



Accessing the SEO Dashboard

How to keep track of your client's SEO campaign

What is the SEO Dashboard?

- ▶ Platform to monitor:
 - ▶ Completed actions
 - ▶ Optimized keyword ranking
 - ▶ Tracking keyword ranking
 - ▶ Website analytics (if applicable)

How do I access the client's dashboard?

- Your client will receive a unique URL that will take them directly to their dashboard
- Here is how you can access that same dashboard:
- Log on to <https://launchpad.boostability.com>
 1. Search for the client by company name, customer ID, website, or phone number
 2. Click on the customer ID number

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ID	Name	Website	Products	Signup Date	Status	Account Manager	Team	Last Contact	Days to Renew	Partner	Primary Keyword
569428	T. Luckey Sons, Inc.	http://www.tluckey.com	SEO Local: \$1330.00	04/16/2014	Active	TJ Mitchell	Partner:	08/05/2015	9		

How do I access the client's dashboard?

- The account will open
- Click on the "Customer Contact" tab
 - Highlighted in red below

Customer Information

Key Information Sales Information Contact Information Partner Information

Customer ID 569428

Website <http://www.tluckey.com>

Status **Active**

Company Name T. Luckey Sons, Inc.

Products

- o SEO Local: \$1,330

Campaign Start Date 04/16/2014

Renewal Date 09/16/2015

Hours Per Month 35

Account Setup Complete

Account Manager TJ Mitchell

Customer Time

Customer Timer 00:00:18

Ticket Timer 00:00:18

Notes and Tickets

Basic Information

Marketing Information

Customer Contact

External Logins

Open Tickets Refresh New Ticket

Show/Hide Columns Export to CSV

Ticket Type	Start Date	End Date	SLA Date	Assigned User
<input checked="" type="checkbox"/> Monthly Checkup	8/07/2015 1:29 pm	9/01/2015 5:24 pm	9/01/2015 5:24 pm	TJ Mitchell

How do I access the client's dashboard?

- Click on the login button
- A new window in your browser will open to the client's dashboard

The screenshot displays a client dashboard with the following components:

- Account Summary:**
 - Status: Active
 - Company Name: T. Luckey Sons, Inc.
 - Products: SEO Local: \$1,330
- Performance Metrics:**
 - Hours Per Month: 35
 - Account Setup Complete:
 - Account Manager: TJ Mitchell
 - Customer Time: [Unspecified]
- Timers:**
 - Customer Timer: 00:02:15
 - Ticket Timer: 00:02:15
- Navigation Menu (Left):**
 - Notes and Tickets
 - Basic Information
 - Marketing Information
 - Customer Contact** (highlighted)
 - External Logins
 - Billing and Products
- Customer Users Table:**

	Access Level	Username / Email	First Name	Last Name	Customer Personal Phone	Inserted Date		
<input checked="" type="checkbox"/> Edit	Analytics	doug@tluckey.com	Doug	Loos		04/16/2014	<input checked="" type="checkbox"/> Login	<input checked="" type="checkbox"/> Delete User

Actions

Category Breakdown

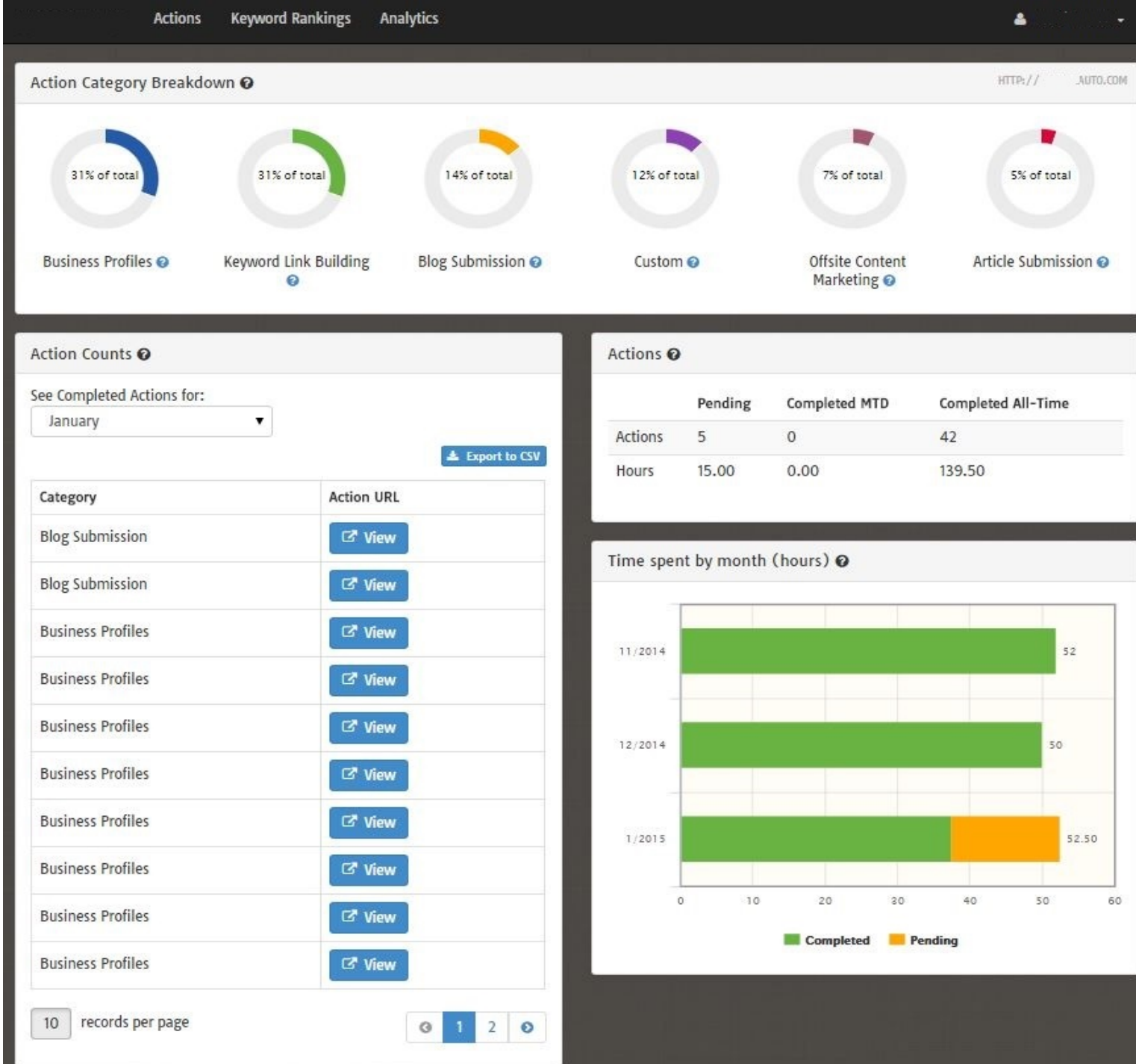
- Percentage of time spent on different actions

Completed Actions

- Click on "View" and see exactly what was completed

Time spent by month

- Green is completed actions
- Yellow is pending actions



Optimized Keywords

- Keywords that are actively worked on
- “View Graph” shows the history of where the keyword has ranked since the campaign
- Click on the keyword to see where keyword is ranking in real time
- Number of Optimized keywords is determined by budget

Keyword Rankings ? HTTP://...: AUTO.COM

Show Only

[Export to CSV](#)

Keyword	Start Rank	Avg. Rank	Current Rank ?	Page Number	
acura car dealership md	3	4	— 3	1	View Graph
acura dealer md	3	3	↓ 5	1	View Graph
acura dealership maryland	3	3	↓ 5	1	View Graph
acura parts center md	11	10	— 11	1	View Graph
car dealer laurel, md	2	5	↓ 21	1	View Graph
car dealer md	100+	100+	— 100+	10	View Graph
nissan dealer md	21	16	↑ 15	2	View Graph
nissan dealership md	20	18	↑ 17	2	View Graph
nissan maryland	24	17	↑ 14	2	View Graph
nissan parts center md	42	36	↑ 36	4	View Graph
used car dealer laurel, md	7	21	↓ 37	1	View Graph

10 50 records per page



Tracking Keywords

- Keywords aren't actively worked on
- Simply to monitor natural ranking
- Used to help campaign strategy
- Number of Tracked keywords is determined by budget

Show Only
Tracking Keywords ▼

Export to CSV

Keyword	Start Rank	Avg. Rank	Current Rank [?]	Page Number	
acura car parts md	9	7	↑ 5	1	View Graph
acura car services maryland	9	6	↑ 4	1	View Graph
acura dealership services md	7	6	→ 7	1	View Graph
acura pre owned cars for sale maryland	10	8	↑ 7	1	View Graph
high quality acura parts maryland	5	5	→ 5	1	View Graph
high quality acura services maryland	3	2	→ 3	1	View Graph
high quality nissan parts maryland	3	3	→ 3	1	View Graph
high quality nissan services maryland	1	1	→ 1	1	View Graph
new acura car dealership md	5	5	↑ 2	1	View Graph
new acura cars for sale maryland	20	19	↑ 18	2	View Graph
new acura cars maryland	5	5	↑ 3	1	View Graph
new nissan car dealership md	22	19	↑ 14	2	View Graph
new nissan cars for sale maryland	100+	89	→ 100+	10	View Graph
new nissan cars maryland	24	19	↑ 12	2	View Graph
nissan car parts md	29	25	↑ 21	2	View Graph
nissan car services maryland	19	19	↑ 16	1	View Graph
nissan dealership services md	29	22	↑ 17	2	View Graph
nissan pre owned cars for sale maryland	100+	26	↑ 18	2	View Graph
pre owned acura dealership md	8	10	↓ 11	1	View Graph
pre owned acura maryland	5	4	↑ 3	1	View Graph
pre owned nissan dealership md	29	25	↑ 17	2	View Graph
pre owned nissan maryland	35	26	↑ 19	3	View Graph

Analytics

- Connected to Google Analytics
- UA code must be added to website in order to monitor
- Allows you to see overall traffic of website
- Used to plan and execute SEO campaign
- It is not mandatory to gain access to the client's Google Analytics
 - But we will try as it is an important resource

