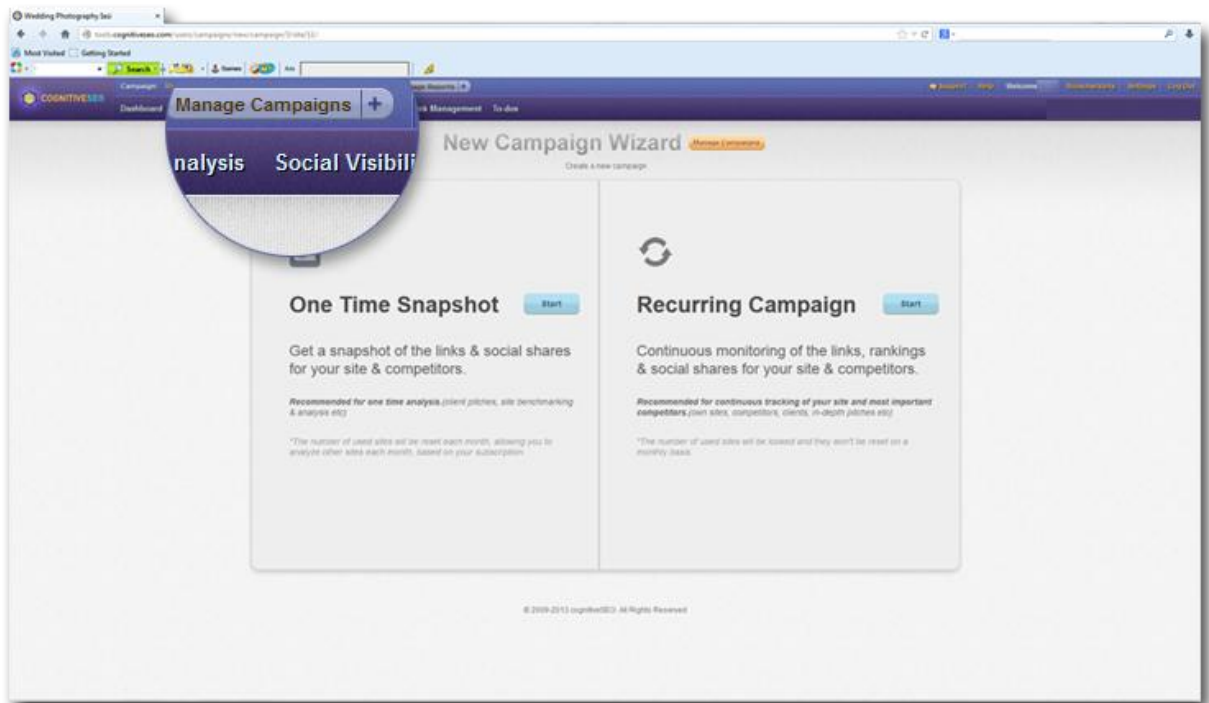


Cognitive SEO User Guide

Getting Started

Creating a Campaign



In order to create a campaign, please press the plus (+) button, at the right of the **Manage Campaigns** selection control. A wizard is displayed, with two main options: to create a **One Time Snapshot** campaign or a **Recurring Campaign**.

One Time Snapshot

1st Step - Add Your Website

Now let's choose the **One Time Snapshot** campaign, by pressing the **Start** button. The following screen is displayed:

Dialog Options

Add your Website	The first step requests you to enter the address of your website, for example http://www.auto.com/ .
Domain	If you choose the Domain option, the entire domain will be analyzed, including all sub-domains, whether they are websites or blogs.
Subdomain	If you choose the Subdomain option, only the introduced sub-domain will be analyzed, for example http://blogs.auto.com/ .
Prefix	The Prefix option allows you to analyze only certain pages of a website. For example, if we introduce http://www.auto.com/ , only pages with this prefix will be analyzed.
Advanced Options	<p>This button will load an extra option - Analyze just specific sub-domain URLs:</p> <div> <input type="checkbox"/> Analyze just specific sub-domain URLs: Analyze only the exact match URLs that you enter and not the whole sub-domain. This is useful when analyzing URLs from domains with a large amount of backlinks. There will be no sub-domain wide analysis done. Valid examples are: if you enter the website sub-domain.com you can analyze any urls that are on sub-domain.com such as: sub-domain.com/index.html or sub-domain.com/ or sub-domain.com/producturl.html </div>
NEXT >>Competitor Website	This button will take you to the next step, Competitor Website .
Cancel	This button will take you back to the dashboard, without saving any changes. A confirmation message will be displayed to make sure you want to discard all changes.

Let's take a closer look at **Advanced Options**. If you check the option **Analyze just specific sub-domain URLs**, you have the possibility to enter more different URLs of the selected website, as shown in the image below:

Add your Website

☒ Domain ☐ Subdomain ☐ Prefix | ☒ **Advanced Options**

☒ **Analyze just specific sub-domain URLs:** Analyze only the exact match URLs that you enter and not the whole sub-domain. This is usefull when analyzing URLs from domains with a large amount of backlinks. There will be no sub-domain wide analysis done. Valid examples are: If you enter the website sub.domain.com you can analyze any urls that are on sub.domain.com such as: sub-domain.com/index.html or sub-domain.com/ or sub-domain.com/product/url.html

URLs to be analyzed
 * The URLs that you want to analyzed individually.

☒ Url ☐ Prefix 0 links ⓘ

☒ Url ☐ Prefix 0 links ⓘ

New URL

of inBound Links to be analyzed per URL
 * the maximum number of inBound Links your subscription allows to analyze per site is 5000

Total Links to be analyzed : 0
Maximum Links allowed for this analysis : 5000

NEXT » Competitor Website or Cancel

This will provide a more advanced analyze of your website.

2nd Step - Competitor Website

One Time Snapshot

[Your Website ✓](#)

[Competitor Website](#)

[Link Analysis](#)

[Campaign Settings](#)

Competitor Website

☒ Domain ☐ Subdomain ☐ Prefix | ☐ **Advanced Options**

Important: Use the specific sub-domain name, not a redirect address. Keep in mind that www.domain.com and domain.com are considered different. Valid examples include: domain.com, www.domain.com, sub.domain.com. You can add more competitors anytime you want by going to *Manage Campaigns > Edit Campaign*, or you can just add them right now.

NEXT » Link Analysis or Cancel

21 sites remaining this month. ⓘ

This dialog has exactly the same options as the previous one (see 1st Step) with the only exception that you can add up to 5 competitor websites, using the add button.

After you're done with this step, you can proceed to the next step - **Link Analysis** by pressing the **NEXT** button.

3rd Step - Link Analysis

This screen allows you to fine tune your link analysis.

Dialog Options

Analyze only Site-Wide inBound Links per referring domain

This option allows you to select how many site-wide links from any referring domain you want analyzed. You can select values 1 through 20. This limitation is set because you don't want to include in your analysis redundant links (take for example the case of a blog who links to your website in the blogroll, which may replicate that link on 1000 pages. Those pages are in no way relevant for your analysis, you just want to analyze only a few links from that blog. So in order to have a complete analysis, you want to have the correct number of site-wide inbound links per referring domain, not the total number of links). The default option is 10, but we recommend to have a number between 3 and 10.

Exclude All Internal Links

This option allows you to refine your analysis by excluding all the links coming from your own website (internal). For example, If your domain is auto.com and you have a link coming from blog.auto.com, this link will be excluded from the analysis, because it belongs to your own website.

NEXT >> Campaign Settings

This button will take you to the next step.

Cancel

This button will take you back to the dashboard, without saving any changes. A confirmation message will be displayed to make sure you want to discard all changes.

4th Step - Campaign Settings

One Time Snapshot

[Your Website ✓](#)

[Competitor Website ✓](#)

[Link Analysis ✓](#)

[Campaign Settings](#)

20 sites remaining this month. ?

Campaign Settings

Enter the name of your campaign

Start Campaign or Cancel

Here you can introduce a name for your campaign. Now all you have left to do is press the **Start Campaign** button and you're done!

In the foreground, the site will display a progress dialog. The process can take up to a few minutes, depending on the campaign complexity.

In the meantime, in the background, the links are extracted from the data providers. Our software aggregates the links, removes duplicates, and crawls them on demand. The link crawling is a very important element of the analysis, because when this operation is done on demand for each client, a set of unique algorithms specific to our system are applied. For example, we detect the website type (blog, web directory, forum etc.), the type of link (in content or out of content) and many other aspects that provide you with a very complete analysis and help you understand your profile and that of your competitors. Also, you will understand the strategy used by your competitors and how you can improve your own strategy, in order to obtain the best visibility in search engines.

Recurring Campaign

1st Step - Add Your Website

Now let's choose the **Recurring Campaign** option, by pressing the **Start** button. The following screen is displayed:

Dialog Options

Add your Website	The first step requests you to enter the address of your website, for example http://www.auto.com/ .
Domain	If you choose the Domain option, the entire domain will be analyzed, including all sub-domains, whether they are websites or blogs.
Subdomain	If you choose the Subdomain option, only the introduced sub-domain will be analyzed, for example http://blogs.auto.com/ .
Prefix	The Prefix option allows you to analyze only certain pages of a website. For example, if we introduce http://www.auto.com/ , only pages with this prefix will be analyzed.
Advanced Options	<p>This button will load an extra option - Analyze just specific sub-domain URLs:</p> <div> <input type="checkbox"/> Analyze just specific sub-domain URLs: Analyze only the exact match URLs that you enter and not the whole sub-domain. This is useful when analyzing URLs from domains with a large amount of backlinks. <i>There will be no sub-domain wide analysis done.</i> Valid examples are: If you enter the website sub-domain.com you can analyze any urls that are on sub-domain.com such as: sub-domain.com/index.html or sub-domain.com/v or sub-domain.com/product/ut.html </div>
NEXT >>Competitor Website	This button will take you to the next step, Competitor Website .
Cancel	This button will take you back to the dashboard, without saving any changes. A confirmation message will be displayed to make sure you want to discard all changes.

2nd Step - Competitor Website

Recurring Campaign

Your Website ✓

Competitor Website

Link Analysis

Rank Tracking

Campaign Settings

Competitor Website

☒ Domain ☐ Subdomain ☐ Prefix | ☐ Advanced Options

Important: Use the specific sub-domain name, not a redirect address. Keep in mind that www.domain.com and domain.com are considered different. Valid examples include: domain.com, www.domain.com, sub.domain.com.

You can add more competitors anytime you want by going to *Manage Campaigns > Edit Campaign*, or you can just [add](#) them right now.

NEXT » Link Analysis or Cancel

21 sites remaining this month. [?]

This dialog has exactly the same options as the previous one (see 1st Step) with the only exception that you can add up to 5 competitor websites, using the [add](#) button.

After you're done with this step, you can proceed to the next step - **Link Analysis** by pressing the **NEXT** button.

3rd Step - Link Analysis

This screen allows you to fine tune your link analysis.

4th Step - Rank Tracking

Recurring Campaign

Your Website ✓

Competitor Website ✓

Link Analysis ✓

Rank Tracking

Campaign Settings

Rank Tracking

99 keywords remaining

Your rankings will be checked daily.

What market would you like to monitor your marketing efforts?

United States - en

Enter the keywords you want to monitor in Google, Bing and Yahoo

auto
cars
automotive
rented cars
new cars

Please only enter one keyword or keyword phrase per line.

☒ Track keyword rankings on any sub-domain of the entered sites. ⓘ

NEXT » Campaign Settings or Cancel

20 sites remaining this month. ⓘ

Dialog Options

Keywords remaining	This counts the remaining number of keywords that can be analyzed for your account.
What market would you like to monitor your marketing efforts?	This option allows you to select the rank tracking market.
Enter the keywords you want to monitor in Google, Bing and Yahoo	In this box you can enter your keywords, one keyword per line. If the account is set to daily analysis, the keyword analysis will be delivered in 24 hours. If the account is set to weekly analysis, the keyword analysis will be delivered in maximum one week.
Track keyword rankings on any sub-domain of the entered sites	If this option is checked, the selected keywords will be reported both for the main domain as well as for all sub-domains (e.g. www.auto.com, www.car.auto.com, www.motorcycle.auto.com etc.)
NEXT >>Campaign Settings	This button will take you to the next step.
Cancel	This button will take you back to the dashboard, without saving any changes. A confirmation message will be displayed to make sure you want to discard all changes.

5th Step - Campaign Settings

Recurring Campaign

- [Your Website ✓](#)
- [Competitor Website ✓](#)
- [Link Analysis ✓](#)
- [Rank Tracking ✓](#)
- [Campaign Settings](#)

20 sites remaining this month. ?

Campaign Settings

Enter the name of your campaign

Start Campaign or **Cancel**

Here you can introduce a name for your campaign. Now all you have left to do is press the **Start Campaign** button and you're done!

In the foreground, the site will display a progress dialog. The process can take up to a few minutes, depending on the campaign complexity.

In the meantime, in the background, the links are extracted from the data providers. Our software aggregates the links, removes duplicates, and crawls them on demand. The link crawling is a very important element of the analyze, because when this operation is done on demand for each client, a set of unique algorithms specific to our system are applied. For example, we detect the website type (blog, web directory, forum etc.), the type of link (in content or out of content) and many other aspects that provide you with a very complete analysis and help you understand your profile and that of your competitors. Also, you will understand the strategy used by your competitors and how you can improve your own strategy, in order to obtain the best visibility in search engines.

One Time Snapshot vs. Recurring Campaign

A **One Time Snapshot** campaign will role, as its name states, just one time. The websites analyzed in this campaign will be reset at the time of the next billing. Choosing this option will only allow you to analyze a snapshot of the links and social-shares for your website and those of your competitors.

The setup of a **One Time Snapshot** campaign will require you to go through 4 easy steps, that include: adding your website, adding competitor websites, link analysis and campaign settings. All these steps are described in **Setting a Campaign -> One Time Snapshot**.

A **Recurring Campaign** will do the same thing, only that it will repeat the whole process on a weekly basis, and besides that, it will allow you to monitor Google, Yahoo and Bing page ranks. See details in **Setting a Campaign -> Recurring Campaign**.

You will have access to a module called **Link Management**, where you can monitor your most important links.

Each of these two phases is best suited for certain actions. A one time snapshot is recommended for singular analyses. These may include client pitches, site benchmarking or various competitor analyses. Recurring campaigns are recommended for the continuous analysis of your website, of your clients websites, and of your most important competitors (and client competitors). Also, this type of campaign can be used for more in-depth pitches that also require a campaign history. For a recurring campaign, the number of analyzed websites will not be reset at the next billing.