

Our Top 10 Favorite SEO Tools for EdMarketers

Busy marketers like you are hugely dependent on hacks, tricks of the trade, and tools in order to get the job done. There are countless tools in the SEO world that could be used and explored—but time is our most precious resource. So we've put our heads together and listed the top tools our team relies on almost daily to serve our SEO consulting and training clients. Most are free (though we have listed and use the premium versions of a handful). I hope you find them as helpful as we do.



1

Google Analytics - <https://www.google.com/analytics> (Free)

Google Analytics is a service that shows you how your website is performing and provides a wealth of data for SEO and marketing purposes.

2

Google Search Console (GSC) - <https://www.google.com/webmasters/tools/> (Free)

Search Console helps webmasters, marketers and SEOs monitor site performance in Google's search index. It's critical if you want to up-level your results and dig in under the hood.

3

Pingdom - <https://tools.pingdom.com/> (free on demand; premium version available)

Pingdom is a website speed test service that allows you to input a url and within seconds see the load time of that page and quickly identify any bottlenecks—critical for SEO and UX.

4

Google PageSpeed Insights - <https://developers.google.com/speed/pagespeed/insights/> (Free)

Google Page Speed Insights analyzes page content and offers suggestions to make the page faster.

5

Open Site Explorer (OSE) - <https://moz.com/researchtools/ose/> (Premium)

OSE from Moz is a link analysis tool providing insights on yours - and your competitors' - backlink profiles. This is a key tool in our competitive research arsenal.

6

Google's Keyword Planner - <https://adwords.google.com/KeywordPlanner> (Free)

One of the few keyword research tools - and from Google itself. Dump in your keywords and get more ideas at the click of a few buttons. Not super intuitive to use but you'll get the hang of it.

7

Screaming Frog - <https://www.screamingfrog.co.uk/seo-spider/> (Free up until 500 files/links)

This robust tool crawls websites and images to evaluate on-site SEO. It's one of our top tools we use when evaluating client site performance and competitive analysis.

8

Yoast - <https://yoast.com/wordpress/plugins/seo/> (Free; premium version available)

Yoast is the most popular SEO plugin available for WordPress. It makes implementing foundation- al SEO a no-brainer.

8

Visual Guide to Google SERP -

<https://www.rankranger.com/google-serp-features-guide> (Free)

This visual, interactive tool is one I wish we had invented. It helps bring SEO understanding - and opportunity - to light by showing Google's evolution from 10 blue links.

10

Pocket - <https://getpocket.com> (Free)

Mastering SEO means keeping up with the latest news and trends; this app and desktop service lets you clip, tag, and stores articles for when it's most convenient for you.



RankRanger

