

# Essential Marketing Toolkit

## Search Engine Optimisation



### SEO SOFTWARE RECOMMENDATIONS

#### SEM Rush



SEMrush tracks a vast array of different metrics and types of organic data. With their organic data, you can easily view not only who ranks for what, but how successful a specific keyword is for a particular domain. You can see what the value of organic traffic to a domain is, allowing you to quickly measure the worth of a domain. Delving deeper, you can see the value of organic traffic to individual landing pages on a domain, allowing you to easily view what the precise popularity of a product, service, or page is. SEMrush make it simple to examine and compare any website against any other of the many millions of domains that they track. You can compare the organic positions of two websites by common keywords, which indicates where each domain ranks for each keyword in relation to one another. This can easily be utilized to locate flaws in rankings and therefore create bullet-proof tactics for your own SEO strategies.



[LINK TO RESOURCE](#)

Rating ★★★★★

#### SEO Spyglass



This piece of software is an extremely powerful competition research tool designed to tell you exactly how your competitors are getting to the top of the search engines. Far too good to be free, but it is, cool alternative to the SEO module of Market Samurai.

[LINK TO RESOURCE](#)

Rating ★★★★★

#### SEO Moz

Is now called Moz.com, I have added an extra link here for all those wanting to read their in depth guide to SEO for beginners and established professionals, <http://moz.com/beginners-guide-to-seo> Moz will show link data for any URL you ask and much more.

[LINK TO RESOURCE](#)

Rating ★★★★★



## Traffic Travis

Great for analysing SEO keyword competition. Shows top ranking websites for the term in an easy to read chart format that gives all the relevant SEO factors needed; PageRank, domain age, number of backlinks, number of .edu and .gov backlinks, DMOZ and Yahoo listings.

[LINK TO RESOURCE](#)

Rating ★★★★★

## Link Appeal

This tool will calculate the desirability rating of having a link on the URL you specify. Includes factors such as PageRank, number of outbound links, and the percentage of links to HTML.

[LINK TO RESOURCE](#)

Rating ★★★★★

## Solo SEO

Provides links too many custom Google searches for the keywords you are seeking. A cool way to find potential links to your own websites, also research the competition or find content to write about.

[LINK TO RESOURCE](#)

Rating ★★★★★

## VERY USEFUL SEO TOOLS

### SEO Quake



SEO Quake is a popular and handy analytic seo toolbar for Firefox, Chrome and Opera browsers. SEO Quake helps to obtain information about any site for a wide range of parameters such as page rank, Google index, Alexa and many others. It has a built in Keyword Density tool which serves to demonstrate the number of times a keyword or phrase appears on a web page. SEO Quake also has a parameter that highlights no follow links, the toolbar shows the values of the parameters under each search result in SERP of Google, Yahoo, Bing, Yandex, and Baidu.

The SEO Quake toolbar is very easy to install and only takes a couple of seconds to get up and running.

[LINK TO RESOURCE](#)

Rating ★★★★★

### SEO Book

This is a free open source, search engine rank checking tool for Firefox. It is designed with privacy in mind.

[LINK TO RESOURCE](#)

Rating ★★★★★



## Screaming Frog

This a small program easily installed to any desktop, for PC or Mac, which spiders websites, links, images, CSS, script and apps from an SEO perspective. Export findings into an excel spreadsheet which are presented as tabs.

[LINK TO RESOURCE](#)

Rating 

## Bing SEO Analyser

Are your pages following the best SEO practices? Get an on demand report that highlights issues in your page source and provides you with recommendations on how to fix them.

[LINK TO RESOURCE](#)

Rating 

## SEO Search Tool

Easily build Google searches in any combination of a Google supported top level domain, country and language. Great tool for international SEO's.

[LINK TO RESOURCE](#)

Rating 

## SEARCH ENGINE RANK TRACKING

Attention all internet marketers or those with an online business presence, you simply must track your results to see what works and what doesn't. Many will tell you not to get too obsessed with search engine ranking but to concentrate on traffic and conversions. I agree, but also as important is tracking your results. Here are a few we have tried and love to use ourselves.

## Moz Rank Tracker

SEO MOZ Rank Tracker Retrieves search engine rankings for pages and keywords and stores them for easy comparison later. PRO members can also track selected rankings over time and can even sign up for email alerts to be notified about changes. The tool fully supports Google, Yahoo and Bing search engines so you can track ranking on all the major search engines.

[LINK TO RESOURCE](#)

Rating 

## Search Engine Watch

A variety of reports showing how search engines are performing in different areas. How often search engines are crawling, feedback responsiveness, testing and more. Very useful site indeed.

[LINK TO RESOURCE](#)

Rating 



## Web Page Analyser

The Web Page Analyser will read the page you specify, and put it through a few basic tests to see if qualifies as 'search-engine-friendly' for the phrase you specify. It then gives a report on the good, and the bad points of the page in SEO terms.

[LINK TO RESOURCE](#)

Rating

## Clever Stats

Checks the search rank of a web page for any keyword. Discover what sites link to yours and find out your site ranking position.

[LINK TO RESOURCE](#)

Rating

## Check Rankings

Free keyword position tracker. Monitors keyword rankings for multiple search engines and graphs them.

[LINK TO RESOURCE](#)

Rating