



Introduction

A big thank you for installing the Squirrly SEO App!

Congrats on taking the first step towards boosting your online store's rankings with Squirrly!

After you've registered, you **get full access to Squirrly for a 14-days trial period.**

The App will guide you through the process of implementing an SEO strategy. From finding the best keywords to rank for and managing your keyword portfolio, to optimizing your product descriptions and checking your online store's performance, everything's covered.

The following help documentation will walk you through the steps **to install and use the Squirrly SEO App.**

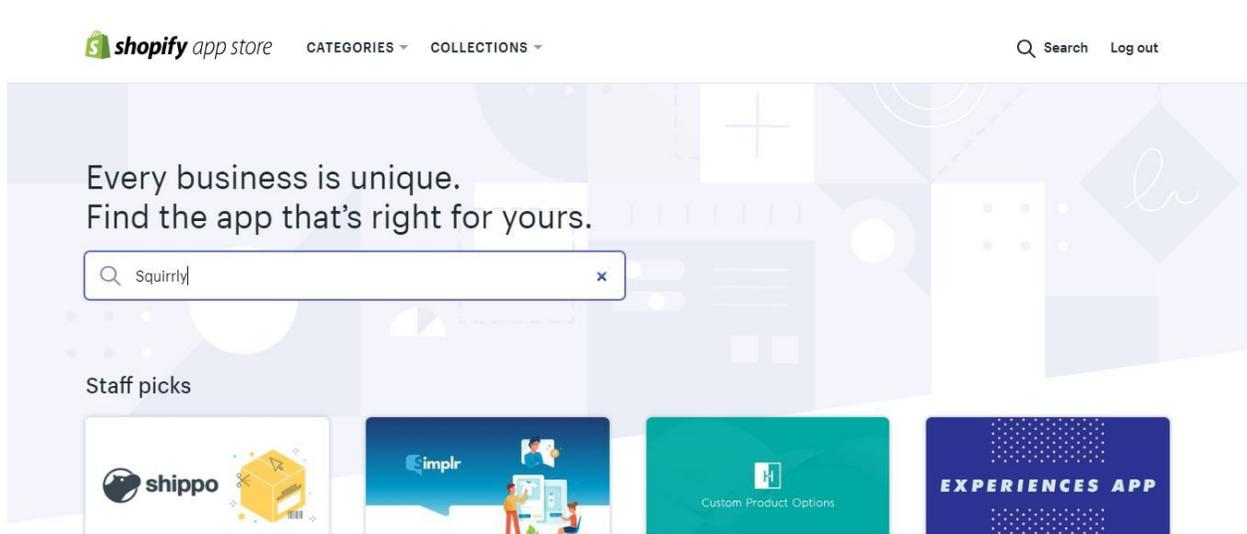




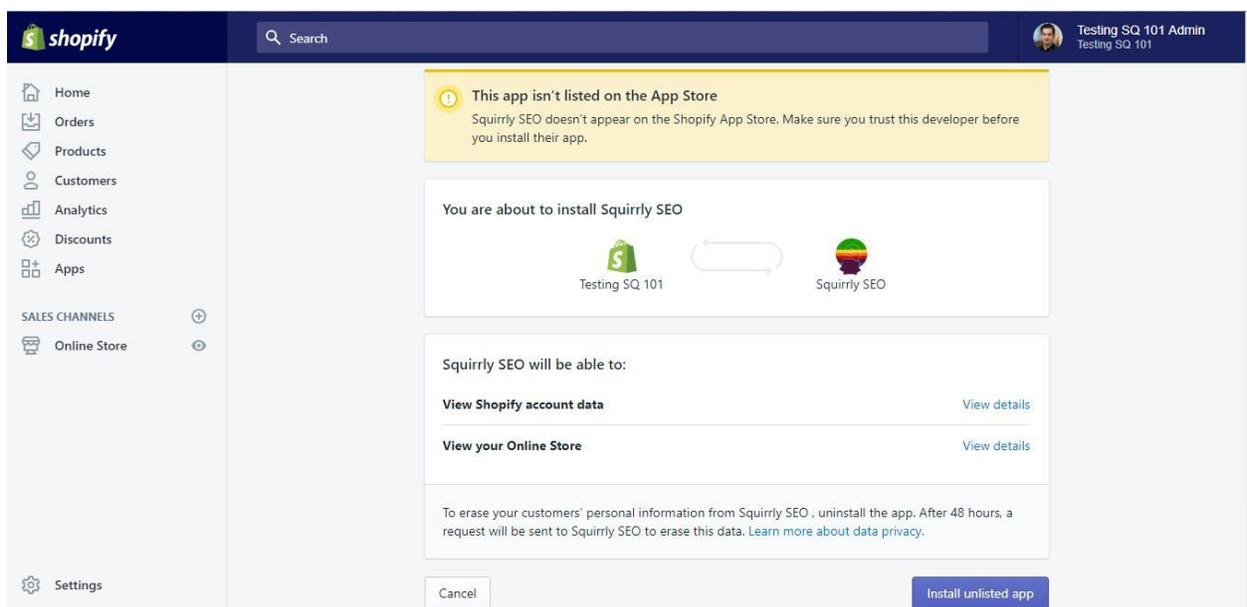
Install

To install the Squirrly SEO App, go to your Shopify Dashboard in the Apps section and then click on **Visit Shopify App Store**.

Search “**Squirrly**” in the Search bar.



Open the Squirrly App page and click on **Get the App**.





Click on **Install App** on the next screen.

The screenshot shows the Shopify Admin interface. The main content area is titled "Approve charge" and features a yellow banner that reads "You will not be billed for this test charge." Below this, there is a card for the "Squirrly SEO" app by Squirrly Limited, which includes a "14 day free trial starting today" and a "PRO plan" for "\$29.99 USD" that renews every 30 days. To the right of the app card, a summary box shows the "PRO" plan details: "\$29.99 USD every 30 days" and a note that the user will be charged "\$29.99 USD" on "October 15, 2018" when the trial ends. A "Charged now" section shows "\$0.00 USD" and a prominent blue "Start free trial" button. At the bottom, there is a disclaimer: "By proceeding, you are agreeing to the Terms of Service. Subject to government tax and other prevailing charges." The left sidebar contains navigation links for Home, Orders, Products, Customers, Analytics, Discounts, Apps, and Settings. The top right corner shows the user profile "Testing SQ 101 Admin".

Next, you'll have to approve the payment. You'll have 14 days of free trial and the payment will be charged after that period ends.

To approve the payment, click on **Start free trial**.

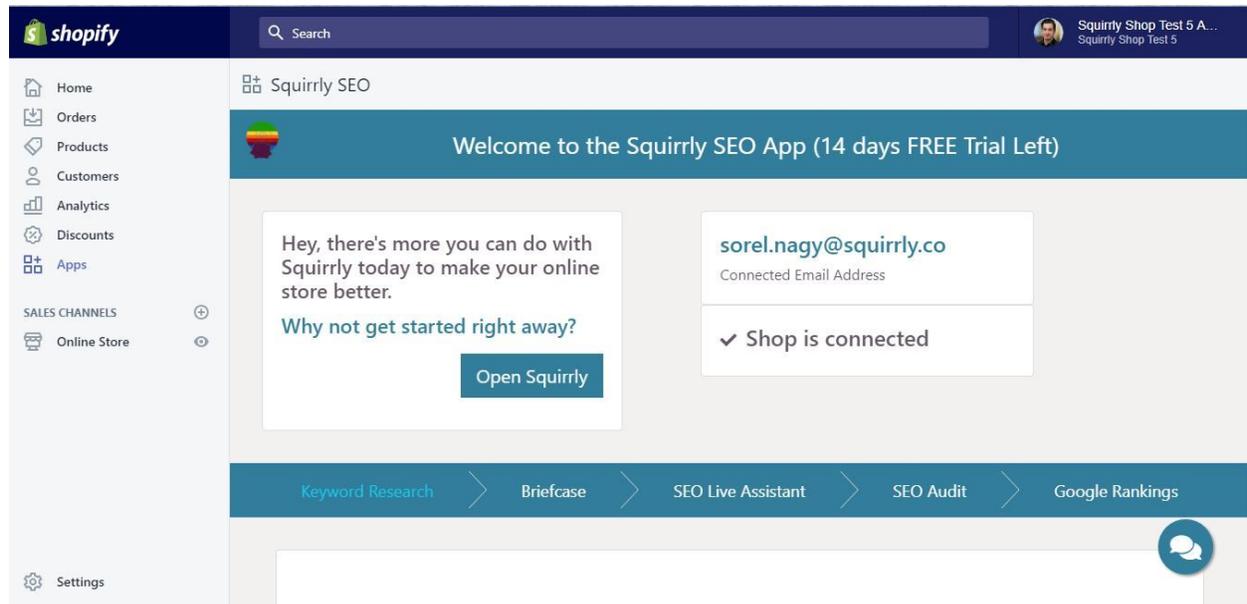
You are now redirected to the App Dashboard. You are now ready to use it. Click on **Open Squirrly** to start.





Setup

Dashboard Overview



After you've finished installing the App, click on **Open Squirrly**.

You will then be directed to the Dashboard.

Here, you'll find overall information about the usage of your Squirrly SEO Account:

- How many product pages you've optimized in the last 30 days;
- The total number of product pages optimized;
- How many Keyword Research Queries you've performed;
- Keywords added in the Briefcase Portfolio;
- The number of SEO audits generated in the last 30 days.





Keyword Research

Pricing & Plans ▾

Need Help? ▾

http://ctl-app-test.myshopify.com > Keyword Research > Briefcase > SEO Live Assistant > SEO Audit

You need to do Keyword Research before starting your SEO strategy

Keyword Research

You can now find long-tail keywords that are easy to rank for. Get personalized competition data for each keyword you research, thanks to Squirrly's Market Intelligence Features.

Squirrly Keyword Research

Fast (~10 results) Google.com Clear

Keyword: add a keyword to start the research ...

+ Add keyword Do the research

Enter more keywords.

Keyword Research History (last 100)

This is the first step you need to take in implementing an SEO strategy. You can find the right keywords so your products can rank higher on Google.

To do your first Keyword Research, follow these steps:

1. Hover over **Fast (~10 results)**.
2. From the 3 options in the list, select the level of complexity you want.
3. Hover over **Google.com**.
4. Select the country you want to target.
5. In the Keyword box, type in a term that has at least two words.
6. Click on **Do the research** to see the results.

If you want to do more advanced keyword research, click on **+ Add keyword** to get a list with the combined results for the multiple terms.

In case you want to revisit your last 100 keyword researches, scroll down in this section.





Pricing & Plans ▾  Need Help? ▾ ≡ ▾

<http://ctl-app-test.myshopify.com> > [Keyword Research](#) > [Briefcase](#) > [SEO Live Assistant](#) > [SEO Audit](#) ⚙ ▾

Keyword Research

You can now find long-tail keywords that are easy to rank for. Get personalized competition data for each keyword you research, thanks to Squirrly's Market Intelligence Features.

Squirrly Keyword Research Fast (~10 results) Google.com Clear

Keyword: **shampoo for curly hair**

	Keywords	Discussion	Search	Competition	Trend	Options
1	shampoo for curly hair and dry scalp	very few	100-500	not hard to rank	steady	Use Keyword Add to Briefcase
2	shampoo for curly hair no sulfates	very few	100-500	difficult to rank	steady	Use Keyword Add to Briefcase
3	shampoo for curly hair toddler	very few	100-500	difficult to rank	steady	Use Keyword Add to Briefcase

For each result, you will be presented with two possible actions.

- Click on **Use Keyword** to write and optimize a product description.
- Click on **Add to Briefcase** to save keyword opportunities.

Learn more about how to choose the best keywords for your strategy. [\[LINK\]](#)





Briefcase

Briefcase will help you manage your SEO Strategy. You can save your keyword opportunities here, organize them with labels, and use them in optimizing your content.

Use labels to categorize your keywords based on product types, buying stages, brand awareness, and more.

Pricing & Plans ▾

Need Help? ▾

http://ctl-app-test.myshopify.com > Keyword Research > Briefcase > SEO Live Assistant > SEO Audit

Briefcase

Briefcase is essential to managing your SEO Strategy. With Briefcase you'll find the best opportunities for keywords you're using in the Awareness Stage, Decision Stage and other stages you may plan for your Customer's Journey.

[Add new keyword](#) [Manage Labels](#)

Search Keyword

Filter by labels:

Keyword	Co	Competition	Q SV	Discussion	Trending
cosmetics for young women					

Showing 1 to 1 of 1 entries

Previous 1 Next





Add new label

- Click on **Manage labels** to create new labels.
- Type in the Label Name.
- Click on **Select Color** to choose the color you want to assign to that particular label.
- Click on **Add Label** to save it.

Add New Label ×

Label Name

Label Color

Your Labels

Delete Label

- Click on **Manage Labels**.
- Hover over the label you want to delete in **Your Labels Section**.
- Click on the **x** icon.





Edit Label

- Click on **Manage Labels**.
- Hover over the label you want to delete in **Your Labels Section**.
- Click on the  icon.
- Change the Label Name or Color.
- Click on **Save Label**.

Add Label to Keyword

- Hover over the keyword in Briefcase.
- Click on  icon next to the keyword.
- Click on the **Label(s)** you want to assign to that keyword.
- Click on **Save Labels**.

Delete keyword from Briefcase

- Hover over the keyword you want to delete.
- Click on the **x** icon on the right side.
- Click **OK** on the pop-up box.

Click on **Do research** to get data for your keyword.

Click on **Use Keyword** to start writing and optimizing a product description.

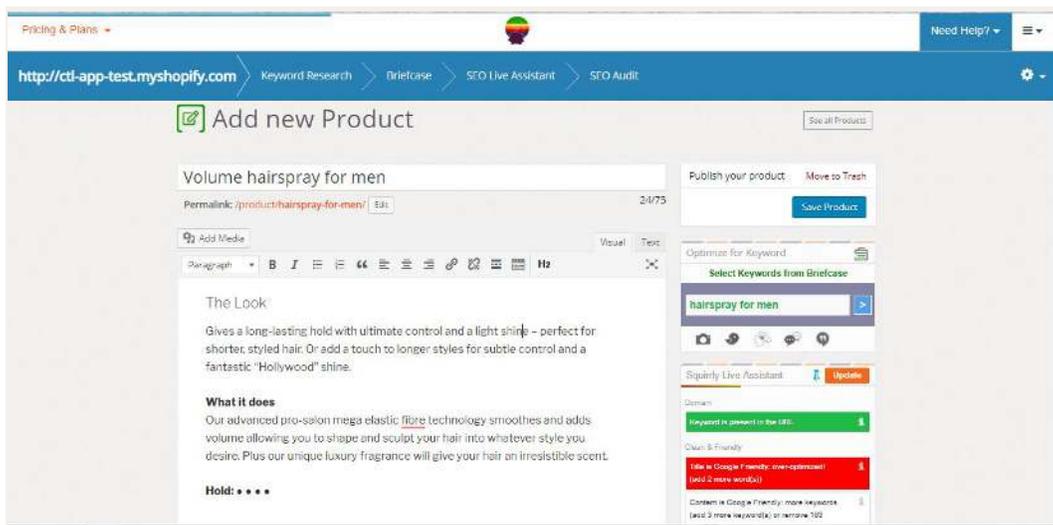




SEO Live Assistant

You'll be able to optimize product descriptions and articles while you are writing them. The Live Assistant guides you in real time through a series of SEO tasks.

Optimize a Product Description



After you've clicked on **Use Keyword** in the Briefcase or Keyword Research sections, you will land on the Add new Product Section.

While you are writing, it's important to pay attention to the Live Assistant. The sections that turned green indicate that you have completed the task. You'll have to turn the white and the red sections to green as well.

To find out more about the tasks, hover over the **i icon** of each one.





+



Optimize for Keyword 

Select Keywords from Briefcase

hairspray for men 

Squirrly Live Assistant  **Update**

Domain

Keyword is present in the URL 

Clean & Friendly

Title is Google Friendly: over-optimized! (add 2 more word(s)) 

Content is Google Friendly: more keywords (add 3 more keyword(s) or remove 163 word(s)) 

Over Optimization 

Human Friendly: (Add the keyword in the introduction of your article) 

Title

Keywords are used in Title 

Title length is between 10-75 chars 

Title is different from domain name 

Content

Keywords are used in Content 

Bold one of the keywords hairspray for men 

Keywords used in headline 

Use image(s) in content or featured image 

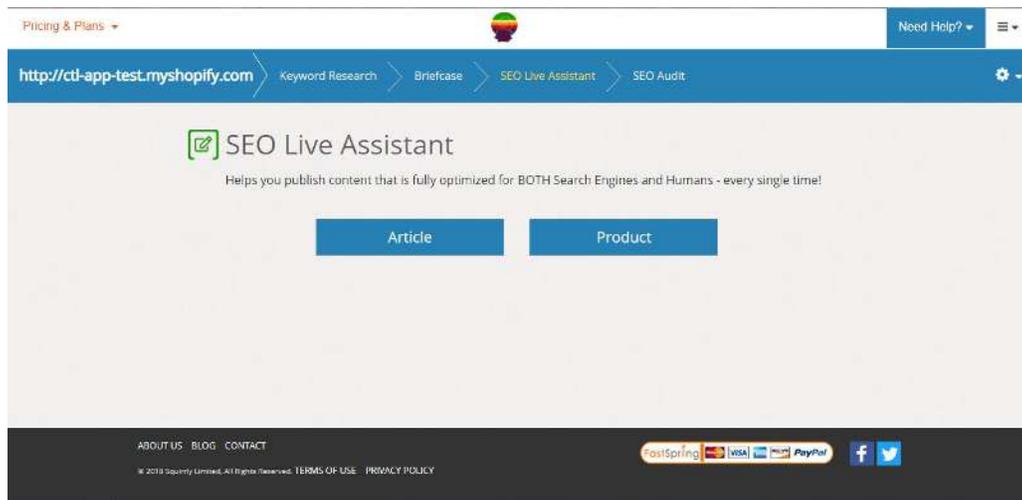
Use keywords in the Alternative Text field of the image 





View all Product Descriptions

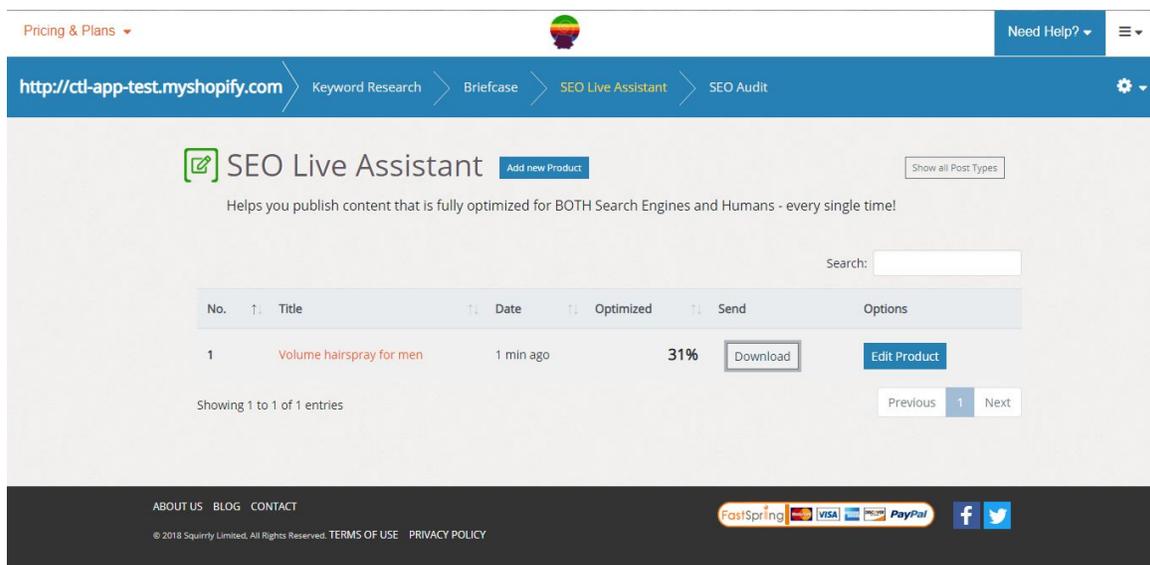
- Click on **SEO Live Assistant** from the top menu.
- Click on **Product**.



- You will now see all the product descriptions you have optimized with Squirrly.

Download Product Description

From the Product Description list, click on **Download**.





Edit Product Description

From the Product Description list, click on **Edit Product**.
You can now make any changes you'd like to the Product Description text.





SEO Audit

You will find the Audit in the SEO Audit section from the top menu.

To start looking over the Audit, click on **See Audit**.

74 **Squirrly Score**

Audit by Squirrly

analysis of <http://onegeek.shop>

Next audit in: 03 Oct 2018 Audit date: 25 Sep 2018

Your score is: 74
Your score is medium. A good score is over 80

Read your full report below 😊

You'll get an overall Score of your audit meant to help you understand how your online store is performing.

Great!	Requires Attention!	Great!
Blogging	Traffic	Seo
Great!	Can be improved	Requires Attention!
Social	Links	Authority





You can then see the 6 areas the audit checks your online Store for. These are:

- Blogging
- Traffic
- SEO
- Social
- Links
- Authority

The sections that are green are performing well, the sections that are yellow or red are something you should work on.

After this section, you'll find the **To Do** section.

To do:



[See all tasks](#)

Here, you have actionable tasks to start improving your site.

[← Back to Dashboard](#)

Seo **19/19**

 **Meta Keyword: Yes!**
Long-Tail Keyword **Yes!**
It is important for search engines to know which keywords you are trying to rank for with your website. This also helps bring targeted visitors to your site.
PRO TIP: Make sure that the search for your keywords is on a rising trend.

Your keywords are:
browse the store
geek store

 **Visible for search engines? Yes!**
Perfect! Your site can now be crawled by search engines.



Each of the 6 Sections has several points with personalized data about your online store. Here, you can learn how to improve it for better results.

