Brief intro to the Ubersuggest SEO tool

For WP meetup Portsmouth - Nov 2021

By Steve Wood

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What is Ubersuggest

- Ubersuggest is a web based SEO tool that specializes in generating new keyword ideas and identifying potential SEO issues by way of a basic site audit.
- Originally developed as a tool that scraped “Google Suggest” terms.
- Ubersuggest was more recently acquired by digital marketer Neil Patel, who has since expanded the feature set significantly.
- It has a free version which allows some SEO analysis to be carried out.
  - Ideal for SEO beginners or small businesses with limited budgets.
  - Allows 3 free searches per day
  - Can analyse your own site and competitors
  - Includes a basic site audit tool
  - A paid version is available to access more results

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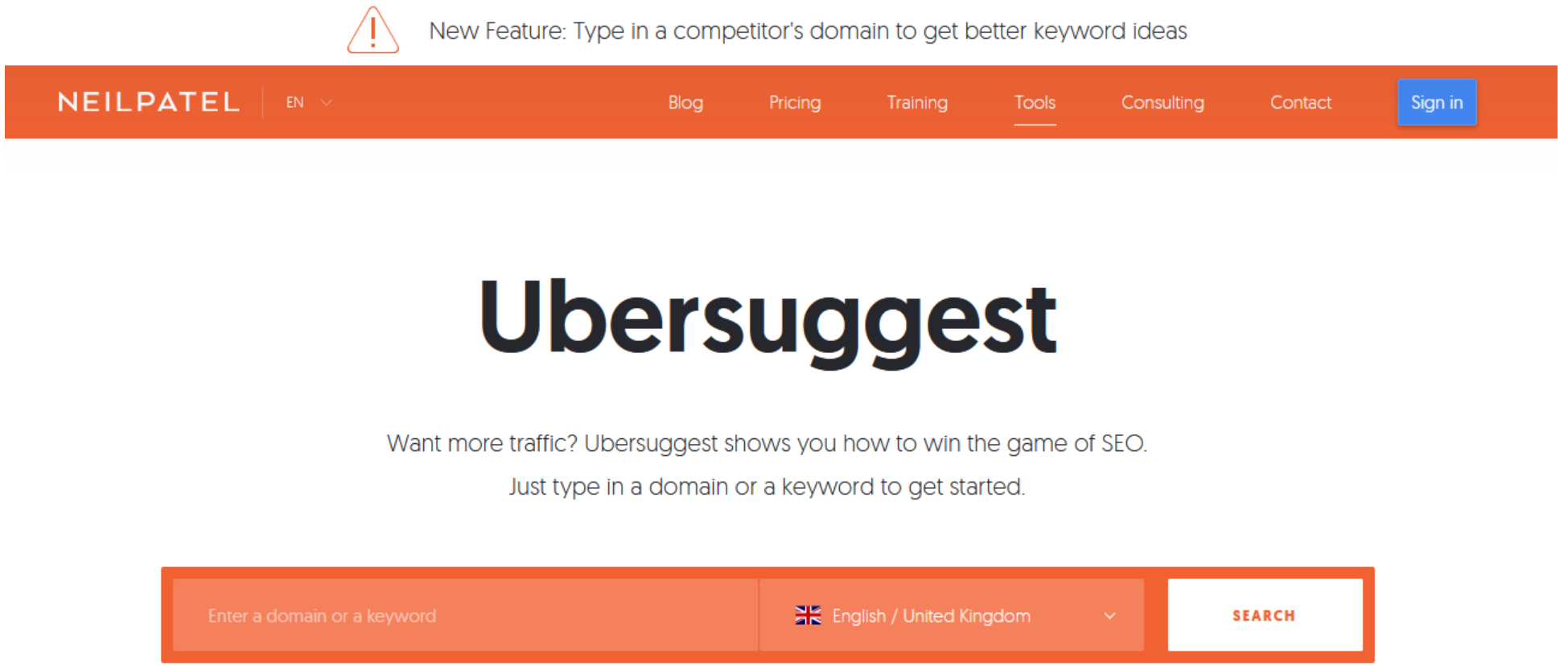
Where to find it



https://neilpatel.com/ubersuggest/

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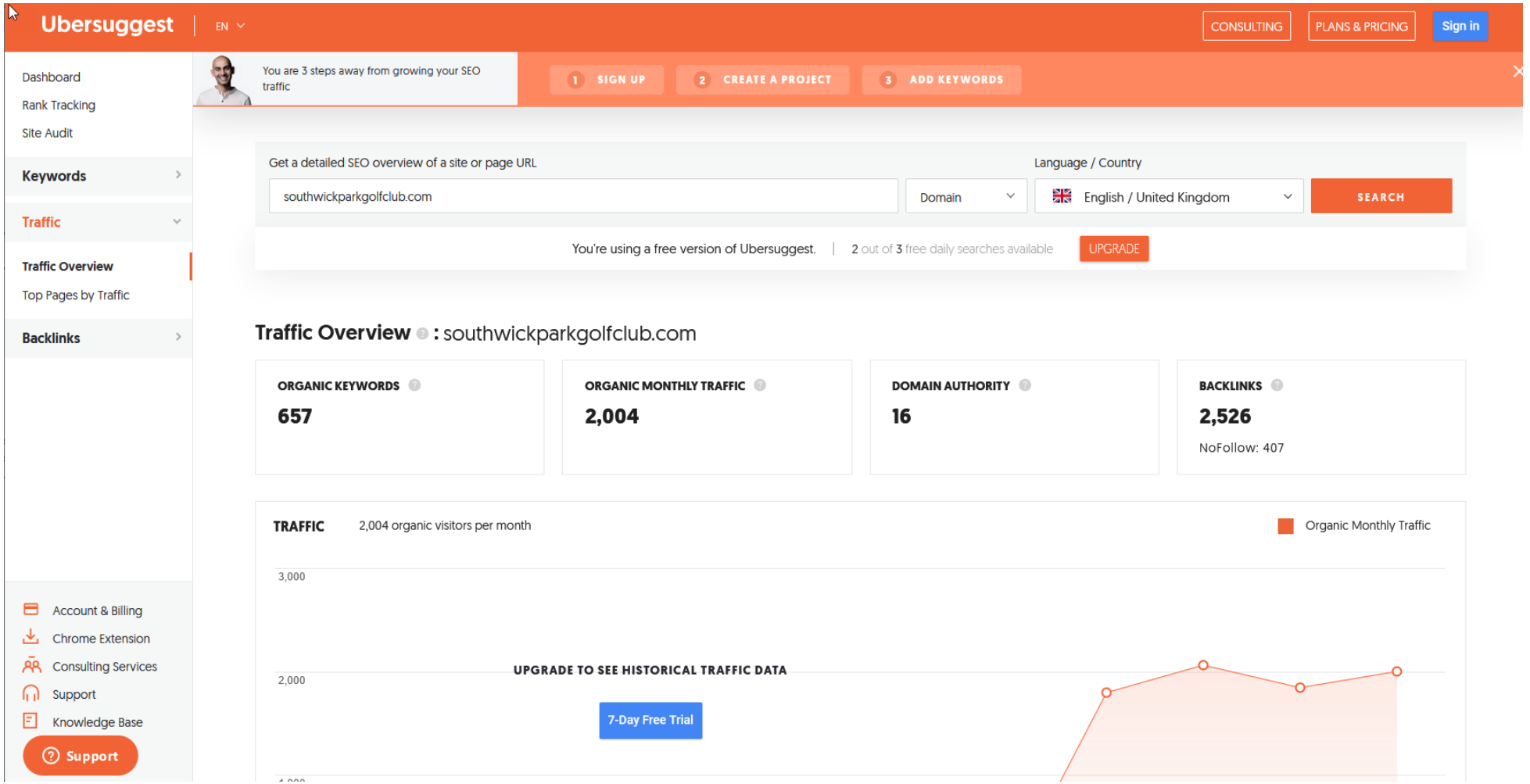
First screen after you enter your URL



Domain Authority® is a search engine ranking score by Moz that predicts how likely a website is to rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.
Domain Authority is calculated by evaluating multiple factors, including linking root domains and the number of total links, into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time.

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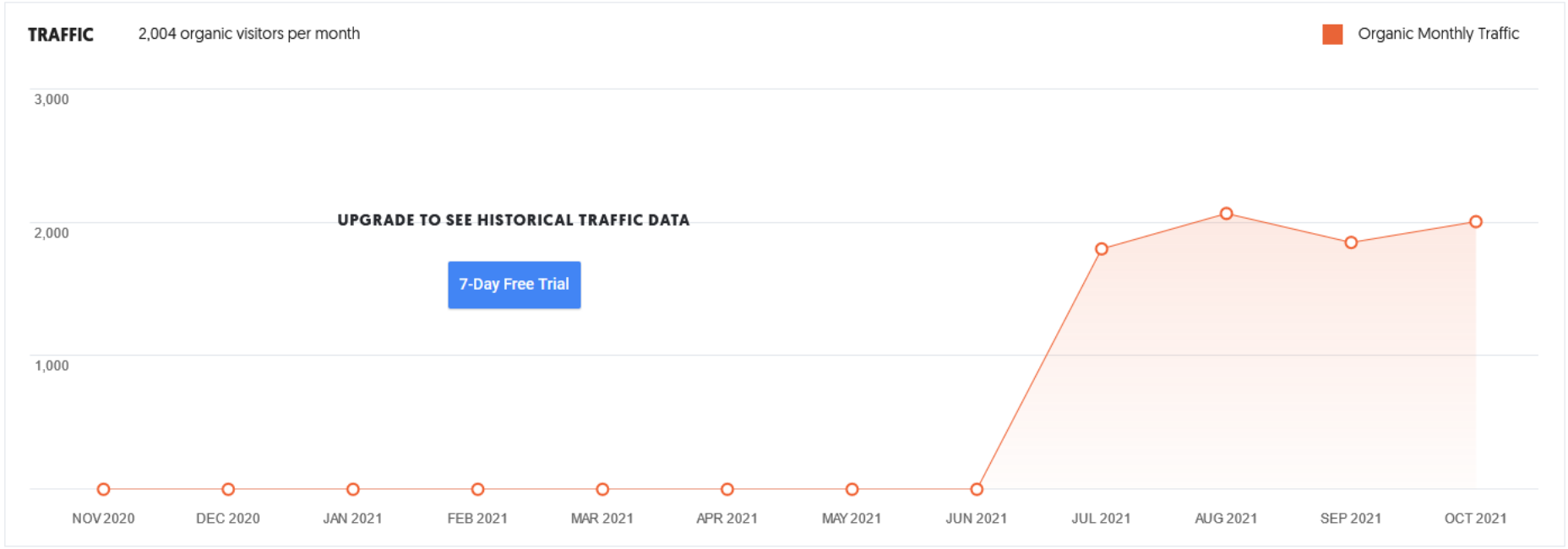
Traffic overview

Traffic Overview : southwickparkgolfclub.com

ORGANIC KEYWORDS	ORGANIC MONTHLY TRAFFIC	DOMAIN AUTHORITY	BACKLINKS
657	2,004	16	2,526
			NoFollow: 407



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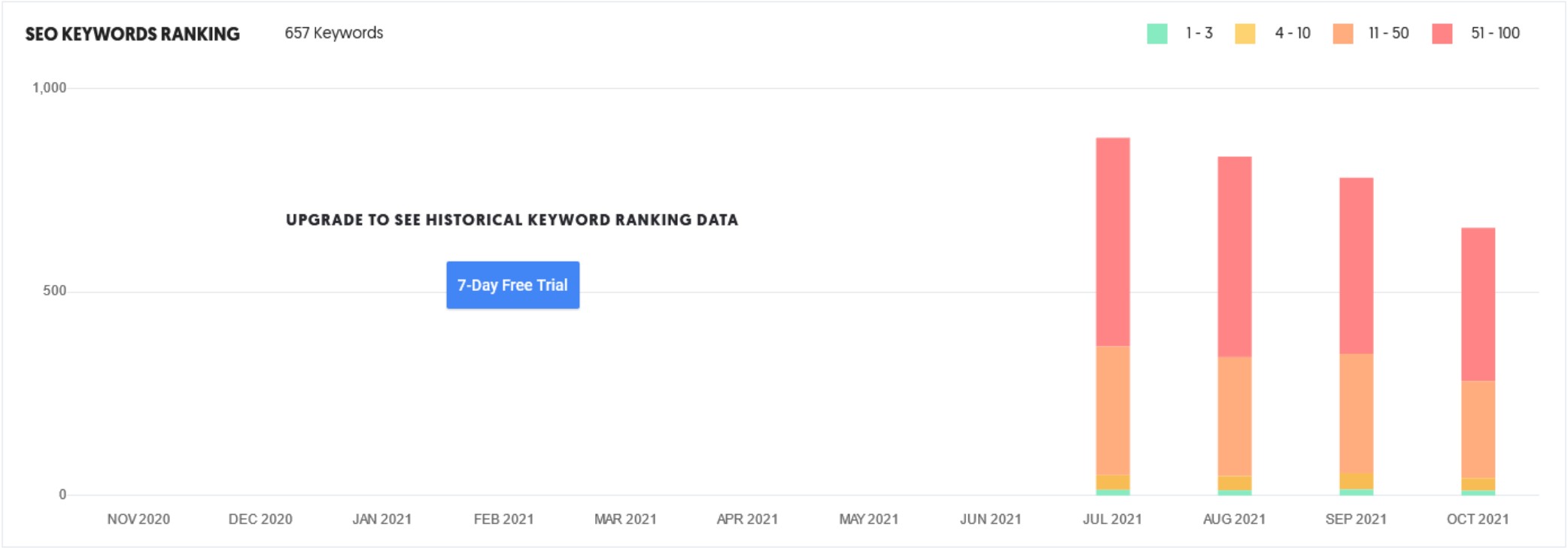
SEO Keywords Ranking



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Top SEO pages

TOP SEO PAGES

TOP PAGES BY COUNTRY GB / EN [1,974] US / ES [16] US / EN [11] IN / HI [3] **MORE**

SEO TITLE URL	EST. VISITS		BACKLINKS			
Southwick Park Golf Club: Home southwickparkgolfclub.com/	1,621	View All	1,370	View All	0	0
Green Fees - Southwick Park Golf Club southwickparkgolfclub.com/green_fees	173	View All	1	View All	0	0
Login - Southwick Park Golf Club southwickparkgolfclub.com/login.php	46	View All	4	View All	0	0
Course Guide - Southwick Park Golf Club southwickparkgolfclub.com/course_guide	30	View All	4	View All	0	0
Chipping & Putting - Southwick Park Golf Club southwickparkgolfclub.com/chipping_and_putting	20	View All	1	View All	0	0

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

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Top SEO Keywords / Terms

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY GB / EN [1,974] US / ES [16] US / EN [11] IN / HI [3] **MORE**

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
southwick park	1,300	5	582
southwick park golf club	1,000	1	376
southwick golf course	480	1	212
southwick golf courses	480	1	212
southwick park golf	210	1	88
southwick golf club	170	1	84
southwick golf	70	1	34
putting green near me	210	7	15
southwick park portsmouth	70	2	6

VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR

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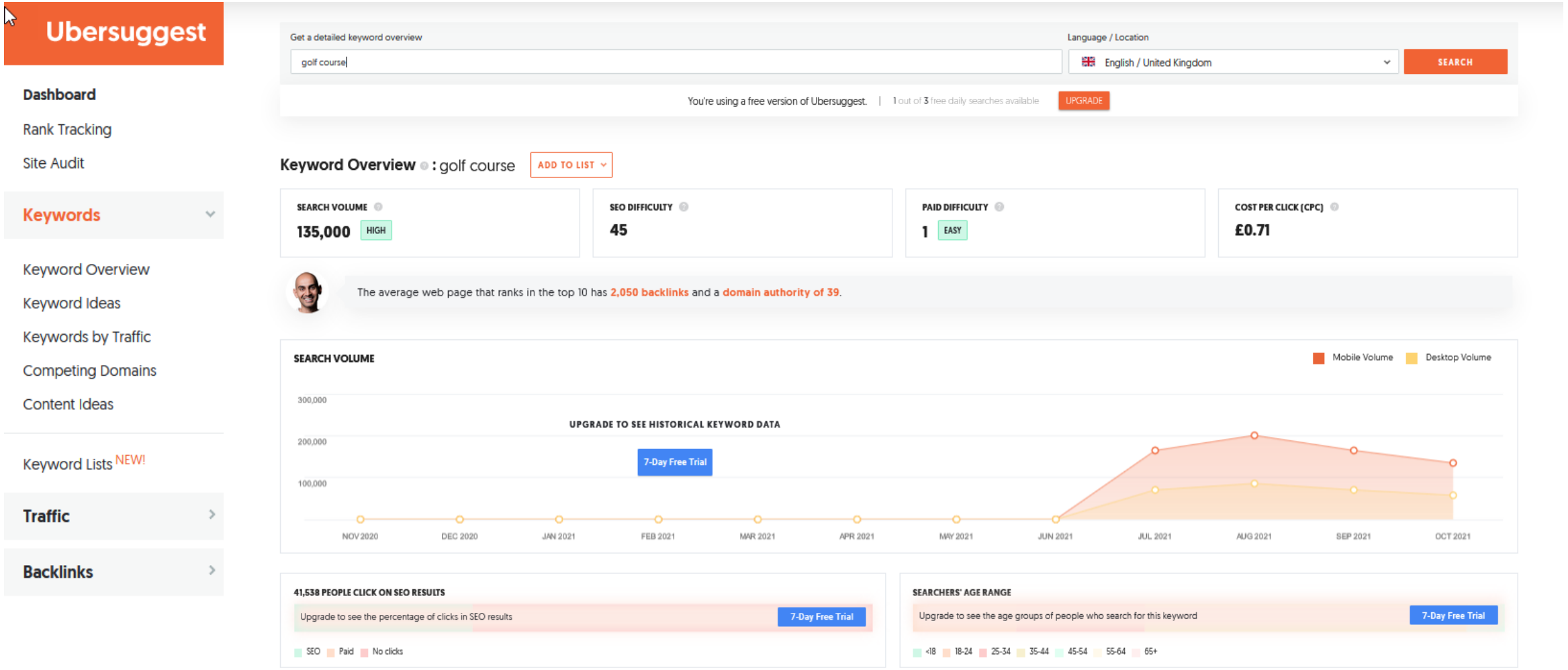
Keyword Overview



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Keyword Ideas

KEYWORD IDEAS

SUGGESTIONS | RELATED | QUESTIONS | PREPOSITIONS | COMPARISONS

KEYWORD	TREND	VOLUME	CPC	PD	SD
golf course		135,000	£0.71	1	45
golf courses near me		90,500	£0.58	4	31
golf course surrey		4,400	£1.96	1	15
golf course kent		4,400	£0.88	3	15
golf course essex		3,600	£0.71	1	15
golf courses london		3,600	£1.31	6	50
golf course london		3,600	£0.67	2	15

VIEW ALL KEYWORD IDEAS

Paid Difficulty - Estimated competition in paid search, the higher the number the more competitive.

SEO Difficulty - Estimated competition in organic search, the higher the number the more competitive.

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Content Ideas

CONTENT IDEAS

PAGE TITLE URL	EST. VISITS	BACKLINKS		
Golf Course Townhomes, Vail Vacation Rentals: house rentals ... vrbo.com	0 Keywords	2 Links	183,869	0
Baby Bear Circus Act on **Golf Course** - At Fairmont Hot ... youtube.com	1 Keywords	333 Links	30,327	106
Giant alligator moved from Hilton Head SC mini-**golf course** ... islandpacket.com	0 Keywords	39 Links	13,780	0
Edmonton-area **golf course** worker scores bogey for bagging ... guelphmercury.com	0 Keywords	0 Links	12,584	0
Notley target at southern Alberta **golf course** draws social ... calgary.ctvnews.ca	0 Keywords	6 Links	7,533	0
Moses, Jesus And An Old Man Head To The **Golf Course** ... innerstrength.zone	0 Keywords	0 Links	5,720	3
Trump hit the **golf course** with Peyton Manning and Tenn. Sen ... nydailynews.com	0 Keywords	112 Links	4,961	0

VIEW ALL CONTENT IDEAS

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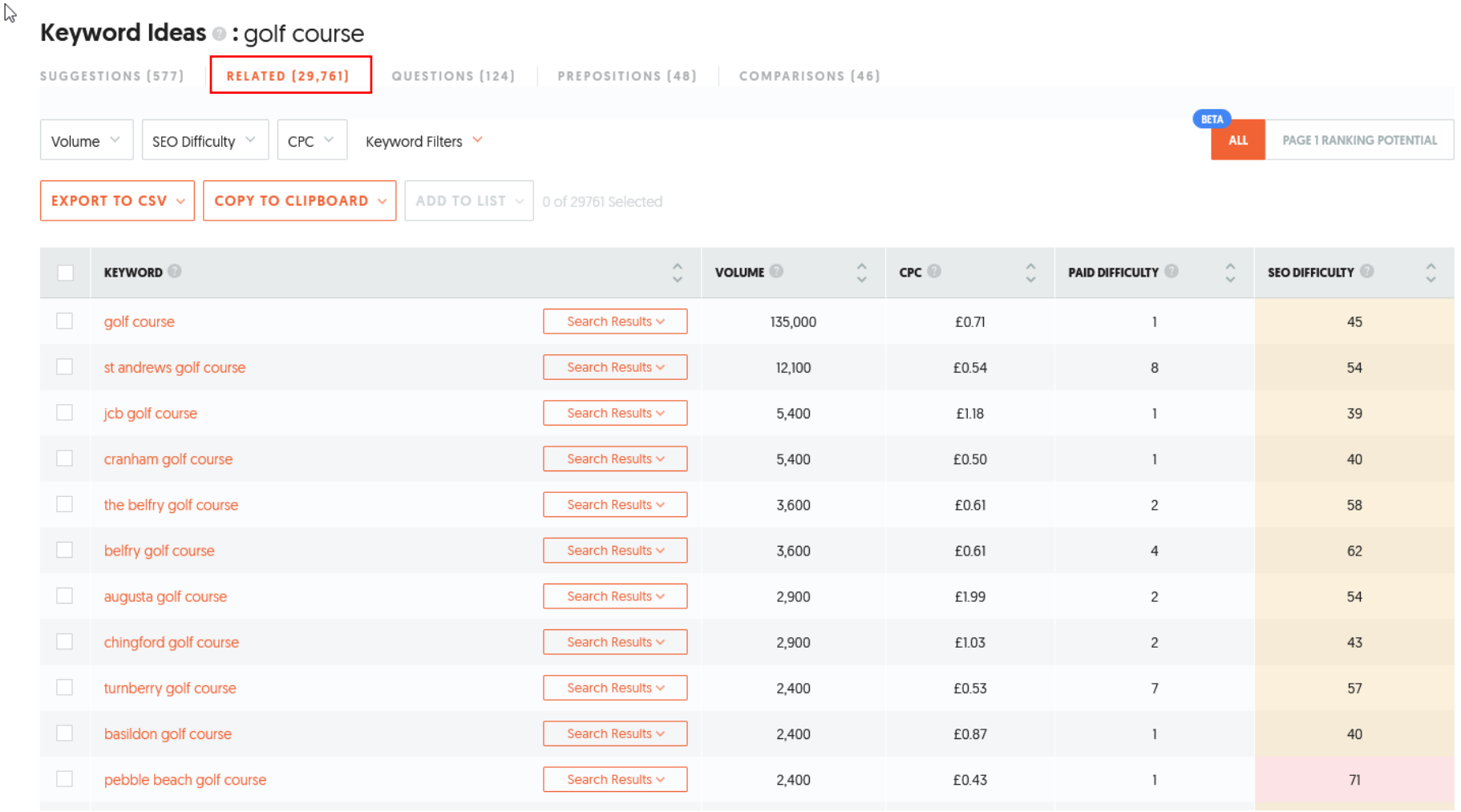
Related Keyword Ideas



Keyword Ideas : golf course

SUGGESTIONS (577) | RELATED (29,761) | QUESTIONS (124) | PREPOSITIONS (48) | COMPARISONS (46)

Volume | SEO Difficulty | CPC | Keyword Filters

BETA ALL | PAGE 1 RANKING POTENTIAL

EXPORT TO CSV | COPY TO CLIPBOARD | ADD TO LIST | 0 of 29761 Selected

KEYWORD		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
golf course	Search Results	135,000	£0.71	1	45
st andrews golf course	Search Results	12,100	£0.54	8	54
jcb golf course	Search Results	5,400	£1.18	1	39
cranham golf course	Search Results	5,400	£0.50	1	40
the belfry golf course	Search Results	3,600	£0.61	2	58
belfry golf course	Search Results	3,600	£0.61	4	62
augusta golf course	Search Results	2,900	£1.99	2	54
chingford golf course	Search Results	2,900	£1.03	2	43
turnberry golf course	Search Results	2,400	£0.53	7	57
basildon golf course	Search Results	2,400	£0.87	1	40
pebble beach golf course	Search Results	2,400	£0.43	1	71

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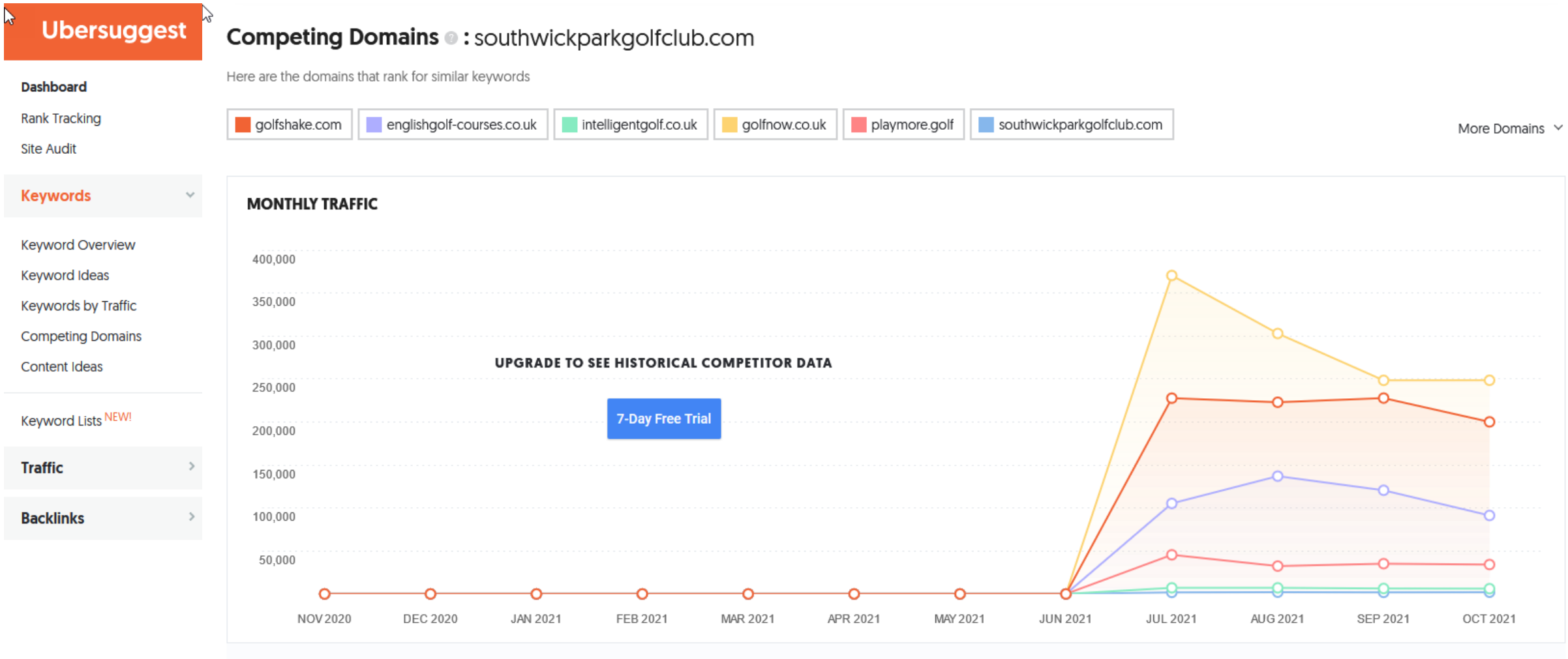
Competing domains



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Competing domains

COMPETING DOMAINS	COMMON KEYWORDS	KEYWORDS GAP	ESTIMATED TRAFFIC	BACKLINKS
golfshake.com	184 View All	61,564 View All	200,240	296,590
englishgolf-courses.co.uk	114 View All	18,638 View All	91,330	109,136
intelligentgolf.co.uk	100 View All	7,871 View All	6,143	2.7m
golfnow.co.uk	98 View All	29,666 View All	248,626	638,597
playmore.golf	40 View All	4,594 View All	34,219	6,255
		UPGRADE TO SEE 15 MORE COMPETING DOMAINS		

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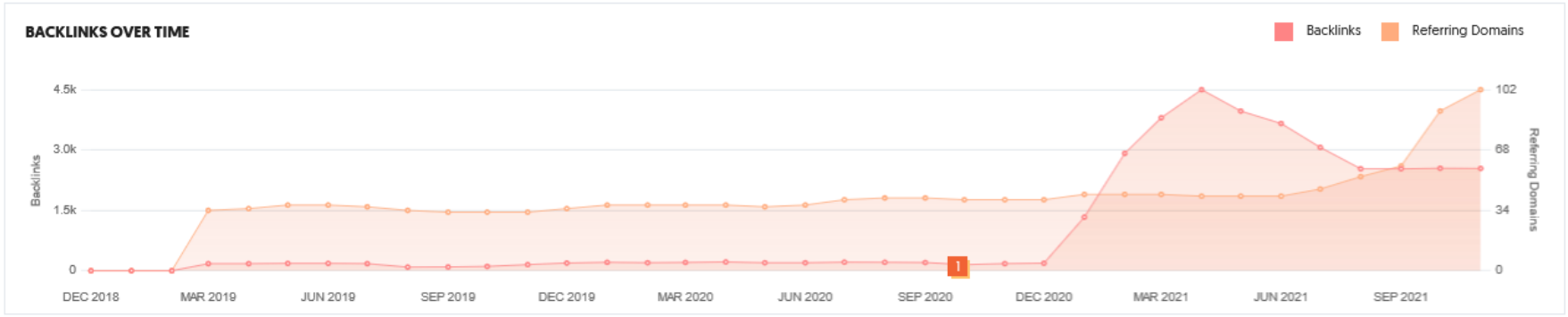
Backlinks overview

Ubersuggest

- Dashboard
- Rank Tracking
- Site Audit
- Keywords
- Traffic
- Backlinks
  - Backlinks Overview
  - Backlink Opportunity

Backlinks : southwickparkgolfclub.com

DOMAIN AUTHORITY	BACKLINKS	REFERRING DOMAINS	ORGANIC MONTHLY TRAFFIC
16	2,526	102	2,004
	NoFollow: 407		



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Backlinks detail

BACKLINKS 1 - 100 [2,526]

EXPORT TO CSV

Search

Advanced Filters | ALL LINKS | FOLLOW | NO FOLLOW | ONE LINK PER DOMAIN

SOURCE PAGE TITLE & URL | TARGET PAGE		DOMAIN AUTHORITY	PAGE AUTHORITY	ANCHOR TEXT	FIRST SEEN	LAST SEEN
Source: tw.autos.search.yahoo.com/search?p=skittle+alley&fr=&fr2=piv-dictionary **Target:** southwickparkgolfclub.com/clubhouse/skittle-alley		93	42	skittle alley southwick park golf club	10/21/2017	11/03/2017
Hotel Near Portsmouth Ferry Terminal - Port Solent | Portsmouth Marriott Hotel **Source:** marriott.com/hotels/local-things-to-do/pmeha-portsmouth-marriott-hotel/ **Target:** southwickparkgolfclub.com/		92	49	southwick golf course	08/13/2021	08/13/2021
Southwick Park Golf Club by Mark West **Source:** appadvice.com/app/southwick-park-golf-club/1470761920 **Target:** southwickparkgolfclub.com/	NF	86	35		01/01/2020	07/12/2021
Hotel Near Portsmouth Ferry Terminal - Port Solent | Portsmouth Marriott Hotel **Source:** marriott.co.uk/hotels/local-things-to-do/pmeha-portsmouth-marriott-hotel/ **Target:** southwickparkgolfclub.com/		66	34	southwick golf course	09/28/2021	09/28/2021
Source: portsmouth.cylex-uk.co.uk/company/m-m-w-events-ltd-20576480.html **Target:** southwickparkgolfclub.com/	NF	58	35	website	04/14/2020	04/14/2020
Source: kenta664.blog45.fc2.com/blog-entry-744.html **Target:** southwickparkgolfclub.com/		54	33	http://southwickparkgolfclub.com	06/29/2018	10/10/2018
Source: golfpost.de/golfclub/portsmouth-royal-navy-golf-club/ **Target:** southwickparkgolfclub.com/golf	NF	50	27	website	07/30/2018	12/08/2019
Hotel Near Portsmouth Ferry Terminal - Port Solent | Portsmouth Marriott Hotel **Source:** marriott.com.au/hotels/local-things-to-do/pmeha-portsmouth-marriott-hotel/ **Target:** southwickparkgolfclub.com/		49	28	southwick golf course	09/05/2021	09/08/2021
Calendar | Event **Source:** royal-southern.co.uk/calendar/events/event/5781 **Target:** southwickparkgolfclub.com/		39	21	https://southwickparkgolfclub....	06/28/2019	09/09/2021
™ "Chuxaway.com" Keyword Found Websites Listing | Keyword Suggestions **Source:** keyword-suggest-tool.com/search/chuxaway.com/ **Target:** southwickparkgolfclub.com/login.php	NF	34	31	https://www.southwickparkgolfclub.com/login.php	06/10/2020	06/10/2020
Bag yourself a Fourball at Southwick Park GC | Golf News and Discount Offers | Open Fairways **Source:** openfairways.com/blog/Bag-yourself-a-Fourball-at-Southwick-Park-GC- **Target:** southwickparkgolfclub.com/golf		34	21	southwick park golf club	11/05/2017	10/17/2021

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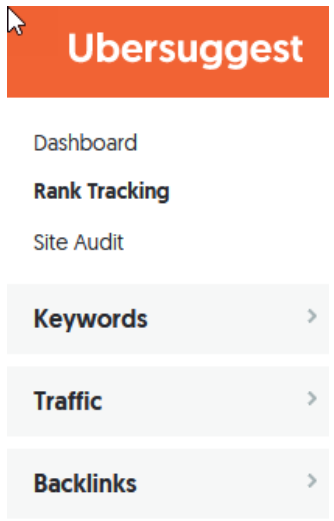
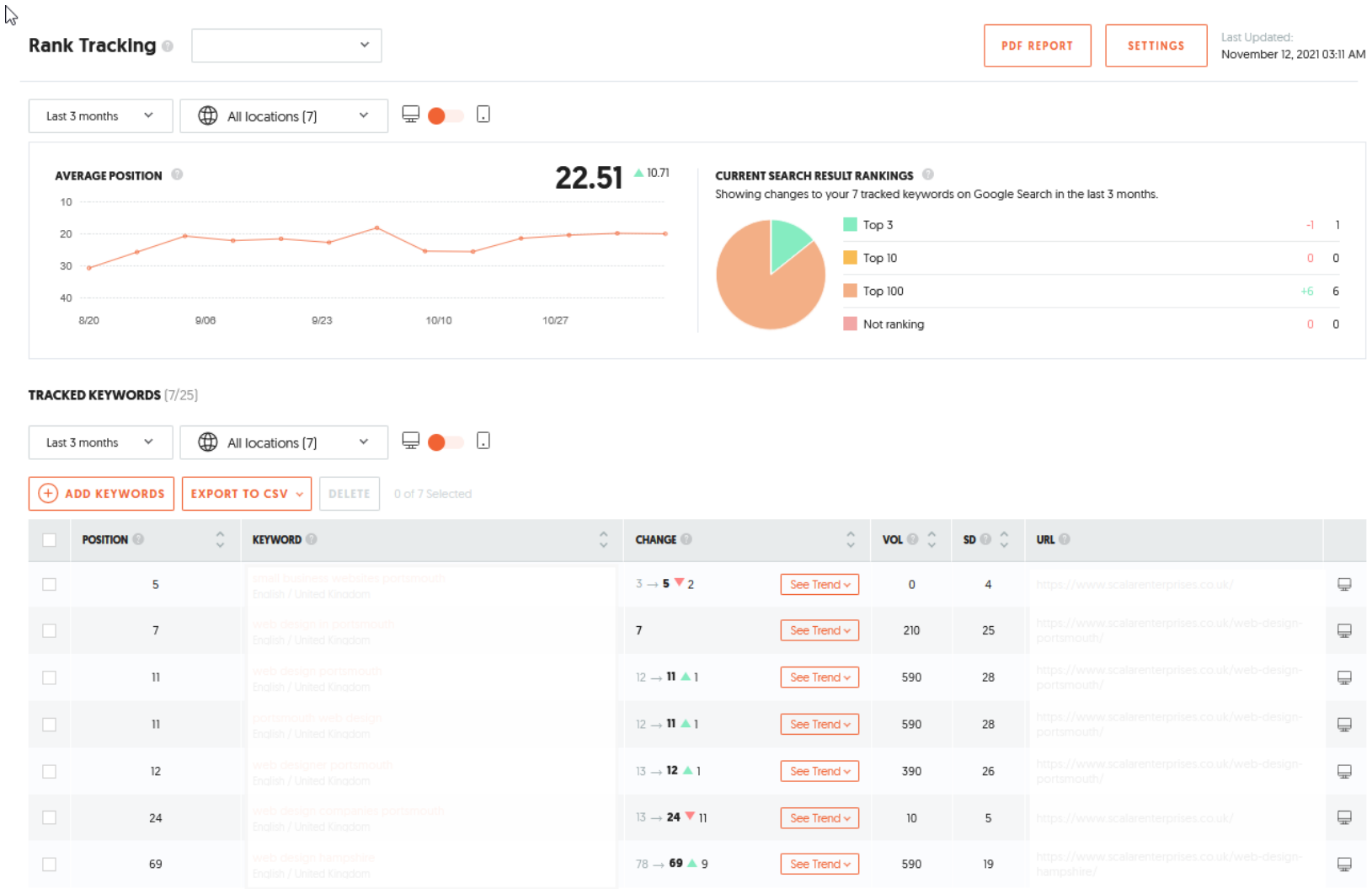
Rank Tracking





Need to set up a free Ubersuggest account and then a project, enter terms you want to track and let it run and gather data.

(actual keywords & URLs in this example are confidential hence hidden)

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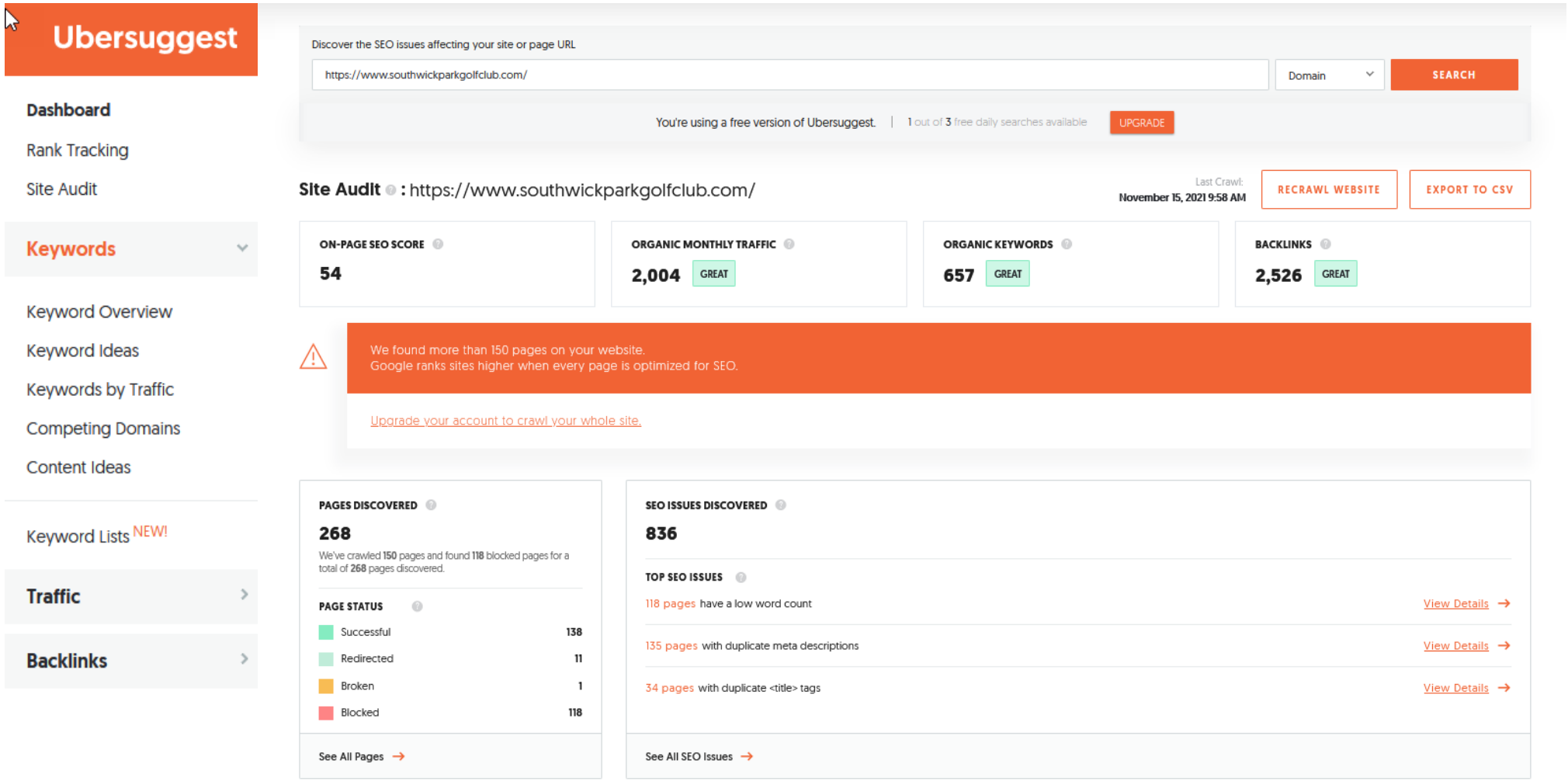
Site Audit



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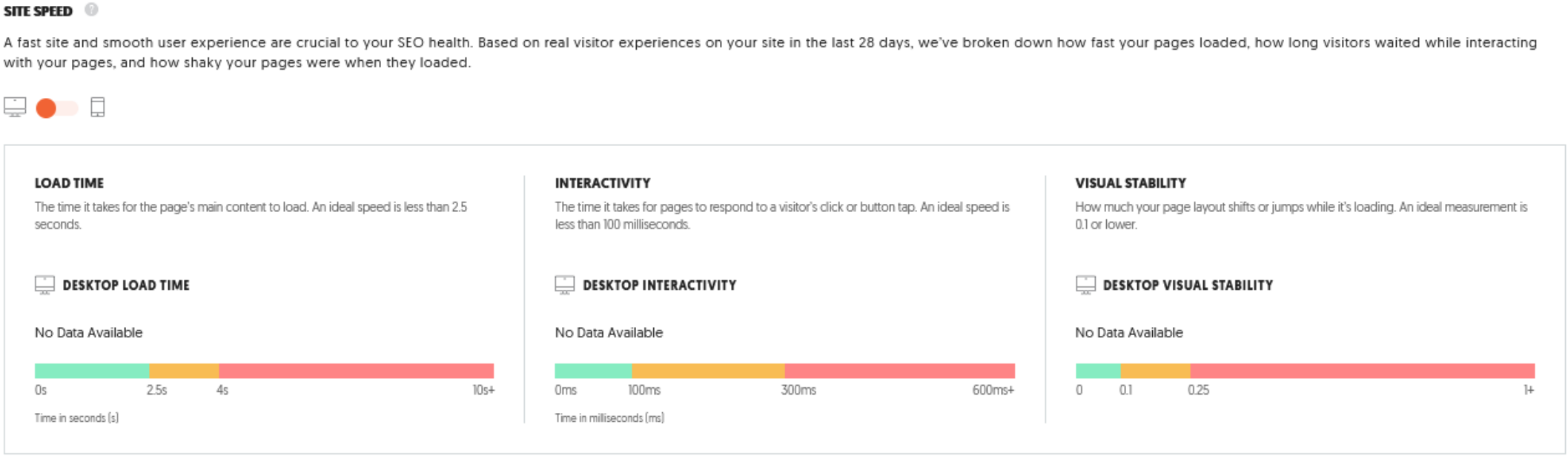
Site Speed (desktop)



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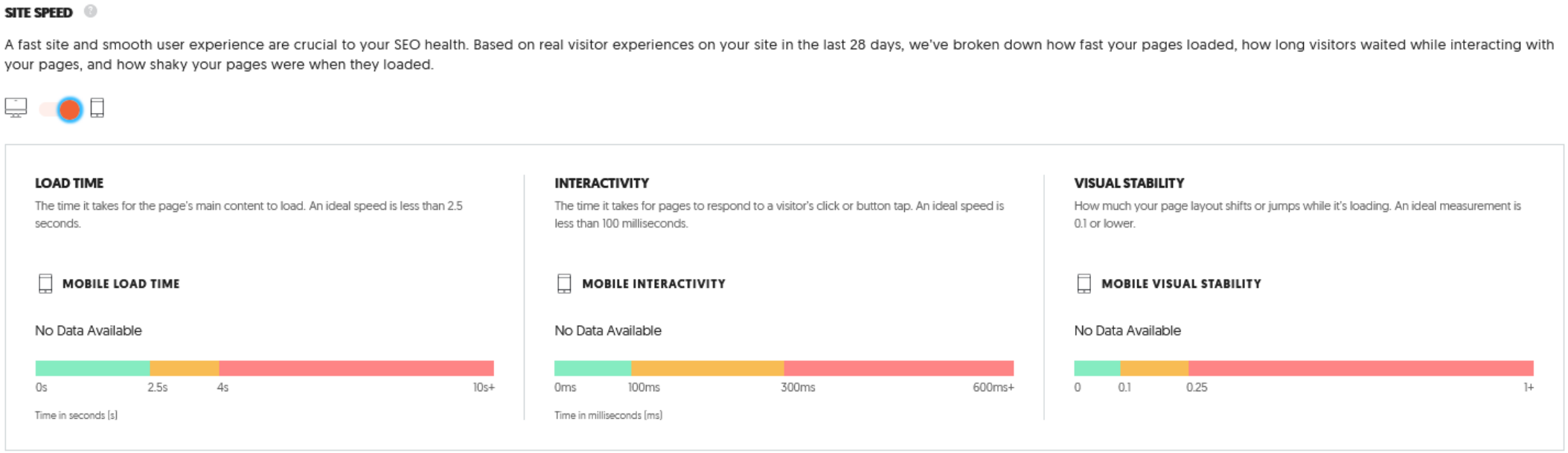
Site Speed (mobile)



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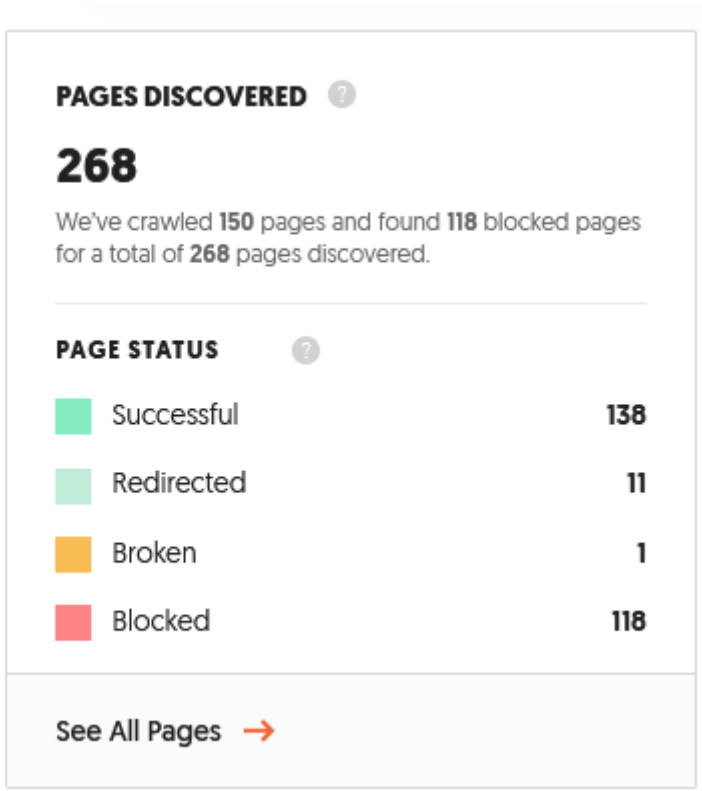
SEO Audit Page Issues Discovered



PAGE	STATUS
Home :: Southwick Park Golf Club southwickparkgolfclub.com/	Successful (200)
Login Required - Southwick Park Golf Club :: Southwick Park Golf Club southwickparkgolfclub.com/visitor_index	Successful (200)
Footer Info :: Southwick Park Golf Club southwickparkgolfclub.com/footer_info	Successful (200)
Box Main :: Southwick Park Golf Club southwickparkgolfclub.com/box_main	Successful (200)
southwickparkgolfclub.com/uploads/southwickpark/File/Vets%20Entry%20Form.pdf	Blocked (Robots.txt)
southwickparkgolfclub.com/uploads/southwickpark/File/Vets%20July%202019.pdf	Blocked (Robots.txt)
southwickparkgolfclub.com/play_golf	Redirected (301)
southwickparkgolfclub.com/course	Redirected (301)
southwickparkgolfclub.com/membership	Redirected (301)
southwickparkgolfclub.com/clubhouse_and_functions	Redirected (301)
southwickparkgolfclub.com/pro_shop	Redirected (301)
southwickparkgolfclub.com/events_and_diary	Redirected (301)
southwickparkgolfclub.com/the_club	Redirected (301)
southwickparkgolfclub.com/visitor_booking	Redirected (301)
southwickparkgolfclub.com/members_booking	Redirected (301)
southwickparkgolfclub.com/%3Ciframe%20id=	Broken (404)
southwickparkgolfclub.com/competition.php?go=signup&compid=1911	Redirected (302)
southwickparkgolfclub.com/competition.php?go=signup&compid=1863	Redirected (302)

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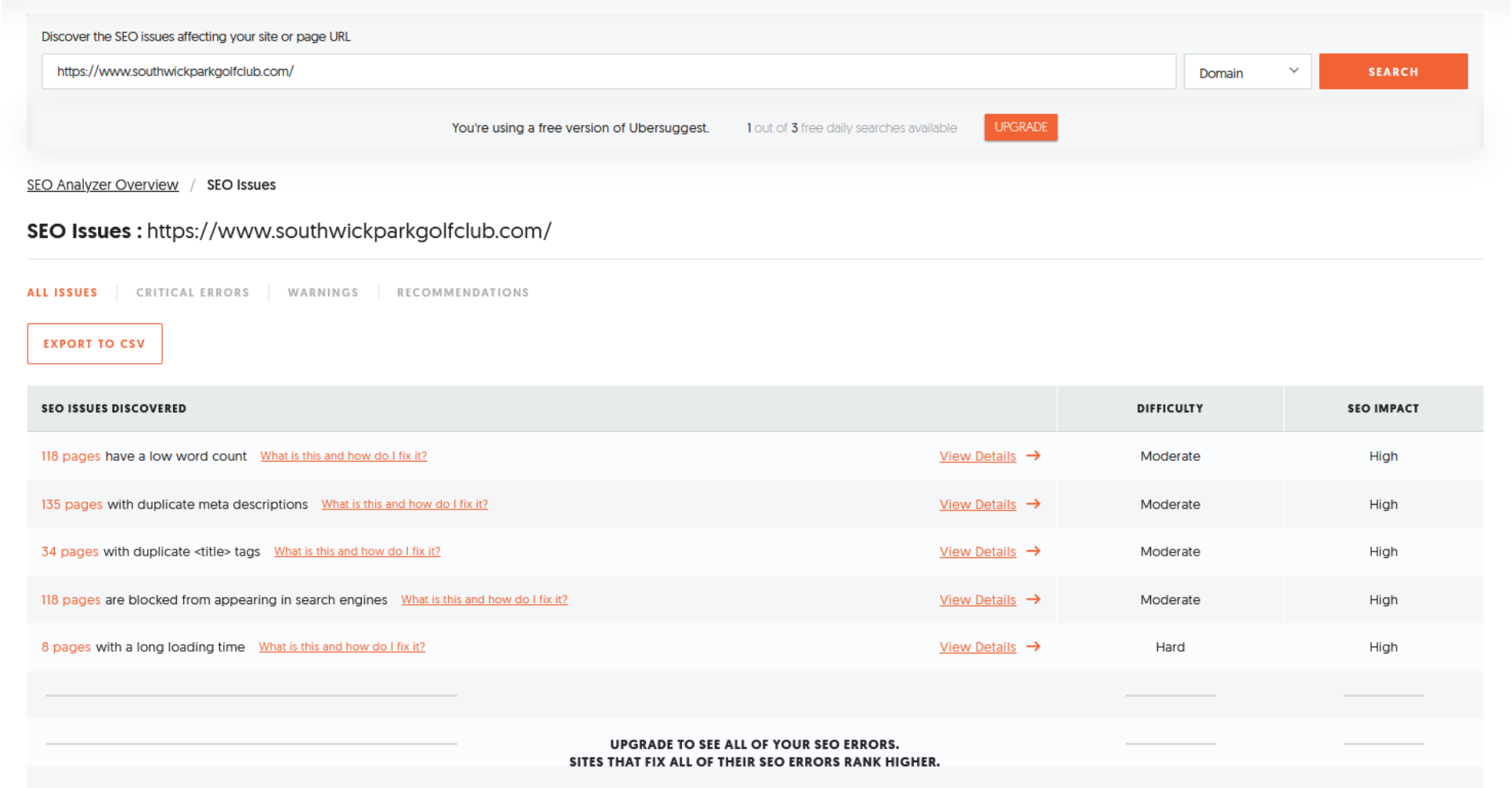
SEO Audit Issues Discovered



Discover the SEO issues affecting your site or page URL

https://www.southwickparkgolfclub.com/ | Domain | SEARCH

You're using a free version of Ubersuggest. 1 out of 3 free daily searches available | UPGRADE

SEO Analyzer Overview / SEO Issues

SEO Issues : https://www.southwickparkgolfclub.com/

ALL ISSUES | CRITICAL ERRORS | WARNINGS | RECOMMENDATIONS

EXPORT TO CSV

SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
118 pages have a low word count	What is this and how do I fix it? View Details →	Moderate	High
135 pages with duplicate meta descriptions	What is this and how do I fix it? View Details →	Moderate	High
34 pages with duplicate <title> tags	What is this and how do I fix it? View Details →	Moderate	High
118 pages are blocked from appearing in search engines	What is this and how do I fix it? View Details →	Moderate	High
8 pages with a long loading time	What is this and how do I fix it? View Details →	Hard	High

UPGRADE TO SEE ALL OF YOUR SEO ERRORS.
SITES THAT FIX ALL OF THEIR SEO ERRORS RANK HIGHER.

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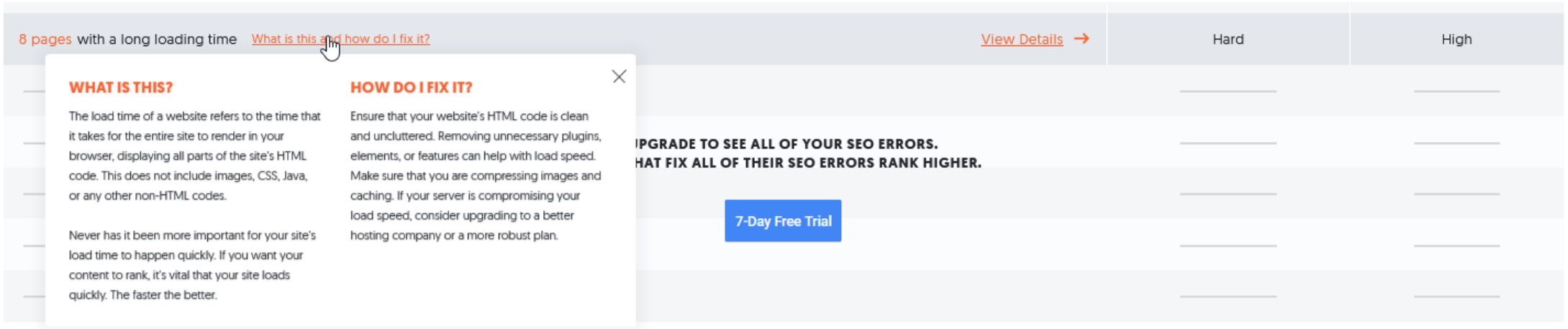
Help



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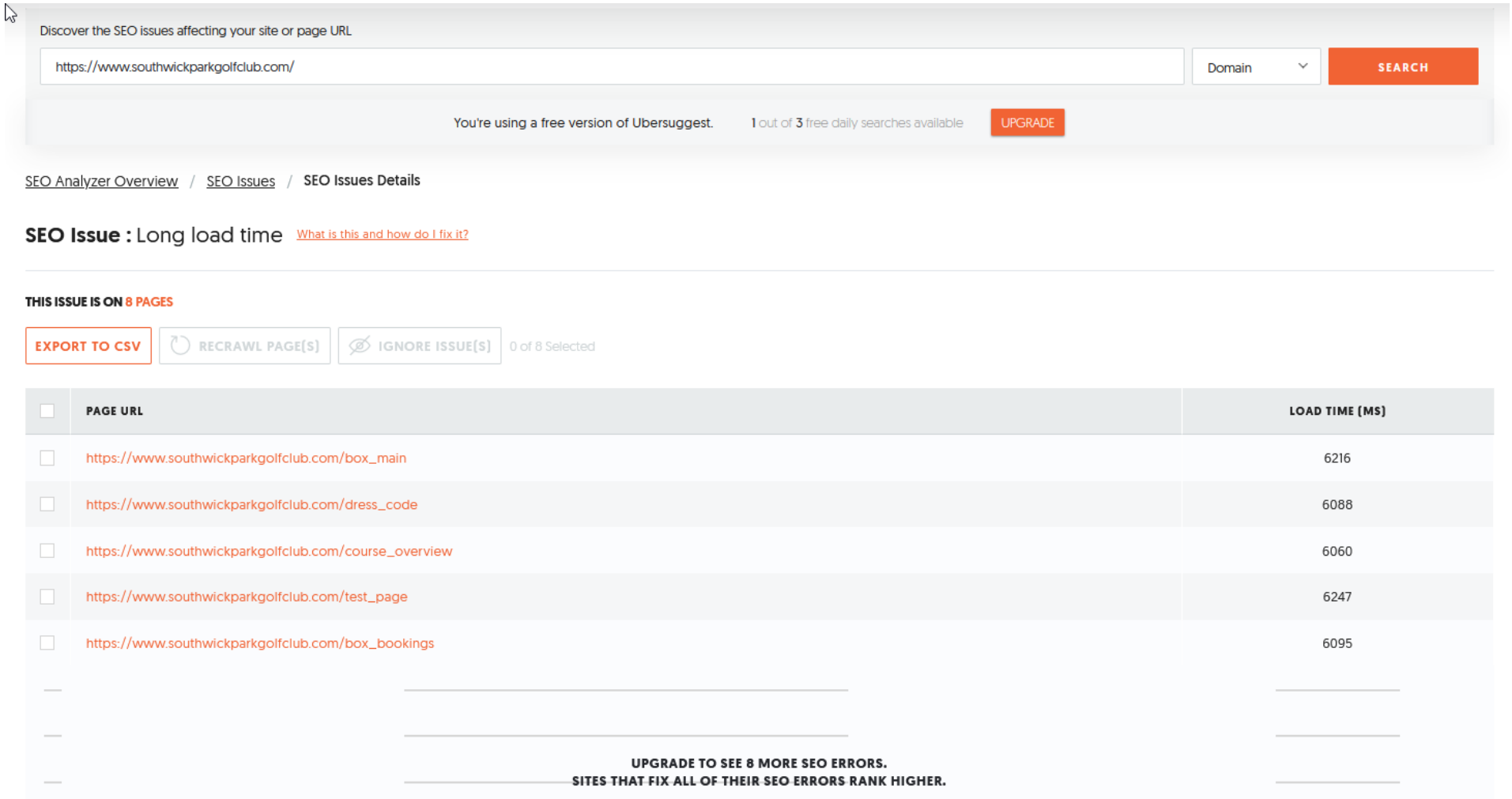
View Details



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Comments

- SEO tools give you clues as to what you could look at improving.
- Different SEO tools will produce different results as they each have their own algorithms and software.
- You need to look at each issue raised and determine if it is actually a problem.
- Some won't be actual problems.
- Some you won't be able to do anything about.
- This analysis, investigation and fix process can take considerable time.
  - You need to assess if each item is economically beneficial.
- SEO changes will not show results immediately, they can take weeks, months or even years. You need to give them time.
- Look at the issues that can give you best/biggest improvements first.

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