

Advanced Blog Training

MOZ Tools and Backlinks

JANUARY 2020



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Link Research with MOZ Pro – Linking Domains

Moz Pro

Moz Pro

Campaigns

Local Market Analytics **BETA**

Keyword Research ▶

Link Research ▼

[Overview](#)

[Inbound Links](#)

Linking Domains

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Linking Domains

Gauge how authoritative a site is based on the quantity, quality, and diversity of unique linking domains.

[+ Track in a Campaign](#)

root domain ▼ calzone.com

Analyze






19,999 of 20,000 queries available until 02/16

<https://analytics.moz.com/pro/link-explorer/linking-domains>

Link Research with MOZ Pro – Linking Domains

Moz Pro

See which domains link to your site and drill down to specific pages for the exact backlink

<input type="checkbox"/> Root Domain	DA i	Linking Domains i	Score i	Top Links
<input type="checkbox"/> microsoft.com 	99	3,986,770	1%	
Top links by Page Authority		PA		
blogs.msdn.microsoft.com/...why-does-microsoft-dynamics-gp-encrypt-passwords/ 		56		
blogs.msdn.microsoft.com/ ...ter-for-microsoft-dynamics-gp-10-0-integration-tool/ 		51		
 All links from this root domain				

Link Research with MOZ Pro – Linking Domains

Moz Pro

This report is very helpful for seeing where your competitors are succeeding with backlinks and discovering missed opportunities. Start from the top-level domain and drill down to see the exact backlinks your competitors have.

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Link Research with MOZ Pro – Top Pages

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[Anchor Text](#)

Top Pages

View the top pages
on your site, sorted
by external links
and more



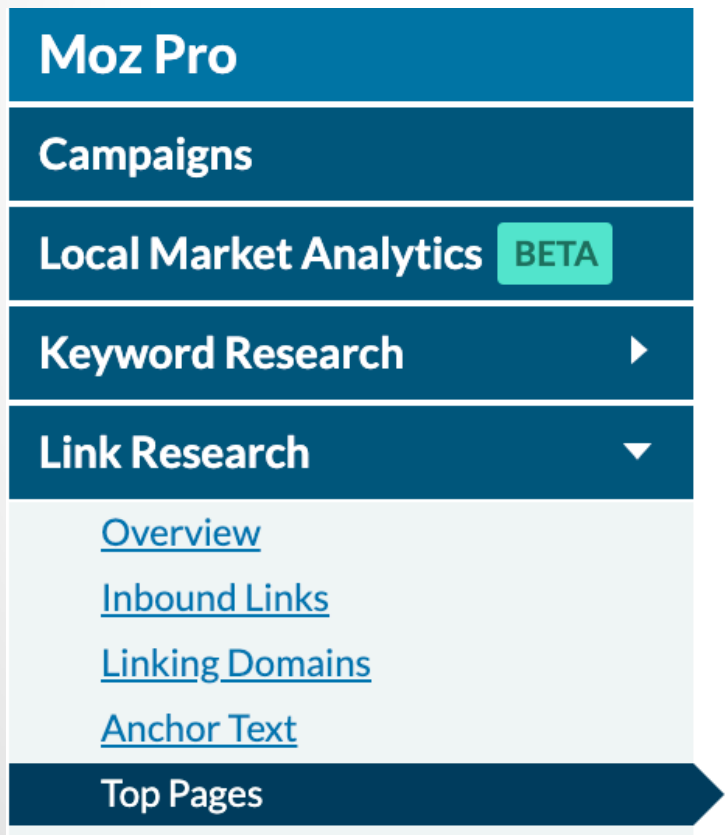
URL	PA	Linking Domains	External Links	Outbound Domains	Status Code	View Links
CAL Business Solutions-Acumatica-Microsoft Dynamics GP-ERP ... www.calszone.com	40	192	1,771	7	200	View Links
www.calszone.com/wp-content/uploads/CPR-WebClient.png	32	16	623	0	--	View Links
calszone.com	35	34	577	0	301	View Links
Microsoft Dynamics GP (Great Plains) ERP/Accounting Software www.calszone.com/microsoft-dynamics-gp/	34	29	152	7	200	View Links
Microsoft Dynamics GP (Great Plains) Quick Quote Tool www.calszone.com/...cing-microsoft-dynamics-gp/quick-quote/	31	17	115	7	200	View Links
Contact CAL Business Solutions ERP Software Partner www.calszone.com/about-us/contact-us/	32	18	114	8	200	View Links



Click to view the complete
backlink report for each page

Link Research with MOZ Pro – Top Pages

Moz Pro

A screenshot of the Moz Pro navigation menu. The menu is a vertical list of items on a dark blue background. The items are: 'Moz Pro' (white text), 'Campaigns' (white text), 'Local Market Analytics' (white text) with a green 'BETA' badge to its right, 'Keyword Research' (white text) with a right-pointing arrow, 'Link Research' (white text) with a downward-pointing arrow, and a list of sub-items under 'Link Research': 'Overview' (blue link), 'Inbound Links' (blue link), 'Linking Domains' (blue link), 'Anchor Text' (blue link), and 'Top Pages' (white text) which is highlighted with a dark blue arrow pointing right.

Moz Pro

Campaigns

Local Market Analytics BETA

Keyword Research ▶

Link Research ▼

- [Overview](#)
- [Inbound Links](#)
- [Linking Domains](#)
- [Anchor Text](#)
- Top Pages**

This report is especially helpful to learn from if an internal page is ranking well, or if you see a competitor's page is ranking well.

Keep domain and page authority in mind for these reports; the higher the authority, the stronger the backlink.

Link Research with MOZ Pro – 404 Errors

Filter the Top Pages report by Status Code to see all pages with 404 errors.

Use the information from this report to implement 301 redirects to relevant content.

The screenshot displays the Moz Pro interface for the Link Research section. The left sidebar contains a navigation menu with the following items: Moz Pro, Campaigns, Local Market Analytics (marked BETA), Keyword Research, Link Research (selected), Overview, Inbound Links, Linking Domains, Anchor Text, Top Pages (highlighted), Discovered and Lost, Compare Link Profiles, Spam Score, Link Intersect, Link Tracking Lists (with a count of 1), Fresh Web Explorer, On-Page Grader, On-Demand Crawl, and Rank Checker (marked NEW!). The main content area shows the breadcrumb path: Home > Moz Pro > Link Research > Top Pages. The title 'Top Pages' is displayed, followed by the subtitle 'Analyze a site's most valuable pages based on key metrics.' Below this, there is a search bar with the text 'exact page' and a dropdown arrow, and the URL 'www.calszone.com/'. A status message indicates '19,998 of 20,000 queries available until 02/16'. A light blue informational box states: 'Top Pages are available by root domain or subdomain'. The 'Status Code:' section features a dropdown menu currently set to '4xx - Broken'. A dropdown menu is open, showing the following options: 'All status codes', '200 - OK', '301 - Permanent Redirect', '302 - Temporary Redirect', and '4xx - Broken' (which is selected and marked with a checkmark). The bottom of the page shows the 'Interactive LIMITED LLC' logo on the left and a partially visible link 'vice-Plan-Comparison-Ch' on the right.

Link Research with MOZ Pro – 404 Errors

Sort by External Links to see how many links there are to each broken page

Status Code:

4xx - Broken ▼

Export CSV

1 - 50 Top Pages

URL	PA i	Linking Domains i	External Links ▼	Outbound Domains i	Status Code	View Links
www.calszone.com/...-gp-product-capabilites-module-guide.pdf	31	13	43	0	404	Q
www.calszone.com/...s-GP-Service-Plan-Comparison-Chart.pdf	31	12	22	0	404	Q
www.calszone.com/documents/2018-requirements.pdf	29	6	19	0	404	Q
www.calszone.com/...ts/microsoft-dynamics-gp-whats-new.pdf	29	6	13	0	404	Q

FREE TRIAL

You can try all of these backlink reporting tools with a MOZ Pro Free Trial



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Blog

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Resources

Moz Pro

Moz Local

Free SEO Tools

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Start Your 30 Day Free Trial of Moz Pro

Get the SEO insights to help you rank higher, convert more traffic, and drive measurable results.

[Start my free trial](#)

<https://moz.com/moz-pro-free-trial>

Check Your Online Presence with MOZ Local

Moz Local



Check your online presence

Country

United States

Company name

Street and Number

ZIP/Postcode

CHECK NOW

Is your company listed accurately in these online directories?



Google Search



Google Maps



Facebook



Bing



Foursquare



Hotfrog



us-info



ShowMeLocal



Navmii

Check Your Online Presence with MOZ Local

Moz Local

Your Online Presence Score for:

Cal Business Solutions, 200 Birge Park Road, 06791 [CHANGE LOCATION](#)

[Share result](#) [Export as PDF](#)



Quality of your location data online, out of 9 directories we searched successfully:

11%

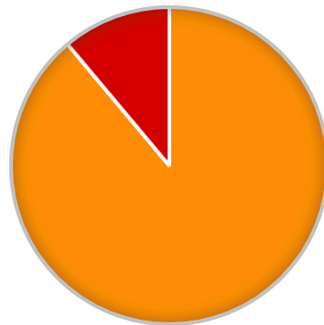
MISSING

89%

INCORRECT

0%

CORRECT



Optimize your company's
online presence

Improve with Moz Local

Check Your Online Presence with MOZ Local

Moz Local







Look for directory listing opportunities

See where your business is already listed, if the information is correct and if there are photos with existing listings

This tool is FREE!

Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google Search	CAL Business Solutions, Inc. 200 Birge Park Road, Harwinton (860) 485-0910 http://www.calszone.com/	✓	✗
 Google Maps	CAL Business Solutions, Inc. 200 Birge Park Road, Harwinton (860) 485-0910 http://www.calszone.com/	✓	✗
 Facebook	CAL Business Solutions, Inc. 200 Birge Park Rd, Harwinton (860) 485-0910 https://www.calszone.com/	✓	✓
 Bing	Cal Business Solutions Inc. 200 Birge Park Rd, Harwinton +1 (860) 485-0910 http://www.calszone.com/	✓	✓
 Foursquare	Cal Business Solutions Inc. 200 Birge Park Rd, Harwinton +18604850910 http://www.calszone.com	✗	✗
 Hotfrog	CAL Business Solutions, Inc 200 Birge Park Road, Harwinton 860-485-0910 http://www.calszone.com/	✗	/



Check Your Online Presence with YEXT



Ask "What is the Yext Search Experience Cloud?"



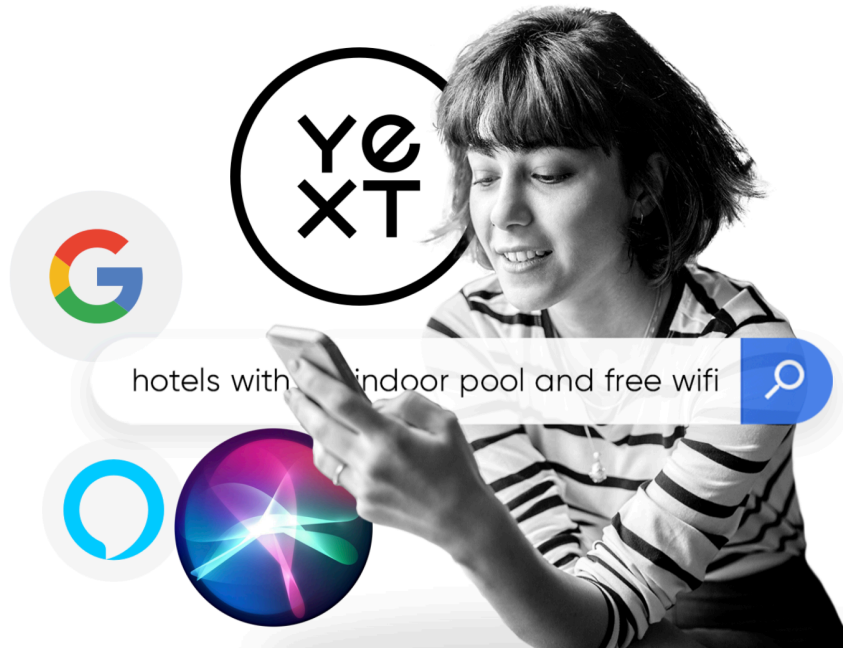
Sign in Contact Us

GET STARTED

Perfect Answers, Straight From the Source

Every day customers ask questions about your brand. Shouldn't the answers come from you? Deliver brand verified answers with Yext.

GET STARTED



Check how your business appears online

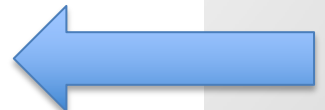
United States

Single Location

CAL Business Solution

860.485.0910

SCAN NOW



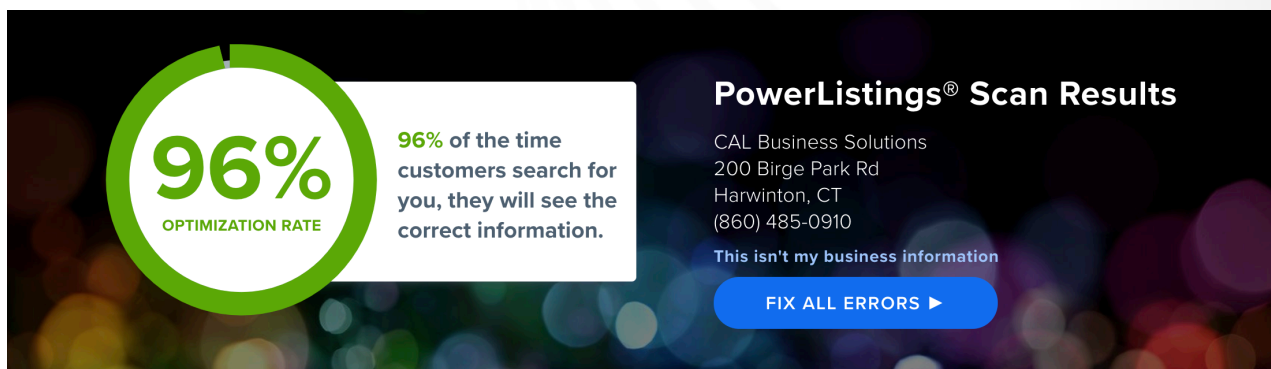


Check Your Online Presence with YEXT



Click the View Listing link below each directory and manually check your information. See which listings are missing/not found

This tool is FREE!



	Business Name	Address	Phone	Status
Google View Listing	CAL Business Solutions, Inc.	200 Birge Park Rd, Harwinton, CT 06791	8604850910	Not Verified Through Yext
Yahoo View Listing	Cal Business Solutions Inc	200 Birge Park Rd	8604850910	Not Verified Through Yext
Facebook View Listing	CAL Business Solutions, Inc.	200 Birge Park Rd, Harwinton, CT 06791	8604850910	Not Verified Through Yext
Bing View Listing	Cal Business Solutions Inc.	200 Birge Park Rd, Harwinton, CT 06791	8604850910	Not Verified Through Yext
Yelp View Listing	Cal Business Solutions	200 Birge Park Rd, Harwinton, CT 06791	8604850910	Not Verified Through Yext

KEEP IN MIND:

The initial scans are free, but both MOZ Local and YEXT want you to sign up for their citation management services

We recommend MOZ Local, but both services offer different directories for submissions



Moz Local

Manage Your Directory Listings with



BrightLocal is a citation management platform that allows you to manually choose and manage your citations from a comprehensive list.

We highly recommend this service, as it is a one-time campaign rather than a subscription-based service.



Citation Builder

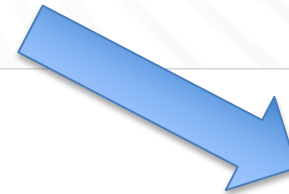
Maximize online visibility with our citation and data aggregator submission service.










FIND OUT MORE →

Manage Your Directory Listings with




















See the status for the directories you submitted to, notes, and instructions for phone or email verification. Click the green buttons to go to your live listings. You don't need to set up any log ins for the citation sites, BrightLocal takes care of this for you.



-  Location Summary
-  Rank Checker
Requires setup
-  Citation Tracker
Requires setup
-  Citation Builder
-  Reputation Manager
Requires setup
-  Google My Business
Requires setup
-  Local Search Audit
Requires setup
-  Google Analytics
Requires setup
-  Social
Requires setup

Directories

Campaign Date: Aug 15, 2019

No	Citation Site	Types of Site	Authority 	Date 	Status	Notes
1	foursquare.com	General Directory	93	Aug 27, 2019	Live 	   
2	nextdoor.com	General Directory	78	Aug 27, 2019	Live 	  
3	Rep worldweb.com	General Directory	59	Aug 27, 2019	Live 	 
4	spoke.com	General Directory	58	Aug 27, 2019	Live 	
5	hotfrog.com	General Directory	56	Aug 27, 2019	Live 	

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Dynamics 365 Community

Microsoft ERP and CRM-related blogs can be syndicated to the Community Dynamics blog. Gain a strong Microsoft backlink to your website and social media sites.

Call 860.485.0910 | sales@calszone.com

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Blog

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- Dynamics GP Year End Closing Procedures
- Important Updates for GP Payroll Users
- Top New Features in Microsoft Dynamics GP 2019 Release
- 9 Ways to Cut Down on Screen Time Once and For All
- Dynamics GP Blog Posts, Dynamics GP Promotions and Upcoming GP Add-On Webinars

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About Anya Ciecierski

Anya Ciecierski has worked in sales and marketing in the Dynamics channel since 2000, and is currently the Director of Marketing at CAL Business Solutions, a Connecticut based Microsoft Dynamics GP Partner. Anya enjoys developing simple marketing campaigns that generate the most leads for the lowest possible cost and then patiently nurturing those leads into sales. Anya is also passionate about sharing ideas and learning from other partners with...

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This Issue
Happy New Year!

GP Year End Closing Resources

Important Payroll Updates

Top New Features in GP 2019 Release

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[@calerpnews](#)

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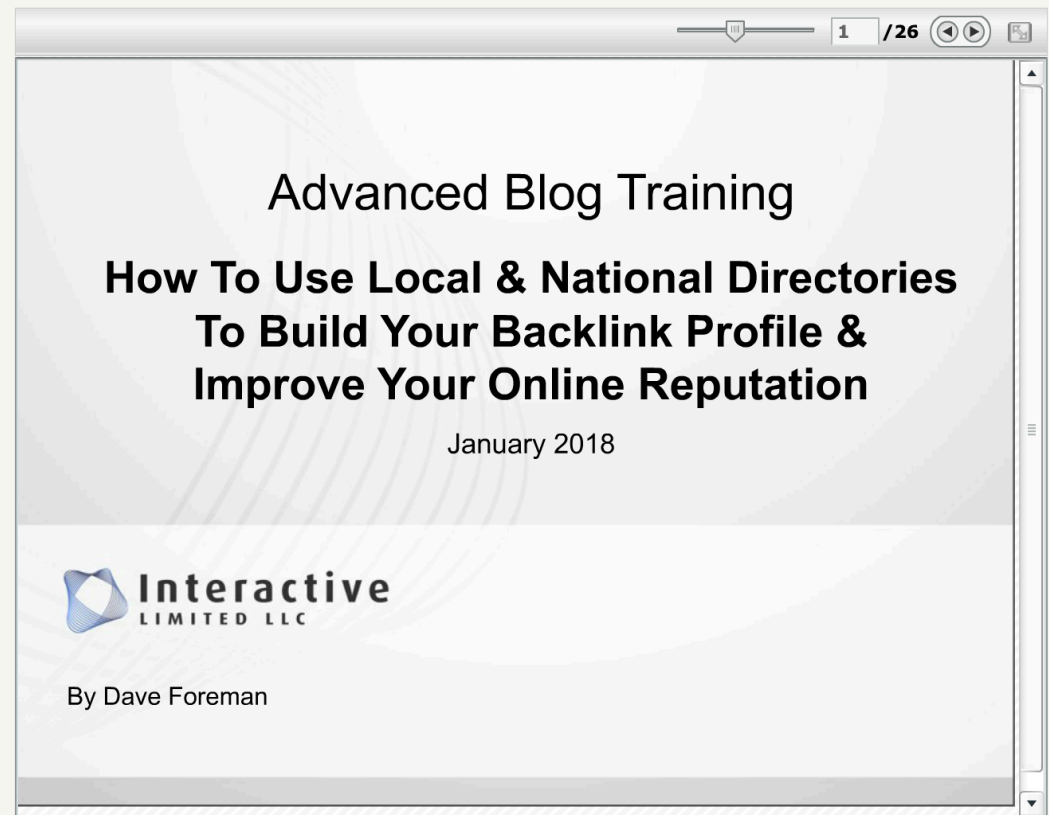
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the presentation
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Using Directories for Backlink Profile | January
2018 ABT Call Deck



Backlinks: Best Practices



- **EDU backlinks are strong.** Some universities offer alumni profiles where you can include a backlink to your employer's website. This is a great (and free) opportunity when available.
- **Fix 404 errors** and monitor for these regularly.
- **Learn from your competitors.** If a competitor is doing something well, learn from them and apply what you've learned to your backlink strategy.
- **Citations are important.** Google My Business/Google Maps, Apple Maps, Bing Maps...these are all critical citations for any business (and there are many more!)

Backlinks: Best Practices



- **Build new backlinks to internal pages.** There are instances when it makes sense to link back to your homepage, but link to deeper pages to build a stronger backlink profile—both internally and externally.
- **Update anchor text on old posts.** If you have control over the link, optimize your link anchor text when possible. Go through old posts on the ERP/CRM/Cloud Blogs, etc. and other existing backlink sources to uncover opportunities to optimize your anchor text with keywords.
- **Look for new backlink opportunities on sites where you have strong, existing backlinks.**

Backlinks: Best Practices



- **Don't forget YouTube.** Include links back to your website in your YouTube video descriptions by using `https://`.
- **Feature links in a prominent location.** Include backlinks in a blog post, etc. above the fold where they are easily visible to page visitors. This is also good for calls to action and link clickthrough rates.

Backlink Removal Service

While it is unlikely, if you feel your organic ranking on Google search has declined, or you don't rank for any of your keywords, it is possible that you have spam links to your site.

All sites will have some poor backlinks, but an influx of bad paid backlinks or backlinks created maliciously by an outsider could negatively impact your search ranking.

If you see a tremendous amount of backlinks from a pharmaceutical drug company or pornography site, contact Interactive Limited as this can indicate a serious issue for your site's SEO.

MOZ Title Tag Tool

This tool is similar to other meta title tag tools like the Yoast SEO plugin, but instead of solely using character length for the preview, it uses pixel width. This is more accurate and that's why we recommend this tool

Enter your title below to see how it would appear in Google's search results.

Title Tag Preview Tool

Check

It Was The Best of Times, It Was The Worst of Times, It Was The ...

<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.

For the most accurate results, view on a desktop browser.

For questions, contact:

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