

Best Search Engine Optimization Link Building Tools

Ultimate List of Best Link Building Tools

Ahrefs	Ahrefs is a toolset for SEO and marketing. You will be able to see a comprehensive backlink profile of your website and also, your competitor's website. One of the best tools to use if you are running a competitor link building campaign.	Free/Paid
Authoritylabs	Track website rankings in Google, Yahoo!, and Bing daily. Automated SERP tracking saves you time and helps you respond quickly to ranking changes.	Free/Paid
AccuRanker	Track your keyword rankings on mobile and desktop results with speed and accuracy.	Free/Paid
Advanced Link Manager	Link Popularity Software, which helps you better manage your link building campaigns, find new link partners and keep track of incoming links.	Free
BrokenLinkBuilding	Use the Broken Link Builder to find broken, dead or otherwise non-functioning pages related to your topic area.	Paid

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BrokenLinkCheck	Brokenlinkcheck is a free online web-site validator / integrity checker / problem detection tool that can check your web-pages for broken / dead links, validate, find, and report bad hyperlinks.	Free
CheckMyLinks	Check My Links is a link checker that crawls through your webpage and looks for broken links.	Free
CognitiveSEO	CognitiveSEO tool provides a unique analysis process that delivers unparalleled Backlink Analysis, Content Audit and Rank Tracking for every Site.	Free/Paid
Competitor-Analysis	The Competitor Analysis tool is designed to provide a breakdown of your website's search friendliness against your competitors based on various SEO metrics.	Free
FreshLinkFinder	Discover new links to your website.	Free/Paid

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Firstsiteguide	Discover important info about any website. Analyze technologies they use and how well they perform.	Free
Gscraper	The most powerful scraper and poster for your link building arsenal.	Free/Paid
Linkody	Online Backlink Checker & Monitoring Tool to manage your backlinks. Get valuable SEO metrics. Get e-mail alerts for new/disappeared backlinks.	Free/Paid
LinkResearchTools	LinkResearchTools combines link data from 24 link data sources. We then clean, re-crawls and verify the link data for you.	Paid
Linkstant	Linkstant monitors your website for new links and records any new linking URLs that it discovers. It alerts you to these new links within a few seconds.	Paid

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Link-Assistant	LinkAssistant SEO Tool is loaded with a wealth of features to entirely transform your link building experience, making it many times faster and child-easy.	Free/Paid
LinkDetox	Using Link Detox, you can find the risky links that may harm your site, create a disavow file automatically, and earn your rankings back.	Paid
LinkNabber	The most effective way to obtain free backlinks is commenting on Relevant Blogs Forums, and Social Bookmarking.	Free
LongtailPro	Long Tail Pro is the keyword research software used by 70,000+ marketers and SEOs to find the best long tail keyword ideas and quickly analyze the competition	Paid
InboundLinkChecker	The Inbound Link Checker tool is designed to review your off-page SEO factor by viewing the list of quality backlinks / inbound links to your website.	Paid

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LinkMiner	Broken link checker for SEOs that allows you to make quicker insights on the links.	Free
Majestic	Link intelligence tools for SEO and Internet PR and Marketing. Site Explorer shows inbound link and site summary data.	Free/Paid
Monitorbacklinks	Check your bad backlinks and your competitors' good backlinks.	Free/Paid
Micrositemasters	Microsite Masters is a powerful toolset that allows SEOers and Agencies of all kinds to get the most accurate and up to date ranking information for all of your websites and keywords.	Free/Paid
Ontolo	Crawl, Parse, and Analyze Millions of Web Pages, at a Rate of over 250,000 URLs per Minute, in Your Own, Custom Search Engine.	Paid
SEOSitecheckup	A strategic tool that analyzes SEO metrics of different URLs, providing important information about your competition.	Free/Paid

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SEranking	SE Ranking is a web based all inclusive SEO management software offering deep SEO analysis and assistance at any stage of the website promotion.	Free/Paid
Serpstat	Keyword ranking research tool for in-depth competitor analysis, business intelligence and building advertising campaigns.	Free/Paid
Site-Analyzer	The most efficient Website Analyzer. Website review and SEO tools to help you Make the Web better.	Free/Paid
SiteCondor	Extract, analyze, and visualize on-page elements and structured data.	Paid
Serps	Powerful Enterprise SEO software platform for brands and agencies. Monitor, test, measure and prove SEO strategies to anyone.	Free/Paid

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Scrapebox	ScrapeBox the Ultimate Link Harvester, Mass WordPress and Movable Type Blog Comment Poster Complete with PR Storm Mode and Bulk Pagerank Checker.	Free
Semrush	SEMrush is a powerful and versatile competitive intelligence suite for online marketing, from SEO and PPC to social media and video advertising research.	Paid
Seoptimer	Quick and simple Search Engine Optimization audit tool and website review of any web page.	Free
Serpwoo	Monitors the whole SERPs for your keywords and industry while utilizing our 3rd party integrations, social signals, and A.I. Bots to help you dominate your SEO and ORM campaigns.	Free/Paid