



Getting Started

Getting started with your all-in-one web performance tracking tool.



Introduction

Welcome to Siteoscope, the all-in-one web performance tracking tool! In this tutorial, we'll help you get you started with setting up your Siteoscope dashboard. We'll walk you through the process of adding the websites, keywords and competitors you want to track, as well as integrating your Google Analytics, Google Webmaster, and Social Media accounts.

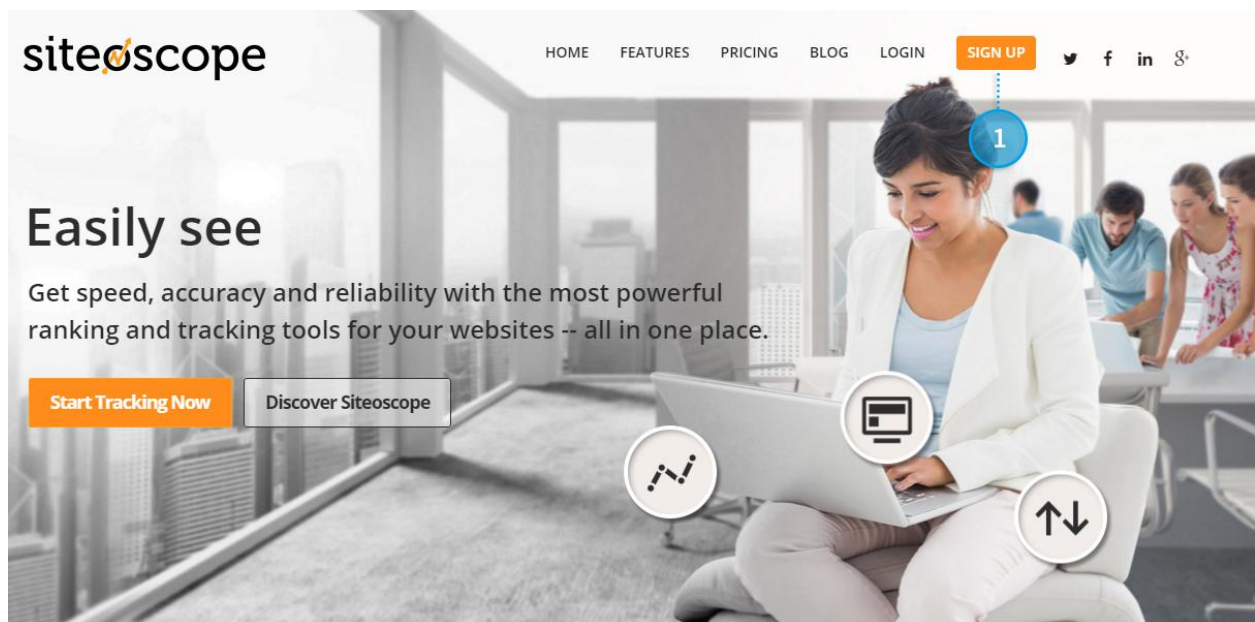
To help you formulate your SEO strategy, we've also added some tips on keyword selection, making good use of your tracking credits, and other useful advice. Are you ready to begin?

Let's Go!

Sign Up

To start tracking your website or websites, you need to Sign Up with Siteoscope first. You are eligible for a 30-Day FREE Trial, no credit card information required.


1. **Go to <http://www.siteoscope.com/> and click the “Sign Up” button at the top-right corner of the homepage or click “Start Tracking Now”.**
2. **Enter your email address and click “Let’s Go!”.**
3. **Login to your email account. Open the confirmation email and click on the link to verify your account.**
4. **Optional: If you haven’t received the confirmation mail, go back to the previous web page and click “Resend”, or change to the correct email address.**





Important: Your action is needed.

siteoscope



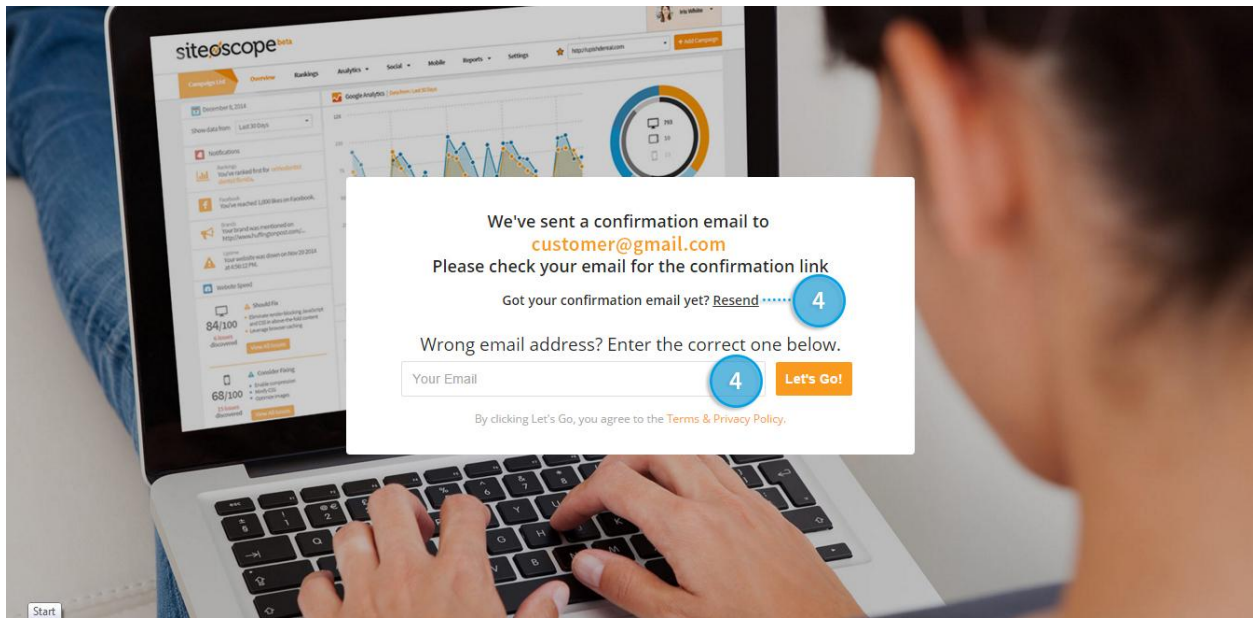
Please confirm your email...

You're just a click away...

Soon, you'll be able to monitor keyword rank, website traffic, backlinks, competitor, social media and website health **USING ONE TOOL.**

Just confirm your sign up and we're all set!

CONFIRM MY EMAIL 3




You have now finished registering for a SiteScope account. Next, let's add the websites you'll be tracking.

Add a new website

Now that you've created your account, it's time to add the websites you want Siteoscope to monitor.

How many you can oversee depends on which plan you've availed. Refer to the table for a breakdown of each plan.

	Starter	Basic	Pro	Director
Websites	1	3	10	25

 **Important:** For Siteoscope to monitor your entire website, it's crucial that you enter your MAIN DOMAIN and NOT a sub-domain or page.

1. Log in to your account and click "Add Website" at the top right corner of the page.
2. Enter the URL of the website you want to track.
3. Click "Save" to confirm.



Keyword Research

Now that you have added your website, it's time to come up with a list of keywords to target.

Let's get started.

1. What words best describe what your website is about? If the purpose of your website is to promote your business, write down a list of all the products and services you offer.
2. Next, put yourself in your audience's shoes. Think of the words and synonyms, variations, and related words or concepts they might use to describe your products or services. Write those down, too.
3. Lastly, add localization to your keywords, e.g. the city where your office is located or where you do business.

Here's an example:

Let's say you're putting up an Online Stationery Shop, and you deliver these products to customers in New York City.

1. List down your products and services:

online stationery shop
pens
paper
scissors



Pro Tip: *Don't Add Your Brand/Company Website Name as a Keyword:*

Unless it also happens to be a relevant keyword, don't include your brand, company, or website name in the list of keywords you track. Remember, the aim of an SEO campaign is to attract people who are interested in your type of website or business but don't know about yours. Users entering your brand, company, or website name are already looking for you, so it's better to spend that tracking credit on another keyword.

2. Add the synonyms and variations to your list:

online office stationery shop
bic pens
A4 paper sheets
left hand scissors

3. Add localisation to your list:

new york city online stationery shop
new york city pens
new york city paper
new york city scissors
new york city online office stationery shop
new york city bic pens
new york city A4 paper sheets
new york city left hand scissors



Pro Tip: *Use Local Languages:*

Localization isn't just about adding the name of a city or a country before keywords. Users from a particular country will likely search keywords in their own language or dialect. Adding that language's equivalents of your keywords will help you be more relevant to these users.

The keyword list now looks like this:

online stationery shop
pens
paper
scissors
online office stationery shop
bic pens
A4 paper sheets
left hand scissors
new york city online stationery shop
new york city pens
new york city paper
new york city scissors
new york city online office stationery shop
new york city bic pens

new york city A4 paper sheets
new york city left hand scissors

Worried your list isn't as long as the example above? Don't worry. Siteoscope will help you build on your list by suggesting other relevant keywords you might want to track.



Pro Tip: *Choosing the Right Keywords:*

Stumped? As the owner or marketer of your website, you already have the building blocks for a great keyword strategy. Enter the keywords that you think your audience would find a website, business, or company like yours. From this initial list, Siteoscope will suggest keywords based on up-to-date data gathered by our proprietary ranking technology.

You can now begin tracking your keyword rankings.

Add keywords for Siteoscope to track:

The amount of keywords you can add to your account is also dependent on the plan you're on.

	Starter	Basic	Pro	Director
Tracking Credits (Keywords)	35	150	500	2000



Important: The tracking credits you are allotted based on your plan are for your entire account, not a single domain. If you are on a Basic Package, you have 150 tracking credits to use across all your domains. Use them wisely!

Log in to Siteoscope > Choose From Your Domains > Settings > Keyword Rankings

1. **Choose your Search Engine and Country to target.** With the Enhanced Keywords Feature, you can now choose to track keywords from other search engines like Bing and Yahoo.
2. **Add your list of keywords in the "Input Keywords" box.**

3. **Optional: Add a label to your keyword list.** If you're tracking a lot of keywords, you can group them under labels to manage them better.
4. **Optional: Set Geographical Target.** This feature can be used if you are targeting a city, province, region or state in your country. More about this in our Nuts and Bolts Guide
5. **Click "Add Keyword".** Your keywords will now appear on the right hand side of your screen.
6. **Click "Save Changes".**



Pro Tip: *Labels aren't just for organizing:*

Try grouping related keywords under one label, so that you can immediately see which keyword groups you're performing well in, and which you need to work on.

The screenshot shows the 'Keywords' management interface. On the left is a sidebar with navigation options: General Settings, Keyword Rankings, Competitors, Integrations, and Socials. The main area is titled 'Keywords' and contains an 'Input Keywords' form and a table of existing keywords. The form includes a 'Search Engine' dropdown (callout 1), a text input field for manual entry (callout 2), and two optional checkboxes: 'Add Keyword Label' (callout 3) and 'Set Geographical Target' (callout 4). A green 'Add Keyword' button (callout 5) is at the bottom of the form. The table on the right lists 10 keywords, each with a device icon, a search engine icon and URL, and a 'Tracking' status. A 'Save Changes' button is located at the bottom right of the interface.

Important: In order to add the same keywords to a different Country or Search Engine, simply repeat the above process.

Build your keyword list:

You can now build on your keyword list by adding Siteoscope's suggested keywords.


1. Click **"Suggested Keywords"**.
2. Go through the list and select keywords that are relevant to your business.
3. Click **"Save Changes"**.


The screenshot shows the Siteoscope 'Keywords' management page. The left sidebar contains navigation options: General Settings, Keyword Rankings, Competitors, Integrations, and Socials. The main content area is titled 'Keywords' and features an 'Input Keywords' section with a search engine selector (Google, Yahoo, Bing), a text input field for manual entry, and optional checkboxes for labels and geographical targets. A blue circle with the number '1' highlights the 'Suggested Keywords' dropdown menu. To the right, a table lists 10 keywords, each with a device icon, a search engine icon, and a 'Tracking' status. A 'Save Changes' button is located at the bottom right.

Keywords	Device	Search Engine	Status
keyword 1	📱	🇺🇸 www.google.com	Tracking
keyword 2	📱	🇺🇸 www.google.com	Tracking
keyword 3	📱	🇺🇸 www.google.com	Tracking
keyword 4	📱	🇺🇸 www.google.com	Tracking
keyword 5	📱	🇺🇸 www.google.com	Tracking
keyword 6	📱	🇺🇸 www.google.com	Tracking
keyword 7	📱	🇺🇸 www.google.com	Tracking
keyword 8	📱	🇺🇸 www.google.com	Tracking
keyword 9	📱	🇺🇸 www.google.com	Tracking
keyword 10	📱	🇺🇸 www.google.com	Tracking

This screenshot shows the same 'Keywords' page, but the 'Suggested Keywords' dropdown is expanded. A blue circle with the number '2' highlights the list of suggested keywords. The 'Input Keywords' section now shows the text: 'Select from our list of suggested keywords to add them to the list for the current search engine'. The table of 10 keywords remains on the right. A blue circle with the number '3' highlights the 'Save Changes' button at the bottom right.

Keywords	Device	Search Engine	Status
keyword 1	📱	🇺🇸 www.google.com	Tracking
keyword 2	📱	🇺🇸 www.google.com	Tracking
keyword 3	📱	🇺🇸 www.google.com	Tracking
keyword 4	📱	🇺🇸 www.google.com	Tracking
keyword 5	📱	🇺🇸 www.google.com	Tracking
keyword 6	📱	🇺🇸 www.google.com	Tracking
keyword 7	📱	🇺🇸 www.google.com	Tracking
keyword 8	📱	🇺🇸 www.google.com	Tracking
keyword 9	📱	🇺🇸 www.google.com	Tracking
keyword 10	📱	🇺🇸 www.google.com	Tracking

 **Important:** Check back regularly to add more suggested keywords to your list.

 **Important:** We recommend adding the suggested keywords to all the Country Search Engines you are targeting.

Add Competitors

Siteoscope gives you the ability to see how your website measures up to the competition by comparing your keyword rankings, site vitals and backlinks with theirs

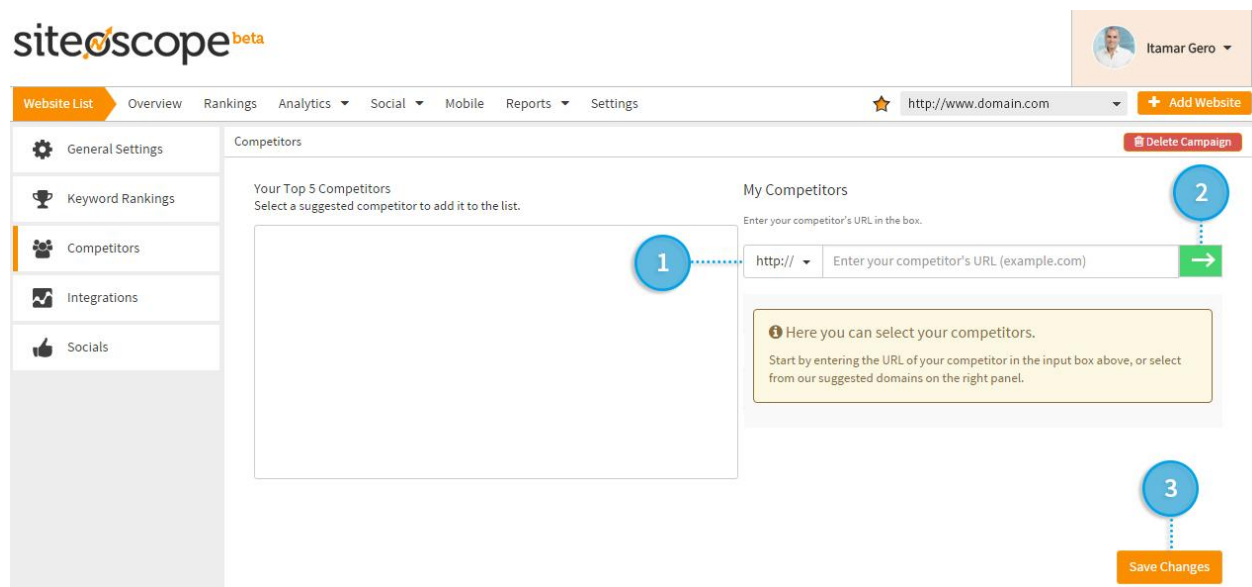
In order to help you along the way, Siteoscope will identify potential competitors for you to add to your existing list.

⚠ Important: The number of competitors that can be tracked depends on the plan purchased.

Let's get started:

Login to Siteoscope > Settings > Competitors

1. Enter your competitor's URL in the box.
2. Click on the arrow button and wait for the URL to appear below.
3. Click "Save Changes".



Build your competitor list:


Based on your website, the keywords you've input, and the competitors you've listed, Siteoscope will automatically generate a list of your top five (5) competitors, and recommend you track these websites as well.

1. Click the blue + icon next the competitor you want to add.
2. Click "Save Changes".

The screenshot displays the Siteoscope beta interface. The top navigation bar includes 'Website List', 'Overview', 'Rankings', 'Analytics', 'Social', 'Mobile', 'Reports', and 'Settings'. The user profile 'Itamar Gero' is visible in the top right. The main content area is titled 'Competitors' and features a 'Delete Campaign' button. The 'Your Top 5 Competitors' section shows a list of suggestions with blue plus icons. A blue circle with the number '1' highlights the first plus icon. The 'My Competitors' section has a search box and a list of entered URLs with red minus icons. A blue circle with the number '2' highlights the 'Save Changes' button at the bottom right.

Integrate Google Analytics & Search Console (Webmaster Tools)

Siteoscope cross-references your website's goals, social presence and rankings with your Google Analytics data to give you a clearer view of your website's overall performance. Here, we'll guide you through the process of integrating your Google Analytics account into your Siteoscope dashboard. All the data you need to make the important decisions will now be located in one place.

 **Important:** If you don't have a Google Analytics or Webmaster (Search Console) account yet, click the links below and follow the sign-up steps.

Google Analytics (<https://support.google.com/analytics/answer/1008015?hl=en>)

Webmaster (<https://support.google.com/webmasters/answer/6001104?hl=en>)

Once completed, you may proceed with integrating your accounts.

Integration Steps:

Login to Siteoscope > Settings > Integrations

Google Analytics Integration:

- 1. Click "Add New" Google Analytics.**
- 2. A pop-up window will appear requesting you to log in to your Google Account.**
- 3. To authorize, click the "Allow" button.**
- 4. Select an existing account.**
- 5. Select a Google Analytics Profile.**
- 6. Click "Save Changes".**

Website List Overview Rankings Analytics Social Mobile Reports Settings [http://www.domain.com](#) + Add Website

Integrations [Delete Campaign](#)

Google Analytics **1** [Add New](#) Google Webmasters [Add New](#)

or

Select an existing account Select an existing account

[Save Changes](#)

Website List Overview Rankings Analytics [http://www.siteoscope.com](#) + Add Website

Integrations [Delete Campaign](#)

Google Ana [Add New](#)

Select an exis

[Save Changes](#)

Request for Permission - Google Chrome

https://accounts.google.com/o/oauth2/auth?access_type=offline&app...

Google yougoogleaccount@gmail.com

Siteoscope would like to:

- View your email address ⓘ
- View your basic profile info ⓘ
- View and manage your Google Analytics data ⓘ

By clicking Allow, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other Account Permissions at any time.

Deny **Allow** **3**

Website List Overview Rankings Analytics Social Mobile Reports Settings http://www.domain.com Add Website

Integrations Delete Campaign

Google Analytics Add New Google Webmasters Add New

Select an existing account or Select an existing account

Select an existing account

yourgoogleaccount@gmail.com

4

Save Changes

Website List Overview Rankings Analytics Social Mobile Reports Settings http://www.domain.com Add Website

Integrations Delete Campaign

Google Analytics Add New Google Webmasters Add New

yourgoogleaccount@gmail.com or Select an existing account

Select a GA Profile

domain.com main site
domain.com (UA-0000000-1)

5

6

Save Changes

⚠ Important: The Google Analytics Account added must have Edit Permissions for that website for it to be integrated successfully. If the drop-down list of Google Analytics Profiles is blank, contact the IT/Website Administrator or anyone who has access to the Google Analytics Admin Account.

Google Webmaster Tools/Search Console Integration:

1. Click “Add New” Webmaster Tools.
2. When a window pops up, login to Google Webmaster Tools/Search Console Account.
3. To authorize, click the “Allow” button.
4. Select an existing account.
5. Select a Site.
6. Click “Save Changes”.

The image displays two screenshots of the SiteScope beta interface, illustrating the steps for integrating Google Webmaster Tools/Search Console.

Top Screenshot: The interface shows the 'Integrations' section. A circled '1' highlights the 'Add New' button next to 'Google Webmasters'. Below this, there are dropdown menus for selecting an existing account and a 'Save Changes' button.

Bottom Screenshot: A 'Request for Permission' dialog box is shown, overlaid on the SiteScope interface. The dialog box lists the permissions SiteScope would like to use: 'View your email address', 'View your basic profile info', and 'View and manage Search Console data for your verified sites'. A circled '3' highlights the 'Allow' button at the bottom of the dialog box.

Website List Overview Rankings Analytics Social Mobile Reports Settings [http://www.domain.com](#) [+ Add Website](#)

Integrations [Delete Campaign](#)

Google Analytics [Add New](#) Google Webmasters [Add New](#)

Select an existing account

4
Select an existing account
yourgoogleaccount@gmail.com

General Settings
Keyword Rankings
Competitors
Integrations
Socials

Website List Overview Rankings Analytics Social Mobile Reports Settings [http://www.domain.com](#) [+ Add Website](#)

Integrations [Delete Campaign](#)

Google Analytics [Add New](#) Google Webmasters [Add New](#)

Select an existing account

Select a Site
5

General Settings
Keyword Rankings
Competitors
Integrations
Socials

Website List Overview Rankings Analytics Social Mobile Reports Settings [http://www.domain.com](#) [+ Add Website](#)

Integrations [Delete Campaign](#)


Google Analytics [Add New](#) Google Webmasters [Add New](#)

Select an existing account

Select a Site

6 [Save Changes](#)

General Settings
Keyword Rankings
Competitors
Integrations
Socials

 **Important:** The Google Webmaster Tools or Search Console Account added must have Owner Permissions for that website for it to be integrated successfully. If the drop-down list of websites is blank, contact the IT/Website Administrator or anyone who has access to the Google Webmaster Tools or Search Console Admin Account.

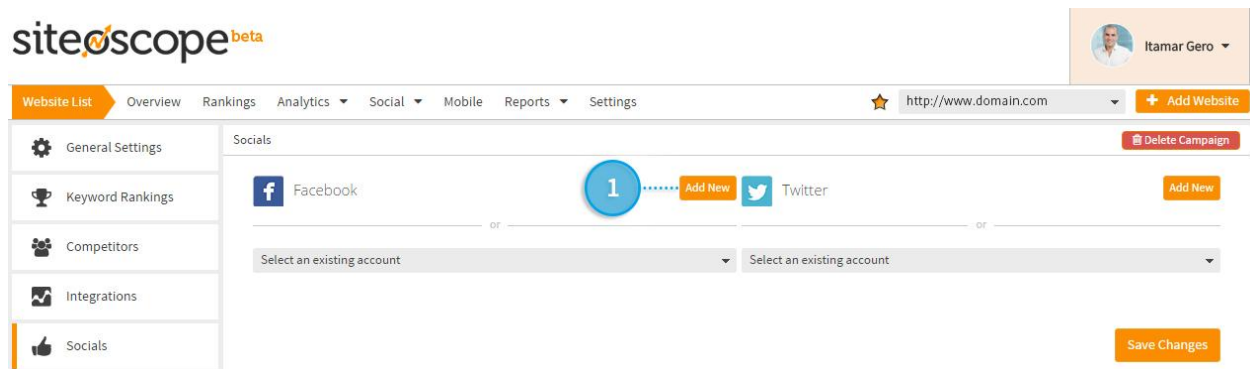
Authorize Facebook and Twitter

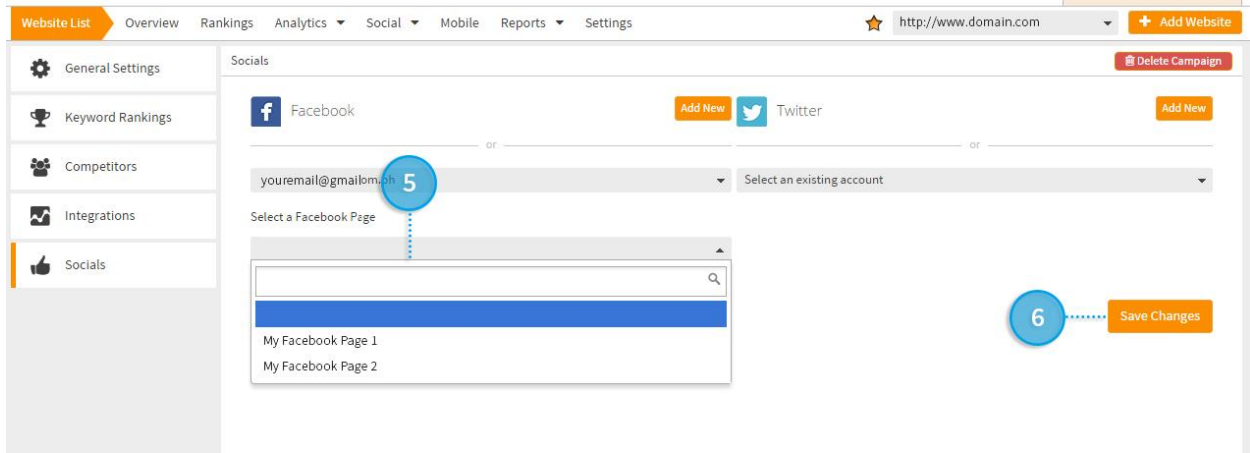
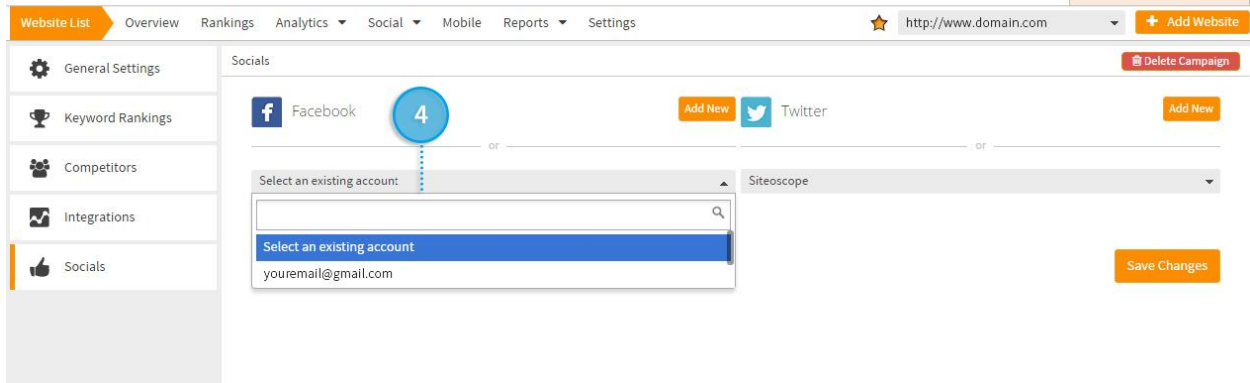
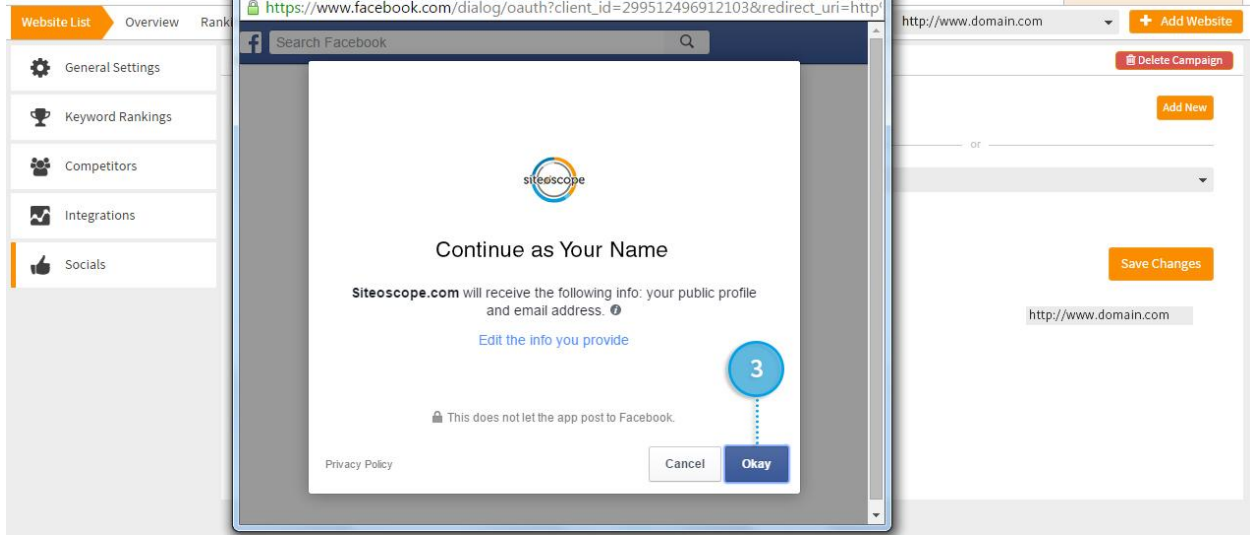
How effective is your Social Media strategy? By integrating your Facebook, Twitter and Google+ accounts, Siteoscope will deliver daily performance reports to help you make the right decisions for your business.

Login to Siteoscope > Settings > Socials

Facebook Authorization:

1. Click "Add New" Facebook Account.
2. When a window pops up, login to Facebook.
3. To authorize, click the "Okay" button.
4. Select an existing account.
5. Select a Facebook Page.
6. Click "Save Changes".

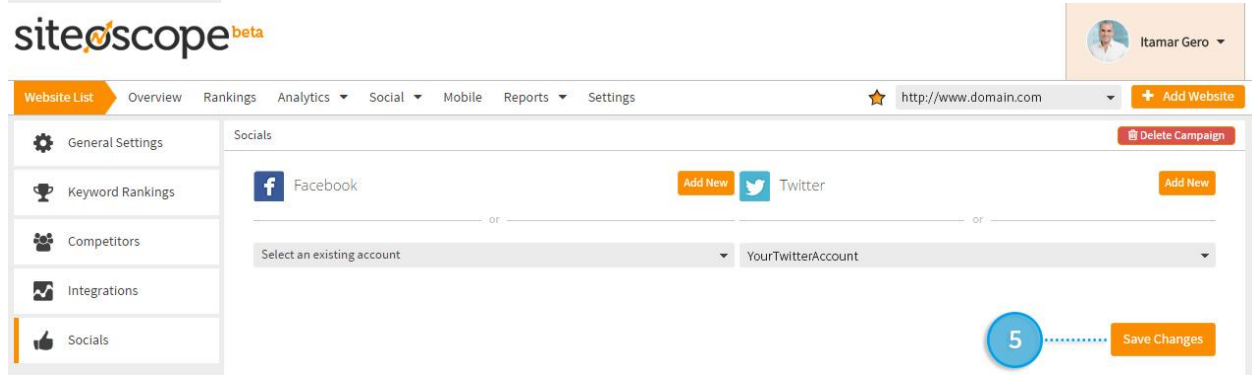
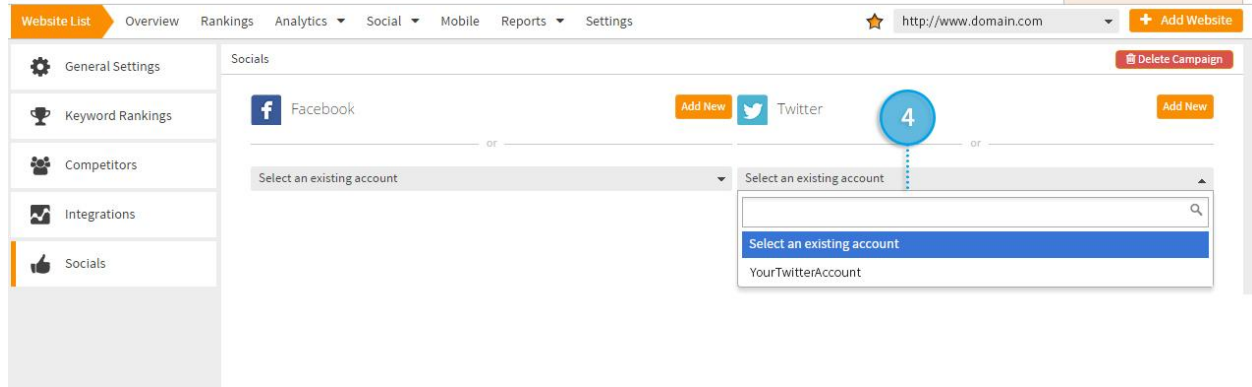




Important: The Facebook Account added must have Administrator Permissions for that page to be integrated successfully. If the drop-down list of Facebook Accounts is blank, contact the Facebook Page Administrator.

Twitter Authorization:

1. Click “Add New” Google Analytics.
2. When a window pops up, login to Twitter Account.
3. To authorize, click the “Authorize app” button.
4. Select an existing account.
5. Click “Save Changes”.



⚠ Important: The Twitter Account added must have Account Permissions to authorize successfully. If the drop-down list of Twitter Accounts is blank, contact the Twitter Account Administrator.

Congratulations! Your SiteScope dashboard is now ready.