Marketing Tools: SEO

Must-have tools for SEO Growth

1. **Look at Goals:**

SEO Goals:

- Be indexed by google
- Rank highly for relevant terms.
- Seo done well can provide an impressive ROI.

SEO tool categories:

SEO is an ongoing effort.

- Technical
- Content
- offsite
- Competitive

Have visibility across all the areas of SEO.

Technical SEO tools

It's important that your site is accessible to crawlers.

Detouring makes google frustrating.

- Google search console
- Google diagnostic tools
- We.dev
- Pagespeed insights
- Test my site
- Lighthouse
- Structured data testing tool .
- Screaming Frog SEO spider

Content SEO tools

Text helps google understand what your site is about. Your content needs to be descriptive and properly formatted.

Top Content Tools:

- Google search console
- Screaming frog seo spider
- Google keyword planner
- KWFinder
- Answerthepublic
- Google suggested search
- Google trends
- Siteliner
- Buzzsumo
- Ahrefs
- SEMrush

Offsite visibility with SEO

Offsite seo is primarily about achieving links to your site from other reputable sources around the web.

Top offsite tools:

- Google search console
- Ahrefs
- SEMrush
- Buzzsumo

Competitive research for SEO

2. **Google Search Console**
   - Search.google.com/search-console/

Signing up for google search console

- Signup for google search console by clicking "start now"
- Login with your account.
- Enter domain and verify ownership.

Overview of google search console

Now you can see all performance and coverage of your site. It's good to check it periodically.

Understanding search performance

Check your search results.

It will show how many clicks on your site and total impressions means how many time your site appears on the search.

Evaluating SEO problems

Go to enhancements and check for mobile useability, here you will find all the issues on your site.

Understanding crawl factors

An important area in google search console is **index.** Click on coverage and see all the issues.

3. Google Diagnostic tools

Using google web.dev

Web.dev is a great tool to test your site.

Interpreting web.dev results

- Click on test my site.
- Enter url of your site and run audit.
- You can see now all the issues and how to fix them.

- You can also view the report in "lighthouse" or download it.

Understanding page speed elements

- First contentful paint, speed index, first meaningful paint all ate important indicators for speed.

Using google test my site

- Go to www.thinkwithgoogle.com/feature/trstmysite
- It will tell about how fast website will on mobile.

Using google lighthouse

- Go to view-->developer-->developer tools
- Select double arrow and click on audits
- Run audit
- You can toggle between mob/desktop
- Now you can review all the issues.
- **4. Screaming frog spider**

What is screaming frog:

- Google starts evaluating your site is through "crawl" and indexing all the content.
- Screaming frog is great for crawling.
- It gives detailed overview of everything even redirects and sitemap.

Exploring the interface

- Download screamingfrog
- Add url and select start
- On right side, you will see overview of everything.
- You can check everything like titles, meta data, headings everything wrt to seo.

Configuring your first crawl

- Go to configuration-->spider
- You can check options according to your requirements. (in paid version)

Reviewing results

- After report is generated, you can see all the results in the main window with their codes.
- You can filter results like only show html, css

Generating a sitemap

- Sitemaps are very important as they really help google to see hierarchy of your site.
- Click on sitemaps and choose xml sitemaps.
- Click options of your choice.
- Click next and save it.
- You can now upload it to your website and also google search console.

Importing crawl data

- If you change your url, or even migrated from http to https that all old urls redirect to new url.
- The best way to see is crawl your site before you make any change.
- On the top left corner of screaming frog click on "export "and save that as csv.
- Go on mode and switch to list.
- Now we have option of upload.
- Upload the exported csv.

- Click ok and now it will crawl all the urls that they are found or not.
5. **Keyword resources**

Using google keyword planner

- "Google keyword planner" is great tool to create keywords.
- It is available to you if you have a google advertise account.
- Ads.google.com--> keyword planner -->discover new keywords
- Enter your product name and get results.
- It gives a good idea that what people ate searching. What words people are using.
- You can also search for "search volume and forecast" for different keywords which are in your mind.

Using KWFinder

- Kwfiner.com
- Start your search with a keyword which is in your mind or a domain.
- You can select locations too.
- This is a paid tool.

Using AnswerThepublic

- Answerthepublic.com is a great tool for keywords.
- You will get hundreds of auto suggestions which can be use in proper keyword hunting.

Using google trends

- Trends.google.com suggests which search is trending these days.
- We have ability to search through location.
6. **Google Structured Data**

What is structured data?

Structured data is a way of describing your site to make it easier for search engines to understand. And to describe your site to search engines, you'll need a vocabulary that presents content in a way that search engines can understand. The vocabulary used by the big search engines is called Schema.org, which changes your content into code that they can easily process. Search engines read the code and use it to display search results in a specific and much richer way. You can easily put this piece of code on your website.

Getting Started with structured data

- Google has lot of data/information about structured data that how it works.
- https://developers.google.com/structured-data

Structured Data testing tool

- Google has a "structured data testing tool"
- Search.google.com/structured-data/testing-tool
- Go to above url and enter url of your website
- Yiu will get all the data about it.
- You can see all your warning, errors and the code associated to that error.
7. **SEMrush**

What is SEMrush?

- It's a web application that allows you to analyze tons of seo associated to your site in compare to your competitors.
- They show ranking position of every site.
- They have a free trial but it's a paid tool.

Conducting keyword research

- Search for your keyword in SEMrush
- We can see volume of that search, associated to keyword.
- We can see paid search competitive nature.
- You can see organic search results too.

8. Ahrefs

What is Ahrefs?

Ahrefs is mainly **used** to analyze a website's link profile, keyword rankings, and SEO health. You can also **use Ahrefs** to conduct keyword research for Google, YouTube, and Amazon. And many people **use Ahrefs** to find content that's performed well (in terms of social shares and/or links) on a given topic.

9. Bonus Tools

Using SiteLiner for duplication issues.

- Your site should not have duplicate content. This is bad for seo and google will lower your ranking.
- Siteliner is a tool to solve this problem.
- Simply enter your url and check for duplicate content.
- Check for the matched percentage and it will show where it matches with other content.
- Download these reports as pdf of csv and fix all issues.

Using buzzSumo for content research

Buzzsumo is powerful online tool that allows any user to find out what content is popular by topic or on any website.

In order to provide the content that people want to know, you need to know what it popular. It can take hours scanning all the various social sites to find out what people are talking about and what their concerns and needs are. Being able to input certain search criteria, analyzing content and finding out what is already working in your area can be priceless to a marketer to help sharpen your focus and give you direction. Buzzsumo is that tool.

Using plugins for wordpress SEO

- Yoast seo plugin is geat for seo.
- Rankmath is also very good.