

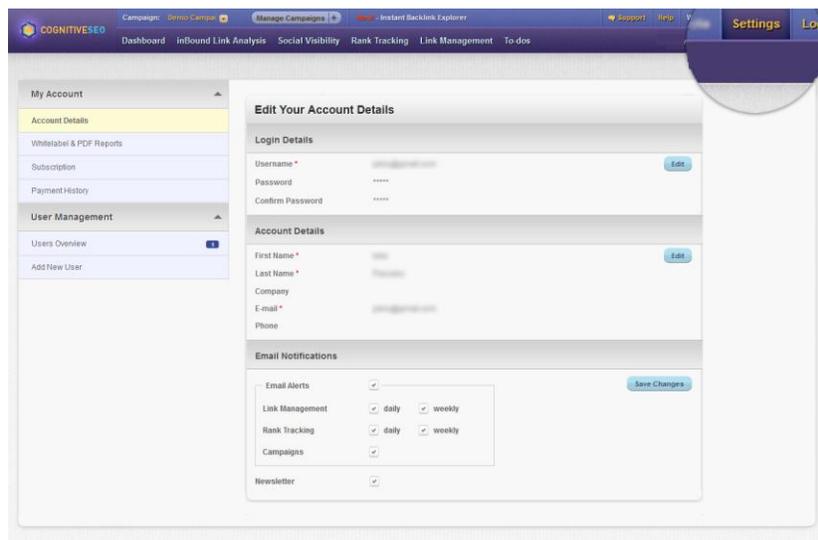
# Cognitive SEO User Guide

## Settings

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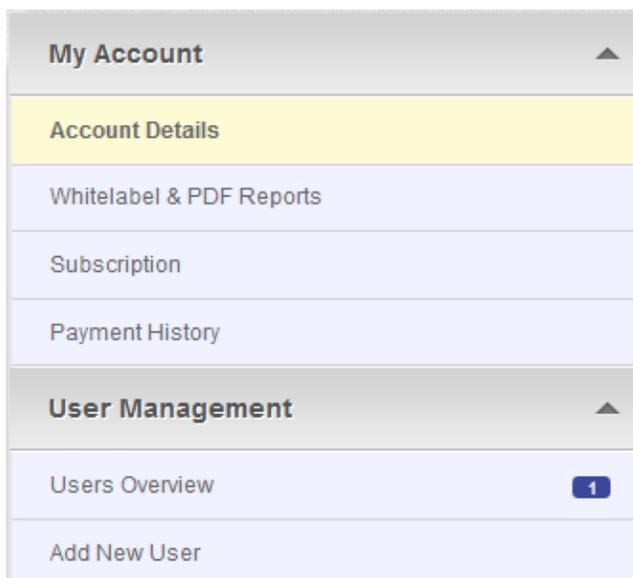
## Overview



The Settings module is available from the **Settings** link in the upper-right corner of the screen. In this area of the application you can manage your **Account Details** and the settings regarding **User Management**.

Here are the options in the settings menu:

- **My Account** with **Account Details**, **Whitelabel & PDF Reports**, **Subscription**, **Payment History**.
- **User Management** with **Users Overview** and **Add New User**.



## My Account

### Edit Your Account Details

#### Login Details

Username *	XXXXXXXXXX	<a href="#">Edit</a>
Password	*****	
Confirm Password	*****	

#### Account Details

First Name *	John	<a href="#">Edit</a>
Last Name *	Doe	
Company		
E-mail *	XXXXXXXXXX	
Phone		

#### Email Notifications

Email Alerts	<input checked="" type="checkbox"/>				<a href="#">Save Changes</a>
Link Management	<input checked="" type="checkbox"/>	daily	<input checked="" type="checkbox"/>	weekly	
Rank Tracking	<input checked="" type="checkbox"/>	daily	<input checked="" type="checkbox"/>	weekly	
Campaigns	<input checked="" type="checkbox"/>				
Newsletter	<input checked="" type="checkbox"/>				

### Account Details

In the **Account Details** area you have the following settings:

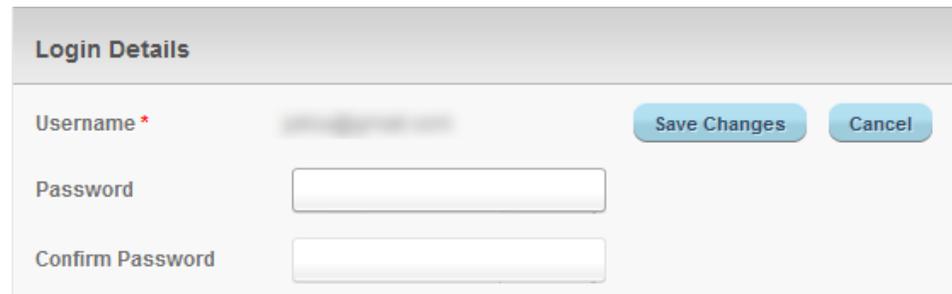
## Dialog Options

### Login Details

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Press this button in order to make this group of fields editable. In editable

**Edit**



mode, the group will look like this:

After you're done with it, you have two options: **Save Changes** or **Cancel**.

---

**Username** The username cannot be changed.

---

**Password** Change the existing password.

---

**Confirm Password** Retype the new password.

---

### Account Details

---

**First Name** Modify your first name.

---

**Last Name** Modify your last name.

---

**Company** Insert your company name.

---

**Email** Modify your email (must be unique in the system).

---

**Phone**

---

**Email Notifications** You can also set the email alerts received from CognitiveSEO and their frequency and opt to receive the CognitiveSEO newsletter.

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**Email Alerts** By checking this option you will automatically opt to receive all email alerts listed below: **Link Management** (both *weekly* and *daily*), **Rank Tracking** (both *weekly* and *daily*) and **Campaigns**.

---

**Link Management** By checking this flag you will receive by email all alerts generated by the **Link Management** module.

---

**Rank Tracking** By checking this flag you will receive all email alerts generated by the **Rank Tracking** module.

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**Campaigns** By checking this flag you will receive all email alerts generated by the **Campaigns** module.

---

**Newsletter** By checking this flag you will receive via email the CognitiveSEO newsletter.

## Cancel Account

### Change your subscription Close X

Current trial subscription

	<b>Professional</b> Most Popular	<b>Premium</b>	<b>Elite</b>	<b>Custom Plans</b> Starting at
Recommended for	<b>SEO professionals</b> <i>All Features Included!</i>	Agencies or SEO Experts managing <b>more or bigger</b> sites.	Agencies or SEO Experts managing <b>more and much bigger</b> sites.	Big Agencies or Brands managing <b>massive</b> sites.
Cost <small>Excluding VAT</small>	<b>\$99</b> <small>per month</small>	<b>\$199</b> <small>per month</small>	<b>\$499</b> <small>per month</small>	<b>\$999</b> <small>per month</small>
Sites	<b>25 sites</b>	<b>50</b>	<b>100</b>	<b>∞</b>
Backlinks Crawled <small>per site</small>	<b>10.000</b>	15.000	<b>50.000</b>	<b>millions</b> <small>per site</small>
Keywords Tracked <small>per account</small>	<b>500</b>	1.500	4.500	<b>∞</b>
Link Management	✓	✓	✓	✓
Social	✓	✓	✓	✓
Users	<b>5</b>	25	50	<b>∞</b>
Whitelabel	✓	✓	✓	✓
Research Reports	<b>150</b>	300	500	<b>∞</b>
More info	<b>UPGRADE</b>	<b>UPGRADE</b>	<b>UPGRADE</b>	<a href="#">Contact Us</a>

[Coupon](#)

In the last group of the account settings you can cancel your CognitiveSEO account. When you press the **Account Cancellation** link, a screen with all subscription choices is displayed. In case you wish to change your subscription type, in this dialog you have the possibility to downgrade or upgrade your subscription. If your intention is, however, to cancel your account, you can do that by clicking the **Cancel Account** link and approve the action by typing the word confirm on the top right corner of the screen.

## Whitelabel and PDF Reports

### Whitelabel & PDF Reports

#### Whitelabel

Subdomain	tools.cognitiveseo.com	<a href="#">Edit</a>
(Use this custom URL to login to the app)		
Subdomain Logo		
(Recommended size 168x70 px)		

#### PDF Reports

PDF Reports Logo		<a href="#">Edit</a>
(Recommended size 336x140 px)		

In this group you can set up a "white-label" on the entire account. White-label is a neat option that allows you to rid your reports and screens of the CognitiveSEO logo and upload your **own logo**, in case you want to present reports and live data to your own clients. The sub-domain can also be changed to a name of your choice. These changes are manually approved by the CognitiveSEO team. If you opt to change both sub-domain and logo, the CognitiveSEO watermarks will no longer appear on the charts.

For PDF reports you have the possibility to add a higher resolution logo.

## Subscriptions

### Subscription

#### Details

Next charge will be billed automatically on

#### Current Subscription

**cognitiveSEO Professional**    ~~\$99.00~~ / \$0    [Update payment info](#)    [Change Subscription](#)

Subscription Limits	Remaining Usage This Month
150 research reports	<b>149 research reports</b>
25 sites	25 sites
500 weekly monitored keywords	0 weekly monitored keywords
100 daily monitored keywords	<b>99 daily monitored keywords</b>
10000 backlinks analyzed per website	10000 backlinks analyzed per website
20000 managed links	<b>19997 managed links</b>
5000 daily monitored links	<b>4997 daily monitored links</b>
10000 managed partners	<b>9999 managed partners</b>
6 users	<b>5 users</b>
To-dos	unlimited
Whitelabel & PDF	unlimited

In the **Subscriptions** group, you can find billing related information. You can see when your next charge is due, what your actual billing plan is and what amount you are paying monthly, your subscription limits and what you have left to use for the current month.

### *Dialog Options*

**Update Payment Info**    If you want to update your credit card or PayPal data, you can use this button.

**Change Subscription**    Use this button to upgrade your subscription.

In the **Subscriptions** group you also have the possibility to cancel your account. The only difference if you choose to unsubscribe from this area, is that you will be able to use your account for the entire period that you've already paid, while in the **Account Details** area, the **Cancel Account** option closes your account on the spot (the account is automatically erased and you will no longer be able to access it).

## Payment History

Payment History					
Details					
Subscription	Coupon	Period	Payment Method	Amount	Invoice

In the **Payment History** group, you can view all the payments that have been made in the past. When clicking a payment link, the corresponding invoice will be displayed. You can view, save, or print the invoice, as needed.

## User Management

<b>User Management</b>	▲
<b>Users Overview</b>	1
Add New User	

In this area, you can view the created users. To modify existing users, you must press the **Users Overview** item. If you want to create a new user, you just have to click **Add New User** and the new user form is opened.

### Users Overview

By default, this area is in read only mode. In you want to modify the selected user, press the **Edit** button. The following form is displayed:

## Edit User

### Account Details

Username \*

Password \*

Retype Password \*

Profile Color

### Contact Information

First Name \*

Last Name \*

Company

E-mail \*

Phone

Personal Note

### *Dialog Options*

These are the options in the **Users Overview** area:

#### Account Details

<b>User Name</b>	Edit the user name. This field is mandatory
<b>Password</b>	Edit the password. This field is mandatory.
<b>Retype Password</b>	Retype the password. This operation is mandatory.

<b>Profile Color</b>	Choose user profile color. This option comes in handy in the To-dos area, if the user needs to use it.
<b>Contact Information</b>	
<b>First Name</b>	Edit the user first name. This field is mandatory.
<b>Last Name</b>	Edit the user last name. This field is mandatory.
<b>Company</b>	Enter the company name. This field is not mandatory.
<b>Email</b>	Enter the user email address (it must be unique in the system). This field is mandatory.
<b>Phone</b>	Enter the user telephone number. This field is not mandatory.
<b>Personal Note</b>	Add a personal note for the user, if necessary. This field is not required.

## Add New User

These are the options in the **Add New User** area:

**User Access**

Active

Role \* Manager  Read Only User Add New Role

Role Matrix

inBound Link Analysis	Write
Social Visibility	Read
Rank Tracking	Write
Link Management	Write
To-dos	Write
Manage Campaigns	Write
Settings - My Account	Write
Settings - Users	Write
Backlink Reports	Write

Campaigns

Wedding Photography Iasi

Iulia vs. Alexandra

Demo Campaign

Select:  All  None

Save User

## User Access

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### Active

You can use this flag to activate or inactivate a user. If a user is created but inactive, he/she will not be able to login into the system.

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### Role

In this drop-down you can select from a number of predefined roles. If you want to create a new role, use the **Add New Role** button that displays a list of all possible rights that can be assigned to a new user. This list actually includes all the application modules and the rights available for assigning for each module. You can assign a user the right to read a module, to write it, or you can restrict the access in a certain area. In the last case, the user will not be able to access the corresponding area in the application.

Under the **Role** assignment combo, the **Role Matrix** is displayed, in accordance with the user rights selected for every application module.

---

### Read Only User

Check this flag if you want to give the user only reading access to the site modules.

---

Use this button to add a new role. The following dialog is opened:

### Add New Role

Module	Permission
Backlink Reports	Write
inBound Link Analysis	Read
Social Visibility	Read
Rank Tracking	Read
Link Management	Read
To-dos	Read
Add/Edit Campaigns	Read
Settings - My Account	Write
Settings - Users	N/A

Role Name :

### Campaigns

You can assign any number of campaigns between zero and all available. The users you create can be used both for your own team as well as for your customers. For example, if you set white-label on the entire application and you create an account for your clients, they will be able to login with read only rights, only on the modules you choose to give them viewing rights, and only on the campaigns of interest to them. In this way, your clients can see in real time how their campaign evolves and the work you are putting in for them.

After the new user is created, it will be displayed in the existing users list. In this list you can use the **Delete** and **Modify** options to remove/change users.