**6MARK017**

**Digital Marketing, Social Media and Web Analytics**

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**Tutorial 4:** The aim of this tutorial is to present and discuss several tools that could help with the optimization of a site. We make suggestions for free tools. Do your own search to find more tools online.

**Optimization Tool-kit**

When it comes to SEO, it is very important to use tools that help you to make the best decisions and to evaluate then. In this tutorial we will see some free tools. Please notice that there are many more online tools – most of them require payment.

You are strongly advised to watch the following LinkedIn Learning video, that suggests tools for a ‘professional SEO toolkit’: <https://www.linkedin.com/learning/marketing-tools-seo-8551757/develop-a-professional-seo-toolkit?autoAdvance=true&autoSkip=false&autoplay=true&resume=false&u=42314660> but please notice that some of them are paid tools.

You **should NOT** use paid tools for the coursework. There are many ‘free tools’ and some of them are suggested here. You could also do your own research.

The tools that are suggested here help you with:

* Keywords: search volume
* Keywords: keyword density
* Backlinks
* Internal linking
* xml sitemap
* Website speed
* Page authority

Next week we’ll continue the ‘Optimization Tool-kit’ with more suggestions.

**1. Keywords: get ideas for keywords; search volume**

**a) Google trends – “Explore what the world is searching”**

Free tool – no account is needed. It shows you how often a term (keyword) is used (keyword search volume); it is also used for comparative keyword research. Access the tool here (notice you can change the country-city):

<https://trends.google.com/trends/>

Read more about the tool and how to use it here:

<https://www.wordstream.com/google-trends>

**b) Keywordtool.io:**

Keyword suggestions for free. For more information, such as search volume, Trend, PCP, Competition an account is needed. Access it in the address: <http://keywordtool.io/>

**c) Google Keyword Planner (requires account in google ads) – it is one of the most well-known tools**

Moreadvanced tool that allows you to create campaigns. You should have and login with a google account and create an account in google ads. Find out what the tool offers here:

<https://ads.google.com/intl/en_uk/home/tools/keyword-planner/>

There are many more online tools online for ‘keywords’. Do your own research.

**2. Keywords – Keyword density.**

Make sure you understand the term ‘keyword density’. Do we want ‘high’ or ‘low’ keyword density? Read the following: <http://tools.seobook.com/general/keyword-density/>.

**Notice:** when we check the ‘keyword density’, we must enter a URL. For the needs of the coursework, you should check the ‘keyword density’ of your website after you have created your content.

**a) “Internet Marketing” – Keyword Density Analysis Tool**

Try it in the following address:

<https://www.internetmarketingninjas.com/seo-tools/keyword-density/>

Go to the input box in the first page; type the address: ‘http://www.westminster.ac.uk’. What are the results? What do they indicate? Try another web address and go through the results.

**b) “Keyword density checker” from SEO site**

Access it in the following address:

<https://smallseotools.com/keyword-density-checker/>

As before, enter University’s address in the input box. Try more addresses.

**3. Backlinks**

Backlinks is one of the main optimization technique. You can find out who links to your site with the following tools. It is very important to know who links to your site and remove any unwanted links (if this is required).

**a) Back-links tool from ‘SEO review tools’**

Access it in the following address:

<https://www.seoreviewtools.com/valuable-backlinks-checker/>

* Go to the above address and type: [www.brora.co.uk](http://www.brora.co.uk)
* Scroll down to see ‘backlinks’ results.
* Try the other tabs: ‘most popular anchor text’, ‘most popular URLs’*.*

**b) MOZ**

From MOZ address: <https://moz.com/> select ‘Link Explorer’ under ‘Free SEO Tools’.

Try the same steps as before.

Please notice that you should create a free account that offers limited tries.

Do your own search for online tools to check backlinks.

**4. Internal linking**

Read the following article to understand the meaning and importance of internal linking: <https://yoast.com/internal-linking-for-seo-why-and-how/>; also the following article is a bit old but it is a proof about the importance of internal linking: <https://ezseonews.com/blog/internal-linking-seo/>. Also about follow and nofollow links: [https://www.semrush.com/blog/linkbuilding-dofollow-vs-nofollow-semrushchat](https://www.semrush.com/blog/linkbuilding-dofollow-vs-nofollow-semrushchat/?kw=&cmp=UK_SRCH_DSA_Blog_Core_BU_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=484278190478&kwid=dsa-1057183201635&cmpid=11776881484&agpid=113846063945&BU=Core&exti)

**a) SEO tool for the analysis of internal links:**

<https://www.seoreviewtools.com/internal-link-analyzer/>

**b) Internal link checker**

<https://www.seoptimer.com/internal-link-checker>

There are many more online tools.

**5. xml site maps**

‘xml site map’ generator: <http://www.xml-sitemaps.com/>

You must upload the site map in the main directory of your website.

**Please notice that New Google Sites, do not create a sitemap automatically and do not allow you to upload your own file.**

**6. Website speed test**

**a) GT Metrics:**

<https://gtmetrix.com/>

**b) Pingdom website speed tool:**

<https://tools.pingdom.com/>

**7. Page Authority tool from SEO review tool**

Try the tool in the following address to test the authority of your site (please notice that it takes time to build authority ranking):

<https://www.seoreviewtools.com/website-authority-checker/>

**Questions on the coursework?**