

SE ANALYST

Frequently Asked Questions

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What is GUEST access?

A guest login is available for those who would like to just look around and get a feel for how SE ANALYST works. Simply click on the Guest Login button. As a Guest, you will be able to examine the Job Setup, Report configuration screens, and view some previously run reports. However, you will not be able to save Job Setup profiles or Report configurations or start a new SE ANALYST job. You will need to be a subscriber to have access to these functions.

What are the system requirements to run SE ANALYST?

SE ANALYST is a web application, which is platform independent. This means SE ANALYST will run on any computer that supports a compatible web browser. SE ANALYST is optimized for IE7 and Firefox 2.0. Formatting issues may be present in older browsers (IE6).

The recommended minimum screen resolution is 1024 X 768 pixels. In addition, a high-speed internet connection is strongly recommended.

An Excel compatible spreadsheet program is recommended so that reports can be archived. An Excel template is available at <http://www.seanalyst.com/SEATemplates/SEANALYST-Template-Rev-01.xlt> for archiving report data and creating Keyword Strategies.

How deep should I set the Rank Depth?

SE ANALYST permits users to choose from 0-100 (in logical increments) Rank Depth, the number of search engine result pages. If you are developing a keyword strategy, then a Rank Depth of 20 is recommended. More depth is not likely to yield better results as the data becomes more “noisy” below 20 results as Google seems to push penalized websites into the 20+ range. If you are using SE ANALYST to check your progress or just running an update report, a rank depth of 10 may be adequate. . If all you want to do is check a custom URL, then set the Rank Depth to 0. SE ANALYST will run only your custom URL with entered keywords.

“Unpaid” job status! What does this mean?

An “unpaid” job status on the Login Home screen means that a job has been entered but not paid for. Therefore, the job will not run. A job is entered immediately after the “Proceed to Checkout” button on the Job Setup tab is clicked. If payment is never made, then the job is marked as “unpaid”. You may either click on the “unpaid” link,


which will bring you to the checkout page for that job, or delete the job. To delete an “unpaid” job, click the Account Settings tab and find the job in the Historic Account Summary table. Then click the “delete” link in the Job Name / Activity column. Deleting an “unpaid” job will remove it from the list of jobs on both the Login Home and Account Setting pages.

How long does it take to run an SE ANALYST job?

This depends on a number of factors. There may be jobs in queue ahead of yours and your job may be large. SE ANALYST calculates an estimate of time to completion based on the size of your job and jobs that are already in the queue. This estimate is shown on the first line of the Check Out screen as well as your job notification email.

How to Convert Excel 2003 (and above) export data to numbers.

Excel 2003 and above does not convert html data the same way earlier versions do. Numeric values exported to Excel 2003 may appear as text values.

If you see values in cells with a green corner, , numeric values are formatted as text. Although SE ANALYST report data may be saved in this format, formulas on the last tab of SE ANALYST's spreadsheet template may not work properly.

Microsoft has published a document covering this issue here: <http://www.office.microsoft.com/en-us/excel/HP030559001033.aspx>.

Once your Excel export is converted to numbers, you may copy and paste the data into SE ANALYST's spreadsheet template.

Custom URL data looks wrong?

Sometimes, search engines use a URL that is different than you might expect. For example, a search engine may refer to a home page as:

www.mydomain.com/default.aspx

If you use <http://www.mydomain.com> instead of www.mydomain.com/default.aspx, the search engine may return erroneous results. To find out the proper URL a search engine is using, SE ANALYST suggests typing the name of the website into a search engine query box. Then look for the listing and how the search engine refers to the URL.

Why is there a DEFAULT choice for both Setup and Reports?

SE ANALYST gathers information just like a search engine does. However, as it gathers information, it needs to know what areas of a website page to include or exclude and whether certain filter criteria are met. The resulting data is stored in a database.

During the Reporting process, weights are applied and scores calculated based on the metrics that are stored in the database (see Help Section, http://www.seanalyst.com/help/scr/scoring_algo-scoring.htm, for more information on SE ANALYST's scoring system). The scoring algorithm and specific weights are independent of the method of gathering the information. So it is necessary to apply methods for gathering the information and a process to quantify the information.

How long will reports be available for viewing?

The data for each job does take several Mb of disk space. For this reason, SE ANALYST must regularly purge older jobs. We keep Detail and Summary report data for a minimum of 90 days and Detail Drill-Down data for a minimum of 30 days. Reports may not be available beyond these periods.

For this reason, SE ANALYST suggests that you save report data in a spreadsheet stored on your local hard drive. A spreadsheet template, which is designed for this purpose may be downloaded at <http://www.seanalyst.com/SEATemplates/SEANALYST-Template-Rev-01.xlt>.

How long is SE ANALYST data good for?

That depends on how often the search engines adjust or update their rankings, webmasters change their website pages and how you are using SE ANALYST.

Google makes frequent adjustments. Google rankings may change as much as 30% in a few weeks. MSN and Yahoo's adjustments are more modest. But any of the search engines may choose to update their rankings at any time.

Although individual Dataline rankings and metrics can change from one moment to the next (a webmaster may choose to update their website page), Summary metrics are more stable. Summary metrics group individual Datalines together so that there are fewer variations over time. And as one website rises or falls, there is another to take its place. In general, Summary metrics maintain stability for approximately 1-3 months (assuming no major search engine update took place during that time period).

How do I create a Keyword Strategy?

A segment in our Help section addresses this question. Follow this link for information regarding Interpreting Results: http://www.seanalyst.com/help/scr/quick_summary.htm.

Why should I buy Dataline Credits?

Purchasing Dataline Credits is a great way to take advantage of SE ANALYST discounts. Datalines may be purchased in advance at a discount and then used as SE ANALYST jobs are run. You may use your Dataline Credits for any SE ANALYST job for up to 6 months.