



Managing your SEO Plan effectively requires a focus on building quality inbound links, building valuable content that aligns with your keywords, and maintaining a technically healthy site.

Use the tools below to get started.



### Top SEO Tools

- ❑ **Google PageSpeed Insights** – Analyze and optimize your website to make it faster. Use the PageSpeed tools to get your PageSpeed score and suggestions for how to improve the speed of your website. Check it out at <https://developers.google.com/speed/>
- ❑ **Google Trends** – See the latest keyword trends locally and globally. Use Google Trends to discover new keywords and spot trends in keyword usage over time. Compare the popularity of keywords and adjust your strategy when appropriate. Check it out at <https://trends.google.com/trends/>.
- ❑ **Google Keyword Planner** – Discover relevant keywords and monitor trends. Part of the Google Adwords platform, this free tool works to find keywords that are most relevant to your business. See how often keywords are searched and how their search volume changes over time. Check it out at <http://adwords.google.com/KeywordPlanner>.
- ❑ **Google Search Console** – Keep your site health in check. Curious how Google views your website? This tool provides insight into which keywords users are searching for when they land on your site. If this is your first time using this tool, you will need to verify ownership of your site, then allow Google time to gather data. Check it out at <https://www.google.com/webmasters/tools/home>.
- ❑ **SEM Rush** – Run a competitor analysis. Enter a competitor's web address and see the keywords that your competitors are ranking for. This tool will also show you other competitor websites to consider. You can register on the site for free and run up to ten requests. A paid subscription is also available. Check it out at <https://www.semrush.com>.
- ❑ **Yoast** – SEO plugin for WordPress sites. Use this tool to assist in creating title and meta descriptions based on your keyword. It also provides a page analysis, giving you suggestions for improving your content and SEO. Check it out at <https://yoast.com/>.
- ❑ **XENU's Link Sleuth** – Find broken links on websites. Keep your website usable and free from broken links or images. This tool is also useful for finding broken links on other sites, where there is an opportunity to offer a link to your own content in place of the outdated content. <http://home.snafu.de/tilman/xenulink.html>
- ❑ **Screaming Frog SEO Spider** – Evaluate and manage your on-page SEO. Generate a list of all your website pages and manage titles and meta tags, headings, word count and much more! <https://www.screamingfrog.co.uk/seo-spider/>
- ❑ **Answer The Public** – Uncover content ideas related to your keywords. Create content that answers the questions your audience is asking. <https://answerthepublic.com/>

