

22

Of Our Favorite (And Yes, **FREE!**) **SEO TOOLS**

INCLUDED:

- Analytics
- Crawling and Indexing
- Keyword Search
- Link Tools
- Local SEO
- Mobile SEO
- Multi-Function Suites
- On-Page SEO
- Research
- Site Speed



ANALYTICS TOOLS

.1.

Data Studio

Merge data from different sources (for example: Search Console and Google Analytics), visualize, and share it.



[Find It Here](#)

.2.

Enhanced Google Analytics Annotations

A highly-recommended Google Chrome plugin that overlays additional data on top of your analytics, so you can easily see exactly how outside forces impacted traffic (Google Algorithm updates or perhaps a major holiday).



[Find It Here](#)

.3.

Search Console

The most reliable location for information on how Google crawls and ranks your site, providing extremely reliable keyword data.



[Find It Here](#)

CRAWLING & INDEXING TOOLS

.4.

Beam Us Up

A free desktop crawler. Not as many features as Screaming Frog, but it does offer 100% free crawling with no limits. Windows only.



[Find It Here](#)

.5.

Redirect Path

Redirect Path is Ayima's free Google Chrome extension, used by over 150,000 digital professionals. "Hands down, no question, this is the extension that I use the most." (Moz.com)



[Find It Here](#)

.6.

Screaming Frog

Screaming Frog is the most popular desktop-based crawler available today with a free version that allows for up to 500 URLs per crawl.



[Find It Here](#)

KEYWORD SEARCH

.7.

Keyword Explorer

500 million keyword suggestions with the most accurate volume ranges in the industry. You get Moz's Keyword Difficulty Score along with CTR data. A free community account gives you access to 10 queries a month, with each query providing up to 1000 keyword suggestions along with SERP analysis.



[Find It Here](#)

.8.

Keywords Everywhere

Install this browser extension for Firefox or Chrome, and see keyword suggestions with volume as you browse the internet. Works in Google Search Console as well. A must-have for keyword inspiration.



[Find It Here](#)

LINK TOOLS

(To find, evaluate, and process backlink opportunities.)

.9. Link Explorer

Link Explorer: the biggest, most accurate link index in the SEO world today. A free account gives you 10 queries and 50 rows of data per query every month.



[Find It Here](#)

.10. Link Miner

A free Chrome extension used to quickly find broken links on each page, as well as see basic link metrics as you search Google. Simple, easy, and useful.



LinkMiner

Offered by: pointblankseo.com

[Find It Here](#)

LOCAL SEO

.11.

Google My Business

The #1, must-have tool for Local SEO. It allows you to claim your business, manage listing information, and respond to reviews. Considered to be the foundation of most other local SEO activities.

 My Business

[Find It Here](#)

.12.

Google Review Link Generator

Reviews drive rankings, but Google doesn't easily provide this. This generator makes it easy by giving your customers a URL to leave a Google review for your business.



[Find It Here](#)

MOBILE SEO

.13.

Mobile First Index Checker

Google has switched to mobile-first indexing so it's important that major elements (links, structured data, etc.) match on both your desktop and mobile versions. This is the most complete tool to check this.



[Find It Here](#)

.14.

Mobile- Friendly Test

The gold standard for determining if your page meets Google's mobile-friendly requirements. If your page passes, Google counts it as mobile-friendly. If your page fails, it will give you specific areas to address.

[Mobile-Friendly Test](#)

[Find It Here](#)

MULTI-FUNCTION SUITES OF FREE TOOLS

.15. **MozBar**

Establish a free Moz account and get link metrics as you browse the web, perform on-page analysis, and SERP analysis.



[Find It Here](#)

.16. **SEMrush**

A full suite of all-in-one SEO tools with a free account option that works well if you only work with a single website.



[Find It Here](#)

ON-PAGE SEO

.17.

Structured Data Testing Tool

Google's Structured Data Testing tool is essential for not only troubleshooting your own structured data but performing competitive analysis on your competitor's structured data as well.

Google Structured Data Testing Tool

[Find It Here](#)



RESEARCH

.18. Hunter

The most popular free email finder. Use it to find the email address associated with any company or individual, and verify any email address you already have. 50 free queries/month.



[Find It Here](#)

.19. SimilarWeb

Research your competitor's traffic, top pages, engagement, marketing channels, and more. The free offering is limited to five results per metric, but it's definitely enough to net usable data.



[Find It Here](#)

.20. Wayback Machine

Perfect for uncovering historical data. You'll find a trove of historical *robots.txt* files archived. Tons of other uses you'll find useful.



[Find It Here](#)

SITE SPEED

.21. GTmetrix

Web page speed performance tests that provide familiar reports such as PageSpeed, YSlow, and Waterfalls, as well as automatically visualizing historic data for each page it analyzes.



[Find It Here](#)

.22. Lighthouse

Google recommends using Lighthouse, it's open-source speed performance tool to analyze the performance of mobile pages and PWAs.



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