



The SEO Tools Cheat Sheet



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Competitor Analysis Tools

It's important to know what your competitor is up to and how you can be one step ahead. If you've ever asked yourself how you can achieve a competitive edge over everyone else than these tools are for you! These four tools allow you to spy on your competitors and get an informative peek at how their website is doing in comparison to yours.

[Alexa](#) - Tailored to enhance your success, Alexa helps you increase your website traffic, get a clear action plan to help you rank, get insider visibility, and helps to choose a keyword strategy.

[Keyword Spy](#) - Get a free organic competitor report that identifies who the top competition is for a certain keyword.

[SimilarWeb](#) - Fast and easy to use, discover your competitor website traffic statistics, reported to you in an easy-to-understand fashion.

[Spyfu](#) - Drive clicks to your campaigns, track your keyword rankings, and make better connections with Spyfu that also gets you a breakdown of the secret marketing formula your competitors are using.

Ranking Tools

Getting higher rankings does not only mean checking on your competitors, but also finding problems within your website that may be preventing you from getting that holy spot on Google or other search engines. Performing a daily check on how your website's ranking in comparison to your competitors is a tedious but good habit to develop; the faster a problem is identified, the faster you can fix it and outrank your competitors. Here are some websites that we recommend for providing valuable insight to your rankings.

[Advanced Web Ranking](#) - Work with your team to enhance your ranking with this nicely ranking tracker package that is bundled with standard ranking features.

[Authority Labs](#) - By simply adding a domain and requesting specific keywords, get daily rank checks and track search results.

[Google Analytics](#) - Provides insightful information about your website.

[Positionly](#) - An all mighty ranking checker that analyzes your competitors and does a thorough check on your website to see where you're at in terms of ranking.

[SE Ranking](#) - For complete beginners to enterprises, SE Ranking gives you the full package of powerful and reliable tools for SEO analysis and website audits.

[Serpbook](#) - This tool allows you to gather quickly and share keyword rankings from Google, Bing, and Yahoo.

[Serpfox](#) - This tool solely does rank tracking.

Keyword Research Tools

What are the best keywords to implement in your digital marketing campaign? This is a question that should constantly be asked by all digital marketers. By having relevant keywords, your website will rank higher on search engines and get higher traffic. To help you identify why your website is ranking the way it is, we have provided you with six tools that we believe will help out with your keyword analysis.

[Google Keywords Planner](#) - Estimate how much traffic you will get with a combined keyword list.

[Keyword Eye](#) - Get keyword suggestions for YouTube and Amazon.

[KWFinder](#) - Type in your keywords set your region and language preferences to see a live score showing how competitive your SEO is.

[SEMRush](#) - Get a visualized data report that give you the ability to identify the best and relevant keywords. This tool is feature right with all the bells and whistles.

[SEO Book Keyword Tool](#) - Primarily used for quantitative and relative analysis, this tool also combines sources such as Google Trends, Google Suggest, and Topix.net to give you a variety of useful SEO resources.

[UberSuggest](#) - Check which keywords are trending in each state.

On-Page SEO Tools

The optimization of content and source code to help you rank higher and earn more relevant traffic in search engines is known as On-Page SEO. Without having an optimized page, your competitors can easily outrank you and steal your traffic. By using these tools, you can get your page optimized for great ranking on search engines.

[LinkAssistant](#) - Enhance your content by finding and fixing all technical issues that are lowering your rankings; see how your competitors are handling On-Page SEO, and get advice on how to beat them using relevant keywords for your pages.

[MySiteAuditor](#) - Upload information regarding your company to get new leads right to your e-mail.

[Screaming Frog](#) - A freemium On-Page SEO Audits tool which is excellent for external analysis.

[SEO SiteCheckup](#) - An SEO Toolbox that gives you a score between 0 and 100, and a breakdown of how you can continuously improve.

[SEORCH](#) - By simply inputting your website URL or keyword, get notified on how your website is doing based on the four most important on-page SEO factors. SEORCH will also offer advice on how to fix any problems that are found.

[WooRank](#) - The downloadable browser extension is excellent for quick analysis.

Backlink Tracking Tools

Backlinks are links that lead to your website and are important parameters that help rank your website on Google. Essentially, the more backlinks you have and the better quality they are, the higher you soar on search engines. Complete an analysis of the number of backlinks to your website using the following reliable tools.

[AHREFS](#) - Provides detailed data segmentation on which of your pages have the most backlinks and your website linking patterns.

[BuzzStream](#) - Tool for collecting outreach prospects.

[Buzzsumo](#) - Great for content research. View the number of backlinks and the number of shares on each social media platform.

[HARO](#) (Help A Reporter Out) - Can be used to gain access to press and increase the links to your website.

[Majestic](#) - Get a quick summary of links and understand the historical data and trends happening with your website.

[MOZ Open Site Explorer](#) - Do a basic research of your website by discovering backlinks, gauge your site's influence, and learn what keywords your website may be ranking for.

[SEMRUSH](#) - Simply gives you the total number of backlinks to your website.

Content Tools

Entice your audience in less than a second with a catchy headline! Content is the bread and butter to any marketing campaign, and if you can't get your audience to read what you have written, all is lost. Without a captivating headline, your blogs, posts, and emails will be left by the wayside and suffer greatly. To ensure that your headlines are as great as you, check out our four fabulous headline analysis tools to breathe life into your writing.

[BoostMedia](#) - Find and optimize KPIs by bringing your own data from Marin, Adobe DoubleClick, or other proprietary applications.

[Coschedule](#) - Get a score for your headlines between 0 and 100 that is based on common, uncommon, emotional, and powerful words.

[Optimizely](#) - Equipped with multivariate testing, try all sorts of images and headline combos to see what generates the best results.

[Qualaroo](#) - Improve your headlines by using a mini survey to get feedback from users.

Pay-Per-Click (PPC) Tools

A visit to your website should always be worth more than what you're paying for. As PPC encompasses a lot of different campaigns from researching, selecting, organizing relevant keywords to building optimized PPC landing pages for conversions, we deem that these four PPC tools will be worthy of your time and enhance your PPC campaign.

[iSpionage](#) - Ethically spy on your competitors to see their conversion strategy, SEO keyword lists, and their budget on Adwords.

[Optmyzr](#) - A data-driven PPC toolkit that gives you data insights, one-click optimizations, advanced reports, and enhanced scripts.

[Unbounce](#) - Build beautifully optimized landing pages without relying on a specialist or a technical team.

[WordStream Advisor](#) - Get easy-to-understand features of PPC with WordStream Advisor, which includes smart alerts, mobile friendly landing pages, call tracking tools, visual reports, a platform management tool, and successful Facebook advertising.

Phone Call Tracking

There is an easier way to track all of your leads and sales! Phone call tracking tools can help better manage your advertising campaigns, but integrating your phone calls into your Google Analytics data gives you the ability to make actionable decisions. Here are some tools that can help you better track your campaigns:

[CallRail](#) - Call tracking, platform integration, data generation, data analyzing, and data reporting.

[CallFire](#) - Great when you need a short-term tester.

[CallIQ](#) - Standard call tracking tool.

[Twilio](#) - Highly customizable with the help of a developer.

Social Media Management Tools

In today's market being active on social media is crucial to generating new leads and keep your customers updated on your latest promotions, products, and services. It can be quite tedious to jump from platform to platform, regulating each one individually. To save time and effectively manage all of your accounts, we recommend keeping your social media platforms under one roof by using one these valuable tools:

[AgoraPulse](#) - Get everything other social media management platforms offer, plus powerpoint reports to see how your business is doing.

[Buffer](#) - Share your content whenever you want and post simultaneously to all of your social networks.

[BuzzBundle](#) - Publish messages in a variety of different social accounts, and create an unlimited number of personas and social profiles with easy switching.

[Hootsuite](#) - Schedule your posts and get an in-depth view of how well your social media campaign is running with perhaps the biggest social media management tool.

[OnlyWire](#) - Have multiple users manage and post from this tool. Prioritize accounts, and post from this platform.

[Sprout Social](#) - Respond quickly to any questions your customers have, market to the right audience, and manage your stream of clients using this powerful tool.

Reputation Management Tools

Having a positive online reputation is crucial for any business. And once you've built a solid connection with your customers and followers, it takes just as much effort to maintain your reputation. Effective reputation management aims not only to monitor your brand reputation but to utilize customer feedback to eliminate negative search results. We recommend using these reputation management tools to help sustain your brand, without taking away too much of your time.

[Brandseye](#) - A data-driven tool that collects data from traditional and media sources to evaluate and contextualise your brand mentions.

[Free Review Monitoring](#) - Sort Reviews by location to see segmented results.

[Google Alerts](#) - Set notifications for search terms relevant to your company or company name to see what related content is being posted on the web.

[Naymz](#) - Manage your brand along with your reputation by getting assessments, social influence, and transparency scores to see how strong you are at keeping your brand relevant to others.

[SocialMention](#) - Simply type a keyword, phrase, or even your business or competitor, to get a detailed breakdown of sources, users, positive and negative conversations, and overall reach.

[Trackur](#) - Monitor your reputation anywhere with any device by getting trend reports and alerts when your brand is mentioned.

Email Marketing Tools

Email marketing is still a cost effective way to reach a large targeted audience by sending emails automatically without ever having to press send. It is easy to use, setup, and integrate with your social media accounts. The success of email marketing campaigns can be monitored by measuring views, bounce rates, click-through rates, and many other metrics. Check out our recommended tools and find one that fits your needs.

[AWeber](#) - Integrate your email marketing campaigns with WordPress, Facebook, PayPal, Salesforce, Shopify, Heyo, and many more marketing programs.

[GetResponse](#) - Setup email automation workflow, and create strong landing pages.

[Litmus](#) - See very specific metrics, such as where your email is opened, and whether users forward it or print it.

[Mad Mimi](#) - An email marketing tool that focuses on friendly, attractive designs.

[Mailchimp](#) - Great for email workflow automation with multiple rules.

[Mailerlite](#) - Standard email marketing tool; allows you to crop, resize, and edit photos with a built-in tool.

[Reach Mail](#) - Use the message testing feature to see which subject lines and what content is most appealing before you select which emails to send.

Video Marketing Tools

It is no secret that videos are more engaging and enticing than simple text. Videos will boost your marketing campaigns, improving both click-through and open rates. Just as effective videos will help sell your product and make it more memorable, the opposite can be said about poor videos. It is important to make sure that your videos are high quality. Check out our recommended video production tools.

[GoAnimate](#)- Allows you to add animated beginnings and character actions. This tool is good for beginners and professionals.

[PowToon](#)- This paid application is one of the most powerful video making tools.

[Slidely](#)- Create videos with your existing material and share on Slidely's social platform to get feedback before sharing on Youtube or Facebook.

[WeVideo](#)- A great tool for beginners. WeVideo allows you to add all the essential elements, such as your logo, information cards, and a call to action.

[Wideo](#)- Wideo is very similar to WeVideo. If you are too busy, it is also possible to have a Wideo designer work on your project for you.

Screen Recording Tools

Screen recording can be very useful when making video tutorials, demonstrating technical support, answering frequently asked questions and showing results! Check out these tools to find which one meets your needs.

[Camstudio](#) - A very basic recording software that only supports screen recording.

[Camtasia Studio](#) - A feature rich tool that allows you to record videos with minimal effort and edit audio and video separately. This simple tool is great for both beginner and professional.

[FlashBack](#) - This tool has all the features you need to make excellent tutorial videos. It has effects, animations, and supports multiple video format outputs.

[ScreenFlow](#) - This is a great choice for Apple users, has a simple design, and covers all the basics for screen recording and video editing.

Client Meeting Tools

Strengthening your relationships with existing clients is critical to building a thriving business. These tools can help you to better manage relationships and increase the experience when communicating with clients online.

[Calendly](#) - Client booking tool that integrates with Google for Work email and Microsoft Exchange.

[GoToWebinar](#) - A professional webinar tool for larger groups.

[Join.me](#) - Easy-to-use screen sharing tool that also has a free version.

[Prezi](#) - Online presentation tool for public and private presentations.

[Skype](#) - Phone call and chat tool.

CRM Tools

Customer Relationship Management (CRM) software helps businesses manage customer data, business data, and supplier data. It can greatly help to gain customer insights, streamline operations, and view opportunities. Here are some noteworthy CRM tools:

[Capsule](#)- This tool easily integrates with Xero, MailChimp, FreshBooks, and many other tools; it covers contact management, project management, and lead management.

[Infusionsoft](#)- This tool covers marketing automation, sales automation, and e-commerce. It is a premium CRM tool.

[Insightly](#)- Along with managing standard CRM software elements, this tool is supported on mobiles and tablets.

[Salesforce](#)- Allow your sales team to keep busy with solid leads and score more wins, while also tracking your success using analytics.

[SugarCRM](#)- This tool has all the standard features of a CRM software, but can also create complex workflows by using advanced workflow visual designer.

Accounting Tools

Profit comes with a successful business. As you get busier, managing your finances can bring additional stress to tracking and organizing accounting data. Here are some accounting and bookkeeping related tools that can help you run your business smoother with less stress:

[FreshBooks](#) - Sends professional invoices, track time, and capture your expenses in minutes.

[MileIQ](#) - Logs every trip you take so you can accurately report your mileage expenses to your employer.

[Receipt Bank](#) - Keeps all of your receipts in one spot and stores its information.

[Stripe](#) - Accept payments online and from anywhere in the world with your preferred currency.

[Xero](#) - Get flexible access to your accounts and see your cashflow in real-time. Xero provides a clear picture of your finances, can share your data, and gives you free updates.

Time Tracking Tools

Time is money. Messy time management can lead to big problems. We recommend the following tools to help you master your schedule and not have your schedule master you.

[Toggl](#) - Easy and functional, Toggl is functional on both desktop and mobile devices; export reports and charts into Excel.

[Harvest](#) - Create and send invoices to clients online and get detailed reports to make sure your projects finish on time and on budget.

[Timecamp](#) - Have a clear view of what tasks have been completed and which ones need to be done with visual time tracking and calendar integration.

[Chrometa](#) - Track everything you do for a client including email, text messaging, and phone calls.

[Myhours](#) - Similar to Toggl, if you need a basic time tracking tool that has team monitoring, detailed reporting, and task delegation, this is a good tool.

Other Tools

[Copyscape](#) - Duplicate content checker tool to ensure your content is original

[Grammarly](#) - writing-enhancement platform tool.

Thanks for reading!

We hope that you've found this cheat sheet helpful.
Do you have tools that you love that you want to add to this list?
Just email contact@digitalshiftmedia.com.

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