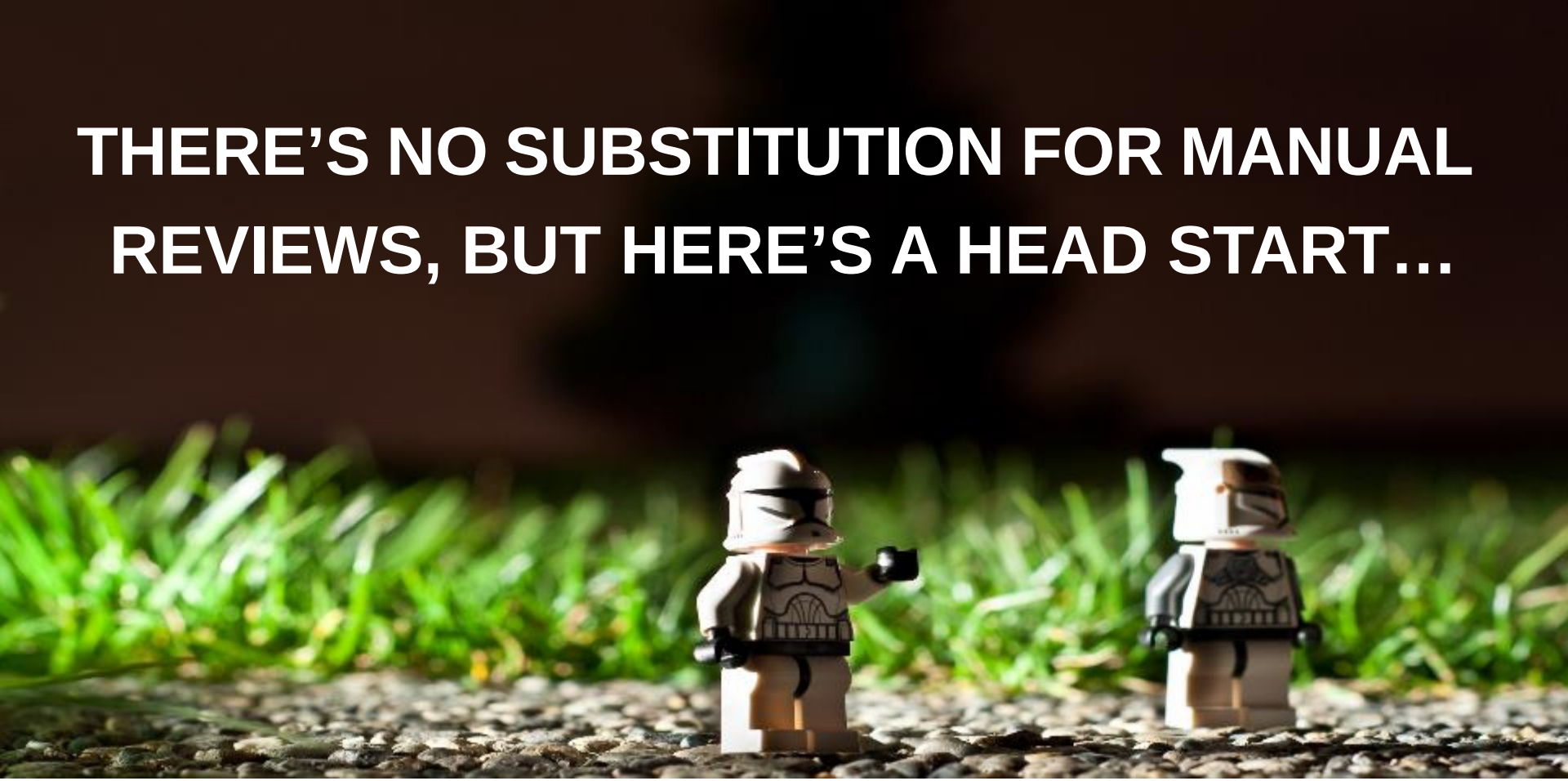
15 TOOLS IN 15 MINUTESTO HELP YOU WITH LINKPROFILE ANALYSIS & PENALTIES

Zazzle
A BRIGHTER DIGITAL FUTURE

@james_perrott

THERE'S NO SUBSTITUTION FOR MANUAL REVIEWS, BUT HERE'S A HEAD START…



Zazzle
A BRIGHTER DIGITAL FUTURE

TOOLS YOU MUST HAVE!

MAJESTIC

- **Its metrics are a significant factor when we deem a website ‘good’ or ‘bad’ when running link removal/analysis.**
- **Its API allows us to quickly export mass data into link lists that hit 1,000,000+**
- **Topical trust/citation flow allows us to see whether or not a websites backlink profile is relevant!**

CITATION FLOW = THE SCORE OUT OF 100 ASSOCIATED WITH THE RELEVANCY OF THE LINK.

TRUST FLOW = THE SCORE OUT OF 100 ASSOCIATED WITH THE TRUST OF THE LINK. TRUST IS BUILT UP BY SITES THAT LINK TO THE LINKING SITE.

MAJESTIC SEO

Blog | Tools | Support | Plans & Pricing | Zazzle Media

Site Explorer Results (play video)

sportsdirect.com | Root Domain

Use Fresh Index: | Use Historic Index:

Summary | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages | Link Profile

TRUST FLOW

30

TOPICAL TRUST FLOW

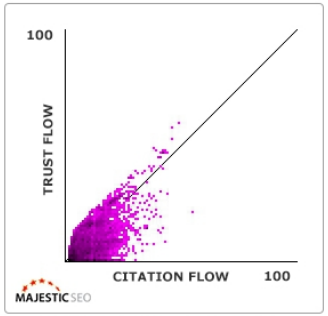
27	Sports / Soccer	18	Sports / Running
25	Business	17	Business / Marketing and Advertising
24	Sports / Basketball	16	Sports
22	Business / Consumer Goods and Services	16	Regional / Europe

CITATION FLOW

35

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
436,778	**7,236**	**5,934**	**4,573**
In the last 5 years			
1,641,162	17,247	10,252	7,369

Homepage Title	N/A
Educational Ref. Backlinks	78
Governmental Ref. Backlinks	36



External Backlinks Link Profile

AHREFS

- AHREF’s data on multiple occasions appears to index data faster than its competitors and for this reason, it’s a must in our toolset.
- The anchor text snippet preview is brilliant to see where your links are positioned. This also proves very useful for competitor analysis.
- Having THE freshest data when conducting link analysis/removal work is a**MUST**!

	Rank / Domain Rank	Referring Page URL / Referring Page Title	Int / Ext	Last HTTP Code	Link URL / Link Anchor	Placed Between
1.	25 / 53	www.dynmark.com/default.aspx (g+ 60, tw 49, 1, f 5) Dynmark Mobile Intelligence Services - Sending the right message	53 / 23	200	www.galabingo.com/ Gala Bingo	10 Mar '14 - 26 Apr '14
2.	21 / 43	www.edytazajac.pl/ (g+ 1, tw 12, 25, f 8) Life Skills Academy - blog Edyty Zając	68 / 98	200	www.galabingo.com/clubs/bromborough Gala Bingo Clubs	20 Apr '14 - 7 May '14
3.	20 / 47	www.whatsonweymouth.com/ (g+ 391, tw 170, 2, f 9) Whats On In Weymouth 2014 Weymouth's SUPER Holiday Guide Pubs Cl...	295 / 107	200	www.galabingo.com/clubs/weymouth 12pm Gala Bingo Opens More information	16 Apr '14 - 4 May '14
4.	17 / 56	www.thebabywebsite.com/blog/ (g+ 1, tw 29, 12, f 10) TheBabyWebsite Blog |	122 / 34	200	www.galabingo.com/ But, with Mother's Day coming up this weekend, Gala Bingo has come up with a 'Most Amazing Mums' Bingo card and is	19 Mar '14 - 14 Apr '14
5.	14 / 80	www.meetup.com/Friends-who-hav... (g+ 0, tw 0, 0, f 0) Bingo night - Essex/East London Friends (Loughton, England) - Meetup	55 / 3	200	www.galabingo.com/clubs/barkingside http://www.galabingo.com/clubs/barkingside	Found on 6 May '14
6.	13 / 55	www.lifewithlevi.com/feed/ (g+ 0, tw 0, 0, f 0) Life With Levi	8 / 12	200	www.galabingo.com/ UK Bingo brand Gala Bingo recently launched a 'supermum' chat game to celebrate the	26 Mar '14 - 15 Apr '14
7.	13 / 73	ru.askmen.com/entertainment/bett... (g+ 0, tw 0, 14, f 6) Win An Xbox One - AskMen	107 / 33	200	www.galabingo.com/casino/gladiator than by doing your best Russell Crowe impression. To celebrate the launch of their Gladiator Jackpot game , Gala Casino are giving one lucky winner the chance to win a	Found on 15 Apr '14

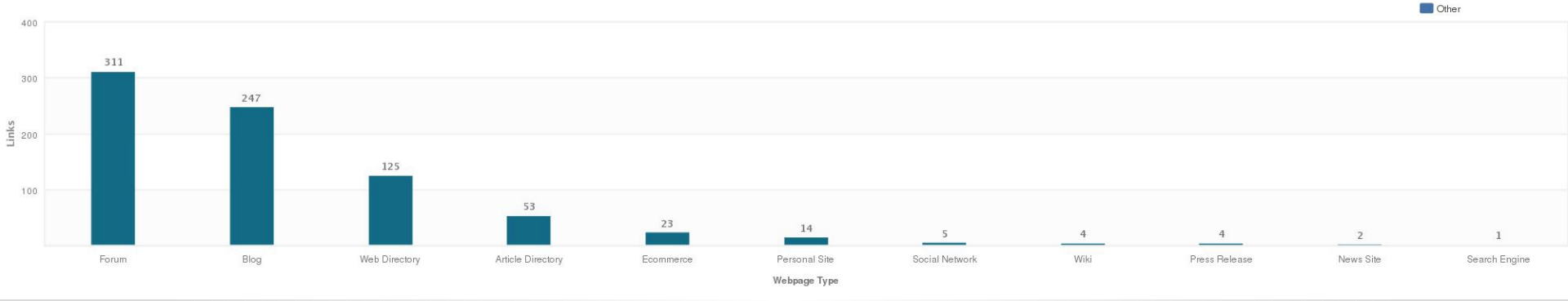
GOOGLE WEBMASTER TOOLS

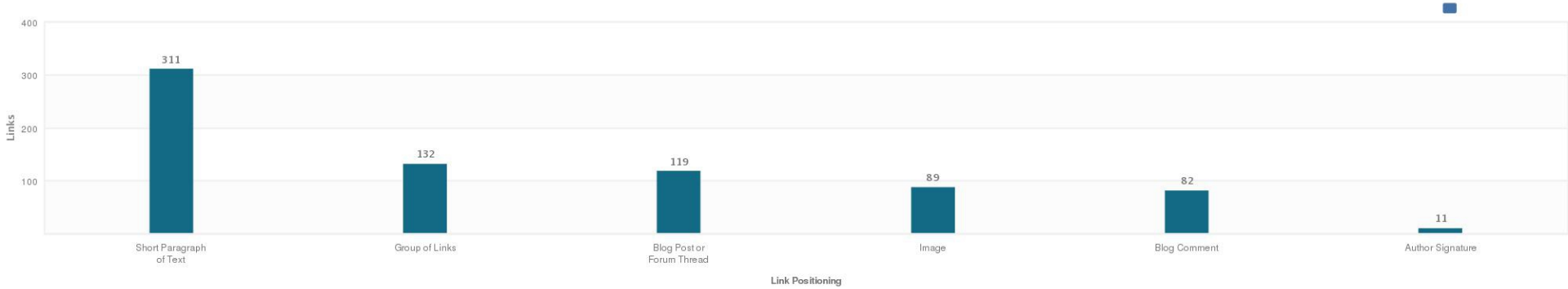
- The most linked too pages area of WMT is incredibly useful as it highlights where the most links are pointing to.
- If you have a partial penalty and the majority of links point at the pages, which should be ranking for your head terms, this is **NOT** a coincidence.
- Zazzle have seen evidence of links being picked up in WMT and **NOT** in any other link data source – such as, Majestic, AHREFs etc.

‘GOOD TO HAVE’ TOOLS

COGNITIVE

- Cognitive displays data efficiently and is very nice to the eye.
- Breaks websites classification down into website type: blogs, directories etc.
- Cognitive has certain limitations, for example the freshness of data. However, it has recently overcome this with the plugin of Majestic.
- Cognitive is pricey for larger link profile crawls and this is why we no longer use it as much when Majestic/AHREFs are available, just with less visual prowess.
- The data and charts it produces are great for agencies and in-house teams looking to pitch at potential clients/internal members of staff as it gives a great representation to the non-digitalmarketeer.
- Manual link review options available, like withLinkRisk.





Zazzle
A BRIGHTER DIGITAL FUTURE

@james_perrott

LINKRISK

- As a general link analysis piece of software, it’s**the best we have used atZazzle**.
- You are able to attach Majestic and AHREF’s data exports to Link Risk.
- Able to quickly see whether or not the link is still live and the response code of the page.
- The Live Chat service is highly valuable as when reconsideration requests return and are unsuccessful, you are able to ask theLinkRiskteam why they have been seen as unnatural.
- In general, the team atLinkRiskare happy to answer any question you have in regards to links included in your link analysis.
- The manual link checker allows you to see a snapshot of where the link is placed and proves useful when we are manually reviewing links in a vast profile as it speeds the process up considerably.

Investigate
part of the LinkRisk family

Home

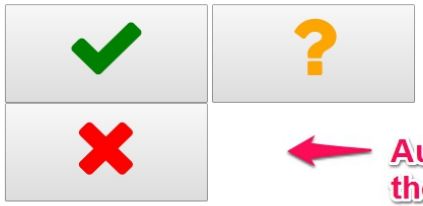
adam.brown@zazzlemedia.co.uk
adam.brown@zazzlemedia.co.uk

www.askives.com

PageRank:	3
MajesticSEO Citation:	25
MajesticSEO Trust Flow:	16
Contact Us Page:	http://www.askives.com/contact
Contact Email:	

Example Urls

- http://www.askives.com/date-my-mate.html
- http://www.askives.com/dating-as-friends.html
- http://www.askives.com/finding-single-friends.html
- http://www.askives.com/flirtology-jean-smith.html
- http://www.askives.com/gave-up-dating-book.html



URLs where link resides.

Automatically adds it to the removal list.

Copyright © 2014 LinkRisk , all rights reserved.

Askives - Answers to your questions - Google Chrome

www.askives.com

Askives?

ASK ANY QUESTION ASK

Menu

how what where who why when which

1. How To Download Free Mobile Mp3 Ringtones Easily?
2. How Many Significant Figures Does Standard Deviation Hav?
3. How To Add Watermark In Powerpoint 2003?
4. How To Put Background Image In Html Using Notepad?
5. How Salem Witch Trials Impacted America?
6. How Do I Get Pi In Excel?
7. How To Copy A Table From Word To Powerpoint 2010?
8. How To Become A Werewolf Again In Skyrim Dawnguard?
9. How To Enable Pop Ups Macbook Pr?

Why use Askives?

It's Social

You can comment in all our answers, feel free to let us know what you think. Submit a better answer o rate other people's contribution.

It's Free

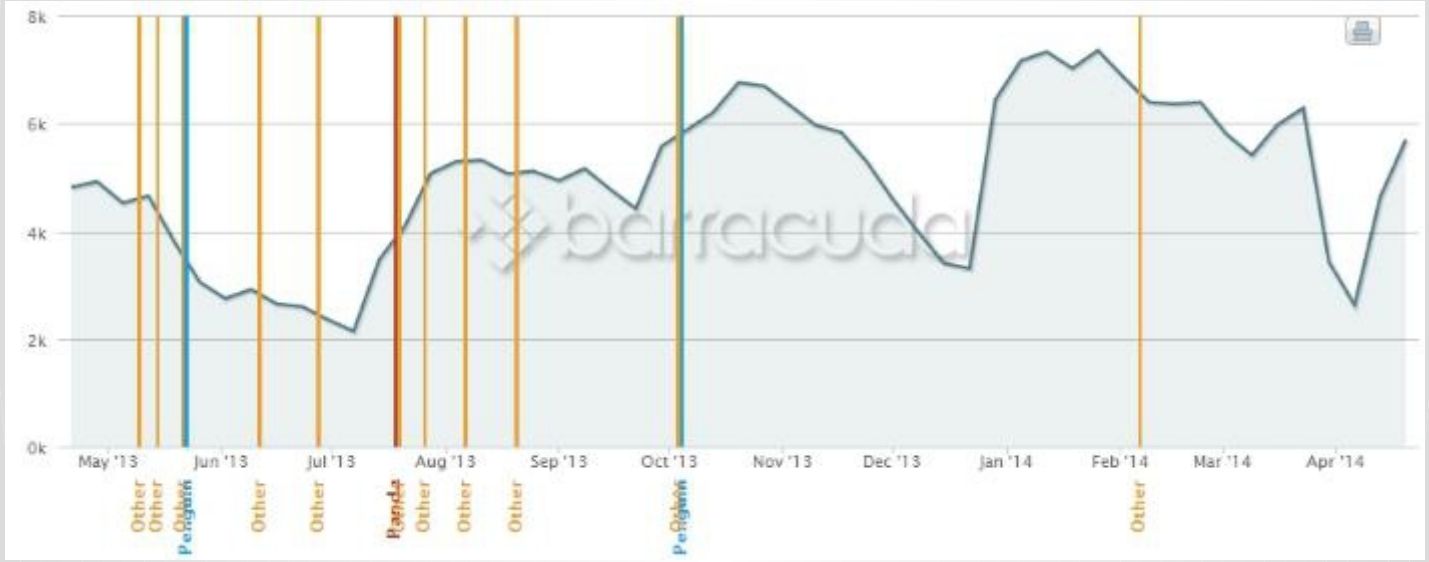
Zazzle
A BRIGHTER DIGITAL FUTURE

@james_perrott

LINK DTOX

- This is probably the largest competitor toLinkRiskand we have previously used DTOX atZazzle.
- It follows the same concept ofLinkRiskby classifying your link profile into segments, then you target the ‘deadly risk’ and ‘risk’ links first.
- However, with time constraints put onto agencies by clients, sometimes too much trust was put into the software and huge domains like YouTube,TalkTalkand The Daily Mail were being included in disavow files.

BARRACUDA PANGUIN TOOL



SEARCHMETRICS

- With any proposals we're undertaking or research into websites, their Search Visibility is the first port of call.
- This shows us how a website has performed over the last two years and any notable drops we can try to align with a Google related algorithm update.
- It also highlights the GREAT work that us as agencies do on a week to week basis.
- If we know a piece of content marketing has gone viral, technical audit recommendations have been implemented or a blog on the site has taken off, we expect to see improvements in search visibility, which can be then directly reported to the client.

THE GOOD

Time span: 04/24/2012 - 04/24/2014 GO Zoom: 1M 2M 6M 1Y 2Y
1,500
1,000
500
0
Visibility
07/01/2010
12/23/2010
06/16/2011
12/08/2011
05/31/2012
11/22/2012
05/16/2013
11/07/2013
Time
searchmetrics

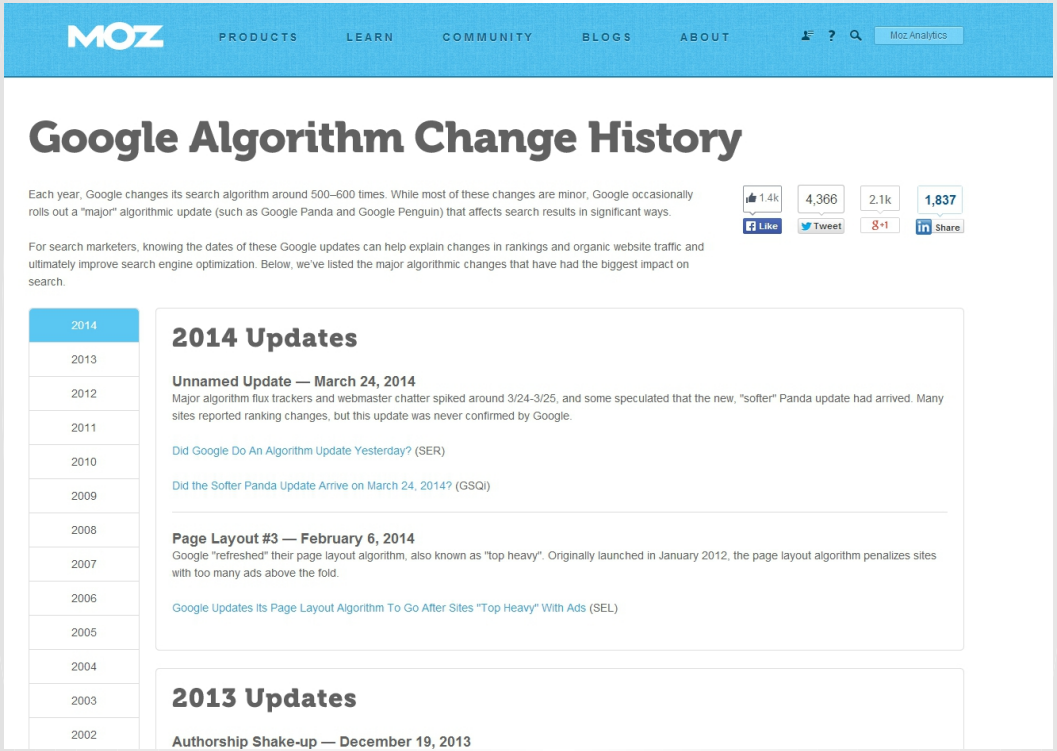
THE BAD

Time span:
04/24/2012
-
04/24/2014
GO
Zoom:
1M
2M
6M
1Y
2Y
2,000
1,000
0
Visibility
07/01/2010
12/23/2010
06/16/2011
12/08/2011
05/31/2012
11/22/2012
05/16/2013
11/07/2013
Time
searchmetrics

THE UGLY

Time span:
04/24/2012
-
04/24/2014
GO
Zoom:
1M
2M
6M
1Y
2Y
20,000
10,000
0
Visibility
searchmetrics
07/01/2010
12/23/2010
06/16/2011
12/08/2011
05/31/2012
11/22/2012
05/16/2013
11/07/2013
Time

MOZ ALGORITHM HISTORY



SCREAMINGFROG

- Probably the most widely used tool in the digital marketing sphere.
- AtZazzlewe have used it**A LOT**for technical audits in the past.
- We are now beginning to use it for in-depth link analysis for our biggest penalised clients and this is how…
- Export link data > configuration > custom (add a contains or does not contain filter for the domain) > crawl
- This will then show you all of the links that are live or not live from your data export.

SPYONWEB.COM

‘NICE TO HAVE’ TOOLS

RMOOV/RMOOV'EM

- Having to actively try to remove links now that the disavow tool is in existence is a debate that will always be had.
- AtZazzle, we**DO**try and remove links when the penalty is a partial/manual action to provide the removal data to Google when submitting a reconsideration request.
- RmoovandRmoov'emdo the same job, mass contacting of sites with templates to ask for the link to our site to be removed.
- It uses emails fromwhoisdomain searches.
- This can be gamed by the webmasters as to reply to the email with successfully removed is at the click of a button, so it's hard to be 100% with the results provided by each campaign.

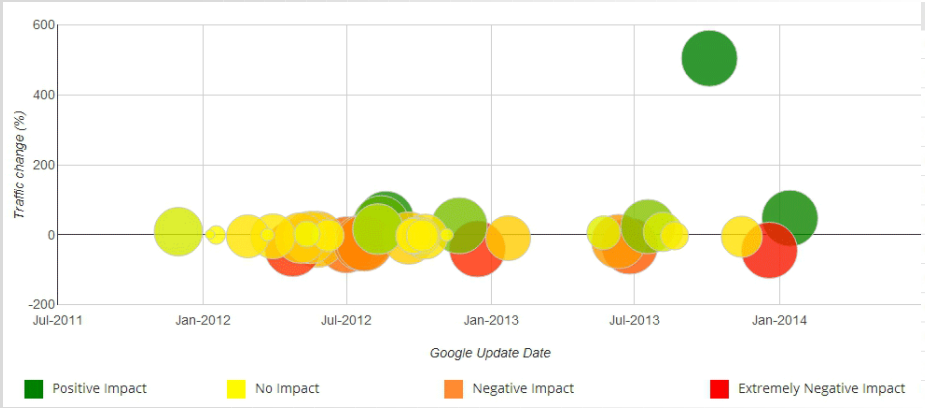
LINK AUDIT

- This piece of software is much likeRmoov/Rmoov'emwith a slight twist…
- It doesn't solely use emails to contact the webmaster, it**CAN**also use contact forms!
- It crackscaptchacodes that can stop other software from contacting the site.
- Scrapes the website for emails or contact information.
- Has a**FREE**link management CMS, which shows you an overview of how the campaign is progressing.
- If website is**VERY**spammy, it will automatically contact the host.
- Vulnerable to crashing, but when it works correctly, it's highly successful. PC has to be turned on whilst campaign is running, which is a pain.

RANK TRACKING SOFTWARE

- Throughout any penalty your website experiences, ensure you're tracking all your main keywords for any flux throughout the link removal/reconsideration process.
- AtZazzle, we have experienced flux in rankings immediately after we have submitted reconsideration requests and disavow files.
- We believe this is down to Googlerecrawling/indexing the links after processing the request/disavow file.
- It's imperative you benchmark your rankings before you being this process to monitor any positive/negative movement.

TOOL OF 2014 - FRUTITION



Date	Prob. Affected	Traffic Change	Description
01-14-2014	100 %	46.9 %	Panda Update Jan 11 Details
12-19-2013	100 %	-44.8 %	Panda(ish) Google Holiday Update Details
11-14-2013	53.1 %	-5.9 %	Unconfirmed Google Update Details
10-04-2013	100 %	504.4 %	Penguin 2.1 Details
08-21-2013	26.5 %	-3.5 %	Hummingbird Details
08-06-2013	51.6 %	7.9 %	In-Depth Articles - Deeper Research - Original Long Content Details
07-18-2013	93.1 %	23.2 %	Panda Update Details
06-25-2013	100 %	-32.6 %	Woolly Mammoth Update Details
06-11-2013	96.7 %	-19.5 %	Spam Query Update and Panda Details
05-23-2013	39.2 %	5.7 %	Penguin 2.0 Details
01-22-2013	66.4 %	-10 %	Panda 24 - Big Update Details
12-14-2012	100 %	-41 %	Panda Update 22.1 Details
11-21-2012	99.7 %	25.7 %	Panda #22 Details

THANKS

JAMES PERROTT

HEAD OF SEARCH & DATA

@zazzlemedia