Session 8: Important SEO Tools

Objectives

- Describe the importance of SEO tools
- Identify important SEO tools
- Describe popularly used SEO reports

SEO Tools

▸ Manage and monitor the health of a Website

▸ Provide insights into all SEO components

▸ Optimize search to improve a site's rank in SERPs

▸ Analyze Web traffic to report server errors, sales, visitor count, and so on

Popular SEO Tools

Google Analytics

Moz
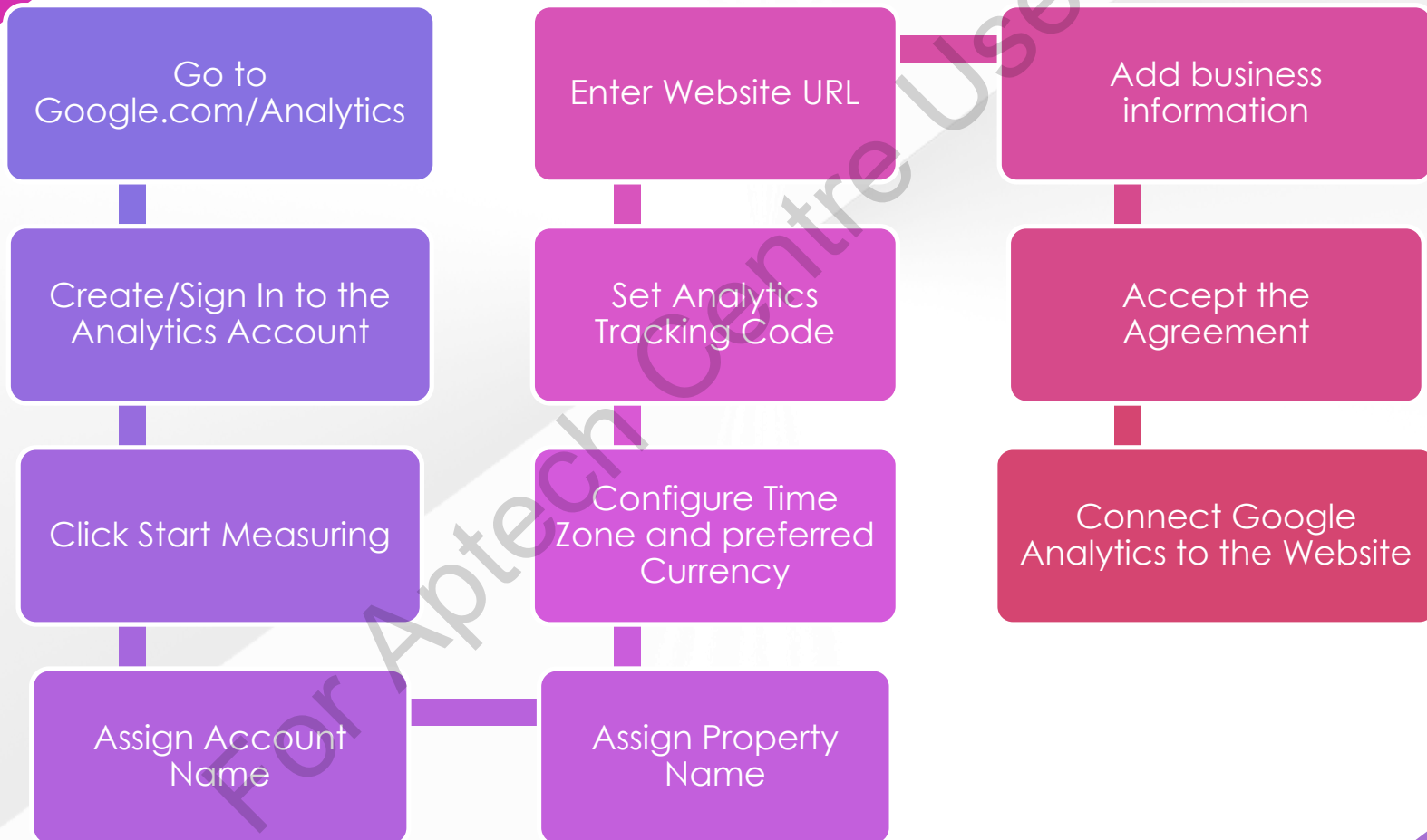
Ahrefs

Google Search Console

Grammarly
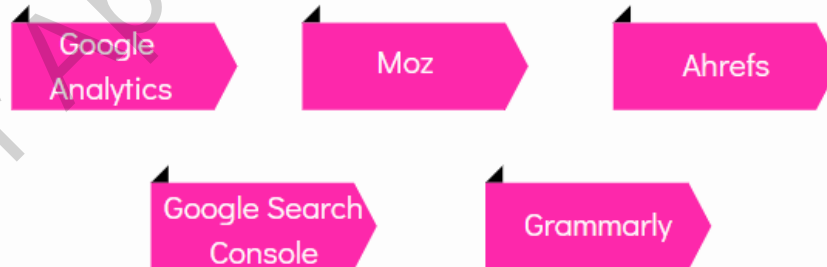
Google Analytics

► Is a popular SEO tool

► Helps analyze:
- Website/app performance
- Visitor behavior
- Web traffic

► Versions:

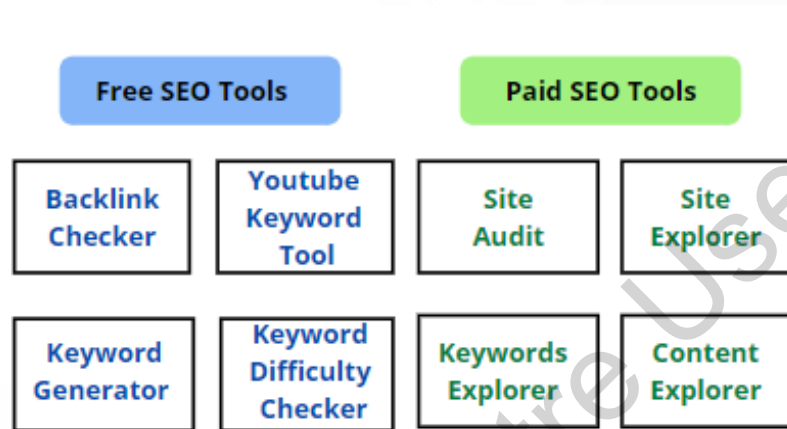| Paid (Google Analytics 360 - with advanced tools)	Free (Accessible to anyone with a google account)

Getting Started with Google Analytics

Steps to get started with Google Analytics:

Go to Google.com/Analytics	Enter Website URL	Add business information
Create/Sign In to the Analytics Account	Set Analytics Tracking Code	Accept the Agreement
Click Start Measuring	Configure Time Zone and preferred Currency	Connect Google Analytics to the Website
Assign Account Name	Assign Property Name	

Ahrefs

- Ahrefs offers:

Free SEO Tools		Paid SEO Tools	
Backlink Checker	Youtube Keyword Tool	Site Audit	Site Explorer
Keyword Generator	Keyword Difficulty Checker	Keywords Explorer	Content Explorer

- To access its paid tools, follow these steps:

Go to https://app.ahrefs.com/user/login

⬇

Create Ahrefs account.

⬇

Verify the domain by setting up a new project
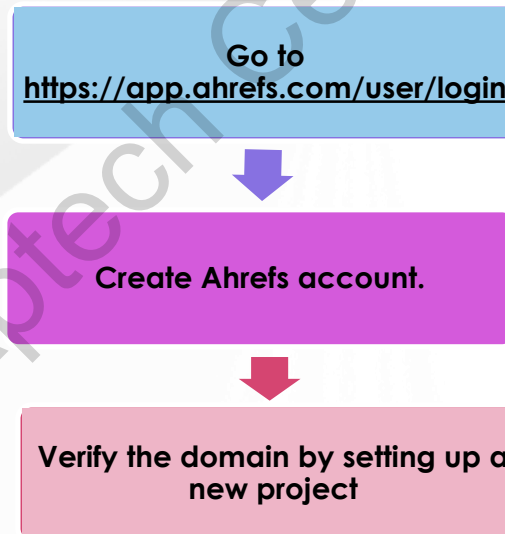
Google Analytics Reports

01 Realtime

02 Audience

03 Acquisition

04 Behavior

05 Conversions

Site Explorer

- Ahrefs Site Explorer has three powerful tools:

Organic traffic research	Paid traffic research	Backlink Checker
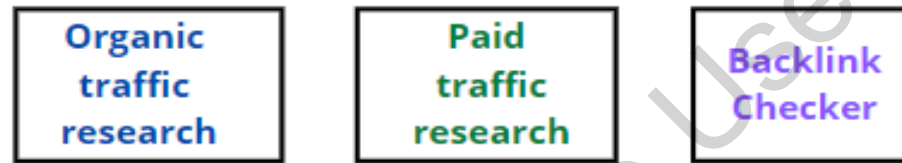
- Provides in-depth information about organic search traffic and backlink profile of any Website or URL.
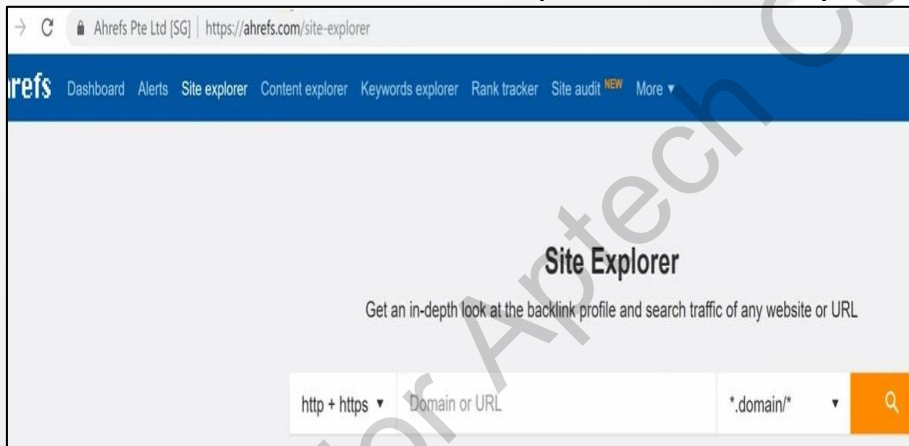
Site Explorer
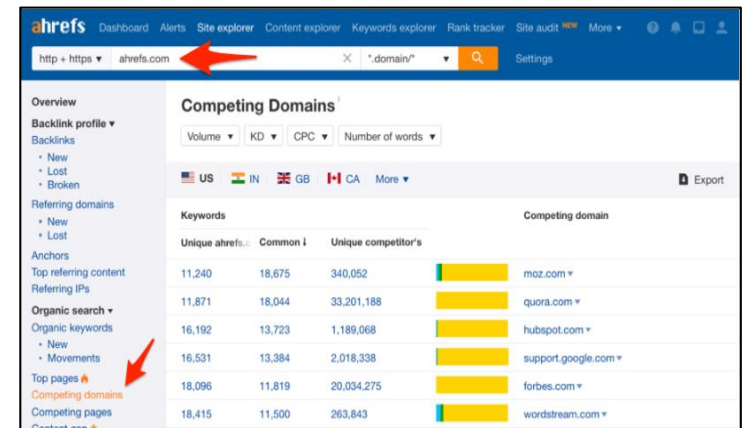
Competing Domains

Grammarly

▶ Grammarly is an editing tool that:

- ○ Helps you write better content
- ○ Corrects punctuation mistakes and misspelled words
- ○ Provides basic suggestions for correcting document structure and grammar

▶ Steps to access Grammarly Editor from the browser:

Set up an account at https://app.grammarly.com/

Log in to see the Grammarly dashboard.

Click New to open a new document/click Upload to open an existing document.

Plagiarism Checker

- Plagiarism is:
  - Copying content from a Website without giving credit to the source
  - Publishing copied work under your name
  - Considered unethical
  - Easily detected by search engines

- Free online plagiarism checker tools with certain word limit:

Pre Post SEO
Editpad
Plagiarism Checker from smallseotools

Summary

- SEO tools help maintain and monitor health of Websites.
- Using SEO tools, users can determine how to best optimize search.
- Google Analytics is a tool to track and analyze the performance of Website or app.
- A user can access a wide range of data and reports on Website traffic and visitor behavior from Google Analytics.
- Ahrefs SEO tools are most popular among marketing professionals.
- Grammarly is a tool that helps write efficient content.
- Using someone's work and publishing it as one's own is called plagiarism.
- There are free plagiarism checkers available online such as Pre Post SEO, which usually have a word limit per search.