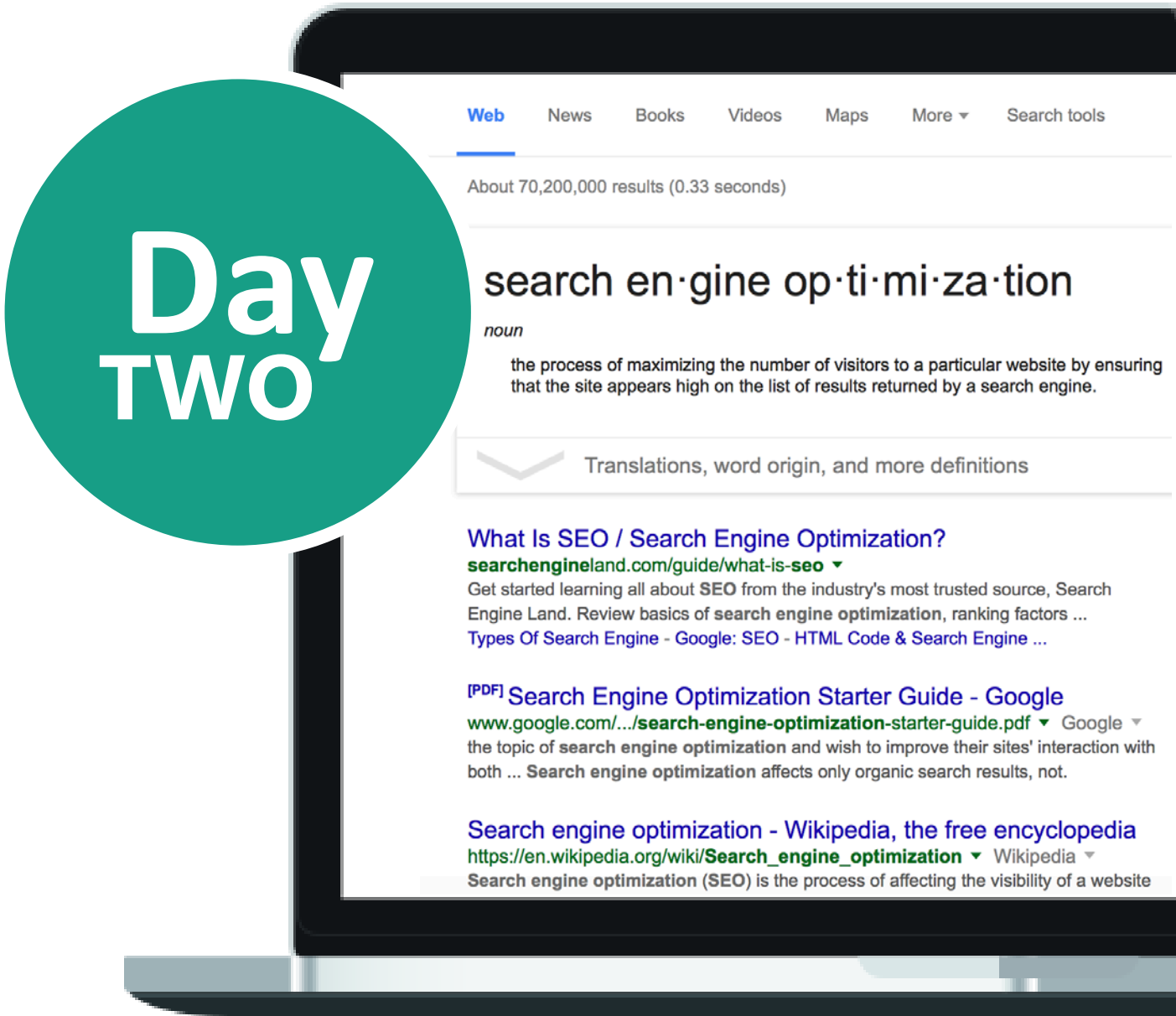
# Basics of SEO Webinar Series

## Free SEO Tools and How to Use Them



## SEO TOOLS ARE EVERYWHERE

# But I like to use tools I've tested and trust.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Don’t Be Afraid to Dig In!

**The best tools are ones that require a little work and investigation by you.**

You don’t have to be rich to have great SEO data. You just need to do a little research and investigation on your own.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Favorite Tools

PS… They're all FREE!

### Google Analytics
This shows you what happens on your website – how people arrive and where they leave.

### Google Search Console
This shows what happens in the Google search page, your ranking, and top pages.

### Search Suggestions
This shows suggestions on associated keyword phrases and how these lead a user in search.

### Google Adwords
This tools it great for reviewing keyword options and search volumes.

### MOZ Toolbar
This is a great tool for easily digging into your competitors SEO efforts.

### Yoast Plugin
Good for optimizing content within your WordPress based website or blog.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Additional Tools

PS… They're still FREE!

**Google Trends**
This tool shows Google search activity over years so you can see data shifts.

**Alexa**
Shows ranking of websites so you can compare your website to that of your competitors.

**SpyFu**
Great for comparing organic versus paid search of competitors.

**WooRank**
This tools gives some great technical data on your website or your competitors.

**semrush**
Shows a mix of desktop and mobile data for you or your competitors.

**Similar Web**
Similar data as others, but very visual in nature so easy to digest.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Even More Tools

PSS… They're still FREE!

**Bing Webmaster Tools**
This tool will provide information on the health of your website and XML sitemap.

**keywordtool.io**
Great tool for finding alternative keywords based on a specific starting phrase.

**Screaming Frog SEO**
This tool is geared for technical SEO and crawls a site to provide desktop based data.

**Majestic**
There are number of tools here, but the back link history and summary tab are great.

**MOZ Open Site Explore**
This tool provides some great information on links and link opportunities.

**My Business Listing**
Also from MOZ, this tool will provide information on local listings and directories.

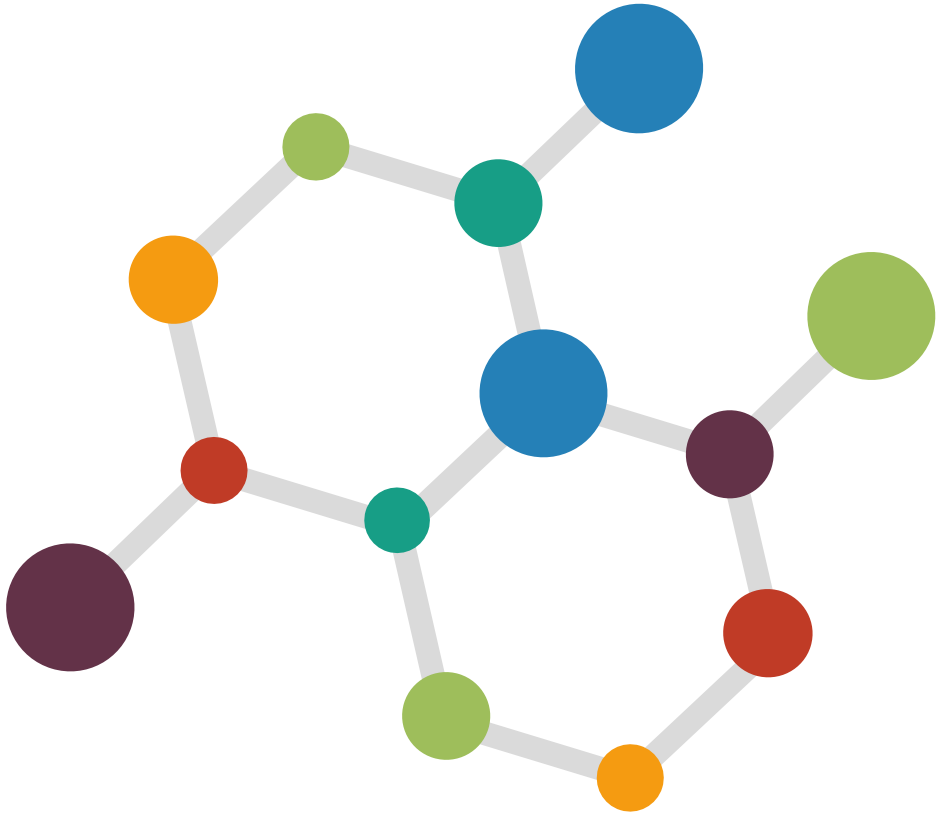
*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

DON'T BELIEVE ME?

# Let's look at a few examples of the great data available on you and your competitors.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Use These Tools in the Entire Optimization Process



## Existing Website Audit

Review your existing website with Analytics, Search Console, and other tools to see what is wrong and what can be improved upon.

## Competitive Analysis

Use these tools to review a competitor's keyword usage, onsite meta, link profile, PPC usage, and content within the Google index.

## Keyword Research

Validate keyword options and look for more opportunities with Google Adwords and keywordtool.io. Use volumes to find your sweet spot.

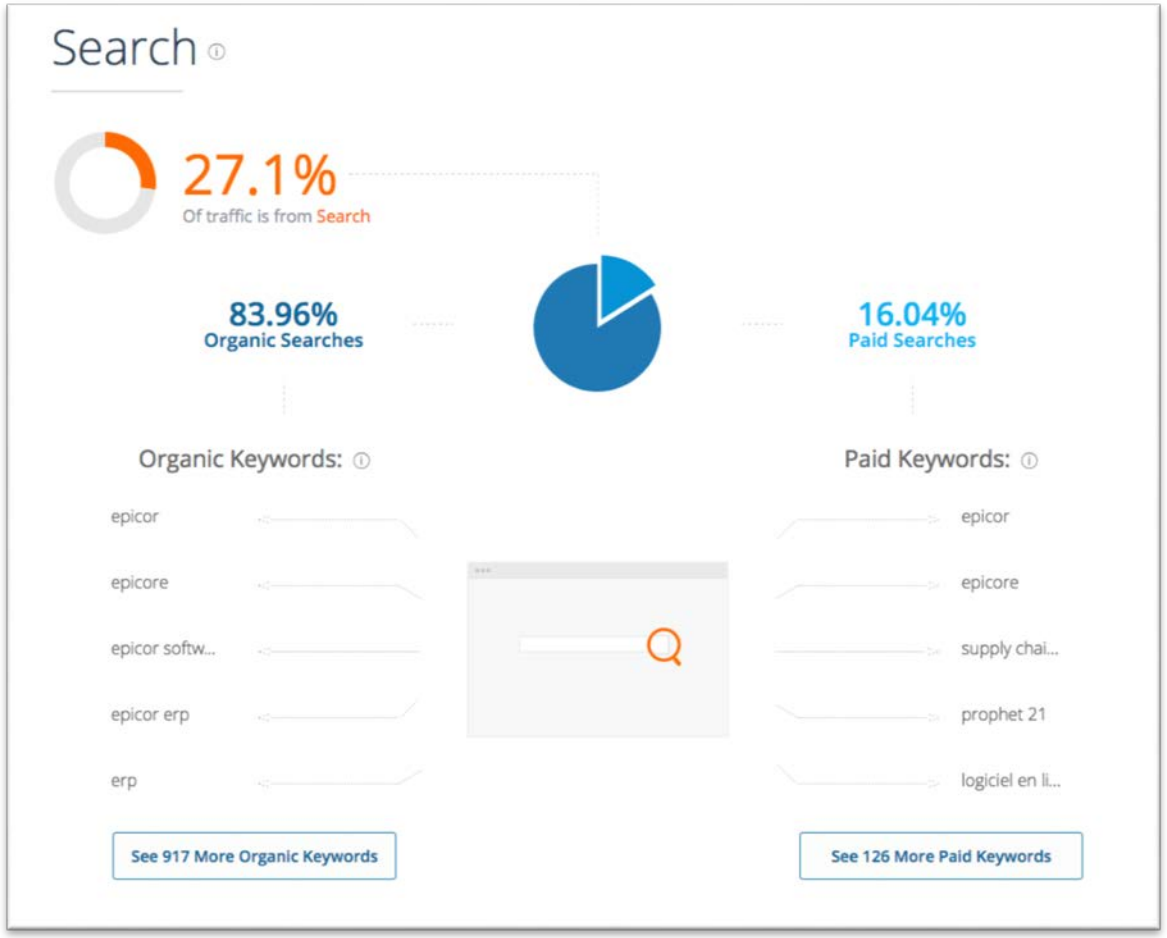
## Validation and Continued Optimization

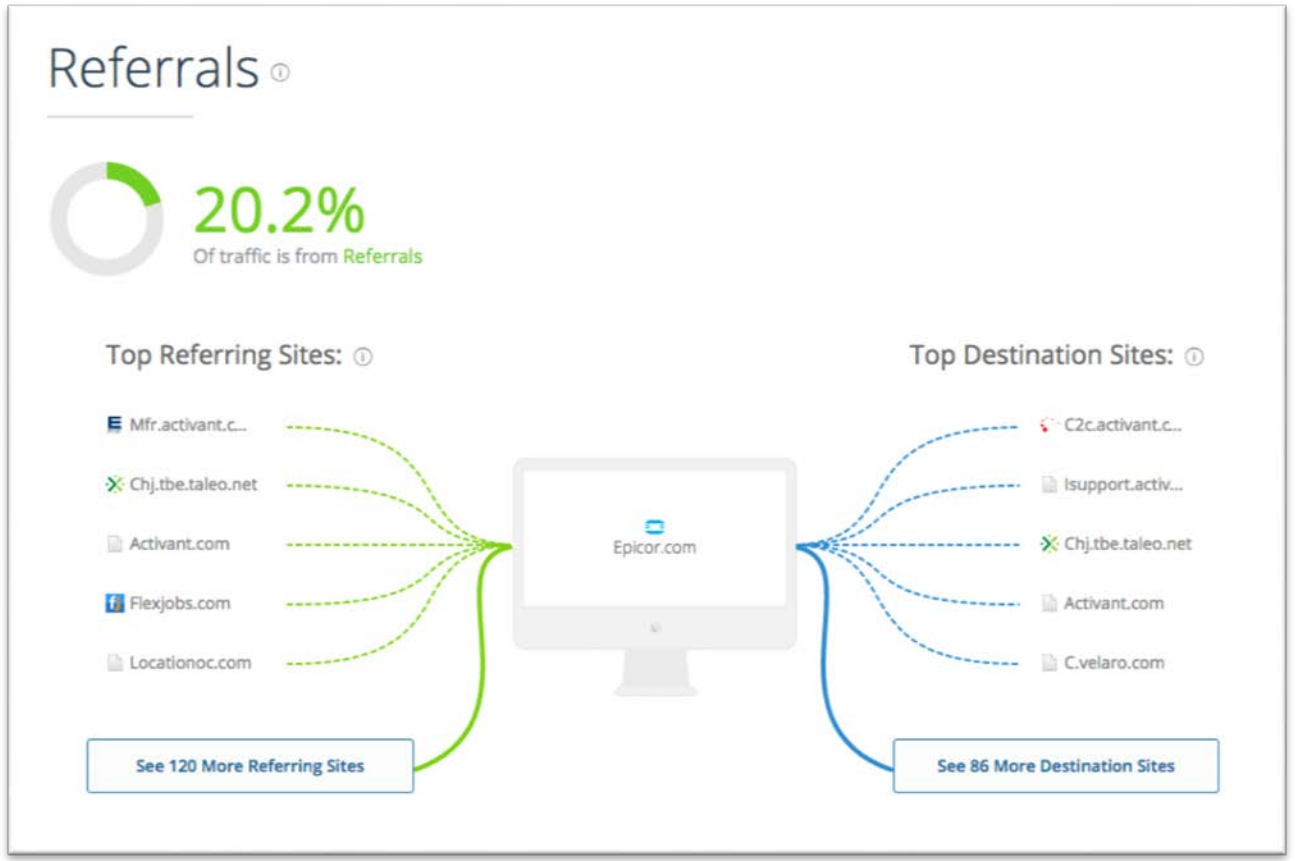
Use Search Console to see what pages are ranking well and learn from them. The more you reverse engineer, the smarter you'll become.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Data Example: SimilarWeb

http://www.similarweb.com/website/epicor.com

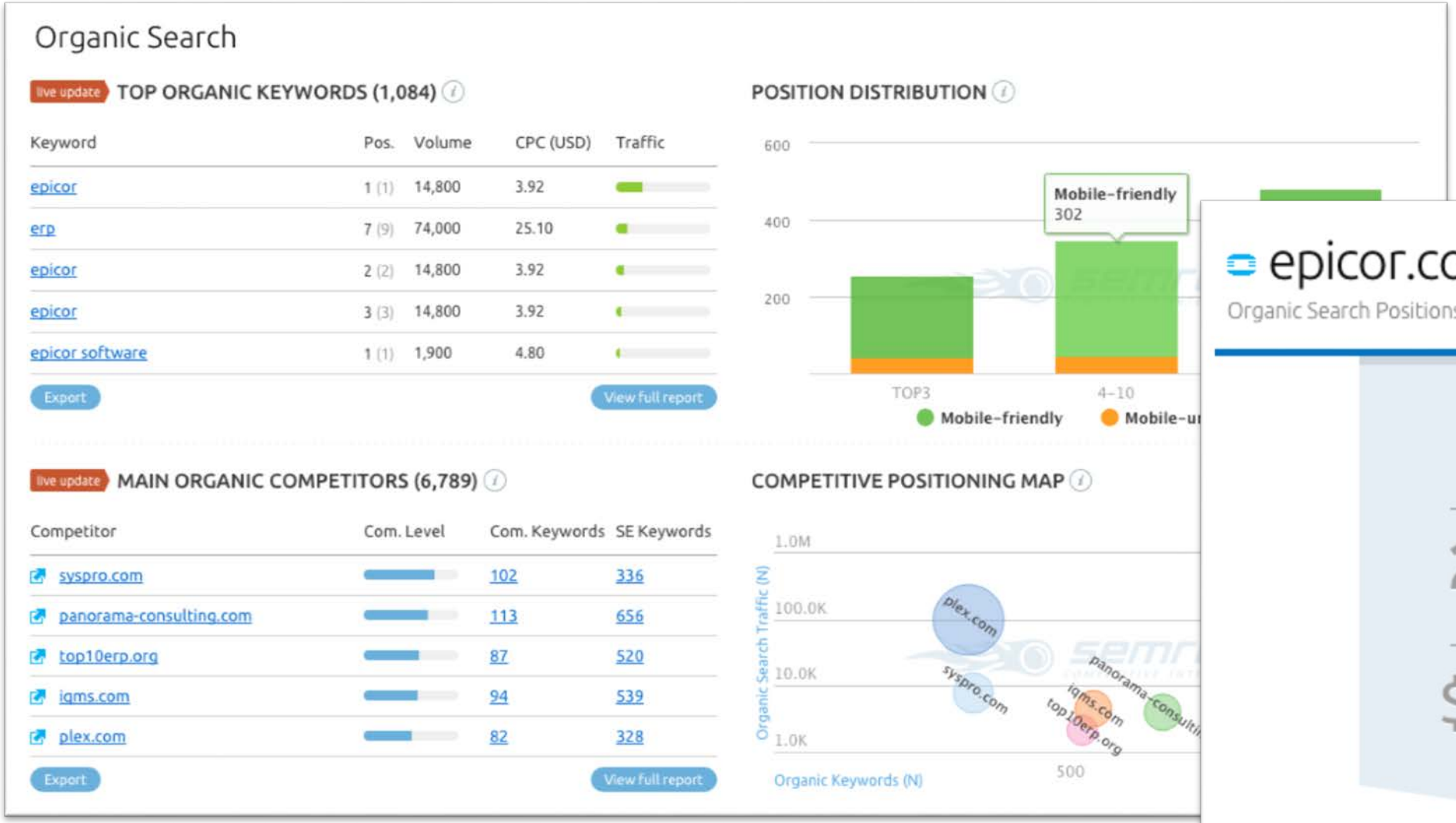


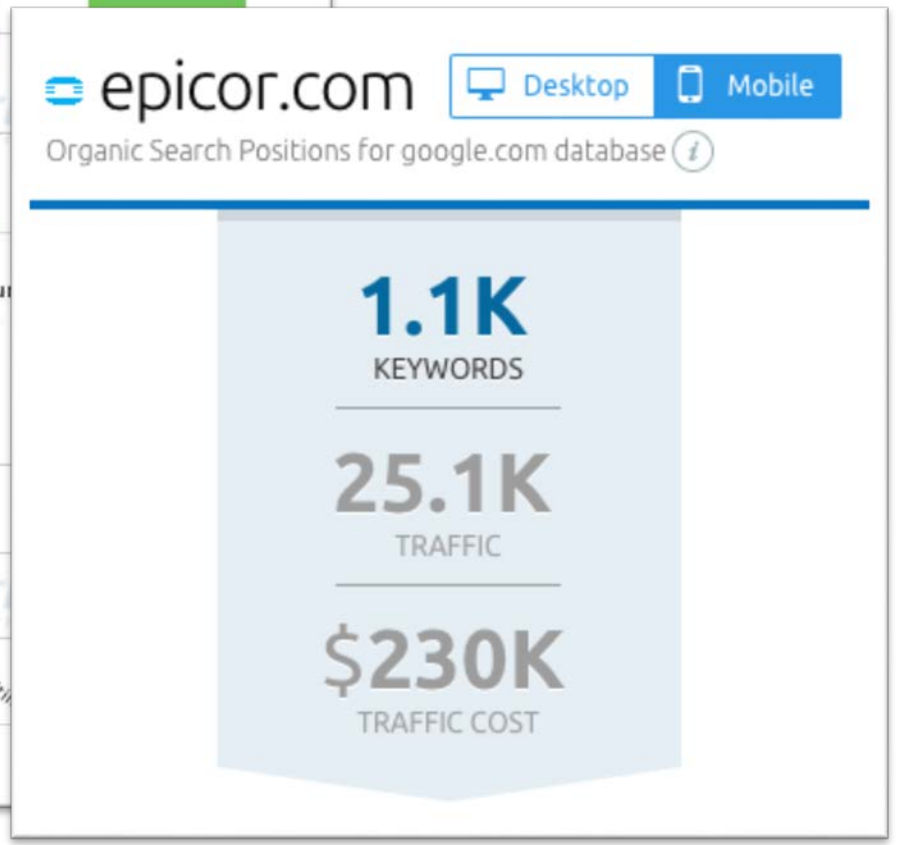




*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Data Example: semrush

http://www.semrush.com/mobile-us/info/www.epicor.com%2F

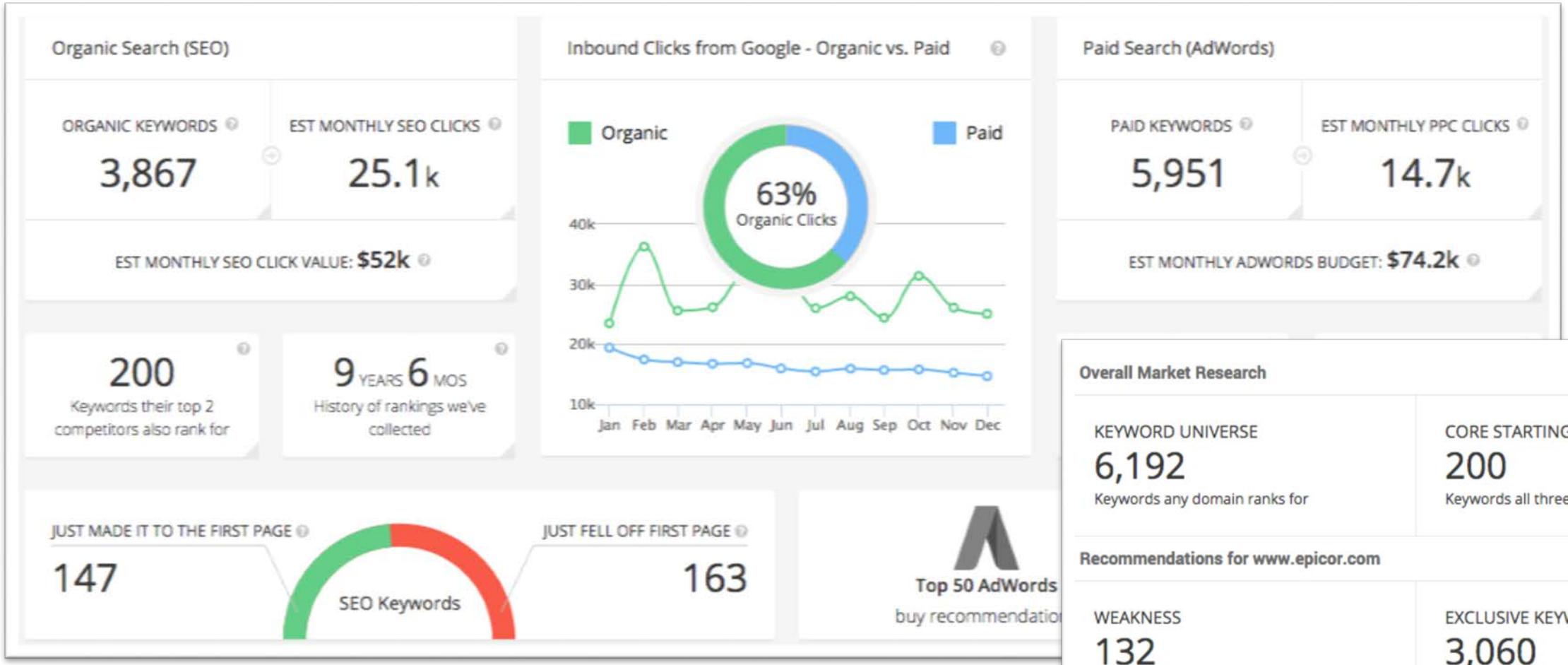


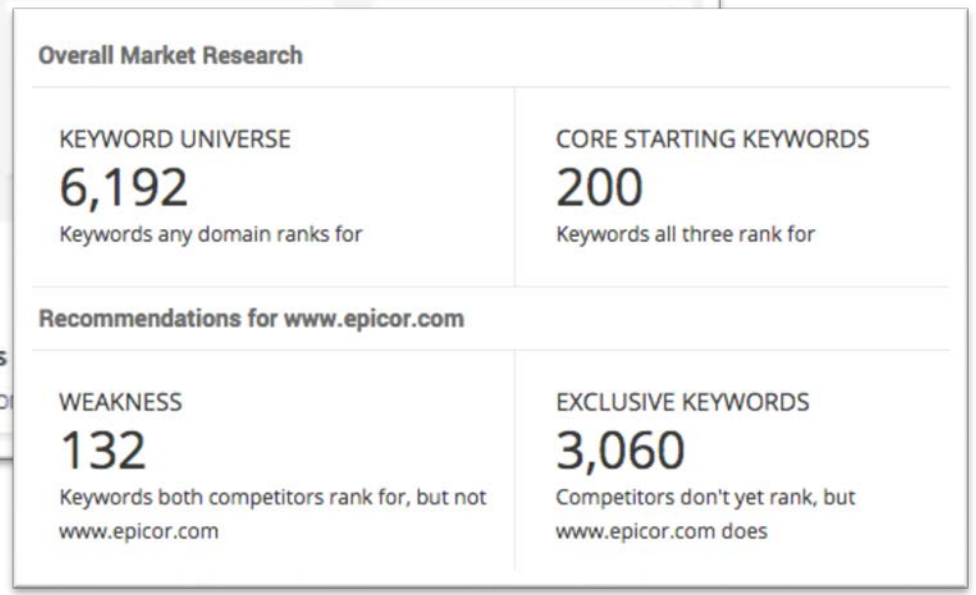




*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Data Example: SpyFu

http://www.spyfu.com/overview/domain?query=www.epicor.com




*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

IN CASE YOU MISSED IT

# Let’s take another look at the core principles we discussed on day one.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Remember the Formula

The Free SEO Tools are Used in the Entire Optimization Process

### #1 –Research Keywords

Audit website, review competitors, research keywords and search volumes.

### #2 –Map Keywords to Content

Map your preferred keywords to specific pieces of content within your website.

### #3 – Write Content

Write content based on keywords, but stay focused on the user experience.

### #4 – Optimize Content

Optimize URLs, headers, text, links, meta titles and descriptions for the keyword.

### #5 – Build Internal Links

Build internal links to the content via your navigation menu, footer, sidebar, content.

### #6 – Build Social Shares

Share content on Facebook, Twitter, LinkedIn, and Google+.

### #7 – Build Off-Site Authority

Get your main URL noticed and mentioned via external sources to strengthen authority.

### #8 – Check Ranking Progress

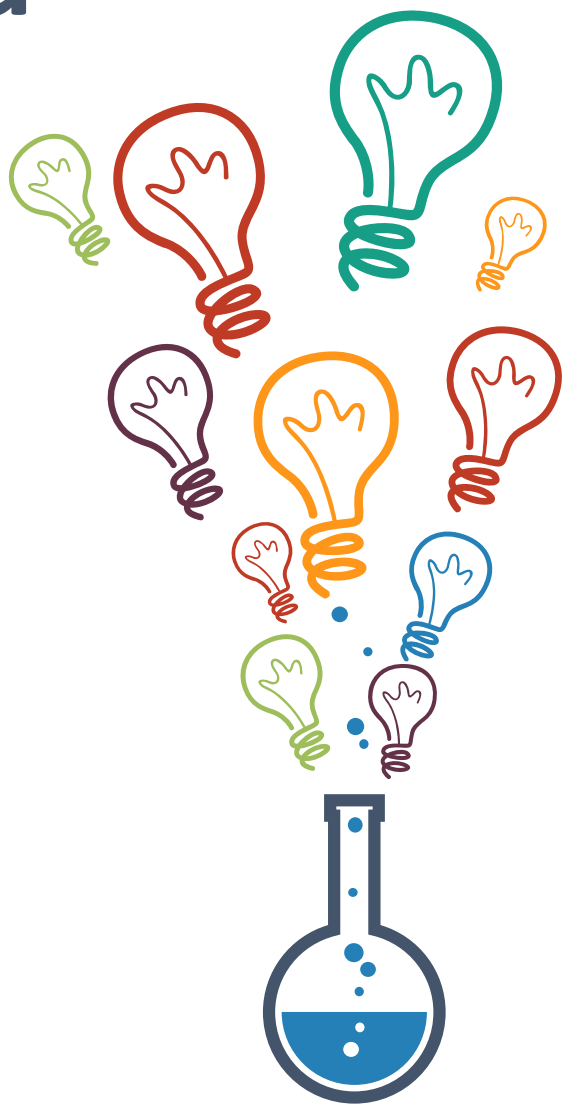
Give Google time to index and rank the content, then check on your progress.

### #9 – Optimize Further

Fix what you missed. We all miss something and we can always improve efforts.

### #10 – Document and Repeat Success

Document what ranked, reverse engineer why, and repeat process on other content.



*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Remember the Keys to Success

### Research & Plan

Everything is based on research, data, and planning. Don't write content until you research and explore possible keywords.

### Create and Optimize

Create quality content that is closely tied to your target market and the data discovered with keyword research.

### Strengthen Process

The process doesn't end when content is published. Continue to optimize on and off-page as needed until desired results are obtained.

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# Boost Your Knowledge

1

## SEO News Websites

Search Engine Land @ searchengineland.com
Search Engine Watch @ searchenginewatch.com
The Moz Blog @ moz.com/blog
Search Engine Round Table @ Seroundtable.com

2

## SEO Reporters and Bloggers on Twitter

@DannySullivan
@MattMcGee
@rustybrick
@MattCutts
@DuaneForrester
@randfish

3

## SEO Consultants on Twitter

@sugarrae
@AlanBleiweiss
@SEOAware
@glenngabe

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*

# How Can We Help You?

**Cory Miller**

ithemes

@corymiller303

**Rebecca Gill**

web savvy marketing

@rebeccagill

*Web Savvy Marketing & iThemes Media LLC Copyright © 2015, All Rights Reserved*