

# Tools

## 1 Google Optimize

[Google Optimize](#), formerly called Google Website Optimizer, is a freemium web analytics and testing tool by Google. It allows running some experiments that are aimed to help online marketers and webmasters to increase visitor conversion rates and overall visitor satisfaction. It allows you to test variants of web pages and see how they perform against an objective that you specify

Google Optimize and Optimize 360 will no longer be available after September 30, 2023

## 2 Google Search Console

[Google Search Console](#) is a web service by Google which allows webmasters to check indexing status, search queries, crawling errors and optimize visibility of their websites. It helps you monitor your website's performance generally and in search engine results

## 3 Google Shopping

[Google Shopping](#) is a Google service which allows users to search for products on online shopping websites and compare prices between different vendors.

## 4 Google Mobile Friendly

[Google Mobile Friendly](#) tests how easily a visitor can use your page on a mobile device. Test results include a screenshot of how the page looks to Google on a mobile device, as well as a list of any mobile usability problems that it finds

## 5 Google Analytics

[Google Analytics](#) is a web analytics service offered by Google that tracks and reports website traffic. It helps you learn more about your users, including who they are, how they found you, and how they interact with your website

## 6 Google PageSpeed

[Google PageSpeed Insights](#) is a free performance tool which analyzes the content of a given webpage and provides page speed scores for both the mobile and desktop versions of the page

## 7 Webpagetest

[Webpagetest](#) is an open source web performance tool providing diagnostic information about how a web page performs under a variety of conditions. It offers an online version where each test can be run from different locations around the world, on real browsers, over any number of customized network conditions

## 8 AHREFS

[Ahrefs](#) is mainly used to analyze a website's link profile, keyword rankings, and SEO health. You can also use [Ahrefs](#) to conduct keyword research for Google, YouTube, and Amazon. And many people use [Ahrefs](#) to find content that's performed well (in terms of social shares and/or links) on a given topic.

## 9 Screaming Frog

The [Screaming Frog SEO Spider](#) is a fast and advanced SEO site audit tool.

## 10 Lighthouse

<https://chrome.google.com/webstore/detail/lighthouse/blipmdconlkpinefehnmjammfjpmpbjk?hl=en>

<https://pagespeed.web.dev/>

<http://www.webpagetest.org>

## 11 Schema Markup Validator

[Schema Markup Validator](#) validates all Schema.org-based structured data that's embedded in web pages

## 12 [Metatags.io](#)

[Metatags.io](#) lets you edit and experiment with your content then preview how your webpage will look on Google, Facebook, Twitter. It reads the data from meta tags from your website. You can also generate meta tags from provided content

## 13 Thumbor CDN

[Thumbor](#) is the most popular self-managed image CDN. While it is open-source and free to use, it generally has fewer features than most commercial CDNs, and its documentation is somewhat limited. Wikipedia, Square, and 99designs are three sites that use Thumbor