Imp…

1. Why? Small businesses all over the world can scale easily, at a very affordable price with very important features (not all because incorporating all can be expensive for us) with clear explanation and guidance.

2. Most of the features are the part of good seo websites but how much they are relevant and the user can fix them or understand them they are not focusing on them.

UI

1. For Color (Website Color Style)

[Colorfy It - Website Color Analyzer](https://www.colorfyit.com/)

* Shows the color used in web page with quantity
* Not showing that the combination of colors are impactful or not means there is no grading option.

[ColorFinder Playground | Instant Website Color Analysis (url2colors.com)](https://url2colors.com/get-started)

* Similar to colorfy, shows the color in different formats
* Not showing that the combination of colors are impactful or not means there is no grading option.

For the color combination structure and analysis there is a very rare chance to get a competitor.

[7 Rules For Choosing A Website Color Scheme | Elementor](https://elementor.com/blog/website-color-schemes/#)

* Useful to show our theory is impactful for users.

[Testing Web Design Color Contrast | Articles | web.dev](https://web.dev/articles/testing-web-design-color-contrast)

* Article for color improvements in websites

[6 Tips to Choose a Stunning Website Color Scheme (wordstream.com)](https://www.wordstream.com/blog/website-color-scheme)

* For contrast and combination.

[How to Choose Website Color Combination (eiosys.com)](https://www.eiosys.com/blog/website-color-combination/)

[56 Website Color Schemes (With Examples) (websitesetup.org)](https://websitesetup.org/website-color-schemes/)

* Situational color schemes. (May be useful for designing algorithm)

1. Website Content Style:

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* Website content elements and analysis
* Sometimes the TF\*IDF analysis doesn't make much sense
* Slow Loading Reports: Many users have expressed frustration with the long loading times of reports in Ryte, which hampers their ability to quickly access and analyze data. This issue has been mentioned by a significant number of reviewers.
* Various Bugs: Users have reported experiencing numerous bugs related to crawlers, graphing, and data in Ryte. These technical issues undermine the effectiveness of the tool and hinder users' workflow. Several reviewers have highlighted this problem.
* Not focused on grading the content style of websites like consistency and typography.
* \*Flipcards are useful during designing our website. class="FlipCard\_FlipCard\_\_U9AF0 rounded-lg will-change-transform transform !min-h-[300px] cursor-pointer"

[Design Consistency Guide with 9 Best Practices (uxpin.com)](https://www.uxpin.com/studio/blog/guide-design-consistency-best-practices-ui-ux-designers/)

[The Role Of Typography In Web Design: An In-Depth Guide - Clio Websites](https://cliowebsites.com/the-role-of-typography-in-web-design/)

[Principles of Typography in UI Design | by Bryson M. | Medium | UX Planet](https://uxplanet.org/principles-of-typography-in-ui-design-bc28f1f9666d)

[Consistency and standards in UX/UI design: The key to success | by Akansha Tandon | Bootcamp (uxdesign.cc)](https://bootcamp.uxdesign.cc/consistency-and-standards-in-ux-ui-design-the-key-to-success-8392d5d56336)

[Real-time SEO Auditing & Monitoring Platform](https://www.contentkingapp.com/)

* monitor changes in content and provide actionable insights for improvement.
* The Pagespeed Insights data that is displayed in the ContentKingapp is different from what Google shows as the Core Web Vitals in Google Search Console. Need to have more clarity on this.
* The pricing seems to be too high for basic and small websites to use. The pricing structure could be a little more flexible.
* High amount of crawling.
* Sol: Save data in the database and don't crawl for the same date.

1. Website Elements:

<https://builtwith.com/> (technology)

* Tech tools & components used in website
* Not really useful for smaller websites as the data was sometimes unreliable. Would have been better if they could get the contact information or personas associated with the business.
* The platform is very very expensive. Beyond that, the data output I get from the lists they generate is so unorganized that it is almost impossible for me to ingest it into my CRM. It's a whole lot of awesome data, but nothing I can really do with it since it's so dirty. I struggle to understand why the output of builtwith cannot provide data in a clean and understandable fashion. Especially considering they leverage URLs, but then display obscure URLs in the exported data. Just simply pulling the companies name, rather than their URL to categorize them could be a very simple fix to this issue.

UX

1. Web Page Performance

[PageSpeed Insights (web.dev)](https://pagespeed.web.dev/)

* For the performance on different device types like mobile and desktop.
* [Lighthouse performance scoring | Chrome for Developers](https://developer.chrome.com/docs/lighthouse/performance/performance-scoring/) using these score schemes.
* Part of [Web.dev](https://web.dev/) Powered by Google. (Important to analyze carefully)

[GTmetrix | Website Performance Testing and Monitoring](https://gtmetrix.com/)

* Website performance, structure and loading speed.
* With Tracking, different device and location availability.
* Sometimes the tool behaves weirdly by showing different scores for the website each time we scan the same website. I get confused about which score to select and show to our clients.
* Sometimes it is too complex to understand for nontechnical people , so you would need assistance .
* The one thing that I noticed is that sometimes the scanning is taking more time than before, even if I didn't make any changes to our website. GTMetrix checks how fast our website loads, but GTMetrix chooses a random server to check how fast our website is. I wasn't able to find any option to change the website test server location.
* Fonts should be bigger and more attractive.
* At times, the data can be hard to understand and how would like clearer instructions.

[Website Speed Test | Pingdom Tools](https://tools.pingdom.com/)

* Features available those affects the speed of websites
* Need to explore other products available at the platform.

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* For Mobile Friendly

[Installed Silktide toolbar - Silktide](https://silktide.com/installed-silktide-toolbar/)

* Chrome extension to check the accessibility of the websites
* Navigation can be tricky at times as the back button and tabs at the side can be difficult.
* Some little things could be improved, such as being able to mark something as done rather than waiting until the next crawl and assigning people to individual broken links, spelling, or grammatical errors rather than to all of them within a section.
* I can relate to your annoyance and wish for a more efficient procedure. If Silktide offered a function that eliminated the need for you to access your CMS separately in order to approve corrections that would be helpful. You would save a lot of time and have a better overall tool experience if you did this.
* The UI can be a bit difficult to navigate at times especially for beginners.
* The levels of issues it finds are a bit unclear and sometimes make it difficult to determine what are the most important things to fix.

[WebPageTest - Website Performance and Optimization Test](https://www.webpagetest.org/)

* WebPage performance based on all the site links present on the webpage.
* One of the disadvantages of using the online version is that your test is put in a queue and you could have to wait sometimes some hours so that 1000s of waiting tests are executed before your test can run. If you work on a live website, it forces you to plan your tests carefully as you cannot quickly test variations of the same pages to see the impact of modifications.

[Yoast AI](https://yoast.com/)

* Speed up your work and let AI do some of the thinking for you
* Yoast may not always understand the intent behind your content. It scores based on word-for-word matches with focus keywords, which can be misleading if you’ve used variations of the same keywords. [Link](https://www.desertpathmarketing.com/the-pros-and-cons-of-using-yoast/)
* Yoast has some rules to follow, but it doesn’t know how and when to break them appropriately. Sometimes, yoast falls prey to failing grammar-correcting software. It is irritating when you see red or orange light pop up in your analysis section. [Link](https://www.curvearro.com/blog/pros-and-cons-of-yoast-seo/)

1. Web page Quality

[SEO Checker | Test your website for free with Seobility](https://www.seobility.net/en/seocheck/)

* Content and page quality in the report.
* I'm spending too much time on Seobility to improve my ranking results.
* No backlinks available with the free service.
* The time it took to do a crawl. Also, there is a lot of work to do, but I'm not sure how valuable a lot of the tasks are.
* Not all of SEObility's suggestions can be implemented in reality.
* There's room for improvement as well. while the suggestions are good for optimizing the title and meta. They can sometimes be out of the category to which your website is actually about. You can add Keywords but not research on them.
* The tool is created for professionals in SEO, you need to know very much to get the right information.

[Hemingway App](https://hemingwayapp.com/):

* It analyzes text readability and highlights complex sentences, passive voice, and adverbs.
* While not directly based on a URL, we can copy and paste content from a webpage to evaluate its quality. (Need to fit for our requirement)
* I use the web client and don't really integrate it with anything else; so I copy and paste. it's not so convenient
* Ultimately, I don't like how my writing "sounds" after I've run it through Hemingway. Its suggestions are just too ... "caustic"... for my tastes. I still use this app for policy writing because it undeniably makes writing clearer. However, I won't use it for anything even vaguely conversational.
* It sometimes marks sentences as too long or unreadable so I have to take it to Wordly and rephrase them. So I must use 2 different tools instead of one.
* The fact that the Hemingway app needs external tools to correct grammar. Hemingway also loads slowly on my computer when using the Edge browser and sometimes it does not align sentence structure well for a non native English speaker.

[Yoast AI](https://yoast.com/)

* Get help improving your content for your readers and search engines
* Save time, work smarter with automatic redirects and internal linking suggestions

[Perspective API](https://www.perspectiveapi.com/)

* It assesses the tone and potential bias in text.
* It’s commonly used to detect toxic language, but it can also help identify biased content. ( Need to focus on similar freely available platforms to use or Machine learning models, speed will also matter.)

1. User Interaction

[Hotjar: Website Heatmaps & Behavior Analytics Tools](https://www.hotjar.com/)

* Shows the real user behavior.
* Hear directly from our users as they experience our site. Find out what they love, and what’s driving them off our site. Make the changes that matter.
* Hotjar increases load time of your website. which is a disadvantage
* It has privacy concerns, as it records the user sessions, plus it does not provide the real-time data, as you cannot have instant feedback address issue promptly
* Onboarding is difficult. It took me some time to learn how to use the platform.

SEO

1. Website Ranking

[FREE Keyword Rank Checker (See Your Google Rankings) (backlinko.com)](https://backlinko.com/tools/rank-checker)

* It figure outs rank of url and best ranking keyword
* Catch the basis on which this platform works.

[Website Ranking Checker【No Login, Super Fast, FREE】 (seo.ai](https://seo.ai/tools/website-ranking-checker))

* Find the rank of the website on Google using Google’s APi (not sure) into top 100 results based on the keyword search. (Need to find some issue or improvement)
* Their Design -- Their Design is confusing and does not easily enable the use of their product.
* Low-Quality SEO Analytics -- Their product just seemed to be \*lacking\* In functionality, I tried out all of their Keyword searching and none of them were relevant to my business. The product seems too generalized and not able to give exact keywords for your business use case. Don't see their "AI".
* Expensive -- Definitely expensive for what you get, there are companies that are 1/3 the price with better products.
* Bad Support -- I have messaged their support 5 times about a critical issue and have received one generalized response that did not even address my problem. I have Hubspot and see that they open the emails and choose not to respond.
* Frustrating -- Left frustrated, felt their product did not live up to the value that they sold me on. I disputed their charge to my bank card, after which they finally responded to my customer support queries.

1. SEO Grading

[Website Checker - free online website analysis (ryte.com)](https://en.ryte.com/website-checker/)

* Analyze SEO elements.

[SEO Checker | Test your website for free with Seobility](https://www.seobility.net/en/seocheck/)

* Need to focus on the parameters they are using around 200 criterias for SEO

[Free SEO Checker & Audit Tool: Test Your Score for FREE ᐈ (sitechecker.pro)](https://sitechecker.pro/on-page-seo-checker/)

The only thing I would recommend they improve is sometimes the columns in their reporting tables do a layout shift when I hover over them.This happens when adding/removing columns or performing a keyword search filter. But it's a small UX thing that isn't a big deal. And occasionally, it's a tad slow to load, but this doesn't affect my workflow.

Some problems with the SEO audit with react made websites. We can hide the issue but it is not the best solution. I think that this service is going to be very good with some updates.

- Complicated interface

- Hard to find some data

- Rank Tracker could be better

- Slowness

- Expensive

* It reviews SEO features like canonical URLs, hreflang setups, indexation through robots meta tags, and robots.txt

[Yoast AI](https://yoast.com/)

* Automatically take care of your technical SEO
* Stay updated with the latest best practices and enjoy peace of mind

1. Competitor Analysis

[Features | Semrush](https://www.semrush.com/features/) [#1 SEO Competitor Analysis Tools: Keywords, Backlinks and more! | Semrush](https://www.semrush.com/features/seo-competitor-analysis-tool/)

* Includes features for analyzing competitor websites, identifying their top keywords, and comparing their SEO performance against yours.
* <https://www.semrush.com/features/> need to explore all the features. (+++)

Navigating through the SEMrush platform can be a bit overwhelming and takes a little getting used to. Sometimes I have a hard time taking in all the different options in the dashboard and figuring out where to start first. It is sometimes a bit hard for me to stay on task & focus on resolving one issue at a time because there is just so much that you can do with this platform.

* Would like the ability to have one login and have multiple people use same login so everyone has access to same exact setup. Having to setup the same on multiple users is our biggest snag.

Sol: cross platform availability, report link or file access

* I also feel that Semrush has not been responsive with the latest Google major updates. Therefore, the SEO advice it currently provides may no longer be effective.
* They don't have the best customer support and its hard to find answers with you get stuck with a certain tool.
* The suite used to include SO many features and reports, but now you have to pay for each thing one by one, a la carte style, and those costs add up. It's impossible for a small business to afford it!
* With a vast amount of data, information and reports, SEMrush can get a bit overwhelming or confusing. They manage this with weekly webinars and great training classes to get you up to speed.
* Some weaknesses:
* Site audit won't crawl PDF pages and reports them as broken. It reports that as an error.
* Site audit reports most pages with the warning, "Low text to HTML. This hasn't been an issue with web pages for years. Google doesn't report this, but Bing still does.
* On-Page SEO Checker frequently suggests using the wrong markup code for a page. For example, it will suggest using NewsArticle markup for a WebPage or Article. The actual page isn't even close to being a news article. It will sometimes suggest using video content when video is on the page. Google detects the video, but OPSEO doesn't.

[SpyFu - Competitor Keyword Research Tools for Google Ads PPC & SEO](https://www.spyfu.com/)

* provides competitive intelligence and keyword research tools for SEO and PPC, helping users analyze competitors' strategies and discover profitable keywords.
* Reporting isn't great for what current clients prefer so most of it can't be used. The issues are mostly aesthetic. The other issue is the accuracy of SEO clicks. It is almost always about 1/10th of the actual results when compared to Google Analytics.
* The interface is a bit confusing. Some of the features such as "Top Organic Competitors" are not accurate most of the time.
* The user interface is very lacking and somewhat confusing to navigate.
* One thing I dislike about SpyFu is that it can be overwhelming for beginners. The platform has many features and options, and it can take time to figure out which ones are useful for your business.
* For now it serves all the purpose for my Keyword Research, the easy access and the copy-paste feature for keywords is just phenomenal. The only downside based on my experience is the bug in downloading the CSV or file on excel sheets. Sometimes it doesn't download, and it only keeps on loading.

1. Keyword Tracking

[The World's Fastest & Most Accurate Rank Tracker — AccuRanker](https://www.accuranker.com/)

* Get a visual overview of how our site and subpages are indexed across keywords

1. Trend Analysis

Security

1. Security and policy

[VirusTotal](https://www.virustotal.com/gui/home/upload):

* It's like having 70 different security experts check a file or website for threats. They all work together to give you a comprehensive report.
* If any of them find something suspicious, they raise a red flag.

[Mozilla Observatory](https://observatory.mozilla.org/):

* Think of it as a security inspector for websites.
* It checks if the website follows safety rules (like using HTTPS) and warns about any potential risks.

1. Threats Mitigation

[SiteCheck (sucuri.net)](https://sitecheck.sucuri.net/)

* Websites Malware, security, firewall and blacklist analysis

[Free Phishing Link Checker & Site URL Scanning | CheckPhish (bolster.ai)](https://checkphish.bolster.ai/)

* Domain monitoring for phishing

Website Advertisement

[Adroll](https://www.adroll.com/)

* Effectively advertise your website and reach a larger audience.

[Media.net](https://www.media.net/)

* Contextual ad network that provides ads based on your site's content

1. Ad Recommendation

[WordStream | Online Advertising Made Easy](https://www.wordstream.com/)

* Provides AI-driven ad recommendations across Google Ads, Facebook Ads, and other platforms, aiming to optimize ad performance

1. Ad Position (On website to get more CPC)

[Google AdSense - Earn Money from Your Website with Monetization](https://adsense.google.com/start/)

* can customize where you want ads to display, enables creators to display high-quality, relevant ads tailored to their content

[About Auto ads - Google AdSense Help](https://support.google.com/adsense/answer/9261805?sjid=12024102720150030106-AP)

* This part of adsense is important for us to explore.

1. Website Marketing