

SEO tools



Introduction

There are many SEO tools that you can use to monitor your website's technical health, discover new queries that users may be searching for, and to track the performance of your content.

We've put together a useful list of free and paid tools for you to learn more about and try.

Search Engine Results Pages (SERPs) monitoring

Less of a tool and more of a 'technique', however it's the real "viewport" your users first interact with on your site and what your content will look like.

- It's free
- When browsing using incognito mode, SERPs show the latest, most up to date version of search results you will ever find, not reliant on 3rd party algorithms etc.
- Shows you what results look like for your pages as well as if you are featured for any "rich" results
- Allows you to easily spot competitors for those keywords and establish who else has similar or stronger content

Technical Health

Screaming Frog

- Free version limited to 500 URLs and only basic reports (annual £200 subscription available)
- Useful for broken links, redirects, page titles and meta descriptions, sitemaps, robots.txt and everything in-between
- Can get technical/complicated but very useful when troubleshooting problems

Google Search Console

- Free Google tool
- Houses important information relating to issues around crawling directly from Google
- Reflects the true performance of your website, as well as what your users are searching for

technicalseo.com/tools/

- Free to use
- Lots of testing tools for technical SEO elements such as robots/hreflang/structured data

PageSpeed Insights

- Free Google tool
- Shows real world data on how your pages are viewed by users
- Can help troubleshoot issues around core-web-vitals and major issues around large images, layout shifts etc

Schema.org | Rich results test

- Free tool
- Used to evaluating structured data to ensure it is working correctly, and in the case of rich results, whether or not it is valid for reviews, carousels, images, or other non-textual elements

Position Tracking

AccuRanker

- Free trial only
- Keyword tracking can be valuable but most of what this can do can also be done with a combination of Search Console and Looker / Excel, requiring a bit of work to get setup monitoring position changes over time
- Better for larger charities and those focused on position tracking large volumes of keywords (1k+)

Nightwatch

- Free trial only
- Chrome extension is valuable
- Another keyword tracking tool for monitoring performance as well as site health. The chrome extension is valuable for finding where your pages rank live globally for whatever keyword you are focused on

Backlink Profiles

Majestic

- Free version available
- Looks at what websites link to another (huge database), helping you to understand if there is any opportunity to gain valuable links from websites with similar content, or the context of where competitors are getting theirs.

Keyword Research

SEMRush | Ahrefs | Moz

- Free versions available (premium can be costly)
- Powerful tools used for keyword research, competitor analysis/comparisons, rank tracking and SEO audits
- All have extensive blog content to help understand SEO (Ahrefs and Moz good for beginners)

AnswerThePublic | alsoasked | searchintent.co.uk

- Free (paid options)
- All of these tools look at a combination of autocomplete and PAA (people also asked) to help you discover what questions are being asked by users on whatever topic you desire
- Particularly useful when trying to understand what users are looking for that you may not be answering with your content

Google Trends

- Free tool
- Useful for looking at trends over time for queries, charities brand names, all based on whatever country you prefer.
- A great guide to use in terms of are there any clear observations on declining searches for those terms etc.

Chrome Extensions

Meta SEO Inspector

- Free extension
- Provides a detailed overview of a web pages SEO information, allowing you to evaluate key aspects such as page titles, meta descriptions, hreflang, redirects.
- Useful for just checking if there are warnings / errors on key pages of your website without needing to do full audits.

Robots Exclusion Checker

- Free extension
- Very useful for assessing if a URL is excluded from search engine results by your robots.txt or any tags.

View Rendered Source

- Free extension
- This can be very useful when looking at more advanced technical aspects around JavaScript implementation. JavaScript can impact SEO discovery so this does become useful when highlighting links/important content which are not rendered without JS.

Nightwatch

- Simulate search engine queries from any location on Google and easily check and track your website rankings.
- Great tool for spot checking where you or a competitor are for a specific query, as well as taking the opportunity to see what your results look like.

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