

Essential Marketing Toolkit

Advanced SEO & Linking Tools



Rank Tracking & Analytics

SEO Power Suite

This has a huge range of uses and includes a few pieces of software. You get [RankTracker](#) (the best rank tracking software imo), [Website Auditor](#) (great for checking onsite issues), [SEO Spyglass](#) (download competitor backlinks) and [LinkAssistant](#) great for guest posting. This piece of software is an essential suite of SEO tools that everyone should have in their arsenal.

[LINK TO RESOURCE](#)

Rating ★★★★★

Screaming Frog SEO Spider

Allows the user to quickly analyse, audit, and review a site from an onsite SEO view, easily export results to an excel spreadsheet and much more. Also use this tool to diagnose onsite issues and while it is well featured it just does not, in my opinion, compare to Website Auditor from the SEO Powersuite. For use with PC or Mac. There is a free version of Screaming Frog SEO Spider for you to try.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Serp Fox

Offers advanced reporting of SERPs, has multiple time frames to track changes to SERPs on a daily, weekly or monthly basis. Their intelligent tracking technology ensures accurate search engine results. Easily set-up notifications that will save you plenty of time.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Backlink Checkers

Moz

Great suite of tools that can be used for downloading backlinks from Open Site Explorer. It is worth taking out the 30 day free trial just to download all of your competitor's backlinks to replicate, neat tool to grab hold of. 30 day free trial.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Ahrefs

Updated more often than Moz and also shows much more detailed stats. You can also use it to see if people are 301ing aged domains to sites which you do not see in Moz, very useful.

[LINK TO RESOURCE](#)

Rating ★★★★★

SEO Spy Glass

This is part of SEO Powersuite which is essential for any SEO in my opinion. Allows you to check your competitors backlinks and manage them all. Check for new links, deleted links, import your own and get some great statistics and reports.

[LINK TO RESOURCE](#)

Rating 

Majestic SEO

Their bulk backlink checker is a valuable time saver resource. Analyse the backlink numbers for hundreds of URLs using their paste feature, works very quickly and efficiently.

[LINK TO RESOURCE](#)

Rating 

Google Webmaster Tool

Add your site to Google Webmaster Tools and you can download some of your backlinks.

[LINK TO RESOURCE](#)

Rating 

Bing Site Explorer

The new kid on the block Bing Site Explorer gives you access to a sample of your backlinks.

[LINK TO RESOURCE](#)

Rating 

Inspyder Backlink Monitor

Great tool to keep track of and monitor your links. It also supports tiered structures and will sort out the hierarchy for you automatically, along with index checking, page rank checks, anchor text checks, reports, scheduling and much more.

[LINK TO RESOURCE](#)

Rating 

Keyword Research & Analysis.

[Market Samuri](#), which has a free trial version, can be used for keyword research and SEO competition analysis. It is easy to use, has a clean interface and actionable data. The rank tracker is great for anyone wanting to track under 50 keywords.

Buy Proxies

Many people only use the semi dedicated proxies which never seem to be banned from Google and are very fast, you can choose between USA or Europe based ones as well. Don't bother with the dedicated, the semi-dedicated are more than enough.

[LINK TO RESOURCE](#)

Rating 

Squid Proxies

Some private proxies from Squid always seem to get blocked by Google very quickly. They also seemed to have a hard time in rank tracking software and just get stuck, there are multiple posts about this across forums. Proxies from Buyproxies literally run rings around the ones from Squid, but it is still a resource worth looking at.



[LINK TO RESOURCE](#)

Rating

Buzz Bundle

This is a relatively new tool but has quickly become popular in the internet marketing world. It will allow you to automate and manage traffic generation techniques. In fact it is a great way to generate traffic to any blog. No link building or SEO required to engage your audience.

[LINK TO RESOURCE](#)

Rating

Link Building

Ultimate Demon

Ultimate Demon really is the best tool for building out tier 1 links. It supports a huge range of platforms, you can add your own sites, schedule everything up, setup campaigns in minutes and more. Everything you need in one tool, none of this overpriced monthly subscription business either!

[LINK TO RESOURCE](#)

Rating

Link Assistant

This is part of SEO Powersuite. The main purpose is to find link exchange partners, it can also be used for automating the contacting, searching and managing of guest posting very well.

[LINK TO RESOURCE](#)

Rating

SeNuke (FreeTrial available)

To be honest this is a fantastic piece of software and it is well worth taking the trial. But it is extremely costly at \$147 a month which is why for a cheaper option possibly choose Ultimate Demon instead.

[LINK TO RESOURCE](#)

Rating

Sick Submitter

Don't let the name put you off, it is a very versatile tool that can post to a range of platforms when you get packets and templates from the forums. All of the individual functions are great but can take some getting used to make everything tick correctly. It is very cheap for what you do get though!

[LINK TO RESOURCE](#)

Rating

GSA Search Engine Ranker

This is in the opinion of many top internet marketers to be the best tool for link building. Supports over 100 platforms, scrapes targets, posts to them, verifies emails and checks the links are live all in one tool. It is literally a set and forget piece of software, great for those lower tier links!

[LINK TO RESOURCE](#)

Rating



Blog Net Bandit

There really is no tool like it for automating web 2.0s. It takes less than 5 minutes to setup a huge campaign of multi-tiered web 2.0 properties and is great for adding strength and authority around your tier 1 links.

[LINK TO RESOURCE](#)

Rating

Scrape Box

Has a huge range of useful functions but when it comes to comment blasts it really is head and shoulders above the rest.

[LINK TO RESOURCE](#)

Rating

Xrumer

The fastest and most efficient link building program out there. It has a very steep learning curve but once mastered you can post to nearly any platform you want at blistering rates. So if you want to create a million backlinks in a matter of hours then look no further than this tool.

[LINK TO RESOURCE](#)

Rating

Authority Link Network

ALN got hammered by Google a while back but the truth of the matter is contextual links from high PR domains are still the ultimate link whether from a white hat or black hat source. I still have sites ranked purely with blog networks like this but it's not a long-term strategy. Instead use networks like this to boost your Tier 1 links without risk

[LINK TO RESOURCE](#)

Rating

Rank Solver

All submitted articles go through human review to reduce spam. Similar to Authority Link Network.

[LINK TO RESOURCE](#)

Rating

No Hands SEO

A great one click backlinking solution, but it just doesn't compare to GSA Search Engine Ranker on any level.

[LINK TO RESOURCE](#)

Rating

Scrape Jet

Essentially a clone of No Hands SEO made by the Scrapebox Team. Expected it to be good, was disappointed with the results. Again, GSA Search Engine Ranker beats it in all aspects.

[LINK TO RESOURCE](#)

Rating

Captcha Solving

GSA Captcha Breaker

This is a new captcha solver to the market brought to you by the team behind GSA Search Engine Ranker. It is far more developed than Captcha Sniper but does cost a bit more. Given that the team behind this software push daily updates out to GSA SER there is no doubt this will continue to establish itself as the leading captcha breaking software.

[LINK TO RESOURCE](#)

Rating 

Captcha Sniper

The early versions of this sucked but now it is faster, more stable, supports loads of different captcha types and its perfect for use with GSA Search Engine Ranker after recent updates.

[LINK TO RESOURCE](#)

Rating 

On Page SEO Report

So what exactly is On Page SEO anyway?

Put simply it informs search engine bots exactly what your web page is about. As you are aware bots are not human and therefore you cannot reason with them, and unless you are quite precise and detailed about your page they will not discover anything of any relevance. To show a bot what your web page is trying to tell the rest of the world you will need to implement certain criteria in order to rank well.

I will try to explain.

Always try to use keywords in the URL of all your posts, describing the page or post is of huge importance, this is commonly known as the "slug". The slug is a big ranking factor that all search engines use to determine the relevance of the page or post concerned.

When writing a post Wordpress will automatically turn the title into a H1 tag. A lot of other themes will do the same. You should also include H2 and H3 tags which will allow you to organise the content better for all of your readers as well as making the keywords stand out.

It is a good idea to always add an image to posts, they should have correct titles attached to them and have related keywords with alt tags.

Make your keywords really stand out in the body by making them bold, italic or even underline them, however do not over do this part. Remember it is quality you are after so just for the sake of a higher ranking tread carefully with this one.

Using external and internal linking is important for any on page SEO strategy, your main keyword should be used as anchor text (a clickable word or words within a link).

Meta data is vitally important to on page SEO also. The meta description, meta keywords (only seen by bots, they were designed to trick bots into ranking sites for whatever keyword was on



offer) and meta title (not the same as your post title) all describe the post or page to the search engines and its many users.

So how often should you use your main keyword within a post? Commonly referred to as keyword density. Gone are the days of overdoing it, keyword stuffing, Google have got very wise to that now. The rule of thumb here is to make it obvious to the bots exactly what the post is about, so as a guide between 2% and 4% is acceptable.

There are some very useful Wordpress plugins that will do the job for you out there right now, but as a guide to what to look out for before going down that route I have drawn up a few things to look out for.

1. Is it easy to set-up.
2. What on page SEO elements does it cover.
3. Can you control the settings manually, sometimes it is better if you can do it yourself and not rely on the software you are running.