

serpworx

The Guide to Understanding your SerpWorx Toolbar

What is SerpWorx?

SerpWorx is an Seo analysis tool designed for 2 main reasons however there are many different ways it can be applied. It was primarily created to speed up your analysis of Seo metrics giving you complete and total visibility as to why a website ranks in the position that it does.

You would know that Seo rankings are not determined by one single factor, rather, it is a combination of factors. SerpWorx combines all of the very best Seo metrics from the industries most trusted providers giving you total visibility and not just showing you individual metrics in isolation.

There are many great Seo metrics providers on the market and none claim to be the holy grail of why a website ranks because they all know that it is not one single thing, or even their given metrics, that cause a website to rank. All practitioners of Seo know that rankings are determined by a combination of factors and SerpWorx brings you this combination like never before.

Who is behind SerpWorx?

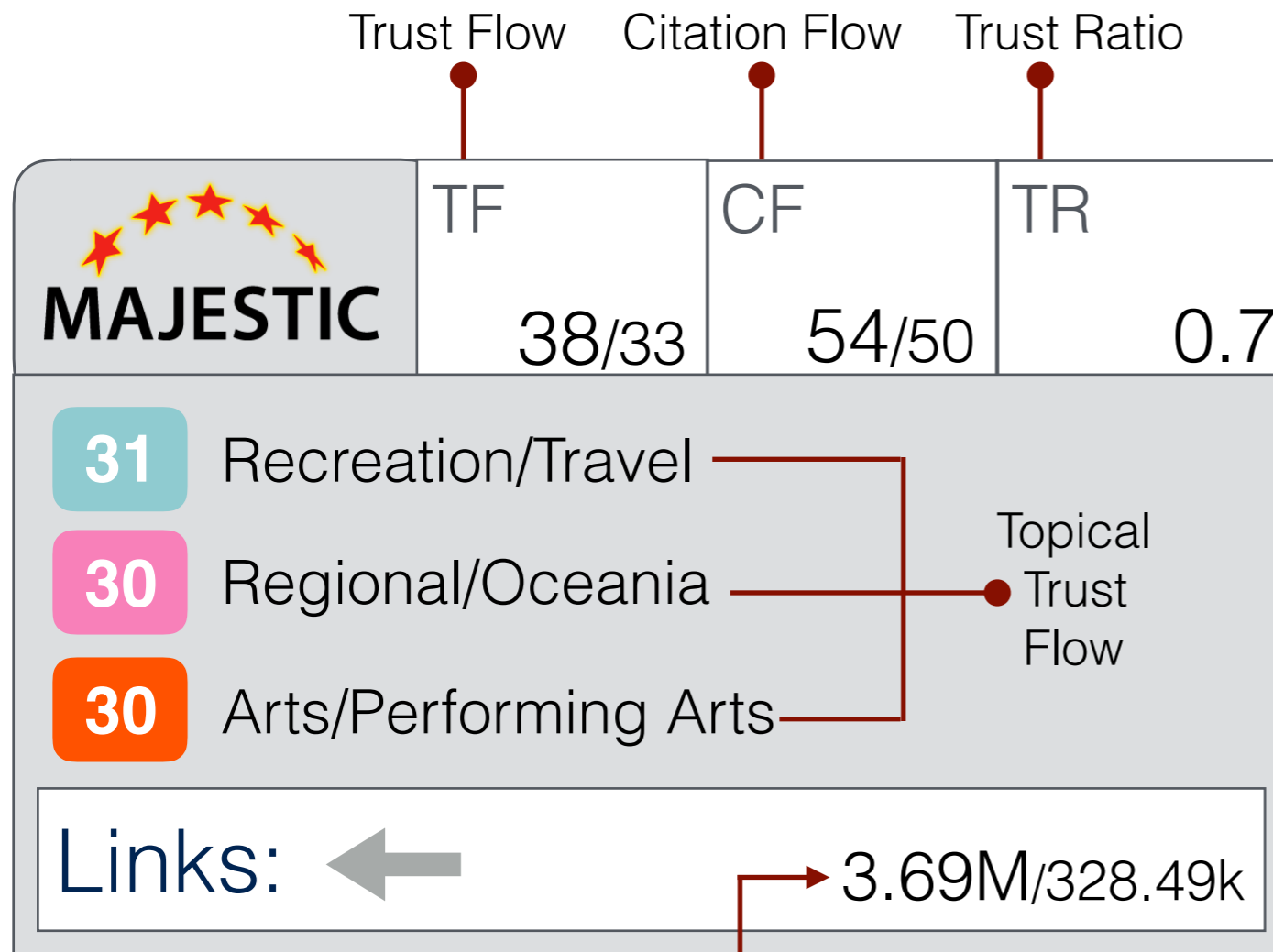
SerpWorx was created in collaboration with 3 founders. Richard Brus, Robert Brus and Billy Zigouras. All three are well entrenched into the Seo community in Australia with more than 40-years of combined IT and business experience.

SerpWorx was created to fill the gap in the ever growing Seo tools market. New tools are being developed all the time but nothing has been created that gives you the visibility and complete Seo picture. SerpWorx fills that gap successfully leaving no more guessing about why.



Majestic Seo Metrics

majestic.com provides some of the most fantastic data that is available for Seo practitioners in the whole industry. Your SerpWorx toolbar contains all of the following metrics:



Where you see numbers that look like this:

- 3.69M = the total number of links to the domain
- / always denotes the page you are on
- 328.49k = the total number of links to this web page
- The first number you see is the total for the domain and the / is the page you are on so TF = 38/33 means that the trust flow of the domain is 38 and the trust flow of the page is 33

Trust Flow:

A score based on quality, on a scale between 0-100. Majestic collated many trusted seed sites based on a manual review of the web.

This process forms the foundation of Majestic Trust Flow. Sites closely linked to a trusted seed site can see higher scores, whereas sites that may have some questionable links would see a much lower score.

Citation Flow:

A score between 0-100 which helps to measure the link equity or "power" the website or link carries. Citation flow is used in conjunction with "Trust Flow". Together the Citation Flow and Trust Flow form the Majestic Flow Metrics algorithm.

Trust Ratio:

$\text{Trust Flow} / \text{Citation Flow} = \text{Trust Ratio}$

The basics behind why the trust ratio works is because, if the Citation Flow is high and the Trust Flow is low, this means that the website being checked has a lot of link equity (or "juice"), but barely any trust from those links. This usually indicates that the site has gained those links from "spammy" areas of the web as they are not close to authoritative sources.

Topical Trust Flow:

This is a Majestic feature which provides website categorisation. Majestic has now categorised the web so users can see in which industry sector the website has influence. The Topical Trust Flow helps users find influencers for specific categories and easily determine if a link clear up is required. Topical Trust Flow provides a series of numbers, on a log based scale between 0-100. The number shows the relative influence of a web page, subdomain or root domain in any given topic or category.

Definition and References:

- [Majestic Glossary](#)
- [Understanding Trust Ratio](#)



Moz Seo Metrics

moz.com provides very important and valuable metrics, they also have one of the largest online communities. If your not part of them already we encourage you to participate in their forums.

	Page Authority	Domain Authority
MOZ	PA	DA
	55	57
Moz Trust:		5.84
Moz Rank:		5.74
Spam Score:		0/17
Links: ←		2.03k

There is an exception to the “/” rule which is the Moz Spam Score:

- Spam Scores are always rated out of 17
- Spam Scores are only for the page you are on
- Spam Scores won't ever be higher than 17/17

Moz Page Authority:

Page Authority is a score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against.

Moz Domain Authority:

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the “strength” of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links, MozRank, MozTrust, etc.—into a single score.

Moz Trust:

MozTrust is Moz's global link trust score. It is similar to MozRank, but rather than measuring link popularity, it measures link trust. Receiving links from sources with inherent trust—such as the home pages of major university websites or certain government web pages—is a strong trust endorsement.

Moz Rank:

MozRank represents a link popularity score. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank.

Moz Spam Score:

Moz Spam Score is a metric that indicates how likely a website is to be penalised by the search engines as a site that provides low value to searchers, as measured by the ratios of content to code, content to external links, external links to internal links, and several other factors.

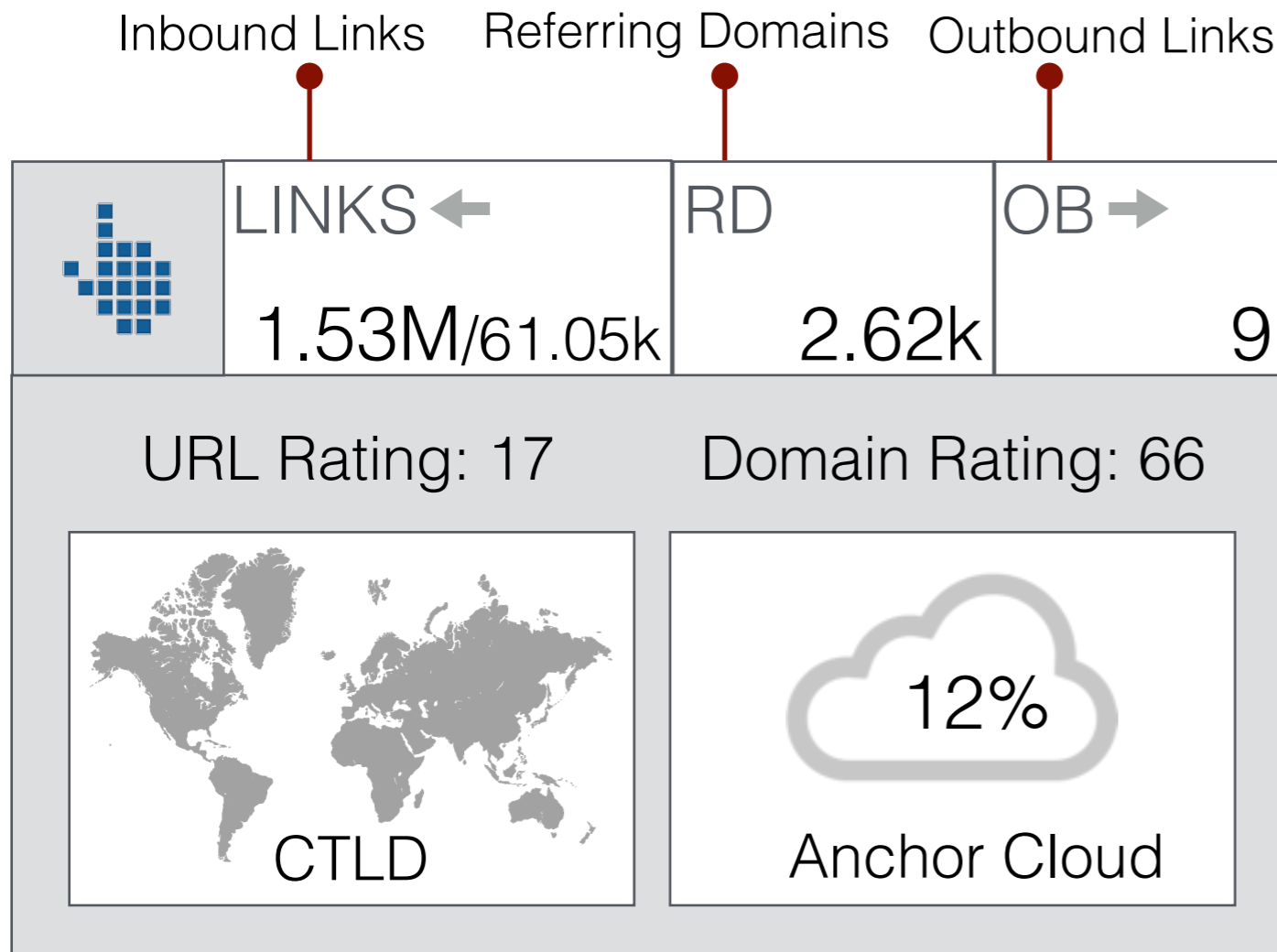
Definition and References:

- [Moz Help and Guides](#)



ahrefs Seo Metrics

ahrefs.com has the biggest and most accurate database of live backlinks. They crawl more than 5-billion webpages every day and have over 600,000 users. These guys are the real deal!



Links ← :

Denotes how many inbound links are pointing at the website/webpage. 1.53M means that there are 1.53 million links pointing at the main domain and /61.05k means that there are 61050 links pointing at the webpage that you are currently on.

RD:

means "Referring Domains." Another way of saying it is how many different domains are sending links to the home page and inner pages of the website you are on.

OB → :

Means "Outbound Links" from the webpage that you are on.

URL Rating:

URL Rating shows the strength on an individual URL's backlink profile and is measured from 0-100 – with 0 being no authority (for example a brand new page with no inbound links) and 100 being the highest. This metric has the highest correlation with Google rankings, which means that pages with high UR tend to rank better in search engines.

Domain Rating:

Domain Rating shows the overall strength of a site's backlink profile and is measured from 0-100 – with 0 being no authority (for example a new site with no inbound links) and 100 being the highest. Backlinks from sites with high DR carry more "weight".

CTLD:

Stands for: Country Top Level Domain. It shows a user the distribution of which countries the inbound links to the given webpage you are on are from.

PLEASE NOTE: In order to view the ahrefs metrics in the SerpWorx toolbar you need to connect your ahrefs open app credits via our API. You can do this in the setting of the SerpWorx toolbar. Without an ahrefs account you won't see the cells in SerpWorx. Get yours here: ahrefs.com

Anchor Cloud:

When searching for the keyword "Web design" 12% of this pages total inbound links, i.e. 61.05k links, because this is an inner page, all have the exact match keyword "web design" as the anchor text in the backlinks. This site has 61050 links x 12% = 7326 links have the exact match anchor text "web design."

Definitions and References:

- ahrefs.com



SEMrush Metrics

semrush.com shows users how many keywords a website is showing up for in the top 20 Google search results. You will also see the traffic stats for that keyword and the approximate Cost Per Click in Google for the given keyword.

Key Words Traffic

	KW	TFC
	4.05k	26.48k

PLEASE NOTE: You can access all the SEMrush data through SerpWorx without ever being locked out of SEMrush again.

You can reorder the column by clicking onto the arrows

When you click on the numbers in the cells the SEMrush light box will appear

Click the SEMrush logo to open more metrics in a new tab

VISIBLE KEYWORDS: 4.05K **MONTHLY TRAFFIC: 26.48K**

ORGANIC SEARCH POSITIONS
The positions this domain is getting in Google's top 20 organic search results & keywords it is ranking for.

KEYWORD	POS	VOLUME	CPC	URL	TRAFFIC
website design	1	6.6k	\$14.83	https://www.magicdust.com.au/web-design/	11.71%
web design	1	5.4k	\$15.09	https://www.magicdust.com.au/web-design/	9.58%
web design sydney	1	2.9k	\$18.69	https://www.magicdust.com.au/	5.14%




On Page Metrics

SerpWorx will show you the on page website metrics that are considered by many Seo practitioners to be the most important.

When you cast your eye down the search results you will quickly be able to tell by looking at the WC (Word Count) cell how many words are on the page, what the keyword density is for the given keyword you just searched for, and what the heading tag structure looks like.

Being able to compare all of these on site Seo metrics without having to leave the search results will show you exactly what Google is favouring in relation to on page Seo.

	Heading 1	Heading 2	Heading 3	Heading 4	Word Count	KeyWord Density
	H1	H2	H3	H4	WC	KD
	1	12	1	6	2.16k	2.69%




Other Metrics

Domain age can be a very influential factor in determining a sites ability to rank. Being able to see the domain age of all the ranking sites makes it very easy to compare whether or not the search results for the given keyword for is dominated by authoritative aged domains.

Although toolbar page rank hasn't been officially updated by Google since December 2013, it can still serve as an indicator of a websites past strength and reputation with Google. Having it in the SerpWorx toolbar allows you to quickly see what a website's PR used to be.

We have included the social metrics as traffic is an important factor for rankings. The amount of likes a given page has may be an indication of how much social traffic is being received.

	Domain Age	Page Rank	Google+ Likes	Facebook Likes
	YRS 12	PR -1	G+ 7	f 6

