

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

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Digital Marketing

Tools

Shadi Lahham - Web development

Tools for SEO

SEO tools are essential for optimizing websites, conducting keyword research, and analyzing competitors

These tools assist with various tasks like page SEO analysis, site audits, and backlink tracking

Tools for analysis

Tools for analysis

These are paid tools, some with limited free use, offering comprehensive instruments for SEO analysis with many features

Our focus is on

- Page SEO analysis
- Site audit
- Keyword analysis and generation
- Keyword gap analysis
- Backlink gap analysis
- Content gap analysis

SEMrush

A paid tool with limited free use that offers various SEO services, including keyword magic, keyword gap, backlinks analysis, and site audits, but limited to 10 requests a day; also has a [well-known SEMrush Blog](#)

[SEMrush overview](#)

[SEMrush keyword magic](#)

[SEMrush keyword gap](#)

[SEMrush backlinks](#)

[SEMrush backlinks gap](#)

[Semrush Site Audit](#) and a very good [site audit guide](#)

Ahrefs

A mix of free and paid tools used for keyword generation, backlink checking, and website authority analysis and a [the famous Ahrefs Blog](#)

[Ahrefs keyword generator](#)

[Ahrefs keyword difficulty checker](#)

[Ahrefs SERP checker](#)

[Ahrefs backlink checker](#)

[Ahrefs website authority checker](#)

[Ahrefs paid tools](#)

Moz

Partially free with a limited database, offering tools like keyword generators, backlink explorers, and competitive analysis that are limited to 3 uses per day

[Moz keyword generator](#)

[Moz backlink explorer](#)

[Moz competitive analysis tool](#)

[Moz domain analysis](#)

Also has a [the popular Moz Blog](#)

SEO Tester Online

Paid tool with limited free use for daily SEO analysis and keyword creation

some features are restricted to paying customers and most free features have very limited daily uses, for example audits are limited to 2 per day

[SEO Tester Online](#)

Neilpatel

Paid tools with limited free use for research and analysis, limited to 3 per day

[Ubersuggest keyword research](#)

[SEO Analysis Tool](#)

SEObility

Paid tools with limited free use for website and keyword checking, limited to 3 per day

[SEO Checker](#)

[Keyword Checker from Seobility](#)

[Free Website Ranking Checker](#)

Additional tools

[GTmetrix](#)

free tool for testing website speed and performance

[Majestic Site Explorer](#)

paid SEO tool for analyzing backlinks, anchor text, and site links

[Screaming Frog SEO Spider Website Crawler](#)

paid tool for crawling competitor websites and analyzing page SEO

[Sitebulb](#)

paid crawler and audit tool offering in-depth site analysis for SEO

Explorations

1. Try - competitor analysis

Select a domain you own, know well, or use frequently and identify potential competitors using [Moz's competitive analysis tool](#)

From the results, note:

- Domain Authority
- Possible competitors
- The Keyword and Traffic Lift

Domain Authority ranges from 1 to 100, with higher scores indicating better ranking potential

Traffic Lift estimates the traffic gain if you surpass a competitor for a keyword

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1. Try - competitor analysis

Now, feed the keywords into [Moz's keyword research tool](#) and notice the volume, click-through rate, difficulty, and suggestions for the keywords

Next, perform a domain analysis on both your domain and your competitors using [Moz's domain authority checker](#) to gather additional metrics

Lastly, try [Ahrefs website traffic checker](#) to estimate organic traffic, assess performance, and find improvement areas

Remember: the tools have limited uses per day

2. Try - site audit

Select a domain you own, know well, or use frequently to perform a site audit using the following tools:

- [Neil Patel SEO Analyzer](#) - limit of 3 uses per day
- [SEMrush Analytics Overview](#) - limit of 10 free requests
- [Moz Domain Authority Checker](#) - limit of 3 uses per day

Keep your browser window open while using these tools, as closing it will cause you to lose your results and potentially block you or waste a free request

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2. Try - full site audit

Add a domain as a new project in [SEMrush projects](#) then set up a full site audit with [SEMrush site audit](#)

In the final step, ensure the schedule is set to run **once** and keep in mind, the audit may take a significant amount of time to complete

Remember: the tools have limited uses per day

3. Try - SEOTester

Use [SEOTesteronline](#) to analyze a page, checking all tabs at the top and reviewing the details provided

Compare 2 of these domains - limited to 2 per day:

www.kedos-srl.it

synesthesia.it

enhancers.it

www.pharmercure.com

If you have free credits, also test: www.its-ictpiemonte.it

4. Try - preset searches

Pretend we own the domain [gg.deals](#) and perform a competitors SEO analysis

Careful: the links here will launch queries, consuming free daily credits immediately!

To manually check a competitor, use Moz

- [Moz competitive research for gg.deals](#)
- [Moz competitive research for isthereanydeal.com](#)
- [Moz.com domain analysis for gg.deals](#)
- [Moz.com domain analysis for isthereanydeal.com](#)

For traffic insights, use Ahrefs traffic checkers

- [Ahrefs traffic checker for gg.deals](#)
- [Ahrefs traffic checker for isthereanydeal.com](#)

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4. Try - preset searches

Careful: the links here will launch queries, consuming free daily credits immediately!

For competitor gap analysis, use SEMrush

- [SEMrush keyword gap analysis](#)
- [SEMrush backlink gap analysis](#)

Finally, perform a site audit for gg.deals using the following tools

- [Neilpatel site audit for gg.deals](#)
- [Seobility seochek for gg.deals](#)