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SEO AUTOMATION TOOL

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SEO automation means making the search engine optimization process automatic through the use of tools, software and other programs that reduce human labor. The article considers programs for SEO automation. Their positive and negative sides are shown.

Anyone who has been in the search engine optimization (SEO) for more than a few days knows that earning your website a place in search results is difficult.

To date, there is a need to carefully plan and execute your strategies, and there is also a need to be on the lookout for changes in algorithms and market trends.

But the fact that SEO requires in-depth knowledge doesn't mean that it doesn't need to use tools and software to simplify the process, especially when you work with several large websites.

The entire SEO process is far too complicated for all of it to be automated but there definitely can be certain aspects of SEO. And this can free up considerable time for other creative and administrative work.

The key here is to understand what can be automated and what cannot or should not. For example, such tasks as site monitoring and data collection should be automated so that information is collected on the go. A professional then has to make decisions based on the data collected.

However, the SEO processes like content creation and organic link building should not be automated because the result of the work would not only end up with low-quality content, but also with the possibility to get penalized for building spammy links.

It is better to find a combination of tools and software that help get the work done in minimal time.

So if you are thinking of automating your SEO, here are some of the best tools that can help you with specific areas.

SEMrush for advanced keyword research and tracking. Keyword research is the foundation of any good SEO program. After all, the goal is to have the audience to find you through search. While a free tool like Google Keyword Planner is a great place to start, SEMrush is the tool that would save a lot of time and effort when it comes to keyword research.

With SEMrush keyword research tool, you can identify competitor's best keywords, observe position changes in domains, uncover long tail keywords for your own site and for PPC campaigns.

Combining the Keyword Magic tool and Keyword Analyzer allows to carry out keyword research faster than a combination of tools would. There appears an opportunity to easily sort through thousands of keywords and uncover long tail keywords without multiple spreadsheets.

The keyword analyzer sorts selected keywords according to volume, KD, and click potential. Using the Keyword Magic Tool, you can select a combination of phrases and the tool will suggest long tail combinations with the exact phrases people search for.

As for the work with clients, then the SEMrush Report builder comes in handy for creating custom reports. All you need to do is to select widgets relevant to report and customize the settings. The report builder automatically updates the information whenever there is a need to generate a report.

You can also schedule the reports, or use them as templates for future reports.

Cyfe for all-in-one monitoring. One of the pains of SEO is that there is always so much information to track.

Cyfe is an all-in-one business dashboard that allows to keep track of important marketing metrics including SEO and SEM metrics. Cyfe's strength lies in its ability to pull in data from several sources into one dashboard.

Cyfe's pre-built widgets allow for easy monitoring of any metrics one may want to track. With the Moz widget, for example, you can monitor a website's authority in search without a paid Moz account.

By adding a widget to Google Search Console, you would receive updates on a site performance in Google search. You could also monitor a site's performance across different search engines.

Another application of Cyfe is competitor tracking. With Cyfe competitor dashboard and RSS feeds, you can monitor competitor's content, email and social media strategies at a glance.

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Once you have configured all of dashboard widgets, you can set up rule-based SMS alerts, allowing to continue with business as usual. You will get a mobile push notification when anomalies that demand human attention arise.

Screaming Frog SEO spider for site crawls and audits. The bottom line in SEO is knowing what to fix on a site to boost performance in search. That needs an excellent site audit process, especially one that can be put on repeat. For this, Screaming Frog SEO spider is a great choice.

Screaming Frog is a web crawling tool that checks for broken links, audits redirects, analyses page titles, meta data and discovers duplicate content. It can also generate XML sitemaps and integrates with Google Analytics, and can even set it up for regularly scheduled crawls.

Ahrefs for backlink analysis. The best way to jumpstart SEO effort is to get backlinks from reputable websites. Ahrefs is the tool that can help keep an eye on how well efforts are paying off. The tool crawls 6 billion web pages daily and has an index of 3 trillion known URLs, making it the perfect option for backlink analysis.

With Ahrefs, you can automatically set the tool to monitor how well are ranking in search, using the recently rebooted Rank Tracker tool. You can also get alerts for new keywords, new/lost backlinks and brand mentions.

Keeping an eye on the competition is also easy, as you can find content attracting the most backlinks in niche and spy on competitors to know where their links are coming from.

SEO is difficult. To get the best results, you will still need to invest the required time and effort. But you can use excellent tools that make the job easier and faster.

The SEMrush keyword research tool is a great option for intelligent keyword research while Ahrefs helps track down backlinks effortlessly.

Screaming Frog SEO Spider helps stay up to date with site performance through in-depth crawling, and for monitoring all site metrics in one place, you can rely on Cyfe.

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