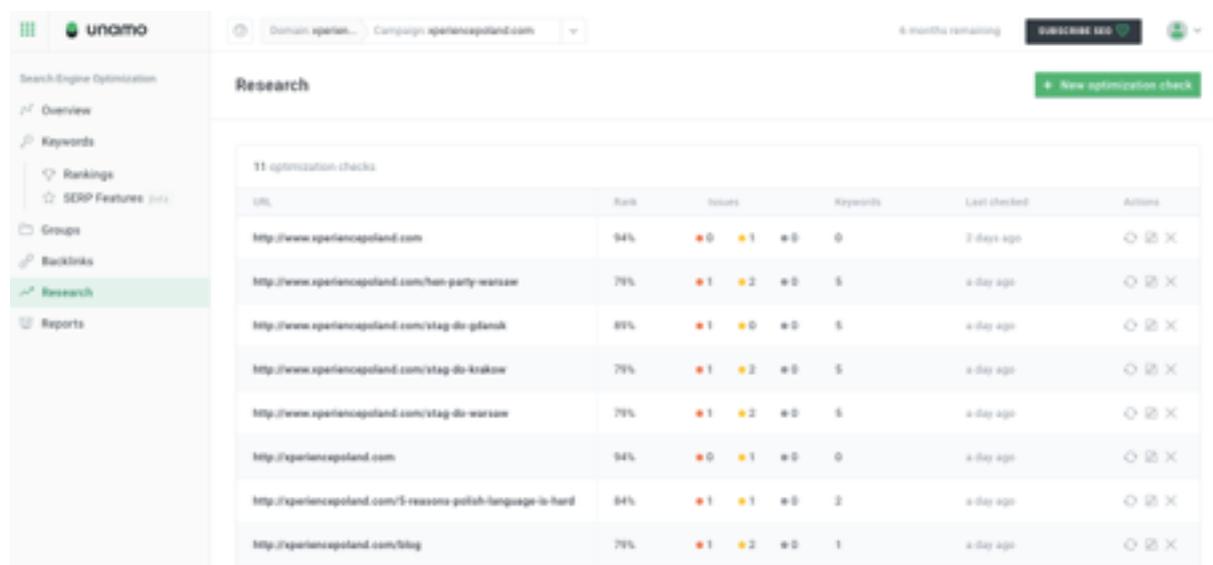
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MAKE YOUR WEBSITE SEO-FRIENDLY



On-page SEO Grader

Properly optimized websites are the foundation of **SEO**. It will not only be more user-friendly (thanks to clear structure and readability), but also more accessible for search engines. If you're not 100% sure whether your website is well-optimized, you can use our On-page Optimization checker tool. The feature is available in the **SEO Menu** under **Research**.



The screenshot shows the 'Research' section of the unamo tool. It features a table with 11 optimization checks. The table columns are: URL, Rank, Issues (with counts for Critical, Warning, and Info), Keywords, Last checked, and Actions. The data is as follows:

URL	Rank	Critical	Warning	Info	Keywords	Last checked	Actions
http://www.experiencopoland.com	94%	0	1	0	0	3 days ago	🔄 📄 ✕
http://www.experiencopoland.com/han-party-warsaw	79%	1	2	0	5	1 day ago	🔄 📄 ✕
http://www.experiencopoland.com/tag-do-glond	89%	1	0	0	5	1 day ago	🔄 📄 ✕
http://www.experiencopoland.com/tag-do-krakow	79%	1	2	0	5	1 day ago	🔄 📄 ✕
http://www.experiencopoland.com/tag-do-warsaw	79%	1	2	0	5	1 day ago	🔄 📄 ✕
http://experiencopoland.com	94%	0	1	0	0	1 day ago	🔄 📄 ✕
http://experiencopoland.com/5-reasons-polish-language-is-hard	84%	1	1	0	2	1 day ago	🔄 📄 ✕
http://experiencopoland.com/blog	79%	1	2	0	1	1 day ago	🔄 📄 ✕

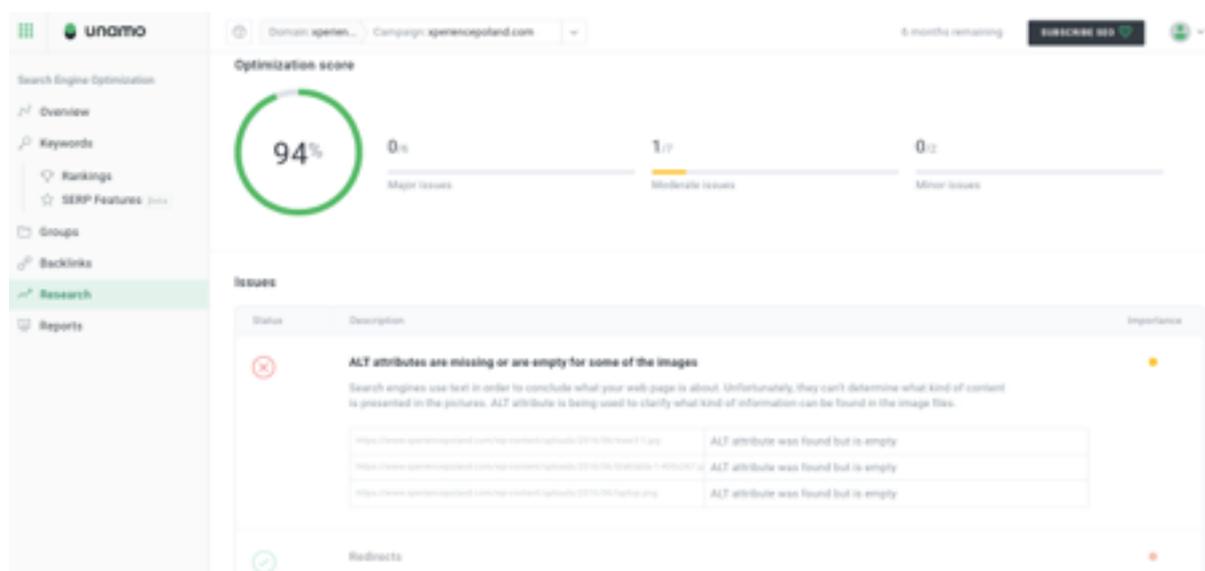


The 'New optimization check' modal form includes the following fields and buttons:

- unamo logo and close button (X)
- Form title: **New optimization check**
- Field: **URL to check** (text input)
- Field: **Keywords (optional)** (text area)
- Text: *Separate multiple keywords with new line (maximum: 12)*
- Buttons: **Check URL** (green) and **Cancel** (white)

How to optimize your website for search engines

Unamo will scan the page of the URL you add. Try adding and analyzing all the campaigns available under your domain! Our on-page grader tool will scan your website's page and give you hints on what important elements of a particular landing page should be improved in order to perform better in search engines.





DISCOVER YOUR INBOUND LINKS



How to check inbound links

Backlinks are one of the most important elements of SEO. They are links that are placed on other web pages and are pointing to your website.

Have you ever wondered why you see particular results in search engines for your query?



Results that appear aren't accidental. **Thanks to backlinks, search engines can determine the popularity of your website.** Essentially, websites pointing to you are telling their readers to go to your site, so they've put their vote of confidence in you. The more links (votes) your website receives, the more popular it is considered to be.

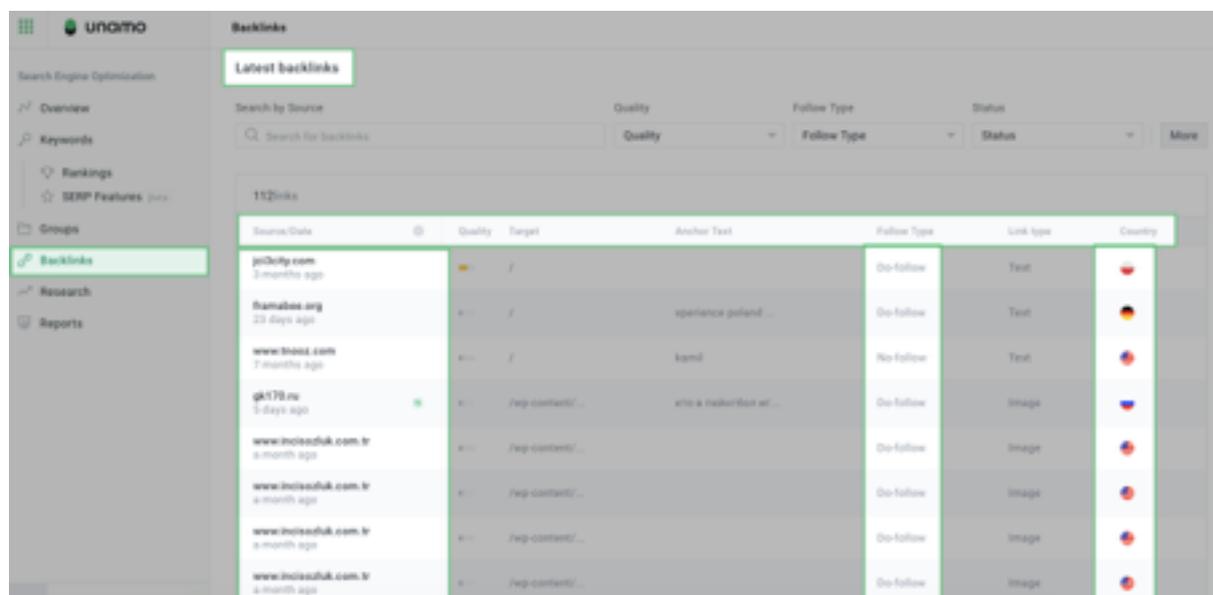
With Unamo, you can check and track your link-earning progress and see how it impacts your rankings growth. At a glance, you will be able to see the overall inbound links quality and your inbound links trend from the last 6 months.

To check backlinks, simply go to the **Backlinks** section in your **SEO menu**. Make sure to select the correct campaign before you are in the Backlinks section. If you are configuring your account for the first time, you'll notice that your backlink list is empty. Click refresh to see backlinks and perform your first

backlink check! Unamo SEO will then update your Inbound Links section every few days, so be sure to stay on top of your link-earning game by checking in regularly!

How to analyze inbound links

When analyzing backlinks, you have a few metrics to consider. Unamo makes it incredibly easy to check all inbound links you get. Thanks to our simple graph, you'll be able to evaluate and understand how your links profile impacts your rankings and the overall SEO results.



The screenshot shows the Unamo Backlinks dashboard. The main area displays a table of backlinks under the heading "Latest backlinks". The table has the following columns: Source, Quality, Target, Anchor Text, Follow Type, Link Type, and Country. The data rows are as follows:

Source	Quality	Target	Anchor Text	Follow Type	Link Type	Country
globo.com 3 months ago	+	/		Do-follow	Text	🇺🇸
hamas.org 23 days ago	+	/	spania poland ...	Do-follow	Text	🇩🇪
www.1001.com 7 months ago	+	/	kami	No-follow	Text	🇺🇸
gk178e 3 days ago	+	/wp-content/...	who is number of ...	Do-follow	Image	🇷🇺
www.micsozok.com.tr 4 months ago	+	/wp-content/...		Do-follow	Image	🇺🇸
www.micsozok.com.tr 4 months ago	+	/wp-content/...		Do-follow	Image	🇺🇸
www.micsozok.com.tr 4 months ago	+	/wp-content/...		Do-follow	Image	🇺🇸
www.micsozok.com.tr 4 months ago	+	/wp-content/...		Do-follow	Image	🇺🇸

There are few variables that you should take a closer look at:

- **New or Lost Inbound Links** - this will let you know how many new backlinks you've received and how many of them you've lost. Backlink growth can positively impact your rankings over time. On the other hand, large losses of higher-quality backlinks can harm the positions you've achieved so far.
- **Date** - you can evaluate when new links to your website were discovered.

- **Quality** - if you're about to start link-building, you should focus mostly on the quality of backlinks you're getting, not quantity. You can have a smaller number of backlinks pointing to your website, but if they are high-quality, they will have a much bigger impact on your SEO. Quality backlinks mostly come from reputable websites. A "vote" from a high-quality site has much bigger power in terms of getting higher rankings for you.
- **Source** - tells you from which domain you've received a link. Check out the exact page to see how they've mentioned you, and in what context. That way, you'll know what types of content to develop, the types of sites to try to gain backlinks from, etc. You can also try to correct the source if what they're saying about you is incorrect - nicely contact the webmaster to make a change if they've made a mistake writing about you.
- **Anchor Text** - it is the visible and clickable element of link text. To avoid potential penalties from search engines, it is recommended that most of your text links should have neutral anchor text (it shouldn't be keyword optimized).
- **Follow Type** - if a link is do-follow, it means that the site linking to you tells the search engine crawlers to follow the link. This means they are passing on their link juice to your website, which may boost your rankings. When a link is no-follow, it does not pass on their link-juice and may not help your domain to get better results in SERPs.
- **Link Type** - not every link has to be a text link. Some of the links can be images. It can happen when you create an infographic and someone is sharing it on their website with a reference to your web page, for example.
- **Country** - we tell you from which part of the world you receive your links. The general rule is that the more local backlinks you receive, the better your result will be in your local market.

VI

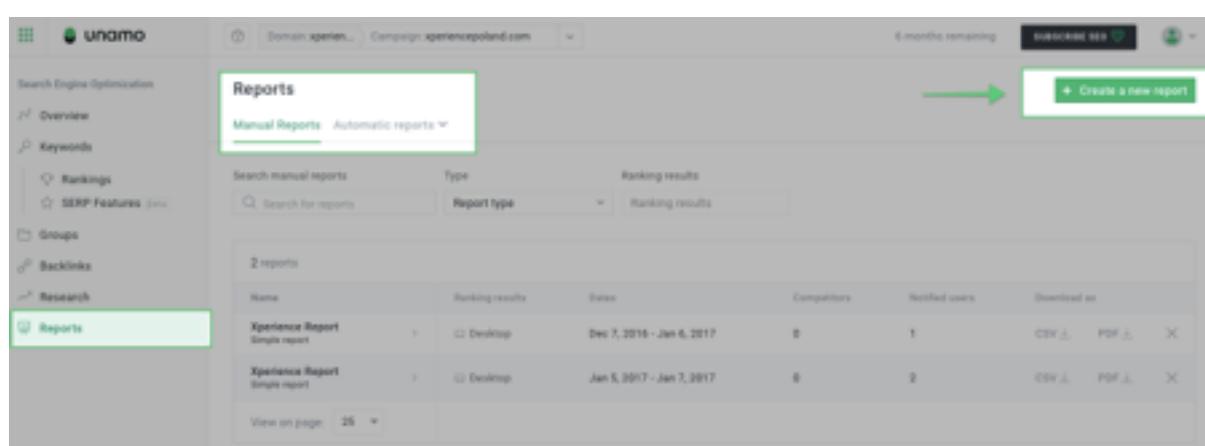
GENERATE BEAUTIFUL REPORTS



How to generate a report

SEO reports will be a real time saver for you. You can generate beautiful and detailed reports with just a few clicks. **The report data can be automated for delivery, or exported for your own report formats.**

Go to the **Report** section in the **SEO** menu and click the “**Create manual report**” button.



You can also use **Recurring Reports**; set up your reports once and forget about doing it again - just watch them come into your inbox. Recurring Reports can be sent daily, weekly or monthly - it's totally up to you!

Also, reports that you create can be sent to different people on a regular basis. Whenever the new report will be available, you'll receive a notification in your inbox.

Types of Reports

- **Simple Report** - gives you an idea about your overall campaign performance.

- **Detailed Report** - provides you with more in-depth information about your campaign and ranking changes day-by-day. If you have set-up competitor tracking, you will also be able to compare your performance with other websites.
- **Links Report** - it will let you track what web pages of your website are ranking for keywords and what's their actual position.
- **Traffic Report** - gives you data about your traffic rankings day-by-day.

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Create a new report

General information

Name:

Type:

Domain: Competitors:

Filter: Order:

Date: -

Report type

Simple report

Average position changes for your keywords



Detailed report

Day-by-day report for your keywords



Links report

Your website URLs found in search results (SERP)



Traffic report

Day-by-day report for your keywords



VII

MANAGE YOUR UNAMO ACCOUNT



Managing your website has never been this easy. In order to prioritize websites that require your immediate attention, go to the Summary of all Campaigns to spot sites with the biggest increase or decrease in rankings. On this

Summary of all Campaigns

All (12) Active (12) Suspended (0)

Search

Type to search Domains Search

Domain	Campaign	Avg. Ranking	Fluctuations	Search Engine	Status	Updated
		52.5	↑ 0 +4 ↓ 2	Google United States	●	13 hours
		74.8	↑ 0 +4 ↓ 1	Google United States	●	13 hours
Caffe Luxxe www.caffeluxxe.com	Caffe Luxxe www.caffeluxxe.com	31.8	↑ 0 +8 ↓ 0	Google United States BrandswoodCalifornia	●	13 hours
		64.8	↑ 0 +3 ↓ 1	Google United States	●	13 hours

dashboard, you'll be able to see all your active and suspended campaigns, along with average ranking of each, ranking changes, search engine you're monitoring and the time of last update of positions.

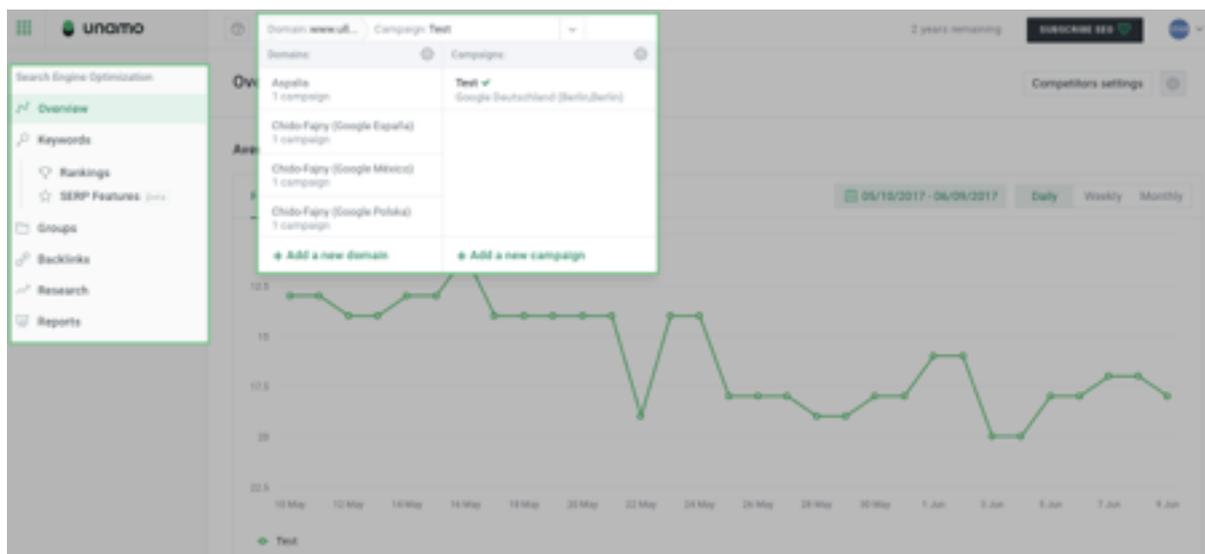
In order to get into this section, all you need to do is click on the speed meter symbol next to the domains/campaigns dropdown.



Once you pick a specific domain and campaign, the **SEO Menu** on the left helps you navigate through the features within Unamo.

Overview

Once you choose a campaign, you can see the general overview of that website. Unamo's Overview section provides you with a **clear overview of your campaigns and generally what's going on in your account**. You can have a quick look at your website's' performance.



Keywords - Keyword selection and monitoring is a vital part of your SEO. You can manage all of your keywords here. This is where you will find a list of all of your keywords, its ranking, and also your competitors keywords as well.

Groups - In Unamo, you can bundle your keywords in Groups, which is beneficial for organizational purposes. You can see your groups' rankings and manage your Groups here.

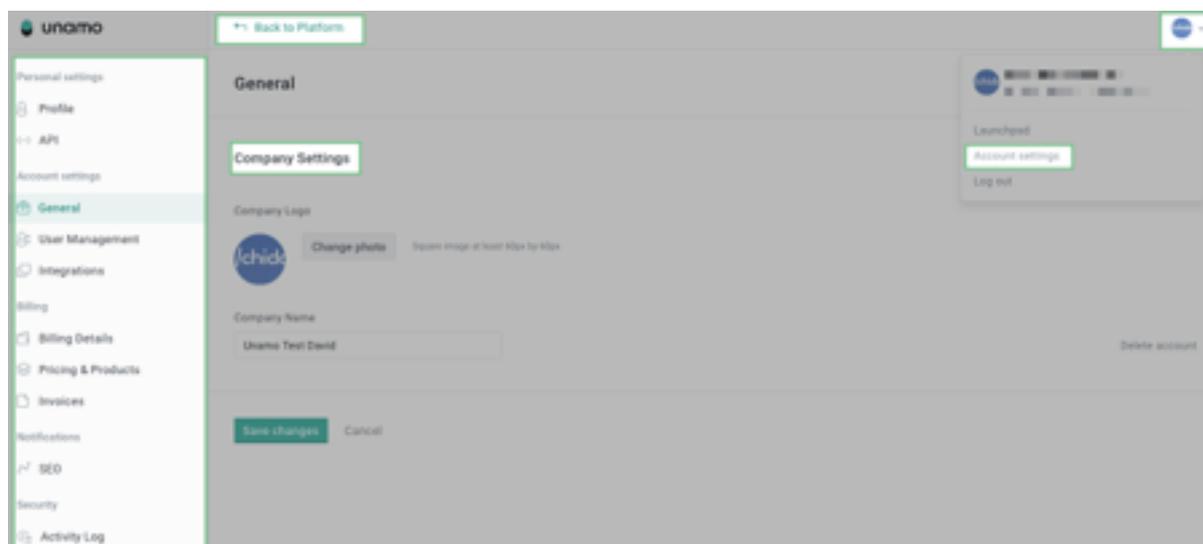
Backlinks - Check out all of your backlinks here. You can access the actual link, see the quality of your backlinks, and more.

Research - Research helps you check if your web pages are properly optimized. Please refer back to the chapter called “Make Your Website SEO-friendly”, where we give you clues on how to make the most of the Research tool.

Reports - Here, you can create automated reports with your account statistics. You can choose from four different types of reports: Simple, Detailed, Links, or Traffic Report.

Settings

By selecting the avatar in the top, right-hand corner, you can access the the Settings menu. Here, you can configure all of the aspects of your account.



Personal Settings

Profile - You can change your personal and company settings: name, e-mail address, and the current password. Additionally, you can change the language, timezone, and personalize your account with an avatar and an account picture as well.

Account Settings

General - Your basic information. You can also delete your account on the far bottom right.

User Management - In this section, you can share access to your Unamo account with anyone you'd like. There are two different types of access: Regular and Administrator. Each one is completely customizable; you can control how much access a user has in your account.

Integrations - Add your Google Analytics account. You are able to connect multiple Google Analytics accounts that have access to your campaigns.

After doing that, you'll be able to view and compare crucial data. First of all, you will be able to compare your keyword rankings with organic, referral, paid, and social traffic on one single view (please visit the Search Rankings section). Secondly, you can generate reports on your traffic rankings (please go to the Reports section). Last but not least, you'll also receive notifications from us about spikes in your referral traffic (under the 'Overview' section).

Billing

Billing Details - Billing information lets you add your credit card number to continue using Unamo, as well as change your current plan and update your credit card information. Additionally, you can use a coupon code if you have one.

If you're interested in a custom plan, just drop us an e-mail at: support@unamo.com so we can create a plan tailored to your needs and/or a coupon code if you have one.

SEO
Activated on December 15, 2016. First charge date: December 24, 2016. TRIAL

\$19 100 keywords 2 competitors	\$0 + 1 keywords 2 competitors Add more	\$0 + 2 additional features Add features	\$19 Total Monthly Change billing cycle
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[Update subscription](#) [Cancel subscription](#) [Go to product >](#)

Social Media
This product hasn't been activated yet.
[Start trial](#) [Learn more about this product >](#)

Conversion
This product hasn't been activated yet.
[Start trial](#) [Learn more about this product >](#)

If you're already a customer, you will also be able to manage your payment details and check your invoices.

Products & Pricing - Each product subscription is manageable in the account settings section. You can make plan adjustments to your plan or add on extra features. Also, you can cancel a single subscription, but not your whole account.

Invoices - View all of your invoices that you have received overtime.

Notifications

Notifications - Here, you can set up what types of notifications you'd like to receive from us and with what frequency.

Need Help?

If you'd like to learn more about Unamo and its features, or in case of any questions or roadblocks, please feel free to send us a message.

You can contact us any time at: support@unamo.com.