UI

1. For Color (Website Color Style)

[Colorfy It - Website Color Analyzer](https://www.colorfyit.com/)

* Shows the color used in web page with quantity

[ColorFinder Playground | Instant Website Color Analysis (url2colors.com)](https://url2colors.com/get-started)

* Similar to colorfy, shows the color in different formats

[Testing Web Design Color Contrast | Articles | web.dev](https://web.dev/articles/testing-web-design-color-contrast)

* Article for color improvements in websites

1. Website Content Style:

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* Website content elements and analysis

[Real-time SEO Auditing & Monitoring Platform](https://www.contentkingapp.com/) .

- monitor changes in content and provide actionable insights for improvement.

1. Website Elements:

<https://builtwith.com/> (technology)

* Tech tools & components used in website

UX

1. Web Page Performance

[PageSpeed Insights (web.dev)](https://pagespeed.web.dev/)

* For the performance on different device types like mobile and desktop.
* [Lighthouse performance scoring | Chrome for Developers](https://developer.chrome.com/docs/lighthouse/performance/performance-scoring/) using these score schemes.
* Part of [Web.dev](https://web.dev/) Powered by Google. (Important to analyze carefully)

[GTmetrix | Website Performance Testing and Monitoring](https://gtmetrix.com/)

* Website performance, structure and loading speed.
* With Tracking, different device and location availability.

[Website Speed Test | Pingdom Tools](https://tools.pingdom.com/)

* Features available those affects the speed of websites
* Need to explore other products available at the platform.

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* For Mobile Friendly

[Installed Silktide toolbar - Silktide](https://silktide.com/installed-silktide-toolbar/)

* Chrome extension to check the accessibility of the websites

[WebPageTest - Website Performance and Optimization Test](https://www.webpagetest.org/)

* WebPage performance based on all the site links present on the webpage.

[Yoast AI](https://yoast.com/)

* Speed up your work and let AI do some of the thinking for you

1. Web page Quality

[SEO Checker | Test your website for free with Seobility](https://www.seobility.net/en/seocheck/)

* Content and page quality in the report.

[Hemingway App](https://hemingwayapp.com/):

* It analyzes text readability and highlights complex sentences, passive voice, and adverbs.
* While not directly based on a URL, we can copy and paste content from a webpage to evaluate its quality. (Need to fit for our requirement)

[Yoast AI](https://yoast.com/)

* Get help improving your content for your readers and search engines
* Save time, work smarter with automatic redirects and internal linking suggestions

[Perspective API](https://www.perspectiveapi.com/)

* It assesses the tone and potential bias in text.
* It’s commonly used to detect toxic language, but it can also help identify biased content. ( Need to focus on similar freely available platforms to use or Machine learning models, speed will also matter.)

1. User Interaction

[Hotjar: Website Heatmaps & Behavior Analytics Tools](https://www.hotjar.com/)

* Shows the real user behavior.
* Hear directly from our users as they experience our site. Find out what they love, and what’s driving them off our site. Make the changes that matter.

SEO

1. Website Ranking

[FREE Keyword Rank Checker (See Your Google Rankings) (backlinko.com)](https://backlinko.com/tools/rank-checker)

* It figure outs rank of url and best ranking keyword
* Catch the basis on which this platform works.

[Website Ranking Checker【No Login, Super Fast, FREE】 (seo.ai](https://seo.ai/tools/website-ranking-checker))

* Find the rank of the website on Google using Google’s APi (not sure) into top 100 results based on the keyword search. (Need to find some issue or improvement)

1. SEO Grading

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* Analyze SEO elements.

[SEO Checker | Test your website for free with Seobility](https://www.seobility.net/en/seocheck/)

* Need to focus on the parameters they are using around 200 criterias for SEO

[Free SEO Checker & Audit Tool: Test Your Score for FREE ᐈ (sitechecker.pro)](https://sitechecker.pro/on-page-seo-checker/)

* It reviews SEO features like canonical URLs, hreflang setups, indexation through robots meta tags, and robots.txt

[Yoast AI](https://yoast.com/)

* Automatically take care of your technical SEO
* Stay updated with the latest best practices and enjoy peace of mind

1. Competitor Analysis

[Features | Semrush](https://www.semrush.com/features/) [#1 SEO Competitor Analysis Tools: Keywords, Backlinks and more! | Semrush](https://www.semrush.com/features/seo-competitor-analysis-tool/)

* Includes features for analyzing competitor websites, identifying their top keywords, and comparing their SEO performance against yours.

[SpyFu - Competitor Keyword Research Tools for Google Ads PPC & SEO](https://www.spyfu.com/)

* provides competitive intelligence and keyword research tools for SEO and PPC, helping users analyze competitors' strategies and discover profitable keywords.

1. Keyword Tracking

[The World's Fastest & Most Accurate Rank Tracker — AccuRanker](https://www.accuranker.com/)

* Get a visual overview of how our site and subpages are indexed across keywords

1. Trend Analysis

Security

1. Security and policy

[VirusTotal](https://www.virustotal.com/gui/home/upload):

* It's like having 70 different security experts check a file or website for threats. They all work together to give you a comprehensive report.
* If any of them find something suspicious, they raise a red flag.

[Mozilla Observatory](https://observatory.mozilla.org/):

* Think of it as a security inspector for websites.
* It checks if the website follows safety rules (like using HTTPS) and warns about any potential risks.

1. Threats Mitigation

[SiteCheck (sucuri.net)](https://sitecheck.sucuri.net/)

* Websites Malware, security, firewall and blacklist analysis

[Free Phishing Link Checker & Site URL Scanning | CheckPhish (bolster.ai)](https://checkphish.bolster.ai/)

* Domain monitoring for phishing

Website Advertisement

[Adroll](https://www.adroll.com/)

* Effectively advertise your website and reach a larger audience.

[Media.net](https://www.media.net/)

* Contextual ad network that provides ads based on your site's content

1. Ad Recommendation

[WordStream | Online Advertising Made Easy](https://www.wordstream.com/)

* Provides AI-driven ad recommendations across Google Ads, Facebook Ads, and other platforms, aiming to optimize ad performance

1. Ad Position (On website to get more CPC)

[Google AdSense - Earn Money from Your Website with Monetization](https://adsense.google.com/start/)

* can customize where you want ads to display, enables creators to display high-quality, relevant ads tailored to their content

[About Auto ads - Google AdSense Help](https://support.google.com/adsense/answer/9261805?sjid=12024102720150030106-AP)

* This part of adsense is important for us to explore.

1. Website Marketing