

# SEO Secret Weapon: Micro-Tools Anyone Can Build (with AI)

<https://www.youtube.com/watch?v=15EUF79MNDE>

start date end date previous balance AC crew for every guys this is easy oh my gosh I want to build this right now what's going on guys I have some really exciting stuff for you today okay so look at this this is an XML sitap extractor okay it does exactly what it says on the tin you type in a URL for a sitemap you hit extract URLs and it pulls out all of the URLs on the sit map super handy tool for technical SEO for keyword research competitive analysis I use stuff like this all the time okay it's got error handling check this out boom pretty sweet now why am i showing you this it these are a dime a dozen why am i showing you this guys I built and deployed this app if you want to call it an app in minutes I've never built or deployed anything I'm a marketer okay we don't know how to turn our computers on thanks to tools like CLA Ai and cursor it's never been easier for people like you and I non-technical marketers to build tools like this and I'm going to show you my exact process of how I did this like I said in less than minutes but before I do I want to show you the potential here I want to show you the opportunities here so check this out so this is procure.

com they are from what I understand a SAS platform that usually serves you can see here civil and infrastructure General Contractors owners public agencies Etc and they have this so simple dead simple B board foot calculator use the calculator to calculate the number of board feet in a piece of wood or Lumber it's dead simple we type in our values here we hit calculate boom it pops out our board feet this calculator okay when I pop it into HRS it's got backlinks okay and I think they just published this so you're probably going to look at more because look at the backlink curve here it's got backlinks and it gets 37,000 organic visitors estimated per month just this one one URL that's Bonkers that's more than most pieces of content okay let me show you another example okay this one's a little prettier but still dead simple like we could build this random password generator create a strong and secure password to keep your account safe online you choose your password length you can copy it you can choose what characters you want to use and then of course it's it's uh optimized these guys are very clever optimized with all your NLP keywords seos know what I'm talking about so that they're getting tons of traffic from this now check this out when we pop this into HRS look at these numbers now granted aast is obviously a much larger brand so there's brand recognition there but still look at this random password generator backlinks 121,000 organic visitors just to this page and I bet you I bet you money if we look at some of the organic keywords they're doing really really well look at this number one for random password generator 92,000 searches per month crazy now it does take some time to get there but that is absolutely Ely possible I want to show you one more cool example in a different market so now this is the scribe scribe not sure citation generator says accurate APA MLA Chicago and Harvard citations verified by experts trusted by millions and it's completely free to use you essentially just type in your web page book article and more you can search by any of these things and it will cite it for you uh let's see if we can find something here all right so I grabbed

this keyword from Google Scholar and I'm just going to paste it right in here this is an article about AI and education I paste it right in here let's see what happens boom creates look at that creates an citation that I can just copy the clipboard paste right into my paper and this is what I love your references will expire in days save your work by creating a free account so they're trying to use this to convert and I bet you they get a ton of conversions through this because students obviously need to be citing their sources so this is an excellent example okay so you get the point right I want to show you my process and I want to show you just how easy it is to create these micro tools by the way this is my working definition a micro tool is basically a one-page application it runs just in the browser no database no authentication it's completely free and it's completely ungated and all it does is create a ton of value for your target market or a ton of value for your ideal customer profile which is all that these things do and I'm going to show you just how freaking easy it is to make these now like guys we are now all Junior developers we are all now Junior front-end developers and I know probably Junior front-end developers watching that are cringing but it's true and I want to show you my process but before I do that I just want to talk a little bit about some potential use cases I see for this I want to get you really excited about this before we dive into the process and then I'll show you everything you need to know so here are some potential use cases so the first is let's say you're a marketer in an in-house team right and you want to create assets like these for your team I want to tell you a story so I got my start in SAS working for a company called Power DMS okay and this was in Orlando I worked there for about years and essentially learned everything that I need to know about SAS and marketing we grew our marketing team from four people to people we grew our annual recurring revenue from like million to million it was by all means just an awesome experience and a great success and I really saw the power in these tools and I really really wanted to make one and I knew that our Market would serve what you know this would be great for SEO it would serve our Market well our users would love it and so I scoped out this calculator and I'm like okay but I don't know JavaScript we have one frontend guy who's busy doing front-end stuff you know he's doing his job and of course we have developers but they're not going to give me Cycles they're working on the app you know we're working on growing here and so uh it never got built and that's a shame and I think that if I had these tools you as a marketer or me as a marketer back then someone who doesn't know JavaScript or knows maybe a little bit enough to be dangerous can build these tools and really start reaping the benefits of that from an SEO perspective second thing very simple if you're an agency if you're a consultancy you know sell this as an add-on say hey we not only will we give you content not only will we you know go uh find backlinks for you but we'll actually build this tool that will help you generate really really strong ethical non-spammy you know quality backlinks in traffic so that's another thing but more exciting than this guys more exciting than the agency thing I see an opportunity here to build an entire agency around just this I see an opportunity to go around to businesses it could be local businesses you know e-commerce SAS bring them search data show them you know the that how much traffic these pages are getting or even better how much traffic the if they have a competitor who has a tool how much traffic their competitor is getting from these tools and say listen I will build this micro tool for you I know that you're busy you're you got a small marketing team your developers are slammed I will help build build and deploy this tool for you it'll match your branding I'll you know work with your your web developer to get this on the site and I will build and deploy this for you dude depending on how complex the app can be you're charging you

know a couple hundred maybe a couple thousand bucks to build up these micro tools and when you see this process that I use now keep in mind there's no database no authentication none of that stuff it's a single page app that runs in the browser dead simple little bit of CSS little bit of HTML little bit of JavaScript you can charge big money for this and I think there's a goal golden opportunity here I think there is a golden opportunity to build a business an agency just around serving people and building them these micro tools all right I want to show you something this website is called tiny wow.

com and all this website is is it's a collection of these little tiny tools these micro tools simple stuff stuff that we could build stuff that we use honestly every day I come here all the time you can hover over these things and say PDF editor PDF to work converter JPEG to PDF merge PDF image you know you can restore photos profile photo maker remove a person from a photo these are all tools that thanks to what I'm about to show you thanks to the process I'm about to show you and a lot of freely available apis we can build these tools now this site guys is putting up numbers look at this pop it into HS check this out 46,000 backlinks 314,000 monthly visitors that's astounding so check this out this is what they say on their site tiny wow is free we currently run one ad on each page that's it one ad now I don't know what ad Network they're using I don't know their CPM I don't know their conversion rate but if they're if it's just running in the background doing 314,000 monthly visitors in their running ads I'd safe to say they're sitting on a very profitable asset all right so now I want to show you guys the exact process that I used to build the XML sitap URL extractor that I showed you at the beginning but before I do listen I really want you if you've made it this far I'm super curious what tool you want to build I'm super curious for ideas what industry are you in let me know in either a comment or a reply to this video what tool you want to build and if you want to see me build a tool live on video because I think that would be super fun is to build another tool like this okay so now let's get into my process for building these tools I'll I'll I'll tell you everything exactly what I did you need an idea right that's the that's the first step you need to figure out what you want to build and there are two approaches that you can do so one of the things that I did was I use this tool like XML sitemap extractor I'll just Google extract URLs from sitemap and then there's you know bunch of these here they're all there and one this is you know basically the first thing you can do and that is to just remake an existing tool and make it your own brand it yourself make it even better maybe or we can build a new tool and this as Anakin Skywalker so eloquently said in the Cinematic Masterpiece Star Wars episode Revenge of the Sith is where the fun begins okay so let's go ahead and do this let's open up a Claude AI new window okay so here's what I'm going to say I'm going to say please give me a list of ideas for micro tools things like converters calculators tools quizzes generators designers debuggers um there's a couple others Etc that I can build for my website to attract traffic and backlinks okay then you say I am in the carpet cleaning Market let's see what it says here's a list of micro tools that could be relevant for cleaning okay carpet stain removal guide carpet cleaning cost calculator eco-friendly eco-friendly cleaning solution recipe generator that's super interesting carpet material identifier so then here's what I'm going to do carpet padding thickness these this is great but I'm going to say watch this please export this list without the description okay so it exports all of these ideas now check this out this is an optional but very important step that I would recommend grab these copy them go over to HRS go over to keyword explore paste this we're validating this now we're going to see if anybody cares about this stuff okay check this out I love to see this carpet cleaning cost calculator try to saying that

times fast keyword difficulty of two dead low you could easily rank for for this search volume per month I like to see that you can get even more ideas go to matching terms and you can see some other related ideas that maybe aren't exactly what we said but similar okay carpet cleaning cost calculator all right so that's one idea I can go back to Claude and I can say give me some more ideas please let's see what it says flooring Roi calculator very interesting all right let's copy these see what we find we're validating validating by the way this is exactly what I would do if I were pitching this to a business I would show them here let's do this hang on can't do two things at once I would literally just show them this is the search volume for this keyword I would show them if any competitors are using this okay so it looks like we're not getting much here no keywords found no problem this is why we validate let's go back to Claude and I'm going to say let's try something different guys let's start a new chat and I'm going to say I am in the how about this I am in the membership organization membership organization industry like you know uh golf clubs uh tennis clubs things like that membership fee calculator event Roi estimator okay let's grab this keyword Explorer pop it in and now we're validating we're cooking guys we are cooking with grease okay volunteer hours tracker I like that that's an idea low competition but also low search volume sponsorship value calculator okay so I'm going to try something a little different you got to sometimes play with the AI a little bit I'm going to say please give me a list of ideas for free tools that I can build to attract backlinks I'm not going to give it any more of the context debuggers converters like that I'm just going to put this and then I'm going to say I'm in the plum Plumbing Market let's see what it says Plumbing cost calculator water usage calculator pipe size calculator water pressure converter drain slope calculator awesome I love this let's grab this okay paste it in here okay pipe size calculator drain slope calculator Plumbing cost calculator so I might go to the ser and I might look okay who's ranking for plumbing cost calculator interesting let's check this out Plumbing cost calculator okay I think we could probably make something better so this is fun guys you could literally do this for hours and just keep asking Claude give me more ideas and it'll just give you ideas and then you just validate so here's another really cool approach rather than approaching it from a Target vertical you can approach it approach it from your ideal customer profile so let's say we say please give me a list of ideas for free tools that I can build to attract back links to my site I am building a software let's just say I'm building a business that serves HR Professionals for small to medium-sized businesses let's see what happens here salary calculator emplo employee turnover cost calculator interview questions bank that's really good I like that HR metrics training Roi calculator some of these are going to be harder to build than others but these are all really good ideas give me just the list with no descriptions please I'm always very nice to my AI so that when they take over they will spare me okay let's let's go ahead and grab these and now we're validating we're cooking guys we are validating here pop these into keywords explore let's see if people are searching for this in Google Google is an excellent proxy to know if people care about this look at this woo doggy PT PTO a cruel calculator 1.

th000 searches a month with a two keyword difficulty I like this I like this a lot this is good soup let's see what we got here PT AC CR calculator paay time off ontheclock. com paay timeof calculator. aspx anything with a aspx we can build something better start date end date previous balance acrow for every guys this is easy oh my gosh I want to build this right now this is so easy so imagine if you were a software platform that served HR professionals or you were just building a business that served HR professionals and you had this on your site let's

take a look at some of the metrics here check this out DRS backlinks domains just to this link 3,670 estimated organic visitors per month that is Bonkers ranking for 1,72 keywords guys this is crazy okay we have an idea I have an idea you have an idea I hope you are super stoked let's build this thing all right so I want to walk you through the exact process that I did so first thing of course is I highly recommend starting with Claude all right so here's what I did I guys I'm showing you everything I'm an idiot okay I literally started by asking it how do I even do this right I literally just said I'm trying to use CLA tools like clae and generative AI to produce a working SAS application but I don't understand the proper order of how to do it do I keep a mockup first and that that was supposed to be figma because I was you know using voice text and show you or do I create Sops for features how do I begin this process to be most effective what does the software planning and design process look like for best practices and then of course Claude comes in clutch to effectively create a SAS application using AI tools like myself it's important to follow a structure software development process and it literally gives me a project planning document template requirements Gathering conceptualization design architecture Planning Development testing deployment maintenance and iteration okay so here's what I did I said all right well here's what I want you to do I want you to take everything you just said and let's create a document together in an artifact I'll start with the first point of this application I'll start with the first point this application is going to be an XML sitemap extractor where the user can paste in a sitap from anywhere around the internet click an extract button and application which is a web application again I was using voice text will automatically extract all of the URLs on the sitemap and place them in a new form field with each URL separated by one line and it will also say how many URLs were extracted so this guy comes over here this guy comes out and just literally creates this incredible project planning document and what I did this was so good that I literally took this and I saved it as a template in notion I saved it as a template in notion because I am going to use this every time I'm just going to paste this in and be like do this for every app so it says um here's our Target users here are the key features and functionalities input field extract button output field counter showing the total number of URLs simply userfriendly interface feature prioritization what's most important it's even helping me not do scope creep design this is pretty hilarious it like an asky design for me user flow I love this architecture planning Tex stack front end XML parsing browsers built-in Dom parser API hosting GitHub pages I didn't even know what that was but it basically walked me through how to host on GitHub Pages which is incredible data flow user input Dom parser API endpoints Etc then then it gives you a development plan so literally like helping you set up Version Control with Git create a basic HTML structure I didn't know what git was I mean I knew what git was but I I didn't remember how to set up Version Control it's like walking me through all the best practice of being a software development software developer so then I take all this stuff and I say okay so now we have our project plan I say this is an excellent start please mock up a wireframe for what this app will look like in code so then it basically did this super simple and then I essentially just went back and forth with Claude since the user will only be inserting one URL can we make the input form smaller please this here and it did it made the input input form smaller and then I said please use Tailwind for The Styling now a Tailwind is a CSS framework that essentially allows you to have super fast UI development and uh the classes are built into the or not they're not built in but you don't have to leave HTML so when I did this it's like uhoh there's no tailwind and it's because we can't run Tailwind in this little window so

what I did was I went to the code this is all the code and I copied this right and I pasted this or I went right over to cursor I took the planning document and I made planning doc.

MD and I pasted this right in here I literally just pasted the markdown file exactly how I had it and I wish it still had my chat history it doesn't have my chat history anymore but I essentially pasted the uh planning document in here the index file in here and I literally I opened up a new composer and I literally said something like this please create the XML sitap URL extractor based on the instructions inside of and then I tag the file planning docmd and I just hit enter and guys it literally made all of the functionality it made all of the error handling when you paste your code in chances are there going to be some errors there going to be some issues but the great thing is that you can actually use cursor and the built-in AI chat to diagnose those errors and not just diagnose them but they'll actually give give you code Snippets that you can apply immediately to your code base you just basically click this apply button and it will go into your code base which is incredible so you just keep feeding it errors getting the feedback feeding it errors getting the feedback until you essentially have a fully functioning working app which is just incredible so listen guys just to wrap this up there are two types of people that I see talking about cursor there are people saying things like this is going to be the key to building the next million dollar SAS app anybody can build a million dooll SAS app now and I'm not sure if we're there yet uh then there's other people who say no that's not true at all this is just for developers to speed up their workflow uh you know this is you know this is kind of just a gimmick and I think that we need to have another conversation about cursor and Ai and just generative code generative uh AI code and that is not just building software for software sake but building software for SEO sake because there's a ton of value that not necessarily developers but marketers can have in this kind of like how canva is graphic design for marketers I sort of see this revolution as development making development accessible for marketers making development accessible for folks who maybe speak the language a little bit but aren't knowledgeable enough to code this stuff from scratch guys I think there's a ton of potential here like I said in this video I think that this is a golden opportunity I think people are going to start making money off this like real money off this um building these micro tools and so I would love to hear from you what tool you want to build what tool sounds interesting to you if you've built any tools with this please share them please let me know and also if you want me to build the tool live on camera I think that would be just like a barrel of laughs uh I probably will fail and Flounder and hopefully we'll have something at least funny or educational afterwards but I think it'd be a lot of fun to do that so let me know if you want me to do that but thanks so much for watching hope you guys build these awesome micro tools add a lot of value make a lot of money and we'll talk soon