

# Tools and Websites Overview



**web analytics record.docx**  
Document



**WA Expt record 6-.pdf**  
PDF

List out all the tools and websites from the document and why it is used



Here are the tools and websites mentioned across the documents, along with their purpose:

1. **experte.com** - Used to check mobile-friendliness of a website.
2. **GTmetrix** - Used to measure website performance, specifically LCP (Largest Contentful Paint), TBT (Total Blocking Time), and CLS (Cumulative Layout Shift).
3. **Spotibo** - A tool used for SEO analysis, including checking thin content, duplicate content, and performing technical optimizations like meta titles, descriptions, and 301 redirects.
4. **BrokenLinkCheck** - Used to identify broken links on a website.
5. **Google Search Console** - A tool used to identify website crawling and indexing issues as part of an SEO audit.
6. **Google Analytics** - Used for tracking website traffic, user behavior, bounce rates, and generating various reports such as audience overview and acquisition.
7. **Ubersuggest** - An SEO tool used for competitor analysis, including checking domain score, backlinks, keyword rankings, and traffic.
8. **Keywordsheeter** - A keyword research tool that generates keyword ideas related to specific topics.
9. **Ahrefs.com** - A tool used to assess keyword difficulty and evaluate competition in SEO.
10. **Fanpage Karma** - A tool for performing social media audits, providing analytics, engagement metrics, audience demographics, and competitive comparisons.
11. **TinyPNG or ImageOptim** - Tools used to compress images for faster website loading times.
12. **Google Keyword Planner** - A tool within Google Ads used to discover new keywords and get search volume forecasts for SEO and marketing campaigns.
13. **Google Trends** - Used to analyze search trends and determine the seasonality or evergreen nature of specific topics across different countries.

These tools serve a variety of purposes such as SEO auditing, website performance optimization, keyword research, social media analysis, and content creation optimization.

ChatGPT can make mistakes. Check important info.