

Tools of the Trade

Ahrefs

Backlink lists, Anchor text, Top linked content, Competitive domains, Competing pages, Content gaps, Broken links, Content explore, Keyword explore

Bing Webmaster Tools

XML sitemap submission, Disavow links, Connect and verify social sites, Page traffic, Top keywords, Mobile friendly check, Inbound links, Crawling information, Markup validator, SEO analyzer, Keyword research

BuiltWith

Investigate a website's technology.

Dynomapper

Website crawls Content inventory URL lists Sitemap generator Accessibility testing

Google PageSpeed Insights

PageSpeed Insights measures the performance of a page for mobile and desktop devices.

Google Search Console

XML sitemap submission, Keyword ranking, Top pages, Inbound links, Linked content, Meta issues Mobile issues, Crawl errors, Disavow links

Gtmetrix

GTmetrix is a free tool that analyzes your page's speed performance.

Tools of the Trade

KW Finder

Keyword suggestions, Keyword volumes, SERP list, Difficulty factors, Ranking metrics

Majestic

Backlinks, Anchor text, Follow vs. Nofollow, New links, Lost links, Neighbourhood checker

MozBar

Meta title and descriptions, Headers, Bolded and italic text, Alt text, Canonical links, Robot.txt file usage, On-page highlighter

MozLocal Search

Checks online business listings for accuracy.

Screaming Frog

Website crawls, Broken links, Meta data, XML sitemaps, Redirects, Duplicate content, Robot files

SEMrush

Keyword ranking, Top pages, Adword usage, Competitor comparisons, Technical audits, Backlink audits, Social media usage, Brand mentions

SpyFu

Keyword ranking, Top pages, Adword usage, Competitor comparisons, Inbound links, Link opportunities

WHOIS

Displays registration data for websites and blogs.

WooRank

Investigate a website's existing on-page and technical SEO.