

# How to make money of your blog

## TOOL CHECKLIST

### MAJESTIC SEO

<https://majestic.com/>

#### TRUST FLOW:

A score based on quality, on a scale between 0-100. 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".

In layman terms, the higher the Trust Flow figure the more a site is trusted by Google and therefore more likely to produce SEO juice for a brand. Majestic metrics are set by internal influences but as a rule of thumb a TF/CF of 15/15 is pretty good gauge, this will prevent the use of any damaging sites/blogs being used.

#### TRUST FLOW RATIO

$TF/CF = X$

As a general rule we have X as anything above 0.6

### MOZ's DOMAIN AUTHORITY

<https://moz.com/tools/seo-toolbar>

<http://websiteseochecker.com/domain-authority-checker/>

#### DOMAIN AUTHORITY:

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 more importantly tracking the "strength" of your website over time.

### HITWISE

It's also important to pay attention to social signals and overall site engagement, this is where HITWISE comes in...



A tool measuring user behavior across desktop, tablet and smartphone devices, providing data on trends in consumer and search behavior, visitor profiling and measuring a sites influence.

HITWISE essentially creates a score based on measuring the traffic visiting a particular site and the amount of time visitors spend on said site, obviously the higher the score the more effect this will have on your brands ranking.

## BUZZSUMO

<http://buzzsumo.com/>

Helps you analyze what content performs best for any topic.