Cognitive SEO User Guide

Settings

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Overview

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				And The Annual Annua
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	cognitiveSEO Link Rank ** 🗇	(Filtered) / Referring Domains (D)	(Filtered)/Links Analyzed	
	12	1	3 4000	
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Link History by Date Link 15 Or 15 Or 14 Or 14 Or 19 Or	Daily Henricet Links Link Webcity	Unsatured Links Electron Links (Buf atom:Def atom: Decatings:Staderock) (We Nove N		and half the

This is the **inBound Link Analysis** module. In this module there are a few differences between one time snapshot campaigns and recurring campaigns. The main differences are in the **Link History By** area (1) because a onetime snapshot campaign does not have a history, and also in the **Link Velocity** area (2). The

nchor Text History by 💿	Live Anchor Text	Broken Anchor Text	Brand Anchors 0	Commercial Anchors	sc Anchors			9				-
231						🧟 Anchor	Category	09/Nov/2013 live(broken)	04/Nov/2013 live(broken)	03/Nov/2013 live(broken)		
							Misc	200(156)	206(150)	204(152)	222(134)	211(142)
200						2	Misc	122(31)	101(52)	102(51)	127(25)	127(25)
						·	Misc	82(44)	82(44)	82(44)	82(44)	74(50)
150						2	Misc	89(6)	89(6)	89(6)	79(16)	79(15)
						2	Brand	89(40)	89(40)	89(40)	87(41)	86(35)
						2	Misc	60(36)	58(36)	58(36)	59(35)	59(35)
100						2	Brand	58(5)	56(5)	56(5)	58(5)	51(8)
							Misc	21(14)	21(14)	21(14)	21(14)	21(14)
50							Misc	24(0)	24(0)	22(0)	22(0)	22(0)
						2	Misc	21(0)	21(0)	21(0)	21(0)	21(0)
						+ Previous Next + Showin	2 1 to 10 of 54 e	ntries				

options Latest Link (3) and Link History (4) are also not available in a onetime snapshot campaign.

Another metric that is not available in onetime snapshot campaigns is **Anchor Text History By** (5), viewable at scroll down.

inBound Link Analysis for a Recurring Campaign

	Campaign: Wedding Phol 🕤					Contraction of the local division of the loc
	Dashboard inBound Link Anal	ysis Social Visibility	Rank Tracking	Link Management	To-dos	
'our Site	Competitors					
-	Add comp	oetitor 🗧 Competi	tive Link Analysis			
-	Domain Analysis Analyze	other pages 🛃				
Link metrics for th	e analyzed domain					
	cognitiveSEO Link Rank™ ⁽³	0		(Filtered) / I	Referring Domains 💿	
	12/100			1/233		
				- Physics -		
Filters						
		0		Favourite Ta	gs (click to filter by tag)	1
	Analyze 1 link per referr		My Tags			
		ring domain Filters				
	Custom Filter Custom 1 ×					
Link Charts & Pro	Custom Filter Custom 1 ×	ring domain Filters				\rightarrow
	Custom Filter Custom 1 x	ring domain Filters	0	alt tag	DoFollow Text/Image/	Redirect Webpa
Link Charts & Pro	Custom Filter Custom 1 x	ring domain Filters	0	alt tag	DoFollow Text/Image/	Redirect Webpa
Link Histor	Custom Filter Custom 1 × files y by Daily New/Lost Links Li	ing domain Filters	Links Live/Lost	alt tag	DoFollow Text/Image/	Redirect Webpa
Link Histor	Custom Filter Custom 1 x	ing domain Filters	Links Live/Lost	alt tag	DoFollow Text/Image/	Redirect Webpa
Link Histor	Custom Filter Custom 1 × files y by Daily New/Lost Links Li	ing domain Filters	Links Live/Lost	alt tag	DoFollow Text/Image/	Redirect Webpa
Date L 14 Oct 14 Oct	Custom Filter Custom 1 × files y by Daily New/Lost Links Li	ing domain Filters	Links Live/Lost	alt tag	DoFollow Text/Image/	Redirect Webpa
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Date L 14 0d 14 0d 11 0d 11 0d	Custom Filter Custom 1 × files y by Daily New/Lost Links Li	ing domain Filters	Links Live/Lost	alt tag		Redirect Webps
Date L 14 0dt 14 0dt 11 0dt 9 0dt 09 0dt 09 0dt	Custom Filter Custom 1 × files y by Daily New/Lost Links Li	ing domain Filters	Links Live/Lost	alt tag		Redirect Webps

Let's say you have a recurring type campaign. In the **inBound Link Analysis** module top left area you can see your website and your competitors' websites lined up in a tabs display.

Add Competitor

In order to add a competitor, click on the **Add Competitor** button. A pop-up window will be displayed and you can add your competitor site. The new competitor site will inherit the same settings as the other competitor sites added at the begining of the campaign.

dd Competitor	Close						
Enter a website that is competing with your marketed website.							
http://	Omain Osubdomain OPrefix Advanced Options						
	t a redirect address. Keep in mind that www.domain.com an mples include: domain.com, www.domain.com, sub.domain.c						
Start Analysis or Cancel							

Analyze Other Pages

In the option bar placed just under the tabbed domains, you can analyse other links from your own website, by pressing the **Analyze Other Pages** button. You can select each link individually or select the "entire site" option which is also the default option.

nalyze other pages @	10.78	
Entire Site or Main Page	Filter By Keyword	م
op pages / <u>Show All</u>		
URL		INBOUND LINK
		5
and highly an initial states		1111
		102
the gradient second second second second		11

You can select the main page or search by keyword if you're just interested in analysing a certain directory for example. If you hit Save and close the dialog, the drop down will close and the screen will refresh automatically. The new data display will give you the inbound link analysis for the custom url selection you just made.

Latest Links

This button is active only after the current recurring campaign has had at least three runs. In this way, after three weeks from the campaign creation, the **Latest Links** button will be functional and display data.

Link History

This is a dropdown button where you can select only the links analyzed in a certain time interval. The link history is only available from the moment the campaign was created, though the website might have existed before. All the data will be reloaded to illustrate only the link analysis over the selected time interval.

Import

Import Format	Google Webmaster 👻		Tools Sample import t	
CSV File	Google Webmaster To Bing Webmaster Tool: cognitiveSEO majesticSEO	make sure the data you're importing is in the correct formal The CSV file will be automatically filtered with the same site-wide 10 settings used in your campaign and only lin pointing to imported.		with the same gn and only links
	Seomoz			domain will be
Import CSV or	Seomoz			domain will be
Import CSV or	Seomoz			domain will be

The import follows the same process as the initial creation of a campaign. The new links are crawled by our system and this process will probably take somewhere between a few minutes and an hour, depending on the file size. You can import as many links as your subscription allows you. The \$99 package has a superior limit of 10000 links per site. The \$199 package allows up to 15000 links per site and so on. This information is also available on the site's Pricing page.

If you want to see an analysis for the newly imported links you can go to the **Filters** button -> **Attributes** - >and select **Imported Links**. The system will now display an analysis only of the imported links.

Dialog Options

Import Links f	mport Links for						
	tly being processed by the b il notification when it's done						
Import Format		Google Webmaster Tools Sample import template to help you make sure the data you're importing is in the correct format.					
CSV File	Browse_ No file selected.		The CSV file will be automatically filtered with the sam site-wide 10 settings used in your campaign and only i pointing to domain will imported.				
Import CSV or Ca	incel						
Import History							
Date 2013-11-10 14:17:43	Type Google Webmaster Tools	Links in CSV 3	Links Imported 3	Links with Errors 0	Processing O		

Select from the available links providers. To import links you can use one of the most used link providers, for examle Google Webmaster Tools. This Google tool will provide all the links that Google "sees" as related to your domain. It is recommended that you import in your campaign the Google Webmaster Tools file, which adds some extra links to your campaign. *Import* Although CognitiveSEO aggregates data from different providers, Google Format remains an important provider that shouldn't be overlooked. And since the Google Webmaster Tools provider does not allow automatical integration, it must be imported manually. Other supported providers for newest links are Bing Webmaster Tools, following the same principles as Google Webmaster Tools, and also our very own CognitiveSEO Webmaster Tools. From Google Webmaster Tools there are several formats that are available for download. Cognitive SEO supports the CSV version. You can download it and use it as it is or you can change it to the format you need. CSV File Therefore you should go to <u>https://www.google.com/webmasters/tools/</u> and download the CSV file with the latest links:

ownload more sample links	Download latest links	
	K.	
	ownoau nore sample links	

Import CSV	import action will be performed, according to the rules specified in the yellow highlighted area: "The CSV file will be automatically filtered with the same site-wide X settings used in your campaign and only links pointing to http://yourdomain will be imported", where X can be up to 2 links form the same referring domain. X is set at the moment you create your campaign. This number is restricted because beyond 20 links per referring domain we run the risk of polluting our analysis with irrelevan data. In very few cases we have more than 20 links with real value from the same referring domain. What is over 20 links will usually come from blog-rolls, footer links or links that are automatically replicated several times on the referring domain.			
	It is important not to try to import files larger than 25000 links, as the system will not support them. However, if you have a file that is larger than 25000 links, we recommend that you split this file in more smaller size files in Excel or some other tool that you are comfortable with, and import the resulting files afterwards.			
Cancel	Press this button to cancel the import.			
Import History	Here are listed all the details about your import: Date, Type, Links in CSV, Links Imported, Links with Errors. At the moment of import, if the link you want to add already exists in our system, the link will not be imported and will be displayed in the "links with errors" category. Practically, if you import 1000 links and 900 of them already exist in the system, those 900 will be displayed in the links with errors category. From the remaining 100, 70 of them may not be imported as they will also fall under the links with errors category. So in our example somewhere around 30 links of the initial list will actually be imported into the system.			
Google	From this link you can download a sample Google Webmaster Tools CSV			

Webmaster
s Toolsfile. This is a control import only, to help you visualize the steps of an
import and the file type you should be getting from Google.Sample
Import

Ignore

nore Links Settings	Close
Links [one per line] - Ignores all exact links that you enter. Each link should start with http:// or https://	
Domains [one per line] - Ignores all links from the domains entered. Each domain should be entered l domain.com	ike

Dialog Options

In this window you can choose to ignore from your analysis particular links or entire domains.

Links	In this textbox, please add the links you want to remove from the analysis, in the http://url format				
Domains	In this textbox, please add the domain names that you want to exclude from the analysis, in the domain.com format.				
Submit	When you press the Submit button, in our database we apply an ignore flag to the corresponding links and domains. The links will also be subtracted from the table top link counts, and they will be displayed in				

the Ignored links area.

Cancel Press this button to cancel the Ignore action.

Ignored List

The Ignored links will actually act as a filter, causing the system to filter out of your analysis the ignore links and domains. That's why it is only logical that you should find the Ignored Links in the **Filters** area.

Filters				
	Image: Second state of the se	My Tags 💟	Favourite Tags (click to filter by tag) alt tag	Hide (11) Ignored Links

At mouse over, the **Hide (...) Ignored Links** option displays a text that lets you know you can choose to re-add the ignored links to the analysis by simply un-checking this box, or you can apply a **View only the ignored links** filter in **Filters->Attributes->Ignore Links**.

Mode

Mode	Absolute #	•	
	Absolute #		
	Relative %		

In the CognitiveSEO application you can work in absolute or relative mode. This refers to how certain graphics are displayed. For example, in the **Webpage Type** graphics, in the *Absolute* mode, only integer numbers will be displayed. In *Relative* mode, the same graphic will display percentage numbers.

The *Relative* viewing mode is most useful in the **Competitive Link Analysis** area, where you can compare all websites analyzed in this campaign, side-by-side. This page will display all over again all graphic types that were also displayed in the individual link analysis. This allows an easier comparison between sites.

PDF



You can use the **PDF** button

to generate PDF reports of your links analysis.

Link Metrics Area

Link metrics for the analyzed domain

cognitiveSEO Link Rank™ ②	Refering Domains / Total Domains ③	Links Analyzed / Total Links ③
12 /100	234 /235	1235/2055

Dialog Options

In this window you can choose to ignore from your analysis particular links or entire domains.

CognitiveSEO Link Rank	At mouse over you can see a short explanation of this concept: "CognitiveSEO Link Rank is calculated based on a formula that takes into consideration multiple internal and external factors by applying a certain influence on each metric. You can customize this formula in the Competitive Link Analysis area."
	<i>Referring domains means the number of domains analyzed in our system.</i>
Referring domains vs. Total Domains	Total domains means the total number of links reported by the link providers. Also, discrepancies may appear due to your chosen subscription that limits the number of domains we can analyze for your campaign. For example if a domain has 100000 links, if you have purchased the\$99 package, we can only analyze the first 10000 links from that domain. It is very important to know though how those links are distributed, from the referring domain point of view. This means that in the first 10000 links we can find 100 referring domains or 1000 referring domains. There is no way we can know this distribution of the beginning of the campaign. The analysis of a site is considered complete when these two numbers become equal or the difference is very tiny. If they're not equal and the number of referring domains is much less than total domains, we recommend upgrading your subscription to a superior package. This will allow you to analyze substantially more links in your campaign.
Links Analyzed vs. Total Links	Analyzed link means all links analyzed in this report. Total links means all links provided by our data providers. At mouse over you can see more details about what these numbers actually mean.

This reads: "You might notice a discrepancy between these two numbers. That is because we extract only the newest and most important links (up to 20 per referring domain). The rest of the links are site-wides that distort your analysis and do not present any value from an SEO point of view.

A complete analysis is, as stated before when the Referring Domains number is almost equal to the Total Domains number, and is not related in a specific way to the difference between Analyzed links and Total links.

CognitiveSEO Link Rank Formula

If you go to the **Competitive Link Analysis** area you can customize the **CognitiveSEO Link Rank** by placing the mouse over the CognitiveSEO Link Rank label, and clicking on the pencil icons that appears:

Apply your own formula	a to calcula	ite the cogni	tiveSEO Link F	Rank™ (CL	Rank™) based on the influ	ence of each metric.
Metric	Influence	e on CLR	ank™(from 0 to	10)	Ranking Preview	
Referring Domains	10	\subset			Position Site	CLRank™
Latest Links	10	<u> </u>		-0	Winner	12
Link Analyzed	10	C		-0	2nd	8
Referring IPs	10	<u> </u>				
Total Referring Domains	10	C		0		
Total Links	5	C	0			
Pages	5	C	0			
Total Anchor Texts	7	\subset	0			
MajesticSEO Domain Trust	5	\subset	0			
MajesticSEO Page Trust	5	<u> </u>	0			

In this window you can apply your own formula to customize the **CognitiveSEO Link Rank**. It is also important that this metric is calculated in a transparent way, and you can see here how it is obtained. You can increase or decrease the importance of a component or you can remove it altogether, as you consider it's best for your link analysis. Once you save the formula, it will automatically apply to all your campaigns, not only the currently selected one. You can **Reset** to the default formula at any time.

CognitiveSEO Link Rank can be anywhere between 0 and 100. The more quality links a site has, the higher its rank. This metric will change with every link change performed into the system: each import, rerun, every day, this rank can be automatically changed by the system, each time new links are

introduced, as every few days new links will be added, depending on how often link providers update their data.

Filters

Filters					
	Analyze 1 link per referring domain	Filters 💽	My Tags 💌	Favourite Tags (click to filter by tag) alt tag	⑦ ✓ Hide (11) Ignored Links

Analyze 1 link per referring domain

With this option you can analyze the most important link from each referring domain. This means that if you analyze 500 links coming from 100 referring domains, checking this option will allow you to restrict your analysis to those 100 referring domains. The most important link is selected using our aggregated **Rating** metric.

When you click this option, you will see that the **Links Analyzed** number will be equal to the **Referring Domains** number.

Filters Drop-Down

Attributes	Þ	Link Naturalness	Þ
Features	×.	Link From	
Metrics).	Link To	Э
Custom Filters	Þ	Link Status)
	_	inBound Link Title	0
		Link Anchor Text	
		Link Anchor Title	
		Text/Image/Redirect Link	0
		Link Anchor Target	ð
		NoFollow Link	3
		Imported Links	Э
		Ignore Links	
		Disavow Links	0

In the Filters drop down you have many filters grouped in four main categories:

- Attributes -> These are attributes of the link: Link Naturalness, Link From, Link To, Link Status, inBound Link Title, Link Anchor Text, Link Anchor Title, Text/Image/Redirect Link, Link Anchor Target, NoFollow Link, Imported Links, Ignore Links, Disavow Links.
- **Features** ->These are features of the link: *Brand Anchor Text, Link Positioning, Link Visibility, Link Context, Sitewide Link, Deep Backlink, Deep Link, Webpage Type, Webpage Category, Webpage Language, HTTP Status Code, Domain Name, Domain TLD, Website Hosting IP, Website Hosting IP Country.*
- **Metrics** -> Various metrics on link level and domain level: *Link Authority, Domain Authority, Google PageRank* (main page), *Webpage ACRank, Link Trust Flow, Domain Trust Flow, Link Citation Flow, Domain Citation Flow, Inbound Links, Outbound Links.*
- **Custom filter** -> combination s of 2 or more native filters.

How Filters Work

Attributes	Þ	Link Naturalness		
Features	Þ	Link From	•	
Metrics	Þ	Link To		
Custom Filters	Þ	🕑 Link Status	•	Link Status is 🗹 Live 🗌 Lost
		inBound Link Title		
		Link Anchor Text		Save Cancel
		Link Anchor Title	•	
		Text/Image/Redirect Link		
		Link Anchor Target	•	
		NoFollow Link	•	
		Imported Links	•	
		Ignore Links	×	
		Disavow Links		

When you apply a filter, the data on the entire page is recalculated. For example, from **Filters** -> **Attributes** you can select **Link Status**, a filter that gives you the possibility to view an analysis either of live links or of lost (broken) links. If you select **Link Status Is:** *Live*, the analysis is based only on live links, that means the broken ones are not taken into consideration.

Filters are important because you can choose to analyze only a certain aspect of your campaign, or a specific combination of factors.

Each time you apply a new filter, the number of analyzed links decreases, as some link categories are filtered out of the analysis.

The applied filters will be listed in **red** on your screen. You can remove them one by one by pressing the **X** marks. As soon as you have at least two filters applied, 2 more buttons become available:

3		Favourite Tags (click to filter by tag)	
Analyze 1 link per referring domain	Filters My Ta	igs 💽 alt tag	🕑 Hide (0) Ignored Link
NoFollow × Domain Name contains ×	1 0		



Filtors

Clear Applied Filters button, that you can use to remove all applied filters at once



Save as Custom Filter button, that you can use to define a custom filter using the already selected filters. If you go and select another filter (for ex. Do Follow) without de-activating the previously selected filter, the analysis will be made based on a combination of these two. We now have what we call a combo filter that can also be saved as a custom filter, so you can apply it any time you need.

As a third filter, let us apply one from Metrics category -> Domain Authority -> High. So we are only interested to analyze links that come from a high authority domain. This is for example a good way to find out the most important links of your competitors.

There are endless filter combinations in Cognitive SEO and you can use them as creatively as you can think of, according to your needs at a certain time.

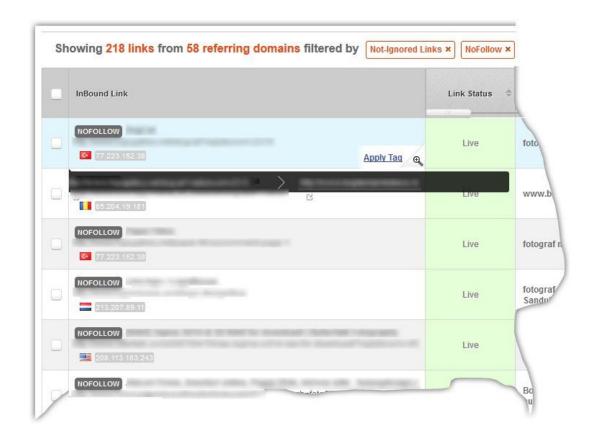
If you select a custom filter, at mouse over, a list with all filters creating the custom filter will be displayed. Using custom filters is important to save time because once you save it you can apply it to any of your campaigns, at any time. The recalculation of data takes time and this time can be saved with custom filters.

In the filters area, you cannot save custom filters that include another custom filter. All custom filters must be a combination of native filters

In **Data Table** (last table on the page) you can see all the links that made it to your analysis after applying the filters. You can export this table using the **Export** option. All the graphics and charts above only refer to the links in the **Data Table**.

Tags

You can apply tags in the last table of the analysis, by placing the mouse over any chosen link and clicking



the Apply Tag option.

Fill in the tag name and press **Save** or **Cancel**. If you choose to save the tag, it will appear in the tag list, and by selecting it, the system will recalculate your analysis based only on the links that have this tag.

You can also apply what we refer to as a **Bulk Tag**. A bulk tag is applied by selecting the desired links in the last table and applying the tag. Or you can select the desired links, then choose **Bulk Actions** -> **Apply bulk tag**.

If you want to delete a tag, you can also perform the operation individually on each link or select them in bulk and choosing the delete tag option either from the table or from the Bulk actions list.

In the tags list you can mark tag as a favorite, and it will be listed in the Favorite Tags list. When you click a tag, the entire page will be filtered by that tag. Another important feature is that you can apply tags

and filters combined. For example you want to see only the links that have Tag#1 and Status->Live. These combinations can also be saved as custom filters.

You can change tag color and name, or you can unmark tag from the X button. A tag is saved into the system even if you log out. But when you don't need it anymore, you can delete it from the Delete button. It is important to know that once you do that, only the tag is deleted and not the corresponding link(s).

Link Charts and Profiles

Link History By

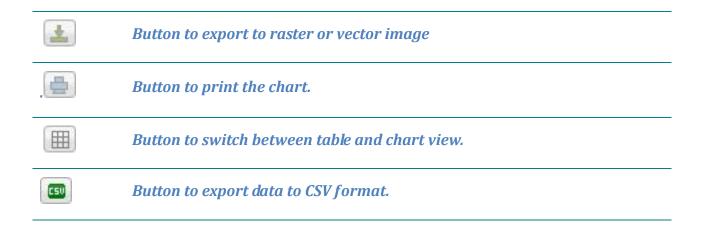


In this area, on onetime snapshot campaigns, only the Link Velocity chart is available.

The **Link History By** metric gives you the number of new links/month since the beginning of the site. The timeline at the right shows new links and lost links for the analyzed link (domain) on a daily basis, since the beginning of the campaign. Every 2-3 days the system is updated. The new data is viewable in the table and on the timeline.

Common Dialog Options

Table Left	Only available for Daily New/Lost Links chart. In the left table you can view the most recent 200 links identified and ordered decreasingly by date.
Timeline Right	Displays links evolution (in this case new links and lost links) for the analyzed site, on a daily basis, since the beginning of the campaign.
- New Links	On each chart in this category, you can make visible/invisible any graphic curve in order to isolate the exact information you are interested to view. Here is a toggle button to display/hide new links from the chart.
— Lost Links	Toggle button to display/hide the lost links from the chart.



Link Velocity



Includes two charts:

- Link velocity since the beginning of the site
- New links and referring domains that appear on a monthly basis.

This chart is non-cumulative.

In **Analyzed Links** the chart is the cumulative total number of analyzed links per referring domain existing into the system. This graphic starts at the campaign creation time, and there is no history for it.

Unnatural Links

ink History by	Daily New/Lost Lin	ks Link Velocity	Unnatural Links	Live/Lost Links NoFollow/I	DoFollow Text/Image/R	Webpage Typ	e Link Positioning	Website Category				
										- Unnatura	Suspect	— ок 🔔 🎒
					COON	TIM	20					
	-				CUUN		EU		1		~	

This is a very important chart in your analysis. Here you can see the natural and unnatural links evolution into the system, and with the help of this graphic, you can protect your domain from negative SEO, or you can manage the risk of being penalized by Google due to unnatural links that you have. All graphics in the Cognitive SEO system, except for **Daily New Lost Links** and **Link Velocity** are updated weekly for a recurring campaign, at campaign reruns.

Live Lost Links

														Live	Lost 🛓	
 														_	_	
 															-	
 					_											
17/06 24	406 01/07	08/07 15/	/07 22/07	29/07 05/0	8 12/08	19/08 26	/08 02/09	09/09	16/09	23/09 30	09 07/10	14/10	21/10	28/10	04/11	11/11
10/06	10/06 17/06 24	10/06 17/06 24/06 01/07	10/08 17/06 24/08 01/07 08/07 15	1666 1706 2466 6107 6867 1587 2287	1006 17706 2408 0107 0507 1507 2207 2507 050	1606 1706 2408 0167 6867 1567 2267 2867 6568 1308	1556 1726 2456 9157 6867 1567 2267 2867 5568 1258 1568 22									

One graphic represents the number of live links, and the other one the number of lost links and how they've been evolving since you started the campaign.

NoFollow/DoFollow

Link	History b	y Da	aily New/Los	t Links	nk Velocity	Unnatural	Links	ive/Lost Links	NoFollo	w/DoFollow	Text/Im	age/Redire	ct Webpa	ge Type	ink Position	ing Webs	ite Categor	У						
																					No	Follow	DoFollow	
800																								
600														_									_	_
왕 식이	-																							
200		_					_										_				_			
	03/06	10/06	17/06	24/06	01/07	08/07	15/07	22/07	29/07	05/08	12/08	19/08	26/08 Time	02/09	09/09	16/09	23/09	30/09	07/10	14/10	21/10	28/10	04/11	11/11

One graphic represents the number of **NoFollow** links, and the other one the number of **DoFollow** links and how they've been evolving since you started the campaign.

Text/Image/Redirect

Link	History b	y Da	ily New/Lost L	Links	k Velocity	Unnatural L	links	Live/Lost Links	NoFollo	w/DoFollow	Text/Ima	age/Redired	Webpa	ge Type	ink Positioni	ng Webs	ite Categor	У						
																					Text .	- Image	- Redirect	1) 6)() C
750																								
Se 500										CC)GI	TIV	IVE	SE										
250																								
		10.00	1700	0.000	0107			2017	00.07		10.00	10.50	00.00	20.00	20122	10.00	25.02	20.00	07140	11110	211/2	20040	0.00	11/11
	03/06	10/06	17/06	24/06	01/07	08/07	15/07	22/07	29/07	05/08	12/08	19/06	26/08 Time	02/09	09/09	16/09	23/09	30/09	07/10	14/10	21/10	28/10	04/11	11/11

Three graphics presented here: One for text links evolution, one for image links, and one for redirect links.

Webpage Title



This is another very important graphic. It gives you the strategy that is used in the link acquisition campaign of the analyzed site.

You can analyze your own strategy or those of your competitors. For example you can see that the majority of links come from web directories and that this trend is ascending. At the same time, there is a decreasing trend on link acquisition on blogs and an ascending trend on forums.

These charts are created based on our own algorithms and cannot be found anywhere else.

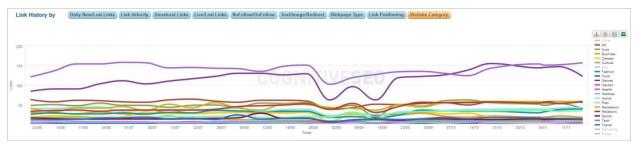
Link Positioning



This chart illustrates the historical evolution of 5 link categories, according to their position on the linking page:

- Link in group of links (blue line)
- Link in blog comment (cyan)
- Link in text paragraph (red)
- Image link (orange)
- Banner link (yellow)

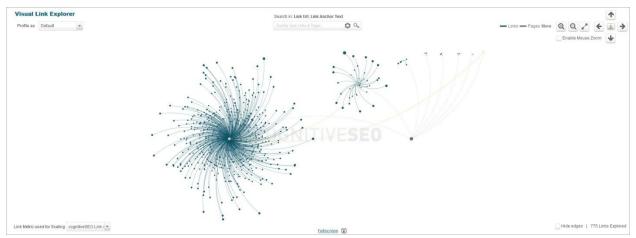
Website Category



In this graphic you can see the evolution of links content-wise. It helps you figure out what type of content do your links come from.

There are 19 categories we classify links by with English and Romanian languages supported: Art, Auto, Business, Careers, Culture, Education, Fashion, Food, Games, Garden, Health, Hobbies, Home, Pets, Recreation, Relations, Sports, Technology, Travel, Gambling, Other.

Visual Link Explorer



This is a unique feature in a SEO tool. It offers you beautifully presented and easily understandable information at the same time.

Principles of Use

Here are the principles to understand in using this feature:

Clusters The clusters presented in the graphic are the pages on your website.

The blue and yellow points are links that point to different pages. When you click on a link node, a box with more info is displayed. You can even switch the viewing mode or add tags for the respective node.

Points (Nodes)



Enable	If you choose this option, you can now zoom-in and zoom-out on a chosen
Mouse	cluster, as well as navigate on any direction on the picture. At mouse over
Zoom	on the central point you can see for which link the link cluster is displayed.
Distance from the cluster center	As a points distance from the cluster center grows, the link quality is better. The quality is given by the scalability metric. The closer the links are to the center of the cluster, their quality decreases.
Link	By default, the metric used is Link Authority. But you can change this
Metric	metric and choose another one to measure link quality, for example
Used for	domain authority. The clusters will be recreated and you can now find out

Scaling	which is the most important domain that refers to your link.
	There are more profiles available that can be applied to this graphic. You can remain on the default profile or you can change it.
Profile As	If you select Unnatural links you can see how unnatural links point to certain pages. For example you can see that most of the unnatural links point to the main page.
	<i>If you use the Live/Lost criterion, you can identify where in the site there are problems with broken links.</i>
	• In blue you can see the common links.
Color Legend	• Yellow shows links for more pages. These links point to more than one page in the analyzed site.
	• Gray shows links for pages. If you go on a gray node you will see spreading from it all the pages that emerge from a "main page".
Search box	This analysis can be used to search. Place the cursor in the search box and insert a keyword. For example, if you type in "blog", the graphic will highlight all links that contain in the URL and anchor text the word "blog" You can also restrict your search to anchor text only.
Hide Edges	The edges (lines connecting the nodes to the cluster ceter) can be hidden if you don't need them anymore.
View More	Only up to 2,500 links are loaded into the default view. If the site has more than 2,500 you can press the View More button to view up to 5,000 links.
View All	If there are for example 10,000 links in all, you can either increment the analyzed links by 2,500 or load the entire links profile at once by pressing View All. You will be notified that the system might be overloaded.
Full Screen	In order to have a better view of this chart, to present it in a conference and so on, you can display it in full screen mode.

How This Graphic Is Useful

We, and many of our clients have some favorite modes to use this feature:

• A tool to see on the spot your **keywords coverage**.

- For research
- For pitching because this tool presents a sort of an overview of the site and its in-bound links, it is easier understandable by someone who does not necessarily know SEO, but to whom you need to present the power of CognitiveSEO as a campaign optimization tool and the value of the service you can provide. Being an interactive tool and not just a drawing, you have the possibility to throw in quick explanations about their profile or their competitors profile, which makes the presentation more to the core.
- For reporting

Unnatural Links Detection

Overview

First of all, we shall review the situations where you need to use the unnatural links detection widget.

If your site has been penalized by Google, or if you think you're suffering from a negative SEO attack, or if you want to manage the risk of being penalized in the future, then this widget will ease your job.

This site h	as a highly unnatural link profi	le and it's likely	to be already p	enalized by Google. You should use the	Link Naviga	tor in order to	mark the unnatural links	for Disavow or Removal.
				Unnatural Links	s 🗇 Suspe	ct Link®		OK Links
				a 454		a 10		■ 267 37%
	9							
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No. New years and a second second second	and the part of the later of the		OKLINK					Reasons In-Content with Suspicious Pattern Link
Street and others includes	 Magnification 		UNNATURAL LINK	Web-directory Link				Blog Comment Link
the loss produced in the loss of the loss	 Register Standards 		CHILLING			-		
the first of the property of the surface of the	a server a s		UNNATURAL LINK	In-Content with Suspicious Pattern Link	-	2		
A Designation of the later set of the	State testers		OKTHAC			-		
A LOW A DOMESTIC AND ADDRESS.	a magnificante nos		UNNATURAL LINK	Web-directory Link				Link Anchor Text
A DESCRIPTION OF A DESC	the second second second		UNINATURAL LINK	Web-directory Link				Webpage Type Blog Link positoned in Blog Comment
a second provide the second seco			UNNATURAL LINK	Web-directory Link				Webpage Category Art
a contract of the second se	and the party of the local division of the		OKLINK					Webpage Language English cSEO Link Authority Low Authority
a long of the long of the long			UNNATURAL LINK	In-Content with Suspicious Pattern Link				cSEO Domain Authority Good Authority
In the second seco			UNNATURAL LINK	Web-directory Link				Domain Link
			UNNATURAL LINK	Web-directory Link Web-directory Link				

Regarding the technology that is being used behind the unnatural links detection widget, we have a very large set of rules that we apply to each and every link that we crawl.

First of all, it's important to know that the unnatural link detection is only performed on live links, because we do not consider lost links of any value for your website, as they can be no longer disavowed or removed. So when we go and realize the classification of links we apply a very complex algorithm to each and every relationship that we find in your link profile, and based also on the classification that you did in the "brand vs. commercial" anchor text, we use that information, plus many, other signals.

We have over 50 rules in our system that are specially designed in order to detect both unnatural links and OK links. We have false positives and negatives of course, but we chose not to give you the direct score, because that might be confusing. In this way, when we created this widget we made the choice of splitting the links in 3 very simple categories and those are the **unnatural links**, the **suspect links** and the **OK links**. We think these categories are pretty much self-explanatory. By using our complex algorithms and artificial intelligence behind it, this widget can tell you where the links in your link profile fit.

It's also important to know that if we are wrong in our classification, because this is automatically done by a software with no human intervention at all, you have the possibility to reclassify that link. You can easily reclassify a link that has been marked as unnatural when in fact it is an OK link, and your final classification will be saved into the system.

Any software has a false-positive ratio. We proud ourselves with a very low false-positive ratio, and with our latest upgrade we've added even more rules, and fine-tuned the existent ones, based on the feedback that we got from our customers and based on the saved datasets that automatically reclassify any link in the system, basically a self learning process.

How It Works

Links Distribution Chart

First of all you need to see how affected is your site by unnatural links. For a quick indication, you can see the links distribution chart right at the top of the widget:

Unnatural Links 🕲	Suspect Links	OK Links ③
✓ 454 62%	10	■ 267 _{37%}

Above the graph there is also a text hint, which in this case reads:

This site has a **highly unnatural** link profile and it's likely to be already penalized by Google. You should use the Link Navigator in order to mark the unnatural links for Disavow or Removal.

Other scenarios are:

This site has a **suspect** link profile and should be investigated carefully. There is a high chance that this site might be penalized in the future for unnatural links (if it wasn't already).

This site has a **good** looking link profile. Continue to monitor it, in order to avoid any unnatural link penalties from Google.

Every area in the graph is clickable. If you click on any of the categories, you will be filtering the links profile table by the selected category. For example, if you only want to see the **Unnatural** and **Suspect Links**, you have to un-check the checkbox on the **OK Links** segment.

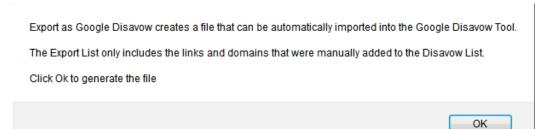
Links Profile Table

Bulk Actions

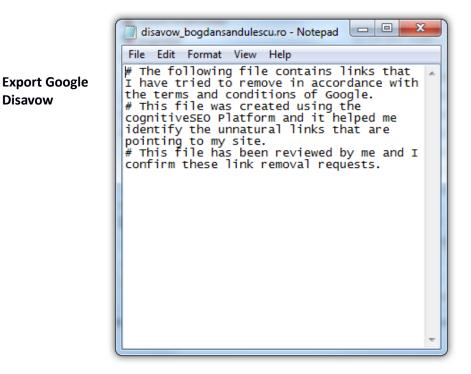
Dialog Options

Link	This column displays the actual link				
Anchor Text	This column displays the link anchor text.				
Naturalness	This column shows the link naturalness.				
Reason	This column explains why the link was classified in that way.				
Disavow	This column shows which links are marked to be disavowed.				
Ignore	This column does not display any information because the list is filtered by default to exclude ignored links.				
Tags	This column displays tags applied to links.				
Bulk Actions	You can apply the following bulk actions on selecting multiple links:				
	Ignore link, Ignore Domain - this is used when your link disavow was successful, for example, you get back the links from Google that you imported into the Google disavow tool, and you choose to ignore those links either at the link level or at the domain level.				
	Un-ignore link, Un-ignore domain - in case you selected for ignore a certain link or domain by mistake, you can undo the operation by using these options.				
	Disavow link, Disavow domain - mark the link for disavow. It can be done either at link level or at domain level.				
	Un-disavow link, Un-disavow domain - option to use in case you wrongfully marked some links or domains for disavow.				
	Reclassify link, Reclassify domain - as said previously, you have the option to reclassify the link or domain				
	Bulk apply tag link, Bulk apply tag domain - you can also apply tags for the link and domains in the list.				
	Bulk delete tag link, Bulk delete tag domain - tags can be deleted in bulk from this option				
Apply Action	Press this button to apply the selected action.				
Export CSV	Will export the entire data and column information from the table to a CSV format.				

Will practically give you only the links marked manually by you to be disavowed, either at link or domain level.



The disavow file will look like this:



This file is ready to be imported into the Google disavow tool. This is the last thing that you need to do after you have reviewed all the links in the system.

Link Overview

Disavow

Reasons In-Content wi	th Suspicious Patte	rn Link
Blog Comme	nt Link	
Link Anchor Text	Blog	
Webnade Tyne		
	Blog Comment	
Link positoned in	-	
Link positoned in Webpage Category Webpage Language	Blog Comment Art English	
Link positoned in Webpage Category Webpage Language cSEO Link Authority	Blog Comment Art English Low Authority	
Link positoned in Webpage Category Webpage Language cSEO Link Authority	Blog Comment Art English Low Authority	
Link positoned in Webpage Category Webpage Language cSEO Link Authority cSEO Domain Authority	Blog Comment Art English Low Authority	
Webpage Type Link positoned in Webpage Category Webpage Language cSEO Link Authority cSEO Domain Authority © Domain O Link	Blog Comment Art English Low Authority	

At the right of the links profile table there is an area that gives you a quick overview of the selected link. It explains the reasons why the link was classified as suspect or unnatural.

Dialog Options

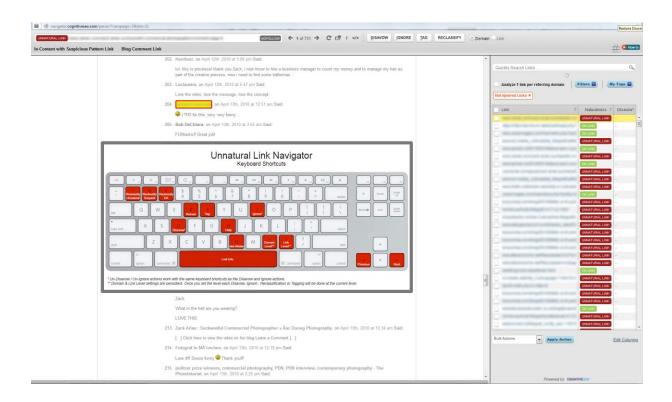
Domain/Link	You can decide whether you want further actions to be applied at link or domain level
Disavow	Mark link for disavow.
lgnore	Ignore individual link.
Tag Link	Apply a tag to this individual link.
Reclassify	Reclassify this link.

Unnatural Links Navigator

Going through all the links profile table can be a bit slow, and that's why we created the Unnatural links navigator that you can find in the top-right corner of the Unnatural Links Detection widget.

	This site has a highly i	unnatural link profile and	it's likely to be already p	enalized by Google. You should use	the <u>Link Navig</u> a	tor in order to	mark the unnatural	lin		
			Unnatural Links 🔍 Suspect Link®					ow or Remova	ow or Removal.	
					454 62%	a 10			267 37	
	٥,									
Link	0	Anchor Text	Naturalness ©	Reason	0 Disavow	Ignore ©	Tags	UNNATURAL LINK		
Real and search and search and			UNNATURAL LINK	In-Content with Suspicious Pattern Link		5				
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the local data water water of the local data water w			CIKLINK						nt with Suspicious Pattern Link	
			and the second s	Web-directory Link		53			nt with Suspicious Pattern Link	
			OKLINK					ong com		
			UNNATURAL LINK	In-Content with Suspicious Pattern Link		85 C				
the state of the state of the state of			OKLINK							
			UNNATURAL LINK	Web-directory Link				Link Anchor Text	Street and store and	
			UNNATURAL LINK	Web-directory Link				Webpage Type Link positoned in	Webpage Type Blog Link positoned in Blog Comment	
			Contraction of the local division of the loc	Web-directory Link				Webpage Category	Art	
			OKLINK			*		Webpage Language cSEQ3 ink Authority	Webpage Language English cSEO Link Authonity GSEO Domain Authority	
			UNNATURAL LINK	In-Content with Suspicious Pattern Link		*:				
			UNNATURAL LINK	In-Content with Suspicious Pattern Link				Domain CLini		
			UNNATURAL LINK	Web-directory Link				C Denian C Cur		
			UNNATURAL LINK	Web-directory Link				- DISAVOW IG	NORE TAG LINK RECLASSIFY	

By clicking on this button you will open a totally new interface that will allow you to very quickly move through all the links:



This cutting edge tool will allow you to quickly browse entire link profiles of sites.

At the left we have the actual page and we have highlighted the link to your page. In this way you can browse very fast through all the links, while in the background the system also performs a pre-cache of all the pages you see loaded here.

All the actions you perform in the navigator are saved, so if you close it and open it later all your previous actions will be there.

Once you start browsing the links list, you can see the content of the pages where the link is placed and the reason why the link was considered to be unnatural or suspect. By hitting the D key on your keyboard you will mark this link/domain for disavow. The process is very fast because it just requires two clicks to analyze and apply an action for each link.

When you're done applying actions to all unnatural and suspect links (ignore, disavow, tag and/or reclassify) you can go back to the previous screen and export the Google Disavow File from there.

However, the **Unnatural Links Navigator** should not be used exclusively for unnatural links. It can be used to quickly browse and review all types of links, including the OK ones.

Navigator Options

Previous/Next	Navigate between links				
C	Reload link.				
⊡ 7	Open Link in a New Window: Sometimes the system may not be able to open a link because your browser does not allow opening pop-up windows. In this case you have the alternative to open links in a new window.				
i	Show more info about the current link.				
	Show/hide the code inspector. Sometimes you may come across a hidden link and you need to inspect the page code to find it.				
	This button opens the Keyword shortcut modal window, which is opened by default when you open the unnatural links navigator. In red you have the actions that can be performed from the keyboard.				
Reclassify Unnatural Suspect OK	Reclassification actions keys: Reclassify unnatural link, reclassify suspect link and reclassify OK link. Use these keys to reclassify links, in case they were miss-classified by the system				
R Reload	Reload page key				

Apply a custom tag key. When you hit the T key on the keyboard, the tagging window opens:

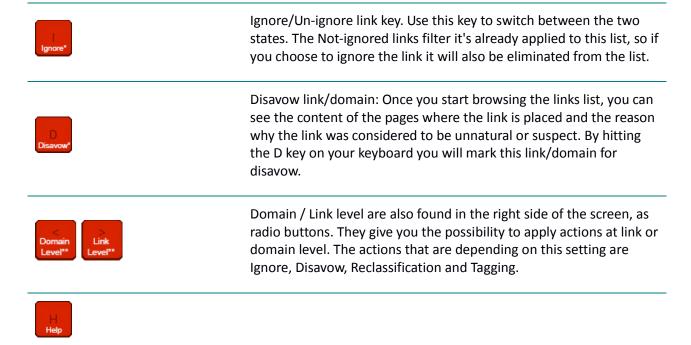
The page at http://tools.cognitiveseo.com says:
Specify tag name to apply
OK Cancel

You can apply a certain tag only on link level, for example you could apply a "review" tag for the links you want to analyze later.

Once a tag is applied, the tagged links will show a blue label in the Links Table->Tags column:

reviex

If you click on the tag label, an X mark allows you to remove the tag.





If for whatever reason you can't open the link in the current window, you can open it in a new window.

 Link Info
 Provides more information like anchor text, link authority, etc.

 Previous
 Image: Comparison of the links table.

Links Table

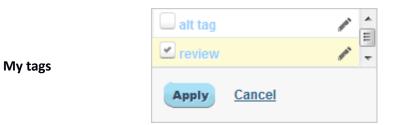
	Link	Naturalness 🗘	Disavow 🗢
0	an an original second or response	UNNATURAL LINK	
Ò	Ap. Physics Sci. Astrophysics; 5: 2008 physics in	OK LINK	
Q	an menge propriet (Chile Specific C	OK LINK	
0	sector and, choose, high shaper can per 2021	UNNATURAL LINK	
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	success or long to them a located and other sectors in	UNNATURAL LINK	
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	success or length while a business or property in	UNNATURAL LINK	
	an description of the radio of the P	UNNATURAL LINK	
õ	and sector of the sector single and the	UNNATURAL LINK	
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	a real and a fair and a fair and a fair a	UNNATURAL LINK	
Ó	Spott and provide a	UNNATURAL LINK	
Ò	sprate and split 1986 a k party an inparted	UNNATURAL LINK	
0	Second control when a light in constant's	UNNATURAL LINK	
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0	term which Repairs Record in The Inte	UNNATURAL LINK	
	adversed offspot, sold, and the total	UNNATURAL LINK	

Table Options

Analyze one link per referring domain

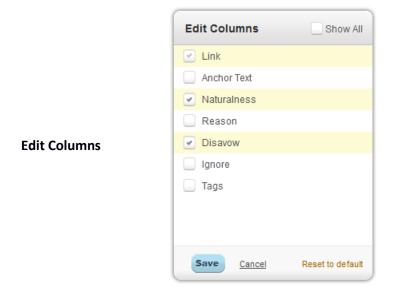
From the filters list you can for example select to display only the unnatural andFilterssuspect links, and leave out the OK ones. Once this is done you can start loading
the pages one by one.

Press this button to open the tags list:



Select the tag you want to apply and the links table will be filtered by that tag.

By pressing this button you open a window with more options:



You can check/uncheck columns in the table according to your viewing needs.

Bulk Actions In the Unnatural Links Navigator you have the possibility to apply the same bulk actions as in the Unnatural Links Detection regular view.

Top Linked Pages

Top Linked Pages Page	Keterring L	omains / L	inks												
L.				156											721
2	12	41													
Sugarburian inglementation of	5														
Comparison of the Company	2														
the highly description of the set	2														
I consider the second line and the	2														
Construction and America and	1														
The second se	1														
	0	50	100	150	200	250	300	360	400	450	500	550	600	650	700

Top Linked Pages refers to the pages from the analyzed site, and recurring domains and links pointing to each of them.

If you click the **Expand** button, you can see the first 50 pages. As with **Visual Link Explorer**, in order to avoid page load, the system only loads the first 50 pages, but you have the possibility to add increments of 50 pages by using the **View More** button, or you can use **View All** to load all pages. The pages are ordered descending, by number of links.

If you click on a green stripe, a pop-up window opens listing referring domains for that page. If you click

Ref	erring Domains		Close 🛞
For	page : 1.		
	Referring Domain	Domain Trust	
		25	
	anamai na	33	
	1000000.00	10	
	New Institute	19	
		44	
	Second Lab	53	
	and the second s	19	
	100.00	39	
		28	
	No. 1	5	
E	Bulk Actions	o CSV Apply Bulk Tag Showing 1	to 10 of 156 entries \leftarrow Previous 1 2 3 Next \rightarrow

on the blue stripe, a pop-up displays **referring links** for the page.

From these pop-up you have several possible actions: Apply Action (Ignore, Un-Ignore, Disavow, Un-Disavow, Reclassify), **Apply Tag**, **Export to CSV**.

Anchor Text History By

nchor Text History by ①	Live Anchor Text	Broken Anchor Text	Brand Anchors	Commercial Anchors	Misc Anchors			9				6
231						Anchor	Category	15/Nov/2013 live(broken)	09/Nov/2013 live(broken)	04/Nov/2013 live(broken)	03/Nov/2013 live(broken)	
0.00						 An and a set of the set 	Commercial	199(158)	200(156)	206(150)	204(152)	222
200						2	Commercial	112(42)	122(31)	101(52)	102(51)	127
						2	Brand	92(46)	82(44)	82(44)	82(44)	82(
150						2 in a second	Misc	90(6)	89(6)	89(6)	89(6)	79(
						2 -	Brand	71(68)	89(40)	89(40)	89(40)	87(-
						2	Brand	61(35)	60(36)	58(36)	58(36)	
100							Brand	56(5)	56(5)	56(5)	58(5)	59(56(
						2 martine	Commercial	21(14)	21(14)	21(14)	21(14)	21(
50						a contract region	Misc	24(0)	24(0)	24(0)	22(0)	220
						2	Misc	21(0)	21(0)	21(0)	21(0)	21(
0						+ Previous Next - Sho	wing 1 to 10 of 54 entri	05				
01 Jun 08 Jun 15 Jun 22 Jun 29 J	un 06 Jul 13 Jul 20 Jul	27 Jul 03 Aug 10 Aug 17 Aug 24 Aug 31 Aug 07	Sep 14 Sep 21 Sep 28 Sep 05 Oct 12	Oct 19 Oct 00	NB# 09 Nov 16 Nov	<1 m						

This graphic refers to the evolution of a certain **anchor text** at every weekly regularization. The **Anchor Text History** graphic is only available on recurring campaigns.

Options

Live Anchor Text/Brok en Anchor Text	In this graphic you can toggle between Live Anchor Text view and Broken Anchor Text view. Live Anchor Text view is selected by default.
Brand Anchors	Click this option to highlight brand anchor text in blue.
Commerci al Anchors	Click this option to highlight commercial anchor text in red.
Misc. Anchors	Click this option to highlight miscellaneous anchor text in gray.
Highlight Curves	At mouse over in the Anchor Text History Table, the referred link is also highlighted in the graphic.
Search Anchor Text Table	You can choose to see anchor text history for only certain keywords. In this case, you can use the search box.
Select Anchor Text	You can select more anchor text links in the table and they will remained marked in the table and also be highlighted in the graphic.
Export to	All anchor text history data can be exported as CSV.

Anchor Text Distribution

Anchor Text Distribution		Define Keywords
Brand vs Commercial Distribution 🗇		
Brand 🗇	Commercial (1)	Misc 🔊
325 425	349 45%	101 13%
Anchor Text Cloud	Randomize / Orde	er by Strength / Order by Brand
fotograf nunta iasifotograf profesionist nunta iasibogdar	sandules	
Mp://www.bogdansandulescu.ro. IMG. www.bogdansandu		
fotograf nunta iasi - bogdan sandulescu. NA. fotograf iasi		
sandulescu bogdan. Iotograf nunta. picasa. Other.		
Annual of the Article of the second design of the basis of the Article of the second		
Expand G		

By default, at the campaign run, the commercial area is not colored. You have to classify yourself the keywords in **Define Keywords**. The name of the site is added automatically in the Brand keywords category.

Options

Bar Chart	Displays the distribution of the 3 keyword categories, brand, commercial, miscellaneous.
Anchor Text Cloud	All keywords are listed here. The brand, commercial and miscellaneous colors are maintained throughout the entire listing. You can sort the keywords list by category (brand, commercial, miscellaneous), by strength (how many times a keyword appears - this metric is also presented in small print in brackets, at the end of each word), etc.
	Display keyword information as a table.
C50	Export to CSV format.
Define Keywords	This button opens a pop-up, with two separate text boxes: one for brand keywords and one for commercial keywords. In the commercial keywords box, there is nothing defined by default In the brand keywords box, the name of the domain is completed by default.

Brand vs. Commercial

CSV

Brand Keywords Settings	Close
Brand Keywords [one per line] - Any anchor text containing these keywords will be n	narked as brand anchor text.
	vill be marked as commercial
	vill be marked as commercial
	vill be marked as commercial
	.:
	ords. We will match any

A common challenge for all our clients is how to define brand keywords vs. commercial keywords.

Here you can introduce brand keywords, one keyword per line. The domain name is automatically added by the system. If your domain name is made up of several words, you may write it also with spaces between words. In most cases, this will do it for the brand words list. Let's take as an example COGNITIVESEO.com. Besides "COGNITIVESEO" and "COGNITIVE SEO", you might also add "COGNITIVE" as a brand keyword. The system will cover the rest of the combinations. **Brand** *Keywords* Why COGNITIVE? While "COGNITIVE SEO" is like an unique identifier for your brand, the word, "SEO" defines your activity in a general manner, it places it in a category, but "COGNITIVE" is your brand's unique attribute in the SEO category. In other cases, we might run the risk to use a word that is part of another brand. Let's take a hypothetical example. If there is another brand called "COGNITIVE LINKS" and it links to our site, the word "COGNITIVE" cannot be included in our brand keywords anymore. So we'll just stick with the

	first two: domain name, and domain name with spaces.
Commerci al Keywords	In the Commercial keywords text area you can enter all keywords that represent your business, non-brand, also one keyword per line. If our site is COGNITIVESEO.com, the combinations of commercial keywords is infinite (and this is the case with every domain): SEO, LINK MANAGEMENT, RANK TRACKING, INBOUND-LINKS are just some examples.
Note & Example	"Additionally, for better performance, you can define parts of keywords as Brand or Commercial keywords. We will match any appearance of that word among the entire anchor text list. Example: Defining the keyword COGNITIVE will match any word in the range *COGNITIVE* such as COGNITIVESEO,COGNITIVE SEO,SEO COGNITIVE,COGNITIVE etc." In other words, the software will match any combination of these keywords that is found in anchor text: with spaces between words, with changed topic, written without connectives, or written with typos.
Submit	After you press the Submit button, the links are re-classified and you can check for miss-classified links. Always check the red, blue, and gray keywords against the principles described above to define them, in order to identify those miss-classified keywords. This process is very important for unnatural links detection, because at each re-classification, the unnatural links detection table is recreated.

If there are keywords left in the miscellaneous category (gray color) that you think belong in the commercial category, you can add them also. You can come back and complete or modify the list at any time.

Usually, in the gray area must remain only informational keywords, such as "click here", "website" etc.

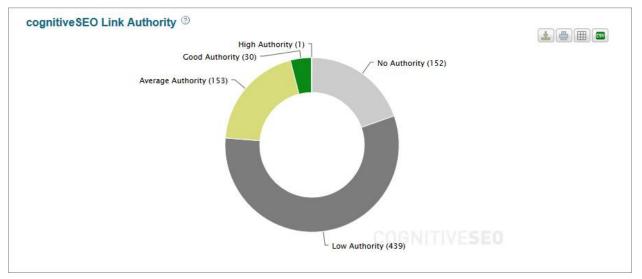
Ideally, the percentage of brand keywords used in links should be much higher than the percentage of commercial keywords used in links.

Exact Match Domain (EMD)

This is an exceptional case. For example, if you have a domain called ONLINECASINO.com, in the brand keywords list you will write ONLINECASINO.com or simply ONLINECASINO, and in the commercial keywords list you will write ONLINE and CASINO on separate lines. This is because each word in the domain name is actually a commercial keyword.

Anchor text distribution is recalculated at each campaign rerun (once a week automatically by the system).

Link Authority Chart

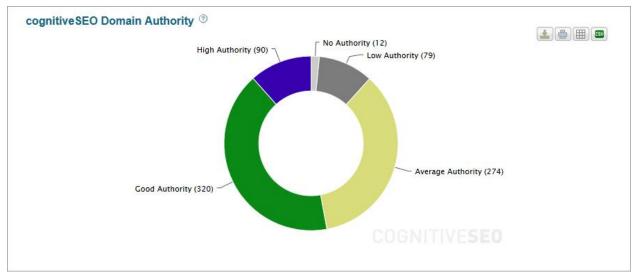


This is a crowd sourced metric giving you an overall information about the Authority of a linking page. It is calculated using multiple other metrics and gives a result that matches one of the 4 types of Authority (High/Good/Low/No). It is natural to have a high distribution of Low and No authority linking pages, because the web is formed of a very high distribution of low quality pages.

This metric does not reflect the naturalness of a link.

This metric aggregates data from various data providers. Based on our formula and on those metrics we obtain the CognitiveSEO Link Authority score. At click on the ring slices the corresponding links in the selected category will open.

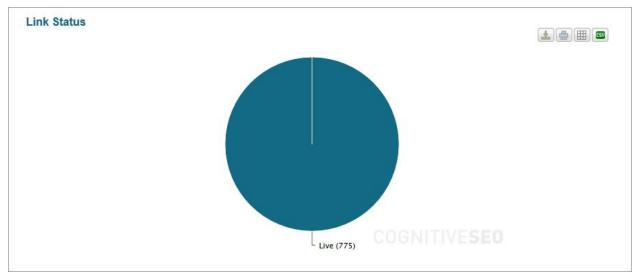
Domain Authority Chart



A metric similar with CognitiveSEO Link Authority is used to analyze the Authority of a linking domain.

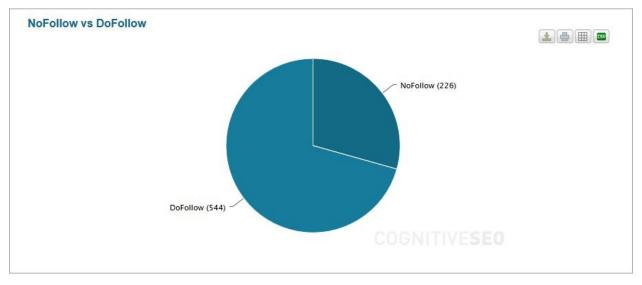
This is a crowd sourced metric giving you an overall information about the Authority of a linking domain. It is calculated using multiple other metrics and gives a result that matches one of the 4 types of Authority (High/Good/Low/No). It is natural to have a high distribution of Low and No authority linking domains, because the web is formed of a very high distribution of low quality domains.

Link Status Chart

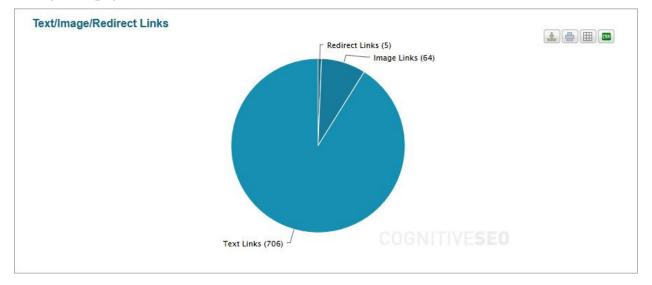


This is a pie chart that displays the live links versus lost (broken) links.

No Follow vs. Do Follow Chart

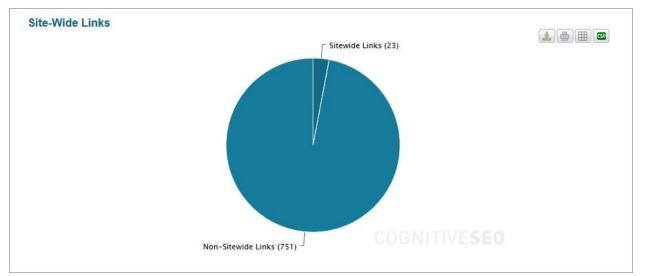


This is a pie chart displaying the no follow vs. the do follow links.



Text/Image/Redirect Links

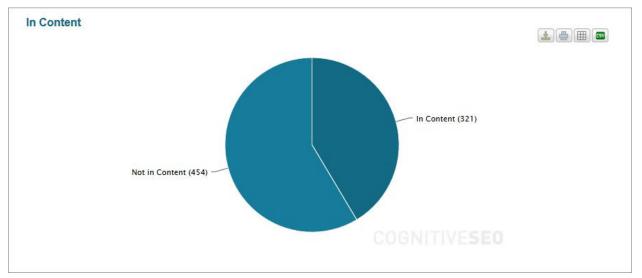
This pie chart displays the number of text links (normal, anchor text links), image links, and redirect links to your site from the total number of links.



Site Wide Links

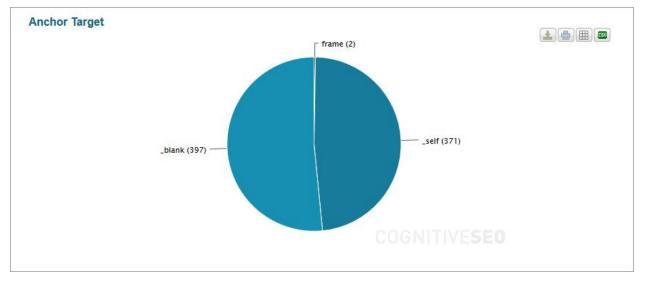
Site wide links are replicated on several (or all) pages of your site. For example the footer or blog-roll links are site-wide links. Not all of them have value for your analysis, so you can filter them out.

In-content Links



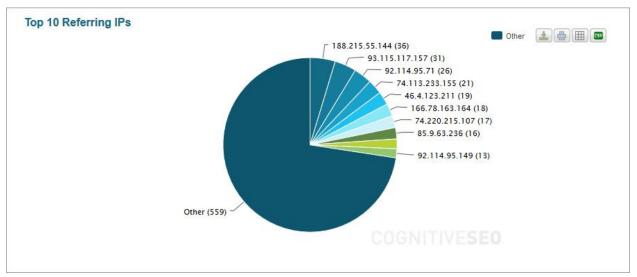
In this pie chart you can see the ratio of links that appear in content, versus the links that are separated from the content of a page (for example a link that appears in a group of links).

Anchor Target



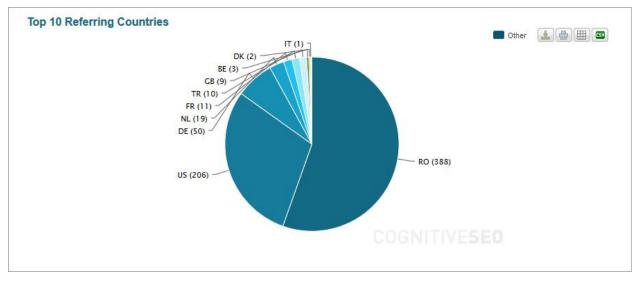
This chart classifies the links by their anchor target.

Top 10 Referring IPs



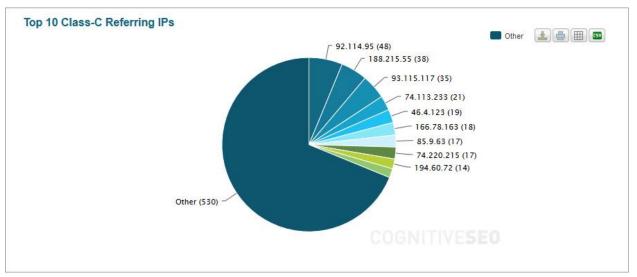
This pie-chart analyzes IPs that send you the most links.

Top 10 Referring Countries



This pie chart analyzes from which countries come the IPs that send us the most links.

Top Ten Class-C Referring IPs

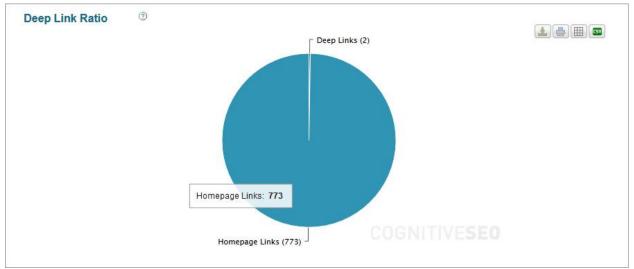


Class C refers to the third set of numbers in an IP.

AAA.BBB.CCC.DDD

It is more likely that the links that come from the C subnet are less trusted than the ones that come from the A subnet and B subnet.

Deep Link Ratio



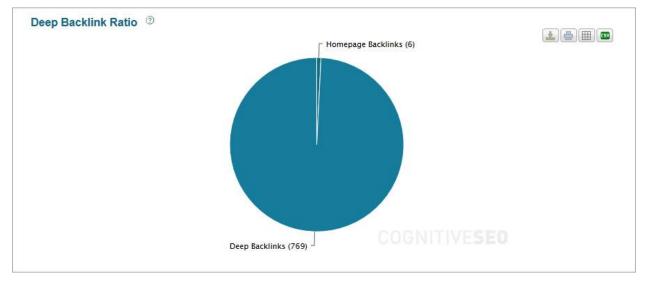
Deep link ratio is the percent of backlinks (or inbound links) that point at pages other than your own homepage. Examples:

a.com -> b.com/test.html is considered a deep link.

a.com/long/link.htm -> b.com/online/line.html is considered a deep link.

a.com/long/link.htm -> b.com/index.html is considered a Homepage link

Deep Backlink Ratio



Deep backlink ratio is the percentage of backlinks or inbound links coming from deep pages vs. backlinks coming from root pages. Examples:

a.com -> b.com/test.html is considered a homepage backlink.

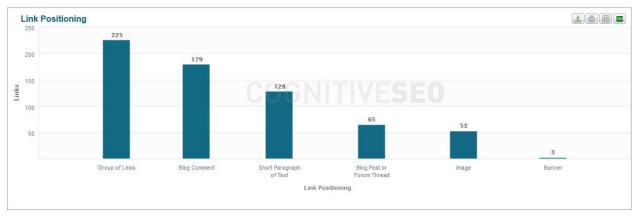
a.com/long/link.htm -> b.com/online/line.html is considered a deep backlink.

a.com/long/link.htm -> b.com/index.html is considered a deep backlink.

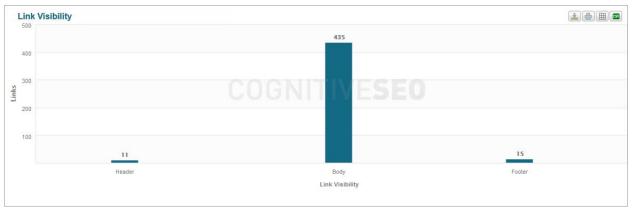
Webpage Type

From this chart you can figure out what is the main strategy a site uses to get links: web directories, blogs, forums, articles etc.

Link Positioning



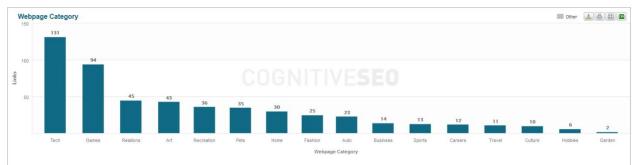
This metric shows with more accuracy where the link is placed on the page.



Link Visibility

There are three categories of where the links come from, from a webpage area point of view : Body, footer, header, with footer links being the least visible.

Webpage Category



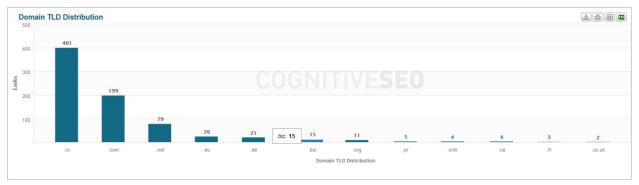
The website contents are classified in 19 categories and in this graphic you can see how links are distributed based on these categories. This is a metric that may also help you identify unnatural links, based on those categories.

Webpage Language



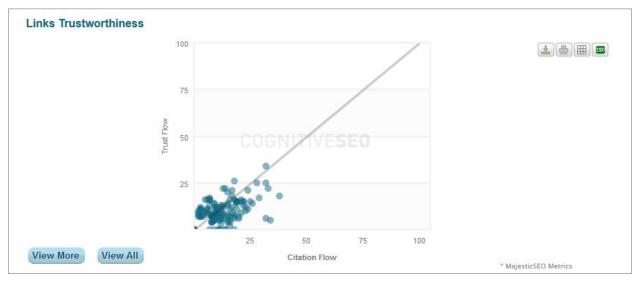
This chart displays how links are distributed based on the language of the pages that the links come from. In this case, you may identify unnatural links by the language of the page they come from. If it's a language that is less likely to be spoken by those who visit your site, then maybe you should rethink your strategy.

Domain TLD Distribution



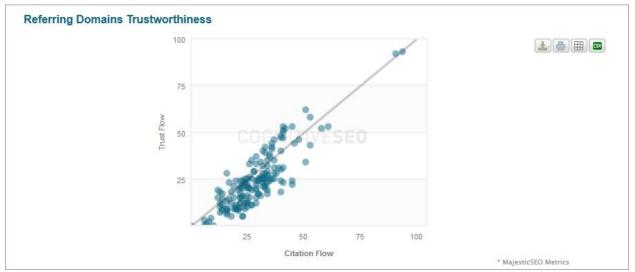
This graphic displays how links are distributed based on their TLD names.

Links Trustworthiness



These data are provided by Majestic SEO. Majestic SEO is one of our providers and this metric is interpreted in the following way: The higher the point on the chart curve, the better the link quality, where the vertical axis represents **Trust Flow** and the horizontal axis represents **Citation Flow**.

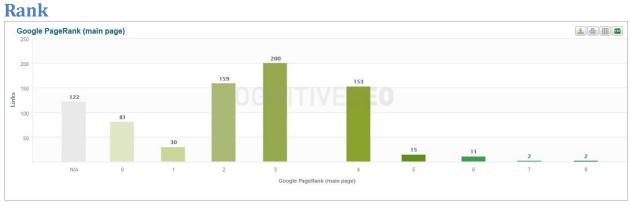
At mouse over on each point you can see the link name, as well as link's **Trust** and **Citation** values.



Domain Trustworthiness

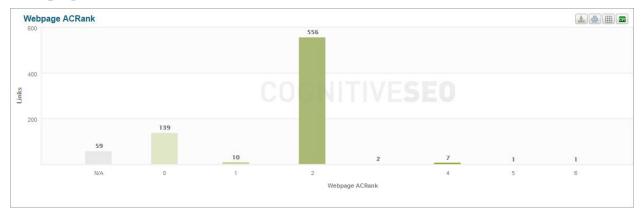
The data on this chart are interpreted similarly with those at Link Trustworthiness.

Google Page



Google PR is extracted for the home page and we can see a distribution of pr values of links pointing to our site.

Webpage ACRank



This is a metric from Majectic SEO similar with Google PR.

External Inbound Links



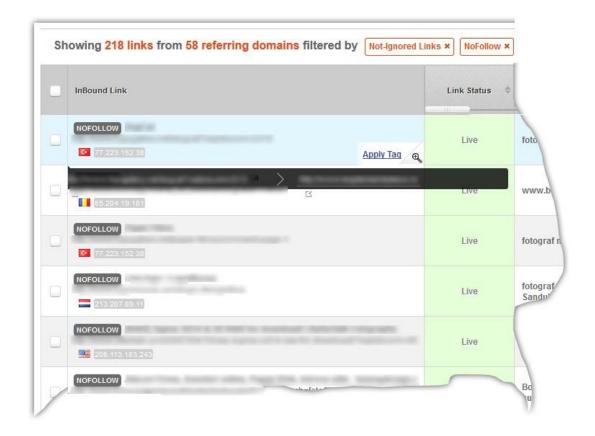
This graphic shows the links that point to the pages where we found backlinks. The larger the interval, the better for the link performance. If you click on a link that comes from a large interval category, you will see that the link comes from a page that has a high number of links pointing to it. That means having a link on that page pointing to your site is of greater value to you than having a link on a page with no links pointing to that page.

Outbound Links

Out Links	pound s			
	Bound Links			
500		450		
400				
300 Zinks				
200				
100				
	27			2
	1-10	10-100 Out	100-1000 Bound Links	1000-10000

With this metric, the exact opposite is true: the more links we have on a smaller interval, the better., because it represents links that point out of our site.

Data Table



In the **Data Table** the system displays all links that comply with the applied filter or the user selected criteria.

Data Table Options

"Showing X links from Y referring domains, filtered by: Not- ignored list."	By default, this message is displayed at the top of the table.
Search Box	You can use the search box to search in the link list. You can search by domain, or anchor text. The Filters and Tags buttons are the same as the ones at the top of the page, but they are duplicated here so you don't have to scroll up and down a lot.

To DoYou can add to dos for specific team members for example.Jump ToUse this dropdown to jump to a specific column instead of using the
horizontal scroll bar when you have too many columns shown in the table.
The order of columns in the table is not fixed, you can rearrange them with
drag and drop. Only the first column is fixed.

When you pres	s this button t	the following	pop-up i	s displayed:
---------------	-----------------	---------------	----------	--------------

	E	dit Columns	
	Edit Columns	Show A	di
	Attributes		
	E Features		
	Metrics		
Edit Collumns	Save Cancel	Reset to defa	T

You can choose to Show All columns in the data table or only a certain selection of them. To select/unselect columns click on each category.

Navigatio	Usually, the Data Table has a page. You can navigate using							
n Buttons	Showing 1 to 25 of 775 entries	← Previous	1	2	3	4	5	Next \rightarrow
Links per	In the bottom-left you can ch page:	loose how ma	ıny re	sults	s to d	isplay	y on (each
Page	25 per page 💌							

When you click on a link in the Data table, the following actions are available: Apply Tag, Ignore link/domain, Disavow link/domain.

In case of Image links, you can click on Image and the image that links to your site will be displayed.

Near the Apply Tag button, there is a small magnifier icon:



	InBound I	Link			Close	
	-		🕑 to			C.
at el	Webpage T	itle	DX vs FX po Correa Stu		ens comparison T	ony
æ	Hosting IP /		65.254.248. ⁴			
	Webpage T		Blog			
	Link positor		Blog Comn	nent		
	Webpage C	ategory	Tech			
	Webpage L	anguage	English			
	Metrics					
	Website	Google PR	(main page)	N/A		
	Webpage	ACRank		2		
		InBound Li	nks:	40	OutBound Links:	65

Order

You can order table data by clicking on any header cell.

Data Table	
Bulk Actions	The same actions that you can apply at link level, you can also apply in bulk, for more than one link: Ignore Link/Un-Ignore Link/Domain, Disavow/Un-Disavow Link/Domain, Reclassify Link/Domain.
Apply Bulk Tag	Apply a tag to multiple links simultaneously.

Competitive Link Analysis

This is the area where you can compare competitors.

This tab becomes available when there are at least two competitors in our analysis. The maximum number of competitors is 5, except for your own site. At the same time you can analyze data about a maximum number of 6 sites.

This analysis basically contains mostly all the graphics from the Individual inBound Link Analysis.

Competitive Link Analysis Options

Latest Links	You have the possibility to display data only about the new links found at the last re-crawl.
Display Modes	You can display your data in Absolute or Relative mode. In this case the relative mode may make more sense for site comparison.
PDF	Produces a report with the current data on the screen. If you apply let's say a new filter, the new PDF report will be showing the re-filtered data.
Filters	Work in the same way as in Individual inBound Link Analysis.
Tags	Work in the same way as in Individual inBound Link Analysis.
Analyze One Link per Referring Domain	Has the same meaning as in the individual link analysis.

Cognitive SEO Link Rank

Site by Site Comparison

Link metrics for the analyzed sites	Winner	2nd place	
Select sites to compare	Registersored, descu. rs	tengration in	
cognitiveSEO Link Rank™ ②	12	8	
Referring Domains	234	88	
Latest Links	0	0	
Link Analyzed	1254	525	
Referring IPs	208	87	
Common Referring Domains	15	15	
Common Links	4	4	
Total Referring Domains	235	88	
Total Links	2131	1840	
Pages	9	23	
Common Anchor Texts	4	4	
Total Anchor Texts	49	56	
MajesticSEO Domain Trust	13	13	
MajesticSEO Page Trust	0	0	

The decision about the winner site, second place and so on is taken by comparing link ranks. If you want you can change the calculus formula for the link rank. Once you apply the new formula, the link rank will be recalculated for all sites analyzed.

Cognitive SEO Link Rank

At mouse over you can see a short explanation of this concept: "CognitiveSEO Link Rank is calculated based on a formula that takes into consideration multiple internal and external factors by applying a certain influence on each metric. You can customize this formula in the Competitive Link Analysis area."

Link Charts & Profiles

Link History By

Date	Link	Туре	Q	uick Note 🗇 — New Links — Lost Links 🎍 🌰 🏢
10 Nov	We have being with a tradition operation along these tax	New _	40	
99 Nov	States and a set of the late of the set of the set of the	New	1	
9 Nov	No. International Conference on States and States Inter-	New	- 30	
9 Nov	States into all " tables or one alls, but her	New		COGNITIVE SEO
9 Nov	States interaction with the first state and the	New	sign 20	CCCHTTLELO
9 Nov	State of the local of the local state and the	New		
9 Nov	Schenching and Children sprane, also may be	New	10	
9 Nov	States interacted with the interaction of the state inter-	New		
09 Nov	the fease ration, while it indicates and some two inter-	New		10 Jun 24 Jun 08 Jul 22 Jul 05 Aug 19 Aug 02 Sep 16 Sep 30 Sep 14 Oct 28 Oct
09 Nov		New -		10 Jun 2,4 Jun 06 Jul 22 Jul 05 Aug 19 Aug 02 Sep 16 Sep 30 Sep 14 UCL 20 UCL Time

Available only on recurring campaigns.

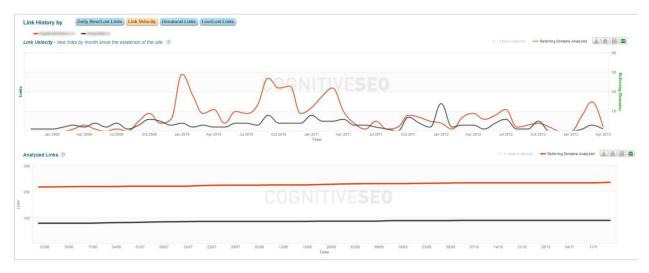
The **Link History By** metric provides the number of new links/month since the beginning of the sites. The data for all sites is displayed in the same graphic. Each site has a different color so you can identify it easily.

The timeline at the right shows new links and lost links for the analyzed links (domains) on a daily basis, since the beginning of the campaign. Every 2-3 days the system is updated. The new data is viewable in the table and on the timeline.

Common Dialog Options

Table Left	Only available for Daily New/Lost Links chart. In the left table you can view the most recent 200 links identified and ordered decreasingly by date.
Timeline Right	Displays links evolution (in this case new links and lost links) for the analyzed site, on a daily basis, since the beginning of the campaign.
- New Links	On each chart in this category, you can make visible/invisible any graphic curve in order to isolate the exact information you are interested to view. Here is a toggle button to display/hide new links from the chart.
- Lost Links	Toggle button to display/hide the lost links from the chart.
<u>*</u>	Button to export to raster or vector image.
-	Button to print the chart.
	Button to switch between table and chart view.
C5 0	Button to export data to CSV format.

Link Velocity



Also available on Onetime Snapshot campaigns.

The graphic includes two charts for each site:

- Link velocity since the beginning of the site
- New links and referring domains that appear on a monthly basis.

This chart is non-cumulative.

In **Analyzed Links** the chart is the cumulative total number of analyzed links per referring domain existing into the system. This graphic starts at the campaign creation time, and there is no history for it.

Unnatural Links



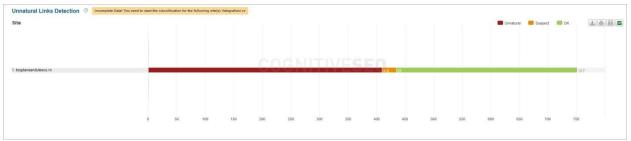
This is a very important chart in your analysis. Here you can see the natural and unnatural links evolution into the system, and with the help of this graphic, you can protect your domain from negative SEO, or you can manage the risk of being penalized by Google due to unnatural links that you have. All graphics in the Cognitive SEO system, except for **Daily New Lost Links** and **Link Velocity** are updated weekly for a recurring campaign, at campaign reruns.

Link	k History I	by Da	ily New/Lo	st Links	Link Velocit	Unnatu	ral Links	Live/Lost L																	
	-		-																				••Live •	- Lost 🔔 🎒	
1000																									
750								•••••			00			/FG											
89U 500											UUU													-	
250	<u></u>																								
	03/06	10/06	17/06	24/06	01/07	06/07	15/07	22/07	29/07	05/08	12/08	19/08	26/08 Time	02/09	09/09	16/09	23/09	30/09	07/10	14/10	21/10	28/10	04/11	11/11	

Live Lost Links

One graphic represents the number of live links, and the other one the number of lost links and how they've been evolving since you started the campaign.

Unnatural Links Detection



If you didn't classify the links as brand versus commercial on every site you want to analyze, in the individual inbound link analysis, a notification will be displayed in this area. You must perform the individual link classification in order to be able to see the complete comparison.

Brand vs. Commercial Anchor Text Distribution

Site 1. bogdansandukescuro 2. fotografisa/re	CUGNIT		Erand Commercial Misc de de de la commercial 191
			537 191
			567 191
			567 191
2. fotografiasi.re			
2. fotografiasi.ro			
		438	
0 50 100		550 600 650 700 750 800 850	900 950 1000 1050 1100 1150 1200 1250
	150 200 250 300 350 400 450 500		

In this chart the commercial versus brand anchor text distribution is compared for the analyzed sites. If for one or more sites the anchor text was not defined, a warning is displayed: "Incomplete data! You need to define your brand and commercial keywords for the following sites:..."

Anchor Text Distribution



In yellow background the system marks common anchor text keywords. When you click on one keyword a pop-up displays all links that contain the selected anchor text.

Anchor Text Distribution - you can select only anchor text that is common to any 2 sites, common to any 3 sites, 4 sites and so on.

The non-common anchor text is displayed in the corresponding site color.

Referring IPs vs. Referring Domains vs. Links

Referring IPs vs Referring Domains vs Links																			
Site														Referri	ng IPs 🔳	Referring Domains	📕 Links	(3	
1. bogdansandulescu.ro														1254					
1. boguinterroundee.ro						υu	ΞNI	ΠV	ES	EQ.				1224					
2. fotografiasi ro		88				525													
	0	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	

Compares all three metrics for each site.

Following some communality traces are shown for comparison:

- Common Links
- Common Domains
- Common IPs

Common Links

Common Links Links that are common to any 2 alles Site	*																				Un Un	common Li	inks 🚺	Commo	n Links		1) ()())
1. bogdansandulescu ro 2. fotografiasi ro								10	IG.	Ņ	11	521	51	EU													1250
	0	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800	850	950	950	1000	1050	1100	1150	1200	125	0

This metric displays the links that point to all compared sites.

Common Domains

Common Domains Links that are common to any 2 sites Site	×																		Unco	mmon Dome	ains 📕	Common	Domains	6	±)@)((()
1. bogdansandulescu ro 2. fotografiasi ro			15				Ų	UG	IN.	73	VE	:51	EU			T					Ì			1	219
	0	10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230	

This metric displays the domains that point to all compared sites.

Common IPs

Site																			incommon if	Pa 📕 Co	ommon IPs		
1. bogdansandulescu ro 2. fotografiasi.ro			15			l	20	GN	цı	72	ESI	EU			T			T				193	
	0	10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	

You can also compare sites two by two or all at once. When you click on a common link/domain/IP in any of these graphics, a pop-up opens with all common links/domains/IPs:

1 :(Common IPs		
IP	Site 1 ≑	Site 2 🌲	
86.55.136.17			
89.38.128.158			
93.115.94.168			
68.169.37.115			
67.210.111.70			
68.168.209.171			
93.115.119.12			
192.0.80.250			
89.42.11.25			
173.194.70.132			

These links are important when you want to see what links your competitors have and you don't and vice-versa.

Link Authority Chart

cognitiveSEO Link Authority ®																										
Site														No A	uthority	Low .	Authority	Aver	age Authority		Good Auth	ority	High Au	thority	±	
1. bogdansandulescu.ro					- 7	-	281	-	100.00	-	1.1.1.1	a surger	-	-	-	_		-		-	205				206	1
2. fotografiasi.ro	_			1	67				206	78	3															
	0	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800	850	900	950	1000	1050	1100	1150	1200	

Link Authority is a crowd sourced metric giving you an overall information about the Authority of a linking page. It is calculated using multiple other metrics and gives a result that matches one of the 4 types of Authority (High/Good/Low/No). It is natural to have a high distribution of Low and No authority linking pages , because the web is formed of a very high distribution of low quality pages.

This metric does not reflect the naturalness of a link.

This metric aggregates data from various data providers. Based on our formula and on those metrics we obtain the CognitiveSEO Link Authority score. At click on the ring slices the corresponding links in the selected category will open.

In the **Competitive Link Analysis** view this metric is presented as a bar chart for each site analyzed.

Domain Authority Chart

cognitiveSEO Domain Authority ③																											
Site															No Authorit	y 💼	Low Authority		Average Au	thority	Good Good	d Authori	y 🗖	High Aut	hority	4	
1. bogdansandulescu.ro		39	-	-	156		- 1	-	-	11	711	77	-	-	506									445		108	
2. fotografiasi.ro		21	65				22	0	High	Authority:	83	83															
		50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800 1	350 1	200 9	60	1000	1050	1100	1150	1200	1250	
	, č	00	100	100	200	2.00	300	550	400	400	000	000	000	0.00	100	100	000				1000	10.00	1100	1100	1200	12.00	

A metric similar with CognitiveSEO Link Authority is used to analyze the Authority of a linking domain.

This is a crowd sourced metric giving you an overall information about the Authority of a linking domain. It is calculated using multiple other metrics and gives a result that matches one of the 4 types of Authority (High/Good/Low/No). It is natural to have a high distribution of Low and No authority linking domains, because the web is formed of a very high distribution of low quality domains.

In the **Competitive Link Analysis** view this metric is presented as a bar chart for each analyzed site.

Link Status Chart

For each site there is a bar chart that displays the live links versus lost (broken) links.

No Follow vs. Do Follow Chart

NoFollow vs DoFollow Site														DoFolo	w 🔲 NoFolio	w 🛃)())
1. bogdansandulescu.ro					C	JGN	TTT	/ES	ΕŪ	-		540				226	
2. fotografiasi.ro					185				23	14							
	o	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	

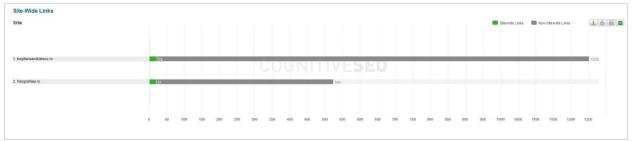
For each site there is a bar chart displaying the no follow vs. the do follow links.

Text/Image/Redirect Links



For each site, a bar chart displays the number of text links (normal, anchor text links), image links, and redirect links to your site from the total number of links.

Site Wide Links



Site wide links are replicated on several (or all) pages of your site. For example the footer or blog-roll links are site-wide links.

In-content

n Content														
Site											In Content Links	Not in C	Content Links	
. bogdansandulescu.ro				_	320									550
			1.0	JUL	N	ΠV	ESE	- 0						300
t. fotografiasi.ro					284			175						

For each site there is a bar chart that displays the ratio of links that appear in content, versus the links that are separated from the content of a page (for example a link that appears in a group of links).

Anchor Target

Anchor Target Site												scif	_blank	Lop 🗖 Lop	arent 📕 fran	w (±)⊕) @
1. bogdansendulescu.ro 2. fotografiasi.ro					ĊŬ	GN			EU							2	
2. fotografissi ro							291										
	0	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	

This chart classifies the links by their anchor target for each analyzed site.

Top Referring Countries

Top Referring Countries												B 80	US	DE	N .	FR	TR	BF	DK	FU	П	
												- 10	-	-		-						
1. bogdansandulescu.ro						U	UG	INI	11)	/ E 2	E	558							315		78	4
2. fotografiasi.ro	-						206															
	0	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800	81	50	900	950 1	000

For each analyzed site there is a bar chart displaying from which countries come the IPs that send them the most links.

Deep Link Ratio

Site																					-	Deep Link		fomepage	Links		
1. bogdansandulescu ro	2						T	90	IG	ŅĪ			S	ΞŪ												1252	2
2. fotografiasi ro		81										464															
		50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800	850	900	950	1000	1050	1100	1150	1200	1250	

Deep link ratio is the percent of backlinks (or inbound links) that point at pages other than your own homepage. Examples:

a.com -> b.com/test.html is considered a deep link.

a.com/long/link.htm -> b.com/online/line.html is considered a deep link.

a.com/long/link.htm -> b.com/index.html is considered a Homepage link

Deep Backlink Ratio

Deep Backlink Ratio ① Site																					Deep Ba	cklinks	Home	page Bac	kinks		
1. bogdanaandulesou ro 2. fefografiaat ro							(q.	G	N	TI	VE 6	51	-0				1				T	Ì				2
	o	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750	800	850	900	950	1000	1050	1100	1150	1200	1250	

Deep backlink ratio is the percentage of backlinks or inbound links coming from deep pages vs. backlinks coming from root pages. Examples:

a.com -> b.com/test.html is considered a homepage backlink.

a.com/long/link.htm -> b.com/online/line.html is considered a deep backlink.

a.com/long/link.htm -> b.com/index.html is considered a deep backlink.



Webpage Type

From this chart you can figure out what is the main strategy the compared sites use to get links: web directories, blogs, forums, articles etc.

Link Positioning					
250 150 100		COGNIT			
50 Group of Linka	Blog Comment	Short Paragraph of Text	Big Post or Forum Thread	inage	Banner

Link Positioning

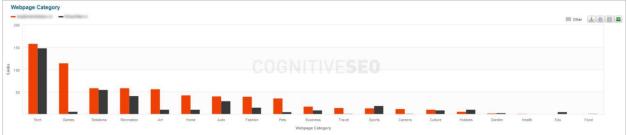
This metric shows with more accuracy where the link is placed on the page.



Link Visibility

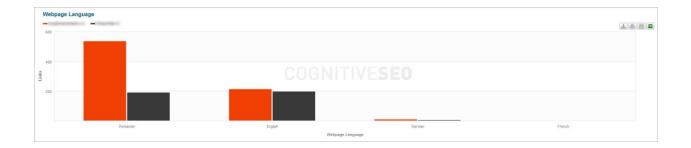
There are three categories of where the links come from, from a webpage area point of view : Body, footer, header, with footer links being the least visible.

Webpage Category

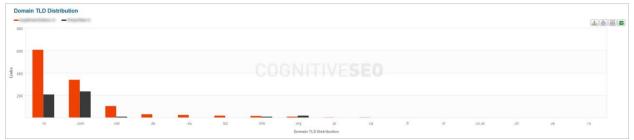


The website contents are classified in 19 categories and in this graphic you can see how links are distributed based on these categories for the compared sites. This is a metric that may also help you identify unnatural links, based on those categories.

Webpage Language



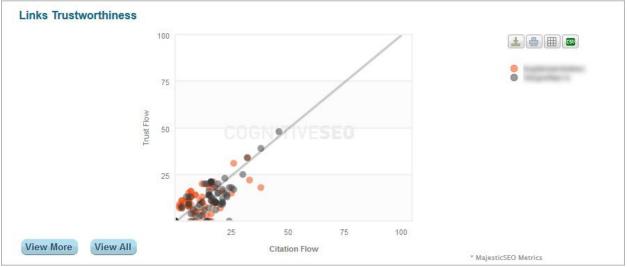
This chart displays in comparison how links are distributed based on the language of the pages that the links come from. In this case, you may identify unnatural links by the language of the page they come from. If it's a language that is less likely to be spoken by those who visit your site, then maybe you should rethink your strategy.



Domain TLD Distribution

This graphic displays in comparison how links are distributed based on their TLD names.

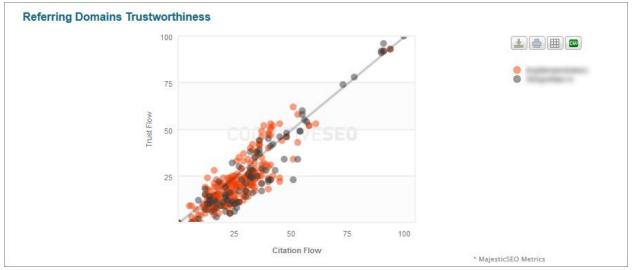
Links Trustworthiness



These data are provided by Majestic SEO. Majestic SEO is one of our providers and this metric is

interpreted in the following way: The higher the point on the chart curve, the better the link quality, where the vertical axis represents **Trust Flow** and the horizontal axis represents **Citation Flow**.

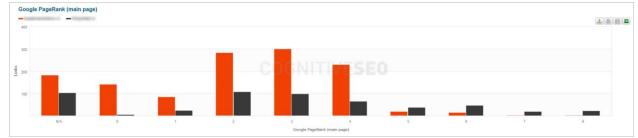
At mouse over on each point you can see the link name, as well as link's **Trust** and **Citation** values.



Domain Trustworthiness

The data on this chart are interpreted similarly with those at Link Trustworthiness.

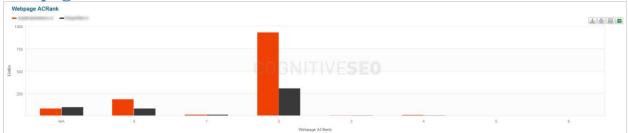
Google Page Rank



Google PR is extracted for the home page and we can see a distribution of pr values of links pointing to

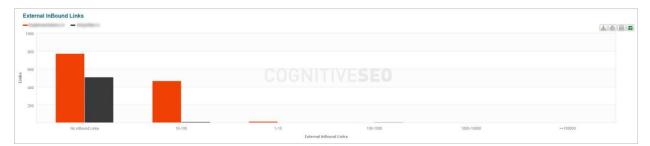
our site.

Webpage ACRank



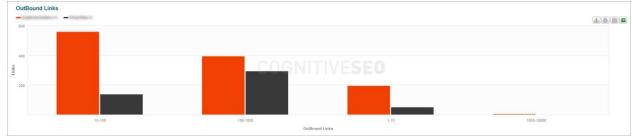
This is a metric from Majectic SEO similar with Google PR.

External Inbound Links



This graphic shows in comparison the links that point to the pages where we found backlinks. The larger the interval, the better for the link performance. If you click on a link that comes from a large interval category, you will see that the link comes from a page that has a high number of links pointing to it. That means having a link on that page pointing to your site is of greater value to you than having a link on a page with no links pointing to that page.

Outbound Links



With this metric, the exact opposite is true: the more links the sites have on a smaller interval, the

better, because it represents links that point out of the sites.

Data Table

	nowing 1779 links from 307 referring domains filtered by Not-Ignored	Links ×						
2	InBound Link	Link Status 💠	Site 1 💠	Site 2 💠	Communality Level	Link Anchor Text	tink A	
)	NOFOLLOW)	Live	2	V	N/A	Summit range of last	1	
2	CUSPECT C C S 115 117 (107)	Live		-	N/A	Register Taxoliticson	2	
	UNNATURAL . (20.212.160.178)	Live			N/A	100000000000000000000000000000000000000	4	
		Live	-	~	N/A	Appendix - constraint (1977) and	N/A	
	NOFOLLOW	Live	÷		N/A	Longs of Hards and Danser Longs and	Average	b
	UNNATURAL	Live		-	N/A	NAMES OF TAXABLE PARTY.	Low	
	UNNATURAL NOFOLLOW	Live			N/A		Low	ß
	UNINATURAL	Live		÷	N/A	100000000000000000000000000000000000000	Low	P
		Live	-		N/A	Second Mage - London and Mage - South Strength and Streng	Low	
	UNINATURAL NOFOLLOW	Live			N/A	Temport rests from	Low	2

In the **Data Table** the system displays all links that comply with the applied filter or the user selected criteria.

In the **Comparison Data Table** there are some options that are no longer available, for example **Ignore** and **Disavow**.

You can select which sites you want to compare, or even specific pages from different sites.

But also, the Comparison Data Table includes data that is not available in the individual data table, such as the communality columns:

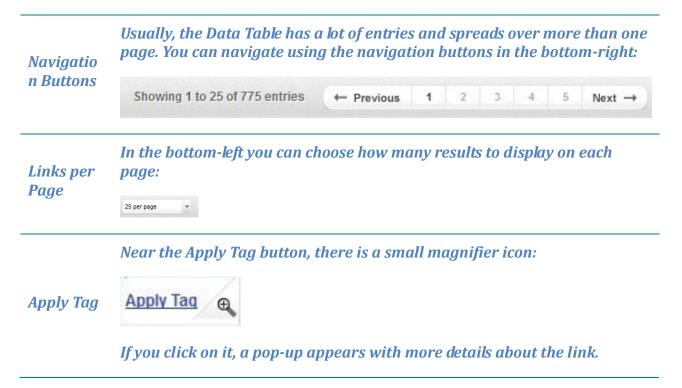
- Site 1
- Site 2
- ...
- Communality Level

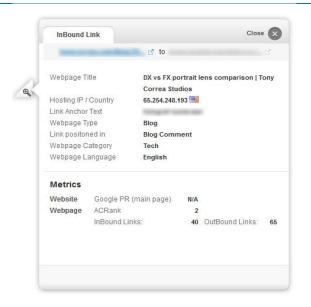
Data Table Options

"Showing X links from Y referring domains, filtered by: Not- ignored list."	By default, this message is displayed at the top of the table.			
Search Box	You can use the search box to search in the link list. You can search by domain, or anchor text. The Filters and Tags buttons are the same as the ones at the top of the page, but they are duplicated here so you don't have to scroll up and down a lot.			
ſ⊻	You can add to dos for specific team members for example.			
Jump To	Use this dropdown to jump to a specific column instead of using the horizontal scroll bar when you have too many columns shown in the table. The order of columns in the table is not fixed, you can rearrange them with drag and drop. Only the first column is fixed.			
Edit Collumns	When you press this button the following pop-up is displayed:			

Attributes
Eeatures
Metrics
Communality

You can choose to Show All columns in the data table or only a certain selection of them. To select/unselect columns click on each category.





Order Data Table	You can order table data by clicking on any header cell.
Apply Bulk Tag	Apply a tag to multiple links simultaneously.
Export to CSV	Export table data to CSV Format.