

SEARCH ENGINE OPTIMIZATION

Session 04 : **SEO Backlink Audit & Competitor Analysis**

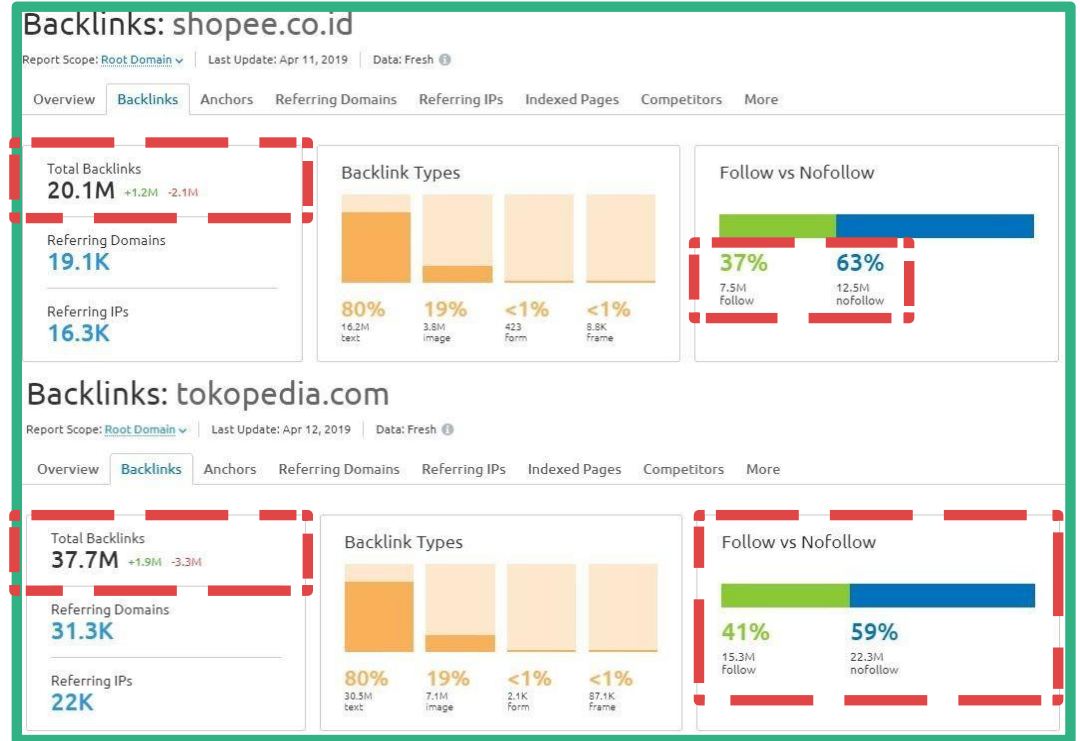


Backlinks

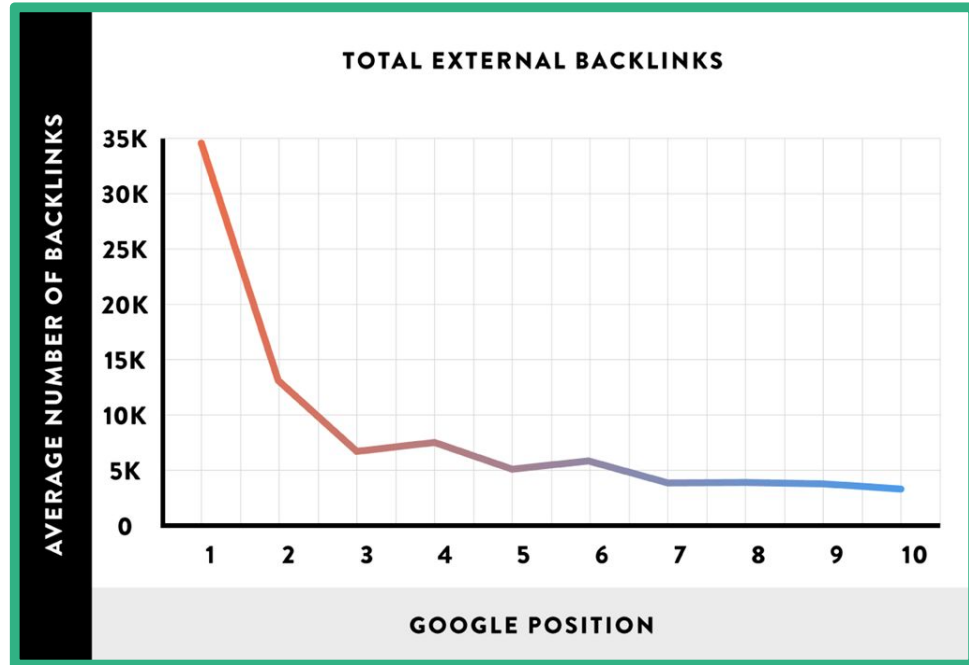
Backlinks are links from other websites to your website. Search engines consider backlinks “votes” for your website and content, which can improve a site’s rankings in the search results.



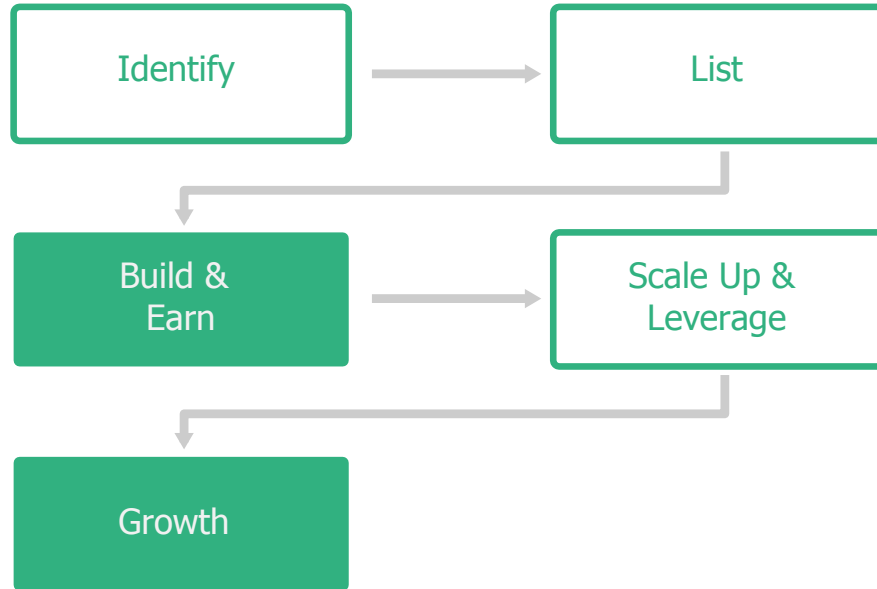
Backlinks - Shopee.co.id



Backlinks & Organic Rank



Backlink Management



High Quality Backlinks

- 1 They come from E-A-T websites Domain Score, Trust Score
- 2 Target Keyword in link's anchor text
- 3 Come from websites in the same niche/industry
- 4 Do follow and diversified links Quality over Quantity
- 5 From a Domain That Hasn't Linked to You Before

Backlink Audit Tools



Backlink Audit Tool - Ahrefs

What is Ahrefs?

Ahrefs is an SEO software suite that contains tools for link building, keyword research, competitor analysis, rank tracking and site audits. Most of the features inside of Ahrefs are designed for marketing professionals.

In short: Ahrefs is a popular SEO tool that people use to get higher Google rankings.



Backlink Audit Tool - Ahrefs

Backlink Checker

Try the free version of Ahrefs' backlink checker. Get a glimpse into the power of our premium tool.

Enter domain or URL

Subdomains ▾

Check backlinks

The Most Powerful Backlink Checker

Ahrefs has the [second most active web crawler](#) after Google, which means we have the [best backlink database](#) in the industry.

22.14 trillion

Known Links

170 million

Unique Domains

3.7 billion

Pages Crawled Each Day

Backlink Audit Tool: Ahrefs

Backlink profile for lush-lush.com
Domain including subdomains

Domain Rating [📈]

3.7

Backlinks [📈]

952

43% dofollow

Referring Domains [📈]

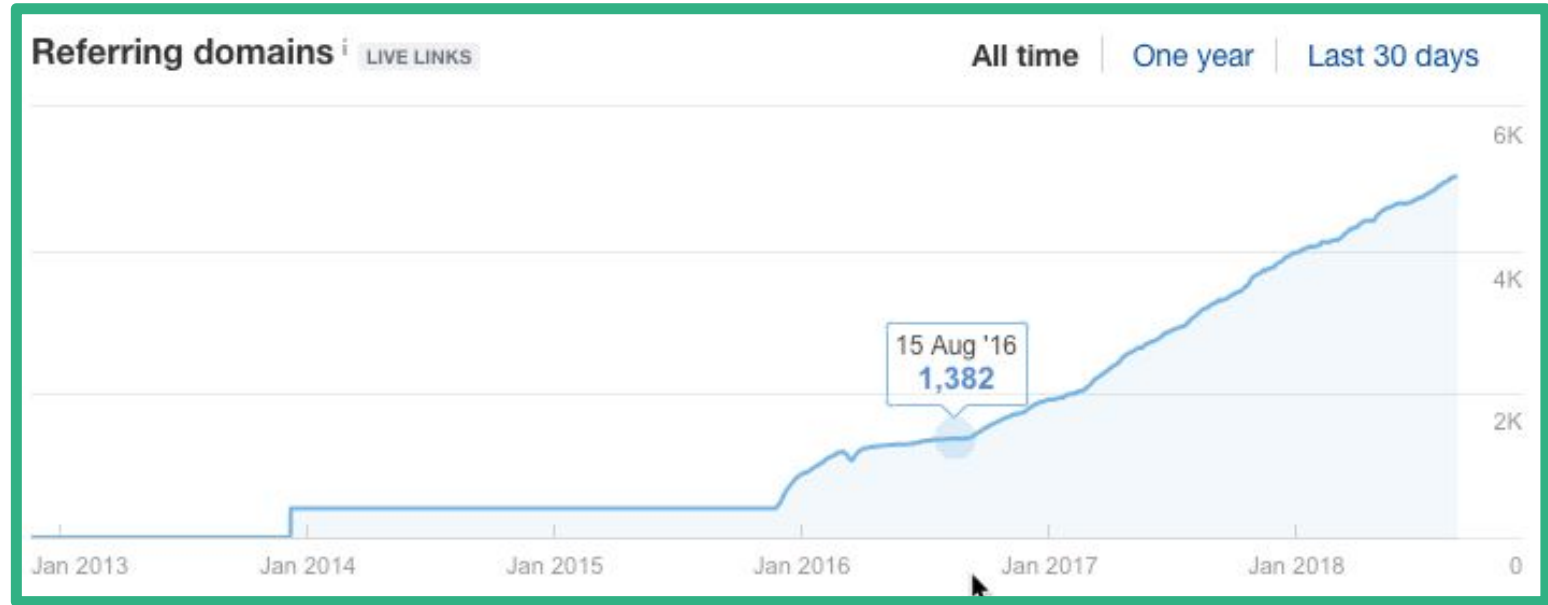
101

53% dofollow

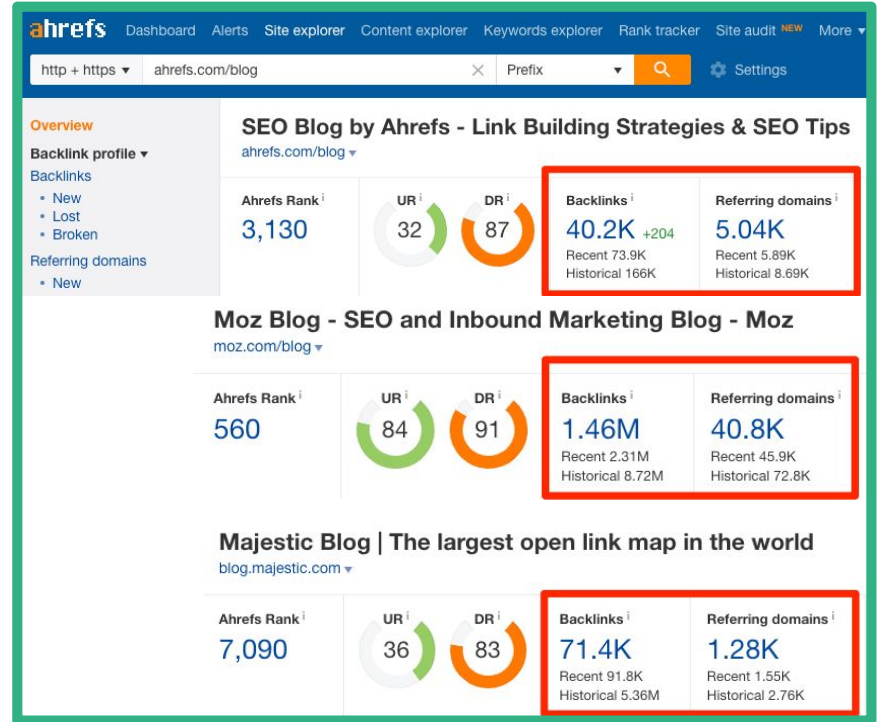
[Top 100 backlinks](#)
[Top 5 anchors](#)
[Top 5 pages](#)
 With HTTP 200 status code

Referring page	DR	UR	Referring Domains	Traffic	Anchor and backlink
Startups in Singapore • Singapore Startups List singapore.startups-list.com <small>EN</small>	41	26	23	56	<small>[IMAGE] NOFOLLOW</small> Lush - e-commerce south east asia Furniture Lush Bad entry? E-Commerce on Designer Furniture browse and make purchase with the most www.lush-lush.com
Moments In My Life life-bite.blogspot.com <small>EN</small> <small>E-COMMERCE</small>	1	21	31	0	Lush Lush had the chair we wanted and many more other designer www.lush-lush.com
lush-lush-furniture.myshopify.com/collections/sofa	93	14	1	0	<small>[REDIRECT]</small> lush-lush.com/collections/sofa
Decorate My Life decoratemylife.blogspot.com <small>EN</small>	0	14	8	0	Lush www.lush-lush.com
Coupons-code, Coupons Code, Promo Codes easycoupons.info/coupons-code/lush-usa+sale/ <small>EN</small>	2	12	8	0	https://lush-lush.com/collections/sofa?page=3 lush-lush.com/collections/sofa?page=3
Top 50 Similar websites like portobellohighschool.org.uk and alternatives www.sitelike.org/similar/portobellohighschool.org.uk/ <small>EN</small>	52	12	2	0	<small>[IMAGE] NOFOLLOW</small> lush-lush.com lush-lush.com www.lush-lush.com
Enquiry form cannot send in "Ask a question about this product" forum.virtuemart.net/index.php?topic=101336.0 <small>EN</small>	81	12	0	0	http://www.lush-lush.com/catalog.html?page=shop.ask&flypage=zoom_flypage.tpl&product_id= www.lush-lush.com/catalog.html?page=shop.ask&flypage=zoom_flypage.tpl&product_id=137

Backlink History



Backlink Competitive Analysis



Identify Backlink Opportunities

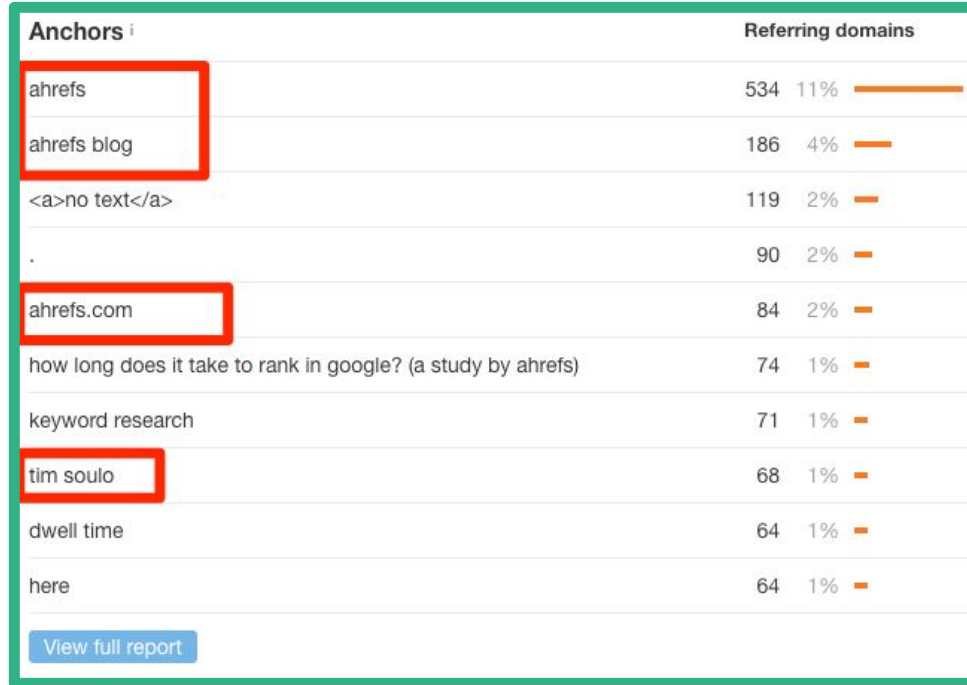












Захар Беркут трейлер російською Ог movietato.com/showthread.php?tid=154491 <small>UK</small>	28	12	5	0	https://www.optikmelawai.com/search/?q=K...a%20Online www.optikmelawai.com/search/?q=Kamagra Pille ;: Kamagra Price Online - ✖ www.Getroman.store ✖ : Cheap Pharmacy ;: ; 100 Mg Where To Buy Kamagra Online
Coupon-code, Coupons Code, Promo Codes easycoupons.info/coupon-code/bca+promo <small>EN</small>	2	12	7	0	https://www.optikmelawai.com/page/promo-bca-3.html www.optikmelawai.com/page/promo-bca-3.html
Daftar & Profil Lengkap Perusahaan, Bisnis di Bidang Optik, Barang-Barang Eceran. yellowpages.co.id/bisnis/kategori/optik-barang-barang-eceran <small>ID</small>	47	12	2	0	<small>NOFOLLOW Website</small> www.optikmelawai.com
Yang Matanya Minus Share Dimari. gan! - Page 3 KASKUS www.kaskus.co.id/thread/56c0012f56e6af55068b4567/pilih-kacamata-soft-ens-atau-hardlens-yang-matanya-minus-share-dimari-gan/3 <small>ID</small>	79	11	0	0	<small>CONTENT UGC</small> http://www.optikmelawai.com/kesehata...hQV5kcx.dpuf www.optikmelawai.com/kesehatan-mata/perbedaan-mata-minus-dan-silinder.html
Optik Melawai by Optik Melawai appadvice.com/app/optik-melawai/1236522437 <small>ID</small>	81	11	0	0	<small>NOFOLLOW</small> www.optikmelawai.com/contact-us
August 2013 - Mohammad Ishak Qadarsyah Blog's blogs.unpad.ac.id/ishak/2013/08/ <small>ID BLOGS</small>	73	11	0	0	- Optik Melawai. www.optikmelawai.com
Bevel - Store Locator bevelspecs.com/retailers <small>EN</small>	43	11	2	0	http://www.optikmelawai.com www.optikmelawai.com
Gagal Bekerja karena Buta Warna Halaman 1 - Kompasiana.com www.kompasiana.com/mirarisma/550fe400a33311c339ba7d28/gagal-bekerja-karena-buta-warna <small>ID</small>	80	11	0	0	<small>CONTENT NOFOLLOW</small> sel retina sehingga tidak bisa melihat warna tertentu saja (di SINI). Buta warna ini tidak bisa dibuhkan karena kelainan pada www.optikmelawai.com/?fuseaction=home.detail&csection=eye_info&id=146

Identify Backlink Opportunities

Source Domain	Backlink Count	Target Count	Backlink Type	Target URL	
movietato.com/showthread.php?tid=154491	28	12	5	0	https://www.optikmelawai.com/search/?q=K...a%20Online
easycoupons.info/coupon-code/bca+promo	2	12	7	0	https://www.optikmelawai.com/page/promo-bca-3.html
Daftar & Profil Lengkap Perusahaan, Bisnis di Bidang Optik, Barang-Barang Eceran.	47	12	2	0	NOFOLLOW Website www.optikmelawai.com
Yang Matanya Minus Share Dimari, gan! - Page 3 KASKUS	79	11	0	0	CONTENT UGC http://www.optikmelawai.com/kesehata...hQ6V5kcx.dpuf
Optik Melawai by Optik Melawai	81	11	0	0	NOFOLLOW www.optikmelawai.com/contact-us
August 2013 - Mohammad Ishak Qadarsyah Blog's	73	11	0	0	- Optik Melawai . www.optikmelawai.com
Bevel - Store Locator	43	11	2	0	http://www.optikmelawai.com www.optikmelawai.com
Gagal Bekerja karena Buta Warna Halaman 1 - Kompasiana.com	80	11	0	0	CONTENT NOFOLLOW sel retina sehingga tidak bisa melihat warna tertentu saja (di SINI). Buta warna ini tidak bisa dicegah karena kelainan pada mubuhkan karena kelainan pada www.optikmelawai.com/?fuseaction=home.detail&csection=eye_info&id=146

Backlink Anchor Texts (Normal)



Anchors	Referring domains
ahrefs	534 11% 
ahrefs blog	186 4% 
<a>no text	119 2% 
.	90 2% 
ahrefs.com	84 2% 
how long does it take to rank in google? (a study by ahrefs)	74 1% 
keyword research	71 1% 
tim soulo	68 1% 
dwell time	64 1% 
here	64 1% 

[View full report](#)

Backlink
Anchor
Texts

(Potentially
Dangerous)

Anchors	Referring domains
payday loans	191 9%
buy viagra	151 7%
casino affiliate	125 6%
erectile dysfunction	114 6%
short term loans	106 5%
get laid	78 4%
free psn codes	76 4%
mesothelioma	72 4%
short term loans	67 3%

Best Pages by Backlinks

ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit **NEW** More

http + https ahrefs.com/blog Prefix Settings

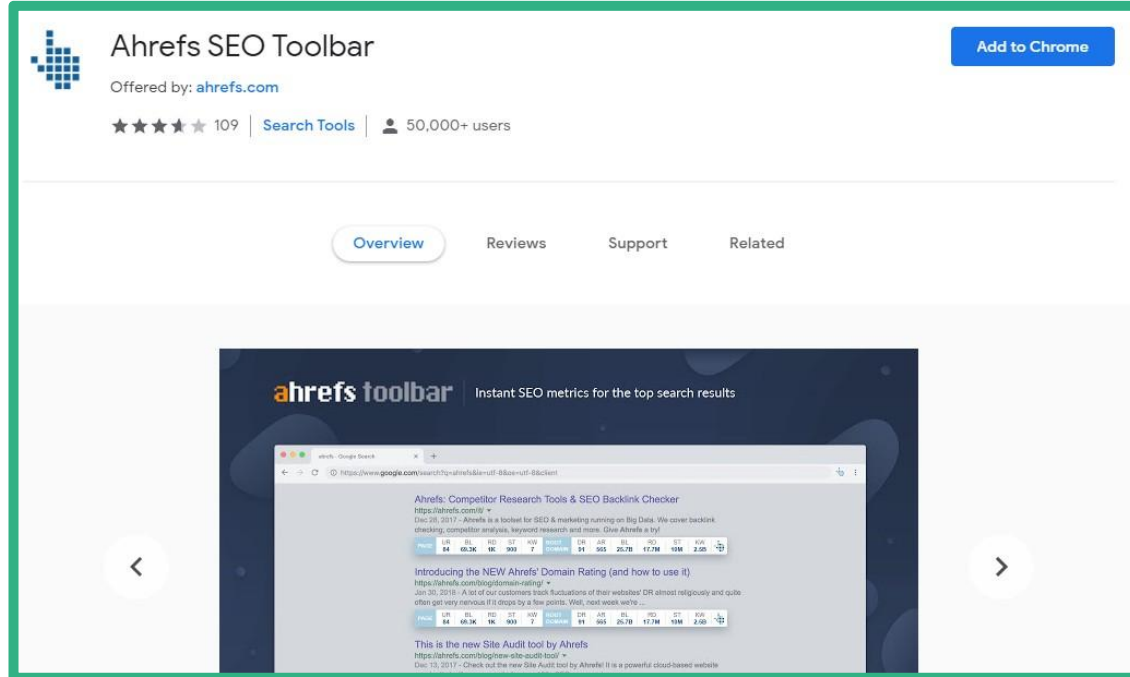
The Best Pages by Backlinks

Platform Language HTTP code Search in results

3,981 results

#	Page	UR	RD ↓	Dofollow	Nofollow	Redirects
1	SEO Blog by Ahrefs - Link Building Strategies & SEO Tips ahrefs.com/blog/ EN WORDPRESS	50	672	1,787	501	2
2	How long does it take to rank in Google? (A study by Ahrefs) ahrefs.com/blog/how-long-does-it-take-to-rank/ EN WORDPRESS	51	554	1,285	198	3
3	How To Do Keyword Research for SEO - Ahrefs' Guide ahrefs.com/blog/keyword-research/ EN WORDPRESS	49	487	1,198	585	3
4	Ahrefs' Study Of 2 Million Featured Snippets: 10 Important Takeaways ahrefs.com/blog/featured-snippets-study/ EN WORDPRESS	48	483	943	72	3
5	A Data Driven Guide To Anchor Text (And Its Impact On SEO) ahrefs.com/blog/anchor-text/ EN WORDPRESS	46	338	935	178	4
6	On Page SEO in 2016: A (2M Keyword) Data Driven Analysis ahrefs.com/blog/on-page-seo/ EN WORDPRESS	45	297	389	119	3
7	Just Deleted Your Outreach Email. And NO, I Don't Feel Sorry. ahrefs.com/blog/outreach/ EN WORDPRESS	43	275	387	860	2

Ahrefs Chrome Extension



Backlink Audit Tool - SEMRush



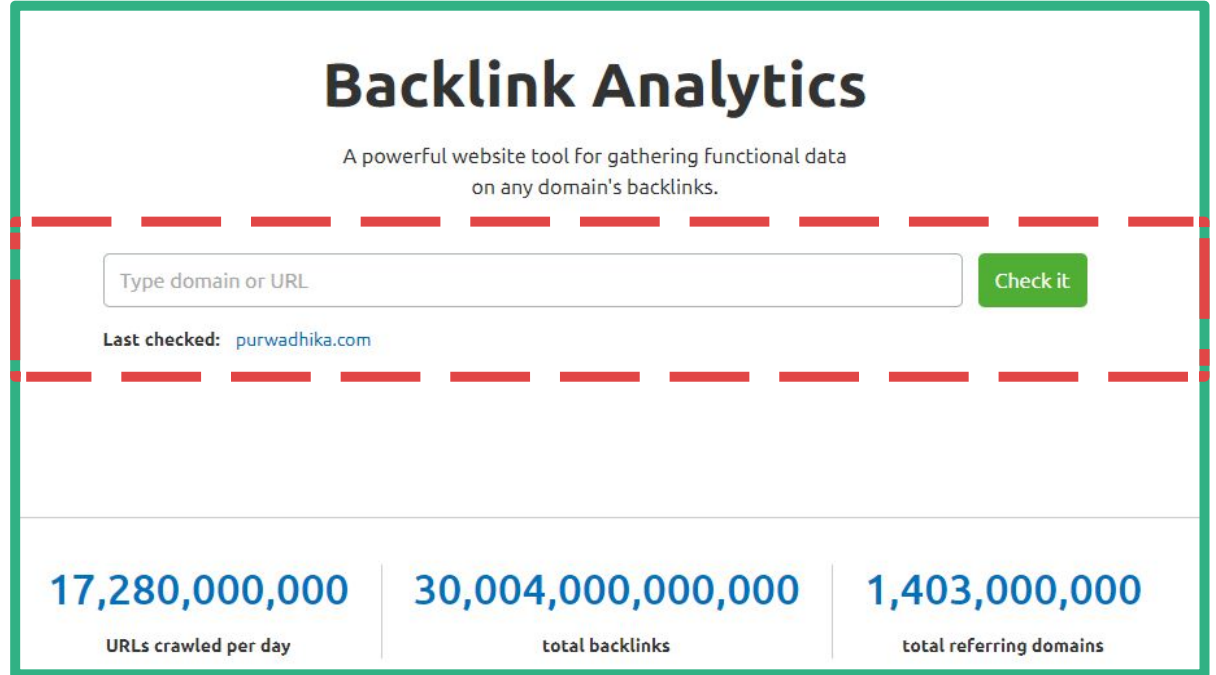
What is SEMRush?

SEMrush is an all-in-one tool suite for improving online visibility and discovering marketing insights.

Our tools and reports are able to help marketers that work in the following services: SEO, PPC, SMM, Keyword Research, Competitive Research, PR, Content Marketing, Marketing Insights, Campaign Management.



Backlink Audit Tool: SEMRush



Backlink Analytics

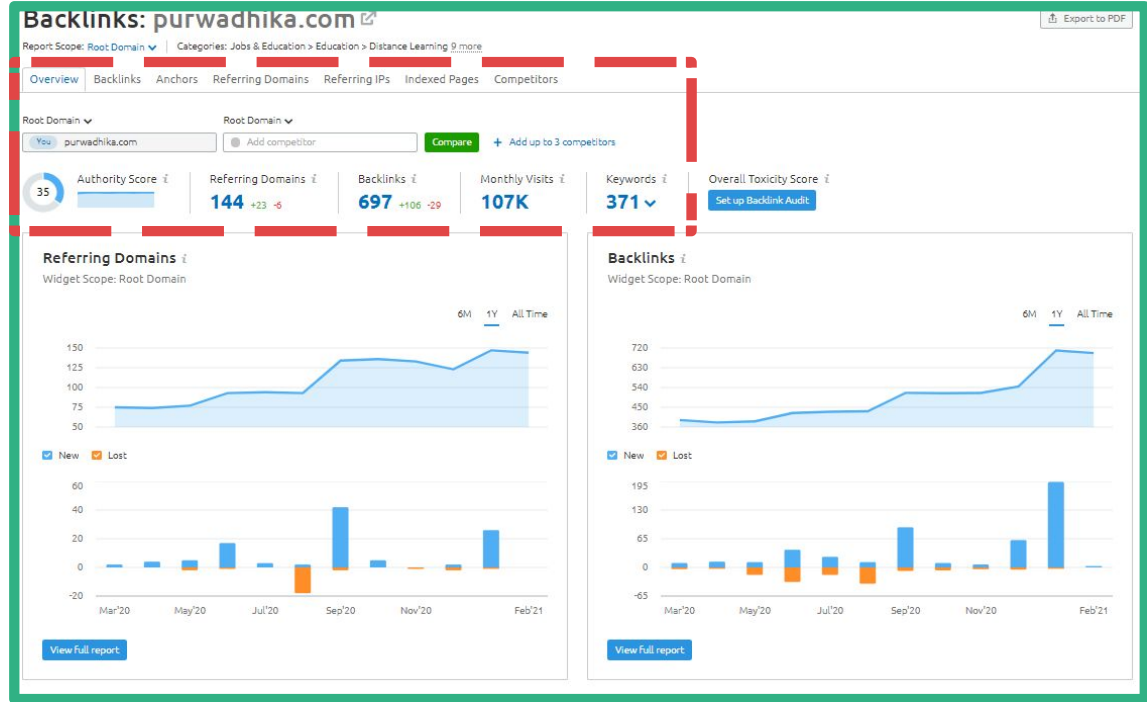
A powerful website tool for gathering functional data on any domain's backlinks.

Type domain or URL

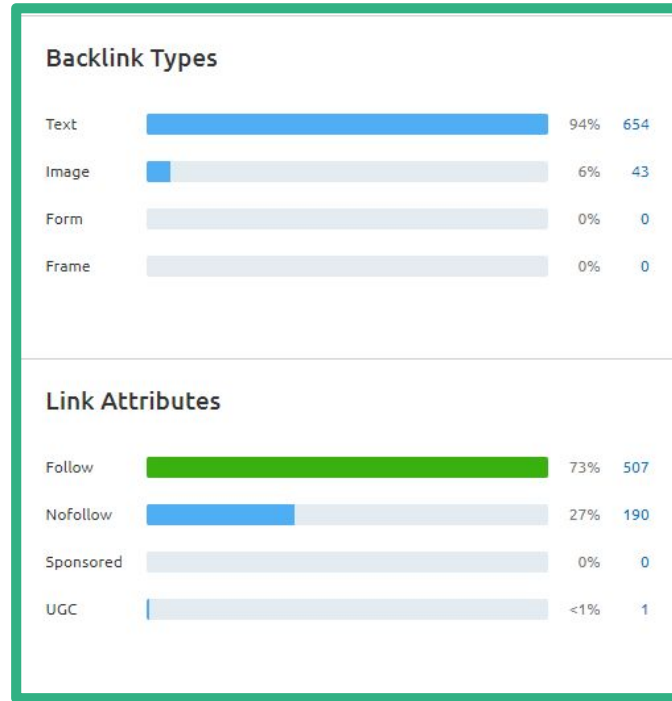
Last checked: purwadhika.com

17,280,000,000	30,004,000,000,000	1,403,000,000
URLs crawled per day	total backlinks	total referring domains

Backlink Audit Tool: SEMRush



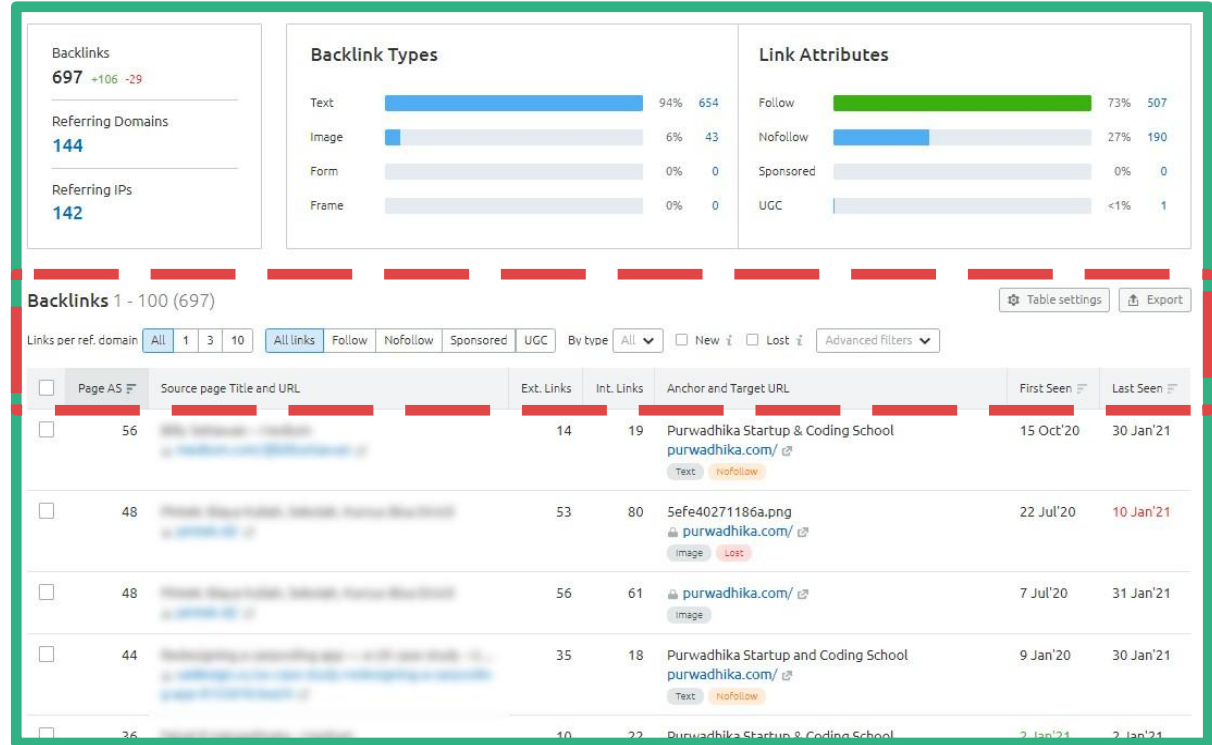
Backlink Types



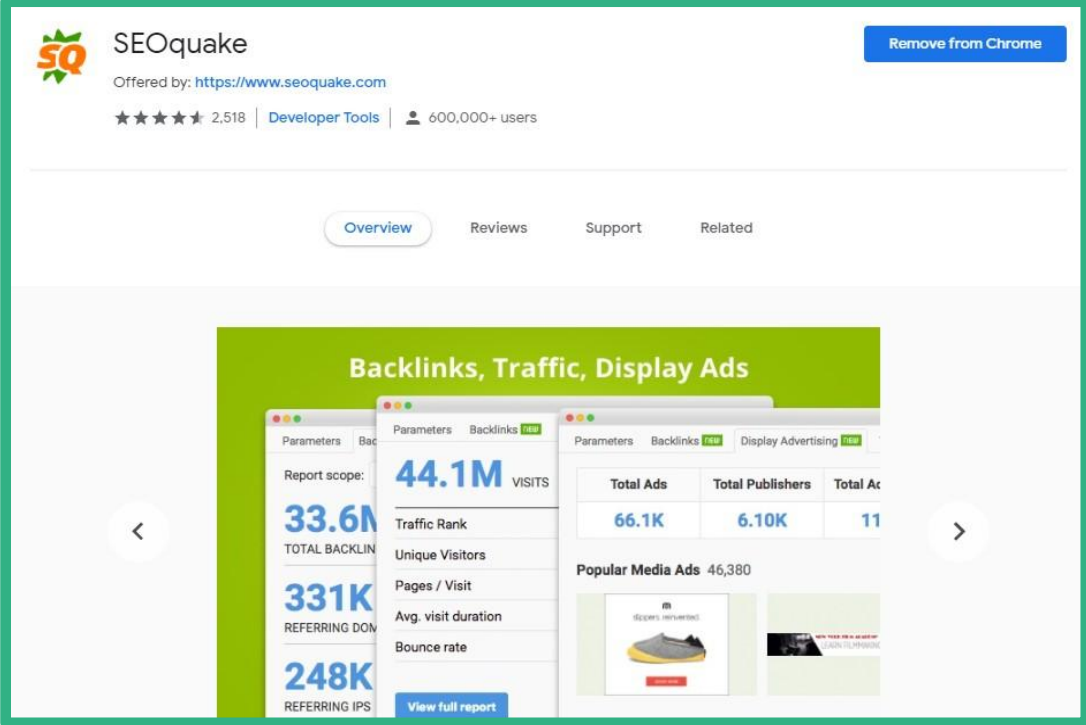
Identify Backlink Opportunities

Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
54	www.melawai.com/ Redirect	0	0	301 www.optikmelawai.com/ Text	18 May'18	24 d ago
53	Recruitment System rec.melawai.com/	4	0	www.optikmelawai.com/career/ Text	25 Jun'19	9 d ago
32	New Look Wonder Softlens Black [Revie... www.itsmedevonn.com/2016/08/new-look-wonder-softlens-review.html	29	120	optik Melawai www.optikmelawai.com/ Text	16 Jan'21	6 d ago
				www.optikmelawai.com/ Text	16 Jan'21	6 d ago
30	The Globe - The world's most visited we... theglobe.net/the_worlds_most_visited_web_pages_783.html	1,002	3	783899. optikmelawai.com www.optikmelawai.com/ Text	20 Jun'13	21 d ago
29	harga kacamata porsche design p8000 o... longleafcollective.org/harga-kacamata-porsche-design-p8000-original/	21	83	www.optikmelawai.com/data/images/fphp8331b53-main.jpg Text	19 Aug'20	12 Nov'20
28	ADELVA :: Dua Film Hollywood Ini Siap M... www.adelva.com/news/dua-film-hollywood-ini-siap-meledak-di-bulan-oktober.html	6	22	Optik Melawai www.optikmelawai.com/ Text	30 Dec'16	12 d ago

Backlink Types



SEOquake Chrome Extension



The screenshot displays the SEOquake Chrome extension interface. At the top, it shows the extension's name "SEOquake" with a logo, a "Remove from Chrome" button, and information about its developer and user count. Below this, there are navigation tabs for "Overview", "Reviews", "Support", and "Related". The main content area features a large green banner with the text "Backlinks, Traffic, Display Ads". Below the banner, there are three overlapping window-like panels showing different reports. The leftmost panel shows "Report scope: 44.1M VISITS", "33.6M TOTAL BACKLINKS", "331K REFERRING DOMAINS", and "248K REFERRING IPS". The middle panel shows "Traffic Rank", "Unique Visitors", "Pages / Visit", "Avg. visit duration", and "Bounce rate". The rightmost panel shows a table with "Total Ads", "Total Publishers", and "Total Advertisers", along with "Popular Media Ads" and a "View full report" button.

Total Ads	Total Publishers	Total Advertisers
66.1K	6.10K	11

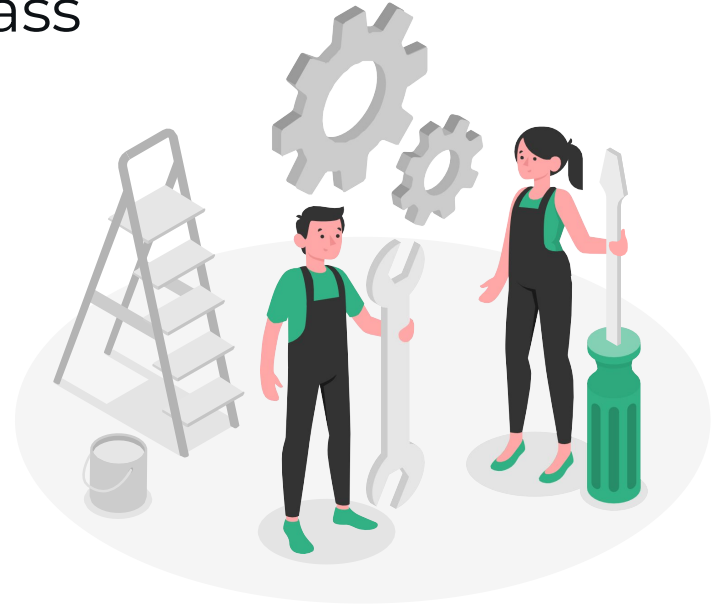
Popular Media Ads: 46,380

Backlink Audit Tool - SEO SpyGlass

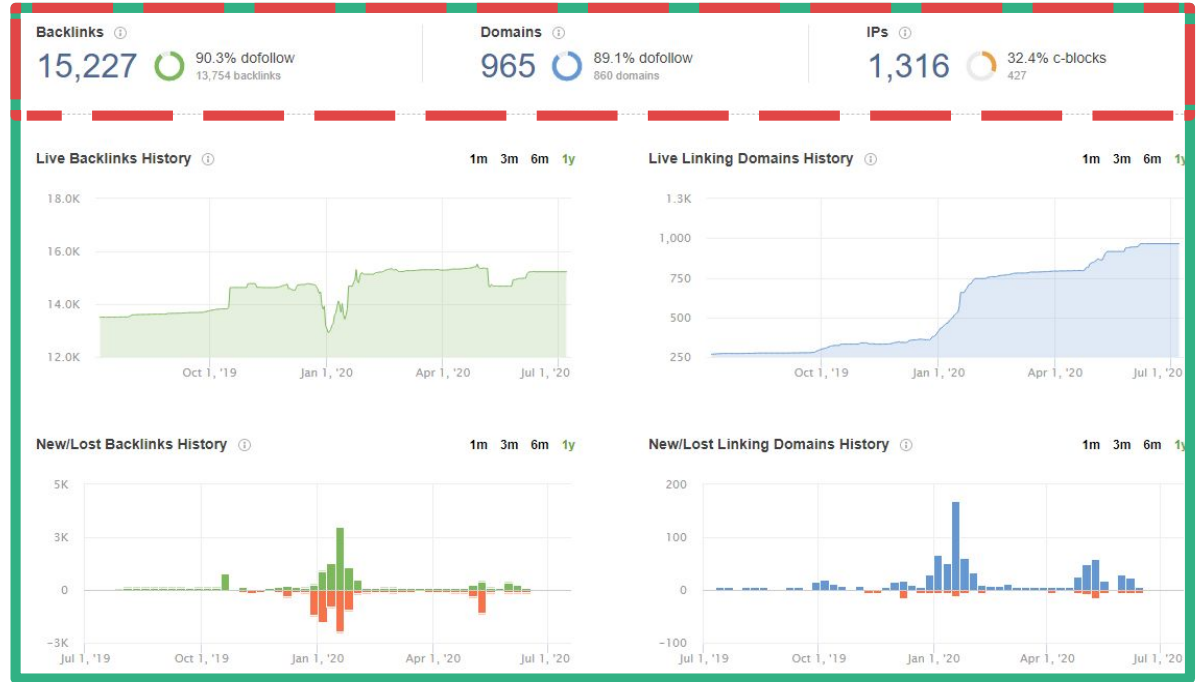


What is SEO SpyGlass?

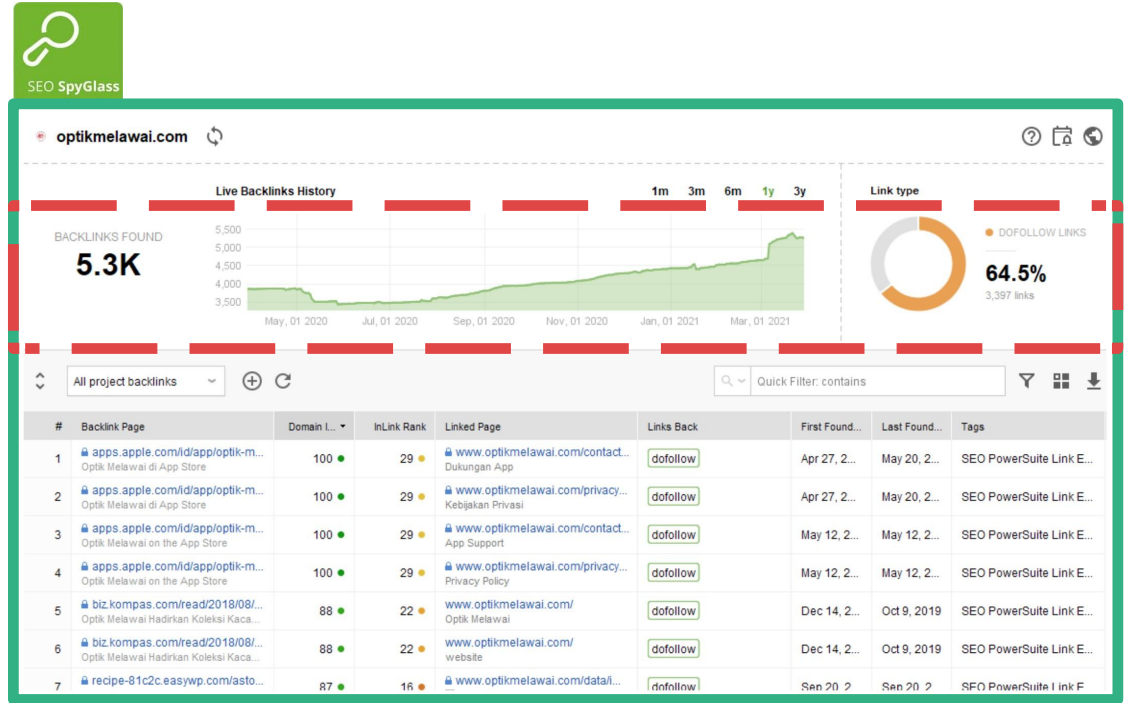
With SEO SpyGlass, you can easily handle one of the major SEO tasks — backlink research. Over the years, the software has been enhanced with breakthrough functionality to provide you with most complete and accurate link profiles of both your site and your competitors' sites.



Backlink Audit Tool: SEO SpyGlass



SEO SpyGlass Backlink Analytics



Identify Backlink Opportunities

SEO SpyGlass

Dofollow links Quick Filter: contains

#	Backlink Page	Domain InLink	InLink Rank	Linked Page	Links Back	First Found Date	Last Found Date
1	shopfromhome.plazaindonesia.co... Plaza Indonesia	82	12	www.optikmelawai.com/ Website	dofollow	Sep 16, 2020	Mar 18, 2021
2	www.hipwee.com/opini/mata-kamu... Pakai Kacamata atau Lensa Kontak? Khat...	73	16	www.optikmelawai.com/kacamata-le... http://www.optikmelawai.com/kacamata-l...	dofollow	Jan 8, 2021	Mar 28, 2021
3	www.popbela.com/fashion/look-for-... #PopbelaOOTD: Rahasia Tampil Basic Tapi...	73	13	www.optikmelawai.com/kacamata/to... 3. Sunglasses, Tommy Hilfiger, IDR 2,983,...	dofollow	Dec 3, 2019	Mar 24, 2021
4	www.hipwee.com/tips/kacamata-a... Cara Membedakan Kacamata Anti Radiasi ...	73	17	www.optikmelawai.com/kacamata/... di sini	dofollow	Aug 1, 2020	Mar 23, 2021
5	www.hipwee.com/panduan-kadoh... Bingung Mau Kasih Kado Apa Buat Cowok...	73	16	www.optikmelawai.com/kacamata/... di sini	dofollow	Jan 27, 2021	Mar 22, 2021
6	www.popbela.com/fashion/look-for-... #PopbelaOOTD: Gaya Keren untuk Ke Car ...	73	13	www.optikmelawai.com/kacamata/co... Converse, IDR 556,000	dofollow	Oct 2, 2019	Feb 3, 2021
7	www.popbela.com/fashion/look-for-... #PopbelaOOTD: Waiuu Serba Hitam, Gaya...	73	13	www.optikmelawai.com/kacamata/gu... Guess, price upon request	dofollow	Oct 12, 2018	Feb 3, 2021
8	www.popbela.com/fashion/look-for-... #PopbelaOOTD: Keren Pakai Jacket Kulit ala...	73	13	www.optikmelawai.com/kacamata/m... Marc Jacobs, price upon request	dofollow	Dec 3, 2019	Feb 3, 2021
9	thesmartlocal.com/Indonesia/eyew... Indonesian Spectacle-Wearers Rejoice As...	72	17	www.optikmelawai.com/onlinetoho... website	dofollow	Jun 22, 2020	Mar 27, 2021
0	www.citiworldprivileges.com/id-jak... Shopping Offers Citi Cards Shopping Off...	70	11	www.optikmelawai.com/ Learn more	dofollow	Mar 19, 2021	Mar 19, 2021
1	ctiworldprivileges.com/id-jakarta/fa... Shopping Offers Citi Cards Shopping Off...	70	11	www.optikmelawai.com/ Learn more	dofollow	Mar 16, 2021	Mar 16, 2021
2	ctiworldprivileges.com/id-jakarta/b... Lifestyle Offers Citi Cards Lifestyle Offer...	70	11	www.optikmelawai.com/ Learn more	dofollow	Dec 17, 2020	Jan 16, 2021
3	www.citiworldprivileges.com/id-jak... Lifestyle Offers Citi Cards Lifestyle Offer...	70	11	www.optikmelawai.com/ Learn more	dofollow	Sep 27, 2020	Jan 13, 2021

Identify Backlink Opportunities

SEO SpyGlass

Dofollow links

Quick Filter: contains

#	Backlink Page	Domain InLink	InLink Rank	Linked Page	Links Back	First Found Date	Last Found Date
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2	www.hipwee.com/opini/mata-kamu... Pakai Kacamata atau Lensa Kontak? Khat...	73	16	www.optikmelawai.com/kacamata-le... http://www.optikmelawai.com/kacamata-L...	dofollow	Jan 8, 2021	Mar 28, 2021
3	www.pobela.com/fashion/look-for-... #PopbelaOOTD: Rahasia Tampil Basic Tapi...	73	13	www.optikmelawai.com/kacamata-to... 3. Sunglasses, Tommy Hilfifer, IDR 2,953,...	dofollow	Dec 3, 2019	Mar 24, 2021
4	www.hipwee.com/tips/kacamata-a-... Cara Membedakan Kacamata Anti Radiasi ...	73	17	www.optikmelawai.com/kacamata/... di sini	dofollow	Aug 1, 2020	Mar 23, 2021
5	www.hipwee.com/panduan-kadoh-... Bingung Mau Kasih Kado Apa Buat Cowok...	73	16	www.optikmelawai.com/kacamata/... di sini	dofollow	Jan 27, 2021	Mar 22, 2021
6	www.pobela.com/fashion/look-for-... #PopbelaOOTD: Gaya Keren untuk Ke Car...	73	13	www.optikmelawai.com/kacamata/co... Converse, IDR 556,000	dofollow	Oct 2, 2019	Feb 3, 2021
7	www.pobela.com/fashion/look-for-... #PopbelaOOTD: Wslau Serba Hitam, Gaya...	73	13	www.optikmelawai.com/kacamata/gu... Guess, price upon request	dofollow	Oct 12, 2018	Feb 3, 2021
8	www.pobela.com/fashion/look-for-... #PopbelaOOTD: Keren Pakai Jaket Kulit ala...	73	13	www.optikmelawai.com/kacamata/m... Marc Jacobs, price upon request	dofollow	Dec 3, 2019	Feb 3, 2021
9	thesmartlocal.com/indonesia/eyew... Indonesian Spectacle-Wearers Rejoice As...	72	17	www.optikmelawai.com/onlinetoho... website	dofollow	Jun 22, 2020	Mar 27, 2021
0	www.citiworldprivileges.com/id-jak... Shopping Offers Citi Cards Shopping Off...	70	11	www.optikmelawai.com/ Learn more	dofollow	Mar 19, 2021	Mar 19, 2021
1	citiworldprivileges.com/id-jakarta/fa... Shopping Offers Citi Cards Shopping Off...	70	11	www.optikmelawai.com/ Learn more	dofollow	Mar 16, 2021	Mar 16, 2021
2	citiworldprivileges.com/id-jakarta/b... Lifestyle Offers Citi Cards Lifestyle Offer...	70	11	www.optikmelawai.com/ Learn more	dofollow	Dec 17, 2020	Jan 16, 2021
3	www.citiworldprivileges.com/id-jak... Lifestyle Offers Citi Cards Lifestyle Offer...	70	11	www.optikmelawai.com/ Learn more	dofollow	Sep 27, 2020	Jan 13, 2021

Backlink Lists

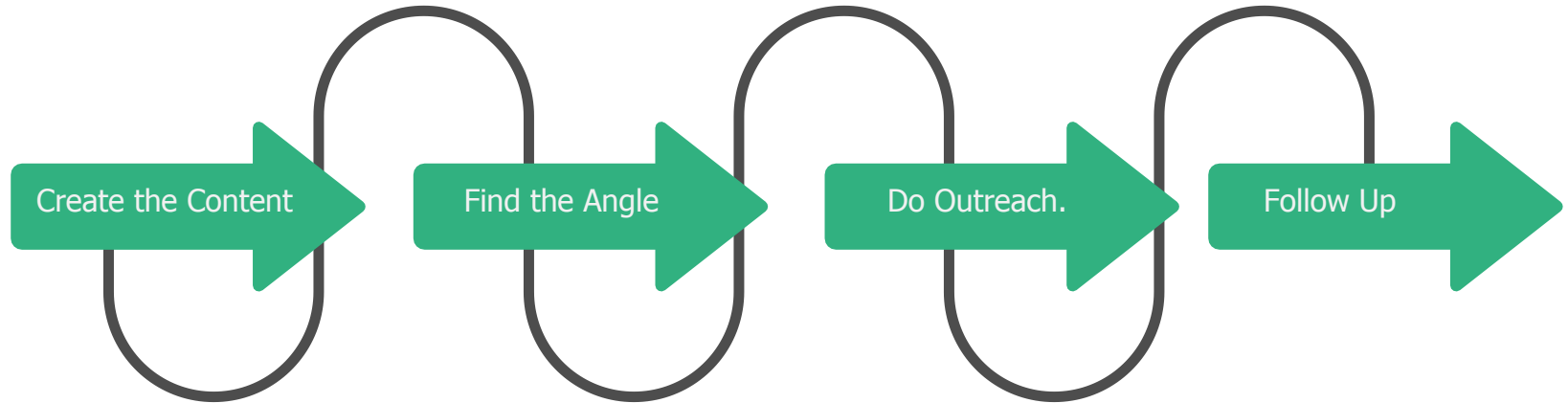
Top 300+ Free High DA Do-Follow Profile Backlink Sites

To create free do-follow profile backlinks from high DA websites just follow the below-mentioned steps:

- Choose one by one site from the below profile backlink creation websites list.
- Create an account by signing up to give some details like your name, email ID, choose a username, and your password.
- Verify your account using a registered email ID.
- Now sign in to your profile backlink creation sites and click on the edit profile
- Fill all the possible details like about, description, social media links. Don't forget to add your website link by using your desired anchor text.
- Click on the Save option and you have successfully created your profile.

Always try to fill all probable details, never do spam just for getting backlinks.

Content-based Link Building

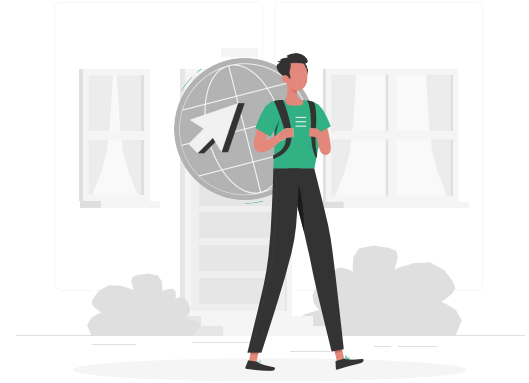


Content-based Link Building

Have you created content-based link building campaign?

- <http://www.swissotel.com/promo/etiquette-map/>
- <http://www.attendly.com/stories-of-failure-and-redemption-18-startup-founders-share-their-lowest-moments-before-coming-out-on-top/>
- <https://journal.sociolla.com/bjglossary>
- Ecommerce harborlas campaign
- Purwadhika scholarship

Top Ingredients: storytelling, linkable and valuable assets



Link Building With Content Marketing

- Great contents will attract attention, traffic and backlinks
- Create Outstanding Content (COC), and be EAT
- Repurpose content, optimize the anchor texts, publish them and and always link back!
- Maximize cross-platform distribution and promotions
- Outreach your target (platforms, audiences, partners), guest posting (kontributor penulis) and blog commenting.
- Targets: FB, FB Group, YT, IG, Medium, Quora, Kaskus, Detik Forum, kompasiana



Link Building With Content Marketing

Have you produced outstanding contents?

Proven & Popular contents

Statistics & Data

Authority, Interview

UGC (User Generated Contents)

Quotes, Quotes and Quotes

Expert's Opinions

Compilations, Curated

Epic Videos and tools

Listicles, Sky-Scraper, Evergreen contents

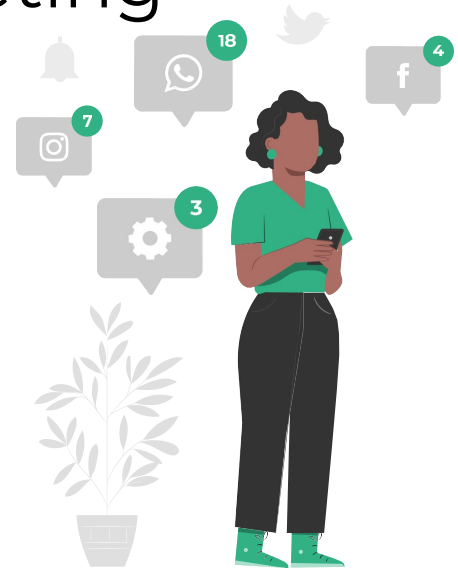
Link Building With Content Marketing

Have you created hot-demand/ viral content campaign?

- <https://www.semrush.com/topic-research/>
- Use [ubersuggest](#) or [buzzsumo](#) to find viral content ideas

Aim for engagements and backlinks!

- Find viral contents, repurpose, distribute, promote, outreach
- Create linkable and valuable assets: e.g. wallpapers, templates, recipes, awards, listicles, giveaways, free downloads, reports, etc,
- Do content outreach by using guest posting technique e.g. HARO, kontributor penulis, guest speakers, etc.



Link Building Flow

Just 3 steps to build backlinks

Prospects

Title, URL, Snippet	Rating	Actions
████████████████████	5/5 ▼	Add to In Progress
████████████████████	████████	████████
████████████████████	████████	████████
████████████████████	████████	████████

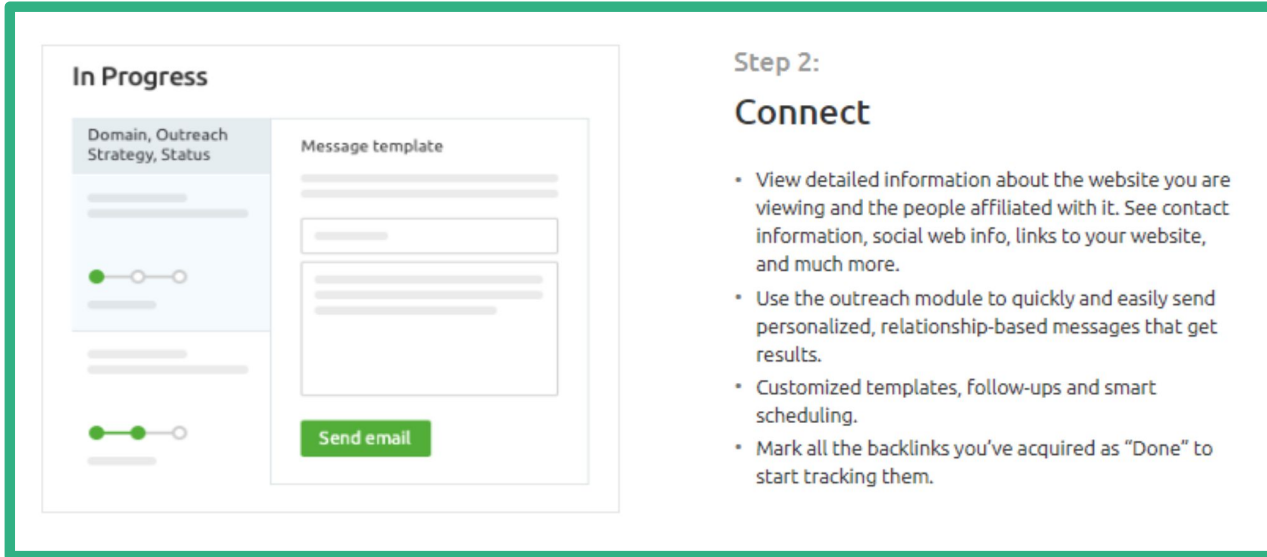
Step 1: Research

- Explore new backlink sources.
- Easily flip between sites and add the best backlink opportunities to your In progress list for connect.

Link Building Flow

Domain	URL	DA	PA	CA	CF	Anchor Text
Захар Беркут трейнер російською Оц	https://www.movietato.com/showthread.php?tid=154491	28	12	5	0	www.optikmelawai.com/search?q=K...a%20Online
Coupon-code, Coupons Code, Promo Codes	https://www.easycoupons.info/coupon-code/bca+promo	2	12	7	0	www.optikmelawai.com/page/promo-bca-3.html
Daftar & Profil Lengkap Perusahaan, Bisnis di Bidang Optik, Barang-Barang Eceran.	https://www.yellowpages.co.id/bisnis/kategori/optik-barang-barang-eceran	47	12	2	0	NOFOLLOW Website www.optikmelawai.com
Yang Matanya Minus Share Dimari, gan! - Page 3 KASKUS	https://www.kaskus.co.id/thread/56c0012f56e6af55068b4567/pilih-kacamata-soft-ens-atau-hardlens-yang-matanya-minus-share-dimari-gan/3	79	11	0	0	CONTENT UGC http://www.optikmelawai.com/kesehata...hQ6V5kcx.dpuf www.optikmelawai.com/kesehatan-mata/perbedaan-mata-minus-dan-silinder.html
Optik Melawai by Optik Melawai	https://www.appadvice.com/app/optik-melawai/1236522437	81	11	0	0	NOFOLLOW www.optikmelawai.com/contact-us
August 2013 - Mohammad Ishak Qadarsyah Blog's	https://blogs.unpad.ac.id/ishak/2013/08/	73	11	0	0	- Optik Melawai . www.optikmelawai.com
Bevel - Store Locator	https://www.bevelspecs.com/retailers	43	11	2	0	http://www.optikmelawai.com www.optikmelawai.com
Gagal bekerja karena Buta Warna Halaman 1 - Kompasiana.com	https://www.kompasiana.com/mirarisma/550fe400a33311c339ba7d28/gagal-bekerja-karena-buta-warna	80	11	0	0	CONTENT NOFOLLOW sel retina sehingga tidak bisa melihat warna tertentu saja (di SINI). Buta warna ini tidak bisa disembuhkan karena kelainan pada www.optikmelawai.com/?fuseaction=home_detail&csection=eye_info&id=146

Link Building Flow



The screenshot displays a software interface for link building. On the left, a sidebar titled "In Progress" shows a list of items with progress indicators (green dots and lines). The main area is divided into two sections: "Domain, Outreach Strategy, Status" and "Message template". The "Message template" section contains a text area with a "Send email" button. To the right of the interface, the text "Step 2: Connect" is followed by a list of instructions.

In Progress

Domain, Outreach Strategy, Status

Message template

Send email

Step 2: Connect










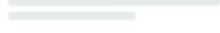





- View detailed information about the website you are viewing and the people affiliated with it. See contact information, social web info, links to your website, and much more.
- Use the outreach module to quickly and easily send personalized, relationship-based messages that get results.
- Customized templates, follow-ups and smart scheduling.
- Mark all the backlinks you've acquired as "Done" to start tracking them.

Link Building Flow



Link Building Flow

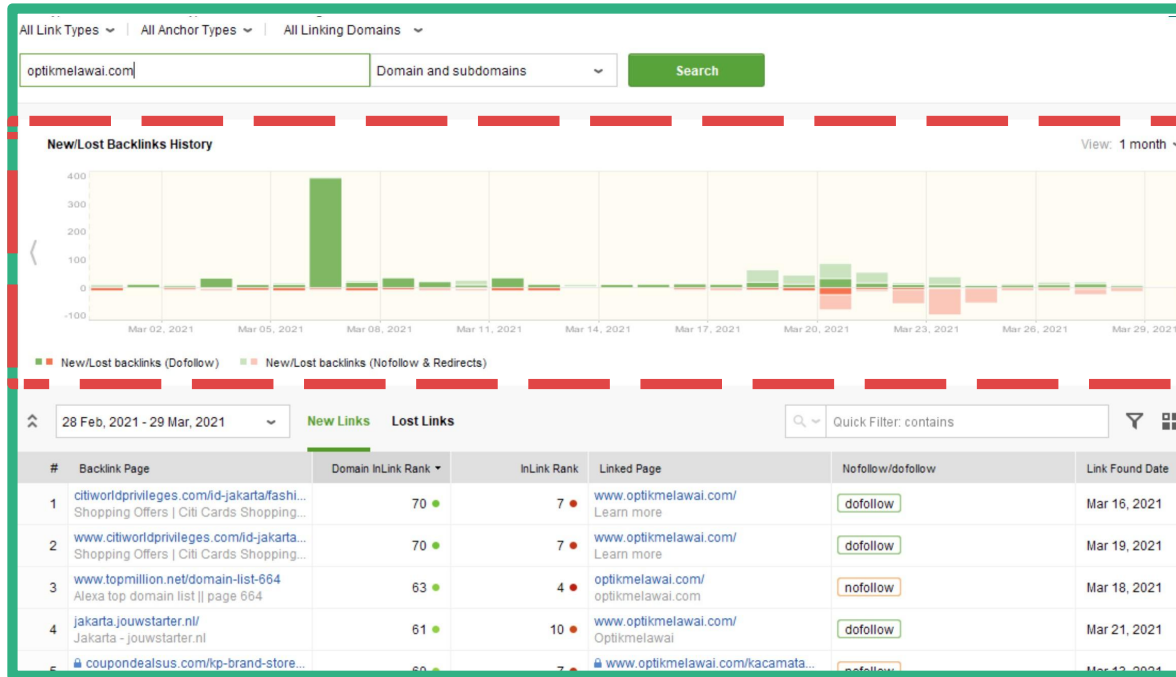
Monitor

Visible Status	Referring Domain and URL	
Undefined		 
Pending		 
Active		 
Lost		 
Broken		 

Step 3: Track

- Keep an eye on your backlink profile.
- Once you earn a backlink, you can monitor it to make sure it never disappears.
- Check if the backlinks you've acquired are still active.
- Contact site owners right away if a link has been taken down.

Backlink Monitoring - SEO SpyGlass (Example)



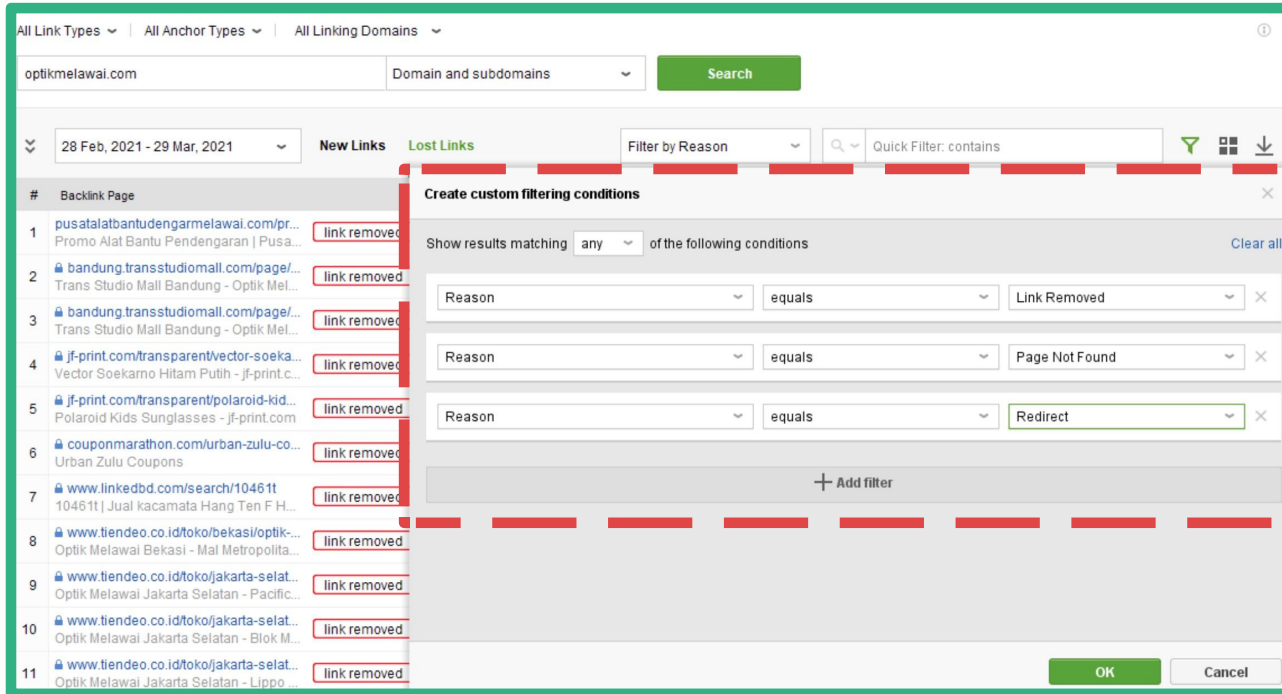
Backlink Monitoring - SEO SpyGlass

optikmelawai.com Domain and subdomains Search

28 Feb, 2021 - 29 Mar, 2021 New Links Lost Links Quick Filter: contains

#	Backlink Page	Domain InLink Rank	InLink Rank	Linked Page	Nofollow/dofollow	Link Found Date
1	citiworldprivileges.com/id-jakarta/fashi... Shopping Offers Citi Cards Shopping...	70 ●	7 ●	www.optikmelawai.com/ Learn more	dofollow	Mar 16, 2021
2	www.citiworldprivileges.com/id-jakarta... Shopping Offers Citi Cards Shopping...	70 ●	7 ●	www.optikmelawai.com/ Learn more	dofollow	Mar 19, 2021
3	www.topmillion.net/domain-list-664 Alexa top domain list page 664	63 ●	4 ●	optikmelawai.com/ optikmelawai.com	nofollow	Mar 18, 2021
4	jakarta.jouwstarter.nl/ Jakarta - jouwstarter.nl	61 ●	10 ●	www.optikmelawai.com/ Optikmelawai	dofollow	Mar 21, 2021
5	coupondeals.com/kp-brand-store... Kp Brand Store Promo	60 ●	7 ●	www.optikmelawai.com/kacamata... https://www.optikmelawai.com/kaca...	nofollow	Mar 13, 2021
6	coupondeals.com/kp-brand-store... Kp Brand Store Promo	60 ●	7 ●	www.optikmelawai.com/kacamata... https://www.optikmelawai.com/kaca...	nofollow	Mar 13, 2021
7	theglobe.net/the_worlds_most_visited... The Globe - The world's most visited ...	57 ●	10 ●	www.optikmelawai.com/ 783899. optikmelawai.com	dofollow	Mar 18, 2021
8	shopathome.senayancity.com/optik... OPTIK MELAWAI - SHOP AT HOME	44 ●	4 ●	www.optikmelawai.com/ website	dofollow	Mar 07, 2021
9	www.keyworddifficultycheck.com/se... 10461t Jual kacamata Hang Ten F H...	44 ●	5 ●	www.optikmelawai.com/kacamata... No anchor text	nofollow	Mar 13, 2021
10	www.pusatlatbantudengarmelawai... Promo Diskon Baterai Alat Bantu Den...	42 ●	2 ●	www.optikmelawai.com/ www.optikmelawai.com	nofollow	Mar 27, 2021
11	www.pusatlatbantudengarmelawai... Promo Flash Sale 19 21 Februari 202...	42 ●	2 ●	www.optikmelawai.com/ www.optikmelawai.com	nofollow	Mar 27, 2021

Backlink Monitoring - SEO SpyGlass



The screenshot displays the SEO SpyGlass interface for monitoring backlinks. At the top, there are filters for 'All Link Types', 'All Anchor Types', and 'All Linking Domains'. A search bar contains 'optikmelawai.com' and a dropdown menu is set to 'Domain and subdomains'. Below the search bar, there are tabs for 'New Links' and 'Lost Links', and a 'Filter by Reason' dropdown. A date range of '28 Feb, 2021 - 29 Mar, 2021' is selected. A 'Quick Filter: contains' field is also visible.

The main table lists backlinks with columns for '#', 'Backlink Page', and 'Reason'. The 'Reason' column for all listed links is 'link removed'. A modal dialog titled 'Create custom filtering conditions' is open, showing a list of conditions:

- Reason: [dropdown] equals [dropdown] Link Removed
- Reason: [dropdown] equals [dropdown] Page Not Found
- Reason: [dropdown] equals [dropdown] Redirect

An 'Add filter' button is located below the conditions list. The dialog has 'OK' and 'Cancel' buttons at the bottom right.

Backlink Monitoring - SEO SpyGlass

All Link Types | All Anchor Types | All Linking Domains

optikmelawai.com Domain and subdomains Search

28 Feb, 2021 - 29 Mar, 2021 New Links Lost Links Filter by Reason Quick Filter: contains

#	Backlink Page	Domain InL...	InLink Rank	Linked Page	Nofollow/dofollow	Link Lost ...	Reason
1	pusatalbantuendangmelawai.com/pr... Promo Alat Bantu Pendengaran Pusa...	link removed	42 ●	2 ●	www.optikmelawai.c... www.optikmelawai.c...	dofollow	Mar 18, 2... link removed
2	bandung.transstudiomall.com/page/... Trans Studio Mall Bandung - Optik Mel...	link removed	38 ●	2 ●	www.optikmelawai... Visit	dofollow	Mar 23, 2... link removed
3	bandung.transstudiomall.com/page/... Trans Studio Mall Bandung - Optik Mel...	link removed	38 ●	2 ●	www.optikmelawai... Kunjungi website	dofollow	Mar 20, 2... link removed
4	jf-print.com/transparent/vector-soeka... Vector Soekarno Hitam Putih - Jf-print.c...	link removed	36 ●	4 ●	www.optikmelawai... No all text	dofollow	Mar 07, 2... link removed
5	jf-print.com/transparent/polaroid-kid... Polaroid Kids Sunglasses - Jf-print.com	link removed	36 ●	4 ●	www.optikmelawai... No all text	dofollow	Mar 12, 2... link removed
6	couponmarathon.com/urban-zulu-co... Urban Zulu Coupons	link removed	33 ●	4 ●	www.optikmelawai... https://www.optikmel...	nofollow	Mar 06, 2... link removed
7	www.linkedbd.com/search/104611 104611 Jual Kacamata Hang Ten F H...	link removed	33 ●	4 ●	www.optikmelawai... No anchor text	nofollow	Mar 02, 2... link removed
8	www.tiendeo.co.id/toko/bekasi/optik... Optik Melawai Bekasi - Mal Metropolita...	link removed	28 ●	2 ●	www.optikmelawai... Go to web	nofollow	Mar 20, 2... link removed
9	www.tiendeo.co.id/toko/jakarta-selat... Optik Melawai Jakarta Selatan - Pacific...	link removed	28 ●	2 ●	www.optikmelawai... Go to web	nofollow	Mar 20, 2... link removed
10	www.tiendeo.co.id/toko/jakarta-selat... Optik Melawai Jakarta Selatan - Blok M...	link removed	28 ●	2 ●	www.optikmelawai... Go to web	nofollow	Mar 20, 2... link removed
11	www.tiendeo.co.id/toko/jakarta-selat... Optik Melawai Jakarta Selatan - Lippo...	link removed	28 ●	2 ●	www.optikmelawai... Go to web	nofollow	Mar 20, 2... link removed

Today's Exercises

- Find at least 100 backlink opportunities for your website
- Try to replicate your competitor's backlinks for your website
- Create profile backlinks (at least 100) for your website
- Report the audit results by delivering a presentation
- Summarize your findings and then discuss the results with your lecturer

Thank You!

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