

8.8: Tools of the trade

There are a number of tools available to assist with SEO. Some are made available by search engines, and some are developed by agencies and individuals who specialise in SEO. Most are available for free.

Google Search Console

www.google.com/webmasters

Google provides guidelines to webmasters and tools to help ensure your website is being indexed.

Open Site Explorer

moz.com/researchtools/ose

Moz provides a useful tool called Open Site Explorer, which can help you determine the value of links from particular sites.

Tools from SEOBook

tools.seobook.com

SEObook provides a number of tools that assist any SEO. For example, Rank Checker is a Firefox extension that allows you to save a number of keywords and to perform regular searches on them, giving you the ranking of your chosen URL for each keyword in the search engines selected. They also have tools to help with keyword discovery.

Keyword discovery tools

There are a number of tools available, some free and some paid for, to assist with keyword discovery. Some include:

Google AdWords Keyword Planner

adwords.google.com/keywordplanner

Trellian's KeywordDiscovery tool

www.keyworddiscovery.com

Wordtracker

www.wordtracker.com

Bing Ads Intelligence

advertise.bingads.microsoft.com/en-us/bing-ads-intelligence

SEO PowerSuite Rank Tracker (the trial version has limited functionality)

www.seopowersuite.com/rank-tracker

Link-Assistant .Com

link-assistant.com

Online forums

Webmaster World (www.webmasterworld.com) is frequented by SEOs and webmasters aiming to stay current with latest trends and search engine updates.

Google Merchant Center

www.google.com/merchants

The Google Merchant Center allows you to mark up any products you sell through eCommerce, ensuring that they also rank for relevant search results.

MozBAR

The Moz SEO toolbar (moz.com/products/pro/seo-toolbar) gives instant metrics while viewing SERPs or web pages.

Screaming Frog

Screaming Frog (www.screamingfrog.co.uk/seo-spider) allows you to crawl website URLs and analyse the onsite SEO.

AWR

AWR (www.awrcloud.com/login.php) gives you access to rankings for desktop, mobile, and local searches.

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