

Essential Marketing Toolkit

SEO Tools And Software



SEO Tools And Software

A lot of SEO tools and internet marketing software can be quite expensive if you are just starting out. But if you are ultra-resourceful then you can take advantage of the best free SEO tools and trials that are available. You can get everything from free email marketing services all the way through to free SEO software.

Below is a compiled a list of all of the best free SEO tools and software in one place for your convenience.

Getting The Most Out Of Free SEO Tools & Software

If you are considering taking out any of the free SEO software below then you will want to make sure you squeeze the most out of the trial period as possible.

So before you start any trial, take time to familiarise yourself with the service/software via tutorials on YouTube or from forum discussion groups or even social media sites. If it is a link building software trial for example you should watch tutorials so you know how to use it before you start the trial. It is advisable to plan out your campaign and prepare all of the content you will need so you can make sure 100% of the trial period is spent building links and not figuring things out.

The Best Free SEO Tools & Software

I have highlighted all of the best SEO tools and trials at the top of this list.

I have also split them all into different categories to help you find what you need quickly. Using the free SEO tools & software below you can setup, track and monitor a tiered link building campaign.

Moz (30 Day Trial)

Moz is one of the best SEO tools to monitor your site and link building campaigns. It does it all from rank tracking to on page recommendations and you can even use it to download all of your competitors backlinks!

[LINK TO RESOURCE](#)

Rating 

SENUke (14 Day Trial)

SENUke XCR is a very diverse link building tool and is great for creating tier 1 links. It is quite expensive on a monthly basis though but the full 14 day free trial is great.

[LINK TO RESOURCE](#)

Rating 

Kontent Machine (7 Day Trial)

The best content generator I have ever used. Generate and export content for your tier 2 and 3 campaigns in just a couple of clicks.

[LINK TO RESOURCE](#)

Rating 

SEO Powersuite

Get free versions of RankTracker, Website Auditor, SEO Spyglass and Link Assistant. Each tool is an industry leader in its own right and I have relied on this suite of tools for years.

[LINK TO RESOURCE](#)

Rating 

Content Creation

The Best Spinner (Full 7 Day Trial)

It really is the best spinner and I have used it personally for the past few years on a nearly daily basis. The API is used in a lot of other link building tools.

[LINK TO RESOURCE](#)

Rating 

Spinner Chief (Free Version)

A close rival to TheBestSpinner but it feels clunky in comparison. Either way they have a completely free version of the software for you to enjoy!

[LINK TO RESOURCE](#)

Rating 

WordAI (3 Day Trial)

These guys are the new kids on the block but claim to be able to automatically spin content without making it sound like garbage. Big claims but the trial is worth it!

[LINK TO RESOURCE](#)

Rating 

Kontent Machine (Full 7 Day Trial)

The best content generator I have ever used. Generate and export content for your tier 2 and 3 campaigns in just a couple of clicks. Read my full review here.

[LINK TO RESOURCE](#)

Rating 

Email Marketing Tools

Aweber

I use Aweber right here on this blog and have done so for the past few years across all of my sites. It takes the pain out of email marketing and makes staying in touch with you guys easy!

[LINK TO RESOURCE](#)

Rating 

Get Response (30 Day Free Trial)

The rival of Aweber, GetResponse offers a similar feature set. It really is just a matter of personal preference between the two of them!

[LINK TO RESOURCE](#)

Rating 

Keyword Research Tools

Market Samurai (Full 14 Day Trial)

The keyword research and SEO competition modules of Market Samurai are some of the best in the business and this is solely what I use the software for.

[LINK TO RESOURCE](#)

Rating 

Keyword Researcher (Free Trial)

This is great for generating keyword ideas and is fantastic for coming up with Google Alerts to monitor. It doesn't pull in any search volume numbers though.

[LINK TO RESOURCE](#)

Rating 

Link Building Tools

Article Kevo (Full 7 Day Trial)

A relatively new kid on the block Article Kevo can now submit to a wide range of platforms including article directories, web 2.0 platforms, social bookmarks, wikis, social networks and forums!

[LINK TO RESOURCE](#)

Rating 

GSA Search Engine Ranker (Full 5 Day Trial)

This has quickly become the Swiss army knife of link building targeting over 120 platforms at the time of writing. Perfect for automating your tier 2 and 3 links! See it in action here.

[LINK TO RESOURCE](#)

Rating 

Inspyder Backlink Monitor (Free Version)

The ultimate tool for monitoring your backlinks. Very easy to use and will automatically sort out all of your tiers for you.

[LINK TO RESOURCE](#)

Rating 

Link Assistant (Free Version)

This is part of the SEO Powersuite set of tools and is great for prospecting link partners. However I have hacked it a bit and use it to manage and automate guest posting.

[LINK TO RESOURCE](#)

Rating 

Link Wheel Bandit (7 Day Free Trial)

Great tool for powering up your tier 2 links even further. Not sure why it's called Link Wheel Bandit though as it doesn't actually build Link Wheels, it builds Link Pyramids/Tiers.

[LINK TO RESOURCE](#)

Rating 

Magic Submitter (Full 30 Day Trial)

This is really the main rival to SENuke XCR and offers very similar features. It can post everything from videos to press releases and is very diverse. However the user interface is a bit tricky to get to grips with at first.

[LINK TO RESOURCE](#)

Rating 

NoHandsSEO (Full 7 Day Trial)

This provides a completely automated and hands off solution to build an endless supply of links. Very easy to use and setup and supports a few different platforms.

[LINK TO RESOURCE](#)

Rating 

SENUke XCR (Full 14 Day Trial)

SENUke XCR is a very diverse link building tool and is great for creating tier 1 links. It is quite expensive on a monthly basis though but the full 14 day free trial is great.

[LINK TO RESOURCE](#)

Rating 

Sick Submitter (Full 3 Day Trial)

Like SENuke XCR & Magic Submitter this is a really diverse tool that can post to a huge range of platforms which is backed up by the user forums offering scripts to post to even more sites and platforms!

[LINK TO RESOURCE](#)

Rating 

SEO SpyGlass (Free Version)

Use this to discover your competitors backlinks and breakdown key metrics such as anchor text usage. You can also use it to monitor your own sites backlink profile.

[LINK TO RESOURCE](#)

Rating 

SliQ Submitter (100 Submission Limit)

One of my favourite directory submitters before I replaced it with Ultimate Demon. Really easy to use and can grab you some links from high quality directories.

[LINK TO RESOURCE](#)

Rating 

On Site SEO Tools

Website Auditor (Free Version)

Part of SEO Powersuite, you can use Website Auditor to spider your site and report any issues it finds.

[LINK TO RESOURCE](#)

Rating 

SEOMoz (Full 30 Day Trial)

With weekly scans of your site the SEOMoz dashboard quickly identifies any on site SEO issues and advises you on how to correct them.

[LINK TO RESOURCE](#)

Rating 

Microsoft SEO Toolkit (Free)

Finally Microsoft have made a useful product! The SEO Toolkit will spider your site and report back on any issues.

[LINK TO RESOURCE](#)

Rating 

Rank Trackers

Rank Tracker (Free Version)

Part of SEO Powersuite this is the best rank tracking solution period. Unlike web based services this desktop application means you own the data and you can track an unlimited amount of keywords as well as your competitors.

[LINK TO RESOURCE](#)

Rating 

SEOMoz (Full 30 Day Trial)

The SEOMoz service provides weekly ranking updates and tracks your progress over time. You can also use it to monitor your competitors and benchmark your site against them.

[LINK TO RESOURCE](#)

Rating 

Internet Business Promoter (Free Version)

A fantastic piece of software that offers a range of functions such as keyword suggestions, link building and rank tracking. The best feature though is the top 10 optimiser that will look at the on page of the current top 10 results and tell you what you need to change on your site to reflect that.

[LINK TO RESOURCE](#)

Rating 

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[LINK TO RESOURCE](#)

Rating 

Social Media Tools

BuzzBundle (Free Version)

Made by the same team behind SEO Powersuite, BuzzBundle makes it easier to identify & engage with your target audience online. I have grown traffic to this blog by manually doing a lot of what BuzzBundle can help to automate - read my full review here.

[LINK TO RESOURCE](#)

Rating 

HootSuite (Free Version)

This is my preferred tool for managing Twitter, Facebook and Google+. You can monitor a number of search terms as well as schedule updates to go out.

[LINK TO RESOURCE](#)

Rating 

Synnd (Free Version)

If you need a steady drip feed of tweets, likes, +1, social bookmarks and up votes on sites like Reddit then Synnd is for you!

[LINK TO RESOURCE](#)

Rating 

TweetDeck (Free Version)

Now owned by Twitter this is a great desktop client to manage your Twitter account.

[LINK TO RESOURCE](#)

Rating 

WPRObot (Free Version)

This is widely regarded as the best auto blogging solution for WordPress. It can pull content from a ridiculous number of sources and when setup correctly can produce some high quality auto blogs. Perfect for tier 1 links

[LINK TO RESOURCE](#)

Rating 