

# TOP SEO TOOLS



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MEDIA

Internet Publishing

## RECOMMENDS

### FREE TOOLS



With a free SEMrush account, you get 10 searches per day, 10 results per search, 1 project, 10 keywords to track, and 100 pages to crawl.

If you're looking to get some practice with SEO, this free tool may be a good place to start. It's easy to use, and the free version does offer some great insights.



Moz offers a whole suite of free tools, including: Keyword Explorer, My Business Listing (local search), Open Site Explorer (link analysis), MozBar (on-page SEO metrics), and more.

Keyword Explorer is one of the most popular tools, as it allows you to narrow down the most relevant keywords for your site. They also offer paid subscriptions.

### GOOGLE TOOLS



A tool which shows the popularity of any given keyword over time. It shows if keywords are trending vs. starting to become dated, so you can be sure to choose the best keywords for your SEO efforts.

The tool also helps users to find keyword related queries for topic generation.



Knowing your site's speed is more important today than ever. It's definitely up there on Google's list of ranking signals to look for, so it makes sense to keep it up to par.

Google PageSpeed Insights allows you to see how Google views your site speed for both mobile and desktop users. Google even offers tips for improving your page speed.



Buzzsumo offers the ability to search for topics that are most shared and trending now, that are relevant to your ideal keywords.

You can search specific timeframes, languages, content types, and more. This tool helps users to see what people are reading, watching and engaging with.

The tool is easy to use, and free up to a certain number of certain per IP address, per day.



Answer the Public is a tool that is slightly similar to BuzzSumo, in that it searches for content that is trending now and/or shared often.

However, this tool also provides ideas for potential SEO-friendly blog post titles and other content based on questions real people are asking.

Results are displayed visually or in a list form, and link to articles on Google in order of popularity.



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