

## Lesson no. 11 TOOLS FOR OFF PAGE SEO

### TOP TOOLS FOR SEO

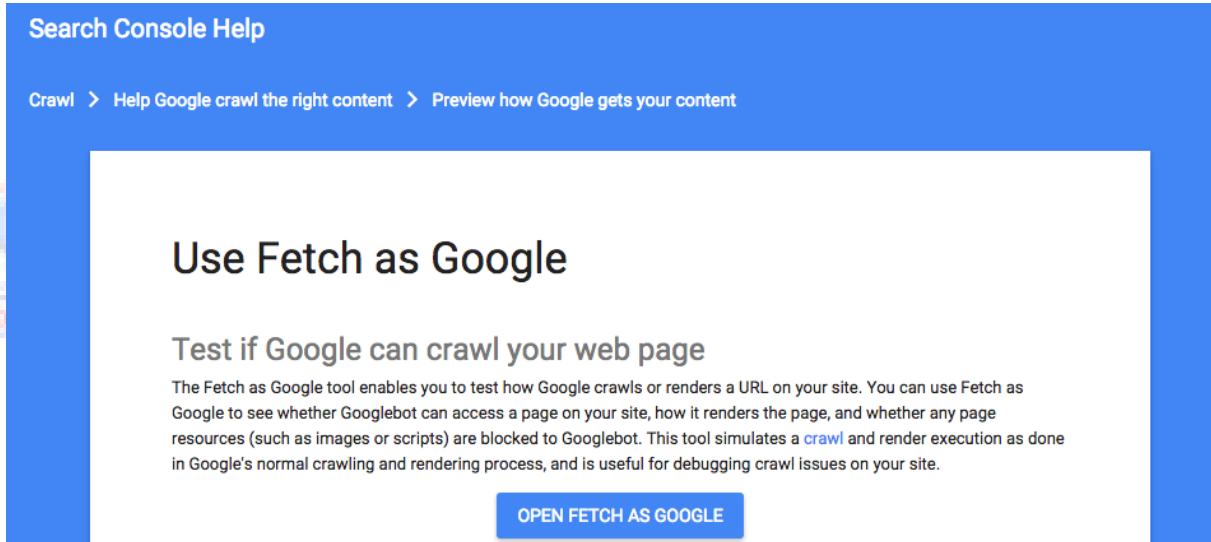
12 SEO Monitoring and Keyword Tools for 2018

#### *i. Google's Webmaster Tools*

*Cost: Free*

*Purpose: Site Analysis*

Perhaps the best way to understand the way Google sees your site is to ask Google. Google's Webmaster Tools are novice-friendly resources that explain the fundamentals of Google search.



The screenshot shows the 'Search Console Help' page for 'Use Fetch as Google'. The breadcrumb trail is 'Crawl > Help Google crawl the right content > Preview how Google gets your content'. The main heading is 'Use Fetch as Google'. Below it is the sub-heading 'Test if Google can crawl your web page'. The text explains that the Fetch as Google tool enables users to test how Google crawls or renders a URL on their site, and whether any page resources are blocked to Googlebot. A blue button labeled 'OPEN FETCH AS GOOGLE' is visible at the bottom.

#### *ii. SEMrush*

*Cost: Free*

*Purpose: Keyword Research*

SEMrush is a super elaborate dashboard that reports on the performance of domains as a whole and their specific pages. The website offers numerous toolkits, one of which is an SEO toolkit.

## ORGANIC SEARCH POSITIONS 1 - 6 (6)

Add to Export Manager

✓ 464

Filter by keyword

Advanced filters 

<input type="checkbox"/>	Keyword	Pos. 	Volume 
<input type="checkbox"/>	<a href="#">best resume</a>	30	6,600
<input type="checkbox"/>	<a href="#">resume template with photo free download</a>	31	20
<input type="checkbox"/>	<a href="#">professional resume</a>	46	14,800
<input type="checkbox"/>	<a href="#">freelance graphic designer linkedin</a>	52	20
<input type="checkbox"/>	<a href="#">resume spice reviews</a>	69	20
<input type="checkbox"/>	<a href="#">best technical support resume</a>	88	20

### iii. HubSpot's Website Grader

Cost: Free

Purpose: Site Analysis

Back in 2007, HubSpot released a tool called Website Grader that helped businesses uncover search engine optimization opportunities. Because a lot has changed since then, the company has released a new and improved version of the tool.



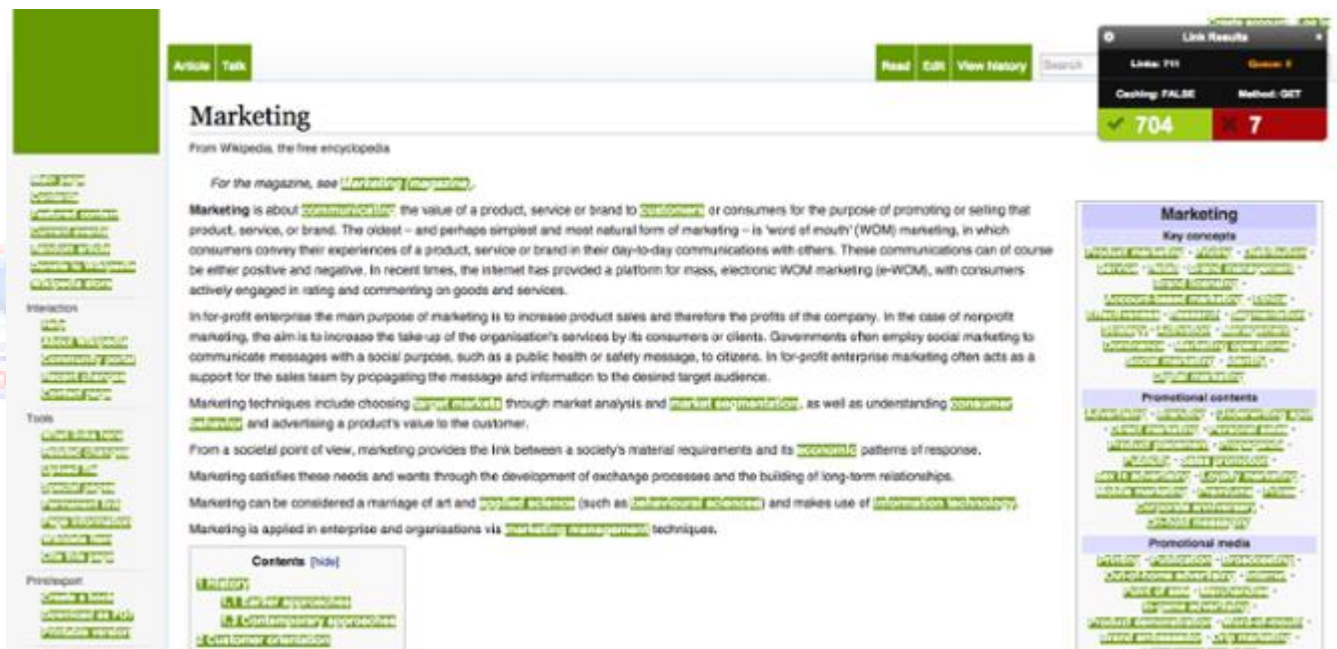
## iv. Check My Links

Cost: Free

Purpose: Link Optimization

To ensure that your links on a webpage -- whether external or internal -- actually work, consider Check My Links.

This broken-link checker makes it easy for a publisher or editor to make corrections before a page is live. Think about a site like Wikipedia, for example. The Wikipedia page for the term "marketing" contains a whopping 711 links. Not only was Check My Links able to detect this number in a matter of seconds, but it also found (and highlighted) seven broken links.



The tool highlights all the good links in green, and those that are broken in red, making it easy to spot the ones that don't work or are no longer active.

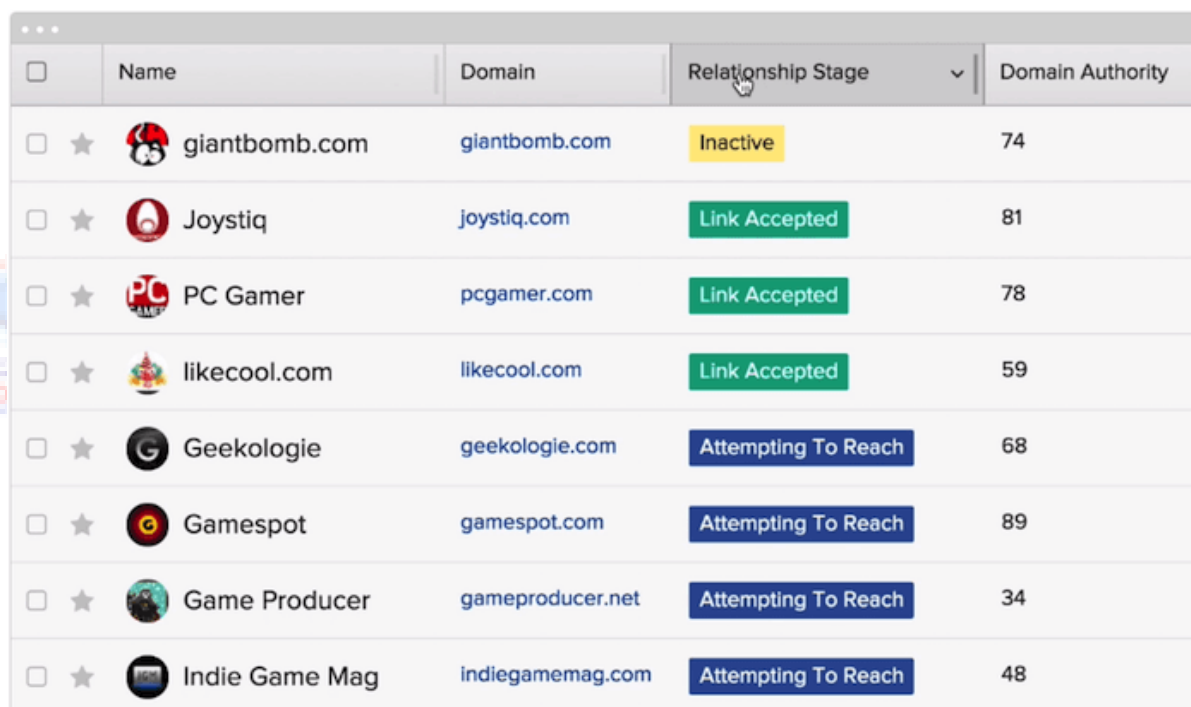
## v. BuzzStream









Cost: Free 14-day trial, then paid plans from \$24/mo

Purpose: Link Building

BuzzStream might be the most inexpensive way to manage your outreach to the people who can provide inbound links to your website.

Although backlinks to your website are critical to ranking well on Google, the outreach you do while link building can feel a lot like cold calling. BuzzStream makes it easy to research the appropriate people, come up with effective email messages, and track who's accepted each link request. Your link building queue looks like this:



<input type="checkbox"/>	Name	Domain	Relationship Stage	Domain Authority
<input type="checkbox"/>	 giantbomb.com	<a href="http://giantbomb.com">giantbomb.com</a>	Inactive	74
<input type="checkbox"/>	 Joystiq	<a href="http://joystiq.com">joystiq.com</a>	Link Accepted	81
<input type="checkbox"/>	 PC Gamer	<a href="http://pcgamer.com">pcgamer.com</a>	Link Accepted	78
<input type="checkbox"/>	 likecool.com	<a href="http://likecool.com">likecool.com</a>	Link Accepted	59
<input type="checkbox"/>	 Geekologie	<a href="http://geekologie.com">geekologie.com</a>	Attempting To Reach	68
<input type="checkbox"/>	 Gamespot	<a href="http://gamespot.com">gamespot.com</a>	Attempting To Reach	89
<input type="checkbox"/>	 Game Producer	<a href="http://gameproducer.net">gameproducer.net</a>	Attempting To Reach	34
<input type="checkbox"/>	 Indie Game Mag	<a href="http://indiegamemag.com">indiegamemag.com</a>	Attempting To Reach	48

## vi. Moz's Pro Tools

Cost: Free 30-day trial, then paid plans from \$99/mo

Purpose: Site Analysis

The Moz Pro subscription serves as an all-in-one tool for increasing your business' search ranking. Moz's collection of research tools provides subscribers with the resources they need to identify SEO opportunities, track growth, build reports, and optimize their overall efforts.

## Crawl Test Tool - SEO Web Crawler

Ready to crawl? Our Crawl Test tool crawls a given website and its linked-to pages to help you discover duplicate content, summarize redirect locations, learn rel-canonical values, and more. Enter any subdomain below, and we'll crawl up to 3,000 pages of links from it. In the next few days, we'll deliver an email containing a CSV report with the results. Your report will be available for 90 days after the crawl is generated.

As a Moz Pro subscriber, you can schedule crawls for two subdomains every 24 hours, crawling 3,000 pages per subdomain. When we've finished crawling, your reports will be sent to your Moz Pro email address, which is currently [emmettbrown@moz.com](mailto:emmettbrown@moz.com). You can change your email address on your [profile](#) page.

Please note: We recommend waiting 48 hours before running another crawl test on the same site. Otherwise, we may crawl the cached version of the site, and you won't see any changes.

Enter a Subdomain:

2 Crawl credits left today

### Your Most Recent Requests

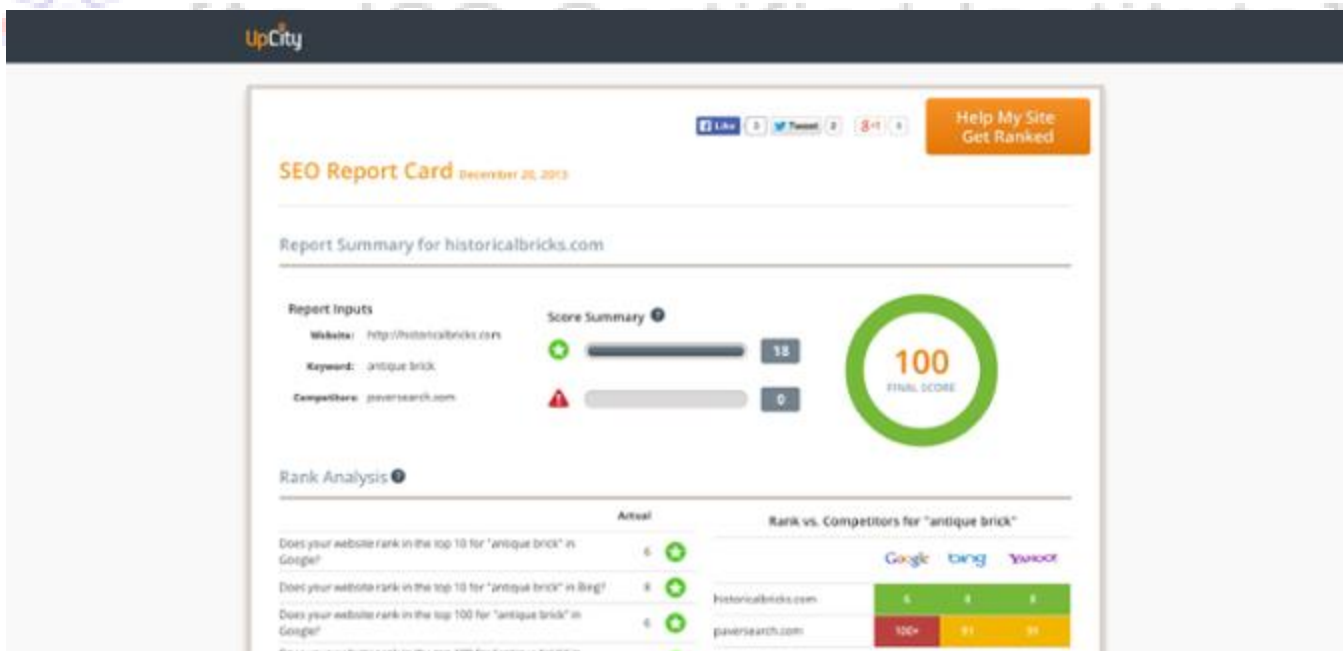
<p>✓ Crawl Completed!</p> <p>Subdomain moz.com</p> <p>Download Report Submitted 5:16pm UTC Oct 6th 2014</p>	<p>✓ Crawl Completed!</p> <p>Subdomain moz.com</p> <p>Download Report Submitted 10:10am UTC Sep 7th 2014</p>	<p>✓ Crawl Completed!</p> <p>Subdomain moz.com</p> <p>Download Report Submitted 5:58pm UTC Sep 7th 2014</p>
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## vii. UpCity's SEO Report Card

Cost: Free

Purpose: Share of Voice

SEO Report Card by UpCity lets you analyze your website to determine how it stacks up against your competitors.



The screenshot shows the UpCity SEO Report Card interface. At the top, there are social media sharing buttons (Facebook Like, Twitter Tweet, Google+ +1) and a "Help My Site Get Ranked" button. The main heading is "SEO Report Card" dated December 20, 2013. Below this is a "Report Summary for historicalbricks.com".

**Report Inputs:**  
Website: <http://historicalbricks.com>  
Keyword: antique brick  
Competitors: paversearch.com

**Score Summary:**  
A progress bar shows a score of 18. A large green circle displays "100 FINAL SCORE".

**Rank Analysis:**  
A table compares the website's performance against competitors for the keyword "antique brick".

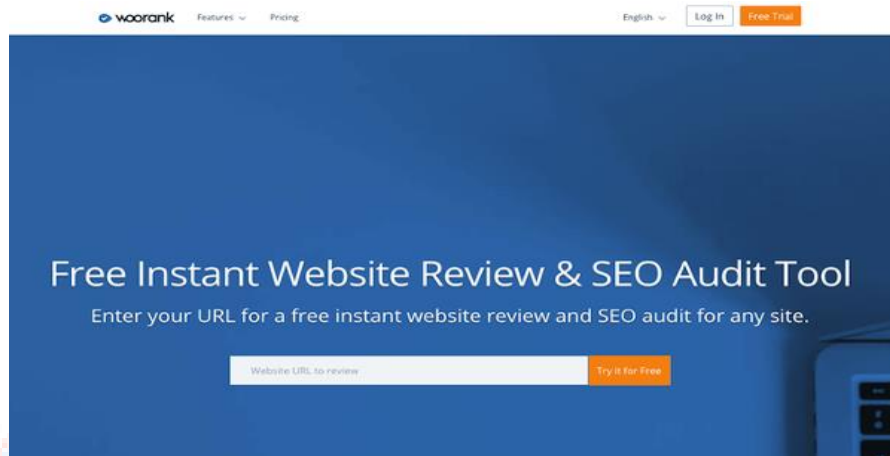
Actual	Rank vs. Competitors for "antique brick"
Does your website rank in the top 10 for "antique brick" in Google? 6 ✓	Historicalbricks.com: 6, 1, 1
Does your website rank in the top 10 for "antique brick" in Bing? 8 ✓	paversearch.com: 100+, 81, 34
Does your website rank in the top 100 for "antique brick" in Google? 6 ✓	
Does your website rank in the top 100 for "antique brick" in Bing? 8 ✓	

## viii. **Woorank**

*Cost: Free 14-day trial, then \$49/mo for a Pro Plan or \$149/mo for a Premium Plan*

*Purpose: Site Analysis*

Woorank's in-depth site analysis helps marketers reveal opportunities for optimization and improvement. This analysis takes into account the performance of existing SEO initiatives, social media, usability, and more.



## ix. **Screaming Frog's SEO Spider**

*Cost: The LITE version is free (with limitations\*), and the paid plan is \$160/year*

*Purpose: Site Analysis*

The Screaming Frog SEO Spider is a search marketer's best friend.

Designed specifically for the SEO-minded, this program crawls the websites you specify, examining the URLs for common SEO issues. This program simplifies and expedites an otherwise time-consuming process -- especially for larger websites. It could take hours or days to manually evaluate the same URLs.

## x. Found's SEO Audit Tool

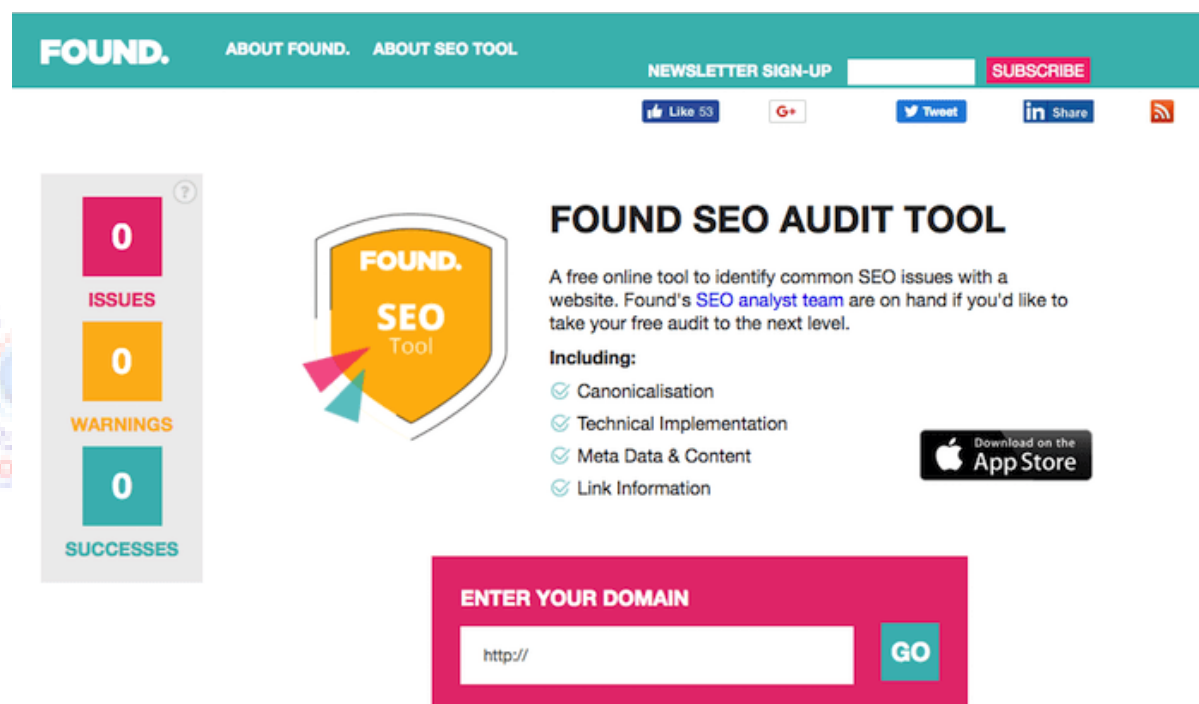
Cost: Free

Purpose: Site Analysis

Want to rise above your competitors on search engine results pages?

(Who doesn't?)

The SEO Audit Tool by Found is an easy-to-use tool for marketers looking to identify (and solve) common SEO errors on a website.



The screenshot shows the Found SEO Audit Tool website. At the top, there is a teal navigation bar with the 'FOUND.' logo, links for 'ABOUT FOUND.' and 'ABOUT SEO TOOL', a 'NEWSLETTER SIGN-UP' form with a 'SUBSCRIBE' button, and social media icons for Facebook (53 likes), Google+, Twitter, LinkedIn, and RSS. Below the navigation bar, the main content area features a vertical sidebar on the left with three colored boxes: a pink box for 'ISSUES' (0), an orange box for 'WARNINGS' (0), and a teal box for 'SUCCESSES' (0). In the center, there is a yellow shield icon with 'FOUND. SEO Tool' text. To the right of the shield, the title 'FOUND SEO AUDIT TOOL' is displayed above a short description: 'A free online tool to identify common SEO issues with a website. Found's SEO analyst team are on hand if you'd like to take your free audit to the next level.' Below this, an 'Including:' section lists four checked items: 'Canonicalisation', 'Technical Implementation', 'Meta Data & Content', and 'Link Information'. To the right of the list is an 'App Store' download button. At the bottom, there is a pink input field labeled 'ENTER YOUR DOMAIN' containing 'http://' and a 'GO' button.

## xi. Remove'em

Cost: \$249 per domain or a subscription option starting at \$99/mo

Purpose: Link Building

Have you ever purchased links? Spammed the comments section on a string of blogs using the same message and link? If so, we'll forgive your bad judgment just this once ... but Google won't.

Artificial or unnatural links have the potential to seriously hurt your search ranking. To clean them up, check out [Remove'em](#)

## xii. *Varvy's SEO Overview Tool*

*Cost: Free*

*Purpose: Site Analysis*

This SEO auditing tool provides users with information regarding their domain strength, links, image SEO, social counts and mentions, page/technical SEO, page speed, and more.

The comprehensive report is prepared in less than a minute, and dives deep into different aspects of your website's performance. You'll notice that the tool employs green checks, red Xs, and yellow exclamation points to denote the severity of the issue.

One of our favorite features is the detailed image overview:



Alt text: HubSpot Sprocket Logo

✓ Amount of words: 3

ⓘ Alt text seems good

> [open image in new tab](#)

