

10 Free SEO tools



**10 of the best free tools to help
improve your search engine rank**

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<http://www.3stepstosearchenginesuccess.com>

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Introduction



Thank you for downloading the **10 Free SEO Tools** report!

In this report you'll learn about 10 of the best search engine optimization tools. You can use these tools to help you research your keywords, check your website is optimized correctly, track your backlinks, monitor your rankings and more. The best thing is all of the tools mentioned in this report are absolutely FREE!

What is Search Engine Optimization?

Search Engine Optimization (SEO) is the process of optimizing your website with the goal of increasing your search engine ranking and ultimately your traffic and sales. It involves researching your keywords to find good phrases for your website, placing these keyword phrases strategically on your website and then improving your ranking by increasing the number of backlinks to your website.

How to Get a Higher Search Engine Rank

This free report introduces some of the best free search engine optimization tools. If you want to learn more about more about how to optimize your website and get a higher search engine rank you may want to check out the following resources:

- ✓ [FREE SEO Training Course by Email](#)
- ✓ [3 Steps to Search Engine Success Ebook](#)
- ✓ [10 Ways to Improve Your Search Engine Ranking Report](#)

Copyright

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[Download the Branding Pack Here.](#)

Tool #1 – Google Adwords Keyword Tool

Where? <https://adwords.google.com/select/KeywordToolExternal>



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to the languages and countries you choose below:

English	All Countries and Territories
Chinese (simplified)	
Chinese (traditional)	United Kingdom
Danish	Australia
Dutch	Austria
Finnish	Belgium

How would you like to generate keyword ideas?


Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

Type the characters you see in the picture below. [?](#)



Letters are not case-sensitive

[Filter my results](#)

Selected Keywords

Click: 'Sign up with' We'll remember you campaign.

No keywords added

What? This tool allows you to research keywords. It tells you the approximate average number of searches per month for a keyword phrase and also suggests similar alternative keyword phrases.

Why? You need to make sure that your keyword phrase is actually being searched on before you optimize your website. Optimizing your site for a keyword that nobody searches will mean that you get very little or no visitors from the search engines.

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Use synonyms

[Filter my results](#)

Choose columns to be displayed: [?](#)

Show/hide columns

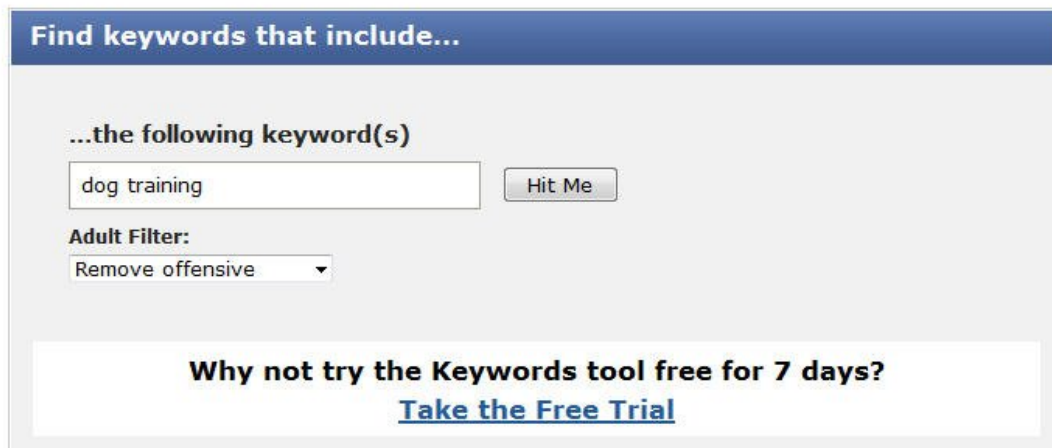
Keywords	Advertiser Competition ?	Approx Search Volume: October ?	Approx Avg Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
[yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	40,500	33,100	Add Exact ?
[yoga pose]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	3,600	3,600	Add Exact ?
[bikram yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	3,600	2,400	Add Exact ?
[hatha yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	1,900	1,000	Add Exact ?
[beginner yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	1,300	1,000	Add Exact ?
[iyengar yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	590	480	Add Exact ?
[basic yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	1,600	880	Add Exact ?
[ashtanga yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	1,000	1,600	Add Exact ?
[vinyasa yoga poses]	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>	320	210	Add Exact ?
[yoga asana poses]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	22	Add Exact ?
[yoga meditation poses]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	22	Add Exact ?
[relaxation yoga poses]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	28	Add Exact ?
[yoga poses sanskrit]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	36	Add Exact ?
[yoga poses sequence]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	36	Add Exact ?
[yoga poses instructions]	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	Not enough data	Add Exact ?

How? Enter your keyword phrase in the box, choose your language and country (or “all countries and territories” if your website is not country specific) and submit. Choose “Exact” from the drop down menu.

Tool #2 - Wordtracker Free Keyword Suggestion Tool

Where? <http://freekeywords.wordtracker.com>

FREE keyword suggestion tool



dog training 8,987 searches (top 100 only) [Want more dog training keywords?](#)

Keyword	Searches (?)
1 dog training (search)	2,279
2 dog training tips (search)	418
3 dog training collars (search)	376
4 dog obedience training (search)	300
5 free dog training tips (search)	275
6 dog training career (search)	245
7 dog training collar (search)	193

What? This is another keyword research tool. Enter some keywords and you will receive a list of up to 100 related keywords and an estimate of the number of daily searches for each keyword phrase.

Why? No keyword research tool is 100% accurate, so if you are serious about keyword research it is worthwhile checking your keywords in two keyword research tools. The Google Adwords keyword tool and the Wordtracker keyword tool are the best free keyword tools that I know of.

How? Enter your keyword phrase (e.g. dog training is the chosen keyword phrase in the above screenshot) and press the “Hit Me” button. You will then receive a list of related keyword phrases along with the estimated number of searches per day for each phrase.

Tool #3 - Sitemap Generation Tool

Where? <http://www.xml-sitemaps.com>



The screenshot shows the homepage of XML-Sitemaps.com. At the top left is the logo, a blue circle with a white tree-like structure, followed by the text "XML-Sitemaps.com" and "Sitemap Generator" below it. A navigation bar contains links: "Free Online Sitemap Generator", "Unlimited Sitemap Generator", "About Sitemaps", "Broken Links", "Forum", "Testimonials", "Tools", and "Contact". The main heading is "Build your Site Map online (XML, ROR, Text, HTML)". Below this, a list of features is provided: "This website is to let you:" followed by four bullet points: "Create an XML sitemap format that can be submitted to Google to help them crawl your website better.", "Create a Text sitemap to submit to Yahoo.", "Create a ROR sitemap, which is an independant XML format for any search engine.", and "Generate an HTML site map to allow human visitors to easily navigate on your site." Below the features is a section titled "Here are 4 simple steps to get it done" with a numbered list: 1. Enter your full website URL and some optional parameters in the form below. 2. Press 'Start' button and wait until the site is completely crawled (the progress will be indicated). 3. You will see the generated sitemap details page, including number of pages, broken links list, XML file content and link to a compressed sitemap. Download the sitemap file using this link and put it into the "public_html/" folder of your site. 4. Go to your Google Webmaster account and add your sitemap URL. Please check About Sitemaps for more details. To the right of the steps is a "News" section with two links: "Email notifications, html sitemap customization and more in a new Sitemap Generator tool v2.9" and "Live.com is now pinged, meta descriptions are extracted and used for HTML and ROR sitemaps, and other improvements in v2.8." Below the news is a partially visible "archive:" link.

What? This tool will generate a sitemap for you in either XML or HTML format. A sitemap contains links to all the pages on your website.


Why? A sitemap helps to ensure that the search engines find all the different pages on your website. It can also be helpful for your visitors.

How? Just enter your URL and hit the start button. Your sitemap will be created and you can upload it to your website.

Tool #4 - Social Marker Bookmarking Tool

Where? <http://www.socialmarker.com>

How to use it? (help)

All you need to do is simply drag this button  to your bookmarks toolbar, in order to create a submission bookmarklet. When you are on a website that you want to socially mark, simply select the text and click the SocialMarker button to pre-populate the submission form with the selected information.

Code for blogs and websites

If you want to use this button on your blog or website, install our 'All-in-one Bookmarking Button' plugin for WordPress, or simply insert the following code if you don't use WordPress:

```
<a href="javascript:window.location
= 'http://www.socialmarker.com/?
link='+encodeURIComponent (location.href)
+'&title='+encodeURIComponent ( document.title); "></a><noscript><a
href="http://www.socialmarker.com" >Social
```

Why SocialMarker.com?

It can help you spread a link on 48 of the best social bookmarking sites in under 15 minutes!

- It helps you get a lot of backlinks.
- It helps you increase your traffic.
- Your link gets indexed by Google in a matter of minutes.
- Best of all, it's free!

Select the social bookmarking sites you want :

All | Best | None | Bookmarking | News | Dofollow

- | | |
|--|--|
| <input checked="" type="checkbox"/> Propeller.com | <input checked="" type="checkbox"/> Slashdot.org |
| <input checked="" type="checkbox"/> Digg.com | <input checked="" type="checkbox"/> Technorati.com |
| <input checked="" type="checkbox"/> Del.icio.us | <input checked="" type="checkbox"/> Stumbleupon.com |
| <input checked="" type="checkbox"/> Twitter.com | <input checked="" type="checkbox"/> Reddit.com |
| <input checked="" type="checkbox"/> Tagza.com | <input checked="" type="checkbox"/> Fark.com |
| <input checked="" type="checkbox"/> Newsvine.com | <input checked="" type="checkbox"/> Furl.net |
| <input checked="" type="checkbox"/> swik.net | <input checked="" type="checkbox"/> Connotea.org |
| <input checked="" type="checkbox"/> Links Marker | <input checked="" type="checkbox"/> Sphinn.com |
| <input checked="" type="checkbox"/> Blinklist.com | <input checked="" type="checkbox"/> Faves.com |
| <input checked="" type="checkbox"/> Mister-wong.com | <input checked="" type="checkbox"/> Spurl.net |
| <input checked="" type="checkbox"/> Netvouz.com | <input checked="" type="checkbox"/> Diigo.com |
| <input checked="" type="checkbox"/> Backflip.com | <input checked="" type="checkbox"/> Bibsonomy.org |
| <input checked="" type="checkbox"/> Folkd.com | <input checked="" type="checkbox"/> Linkagogo.com |
| <input checked="" type="checkbox"/> Indianpad.com | <input checked="" type="checkbox"/> Plugim.com |
| <input checked="" type="checkbox"/> Myjeeves.ask.com | <input checked="" type="checkbox"/> Buddy Marks |
| <input checked="" type="checkbox"/> Connectedy | <input checked="" type="checkbox"/> MyLinkVault |
| <input checked="" type="checkbox"/> Google Bookmarks | <input checked="" type="checkbox"/> Jumptags.com |
| <input checked="" type="checkbox"/> Fetch | <input checked="" type="checkbox"/> OYAX |
| <input checked="" type="checkbox"/> A1 Webmarks | <input checked="" type="checkbox"/> Bookmark Tracker |
| <input checked="" type="checkbox"/> myVmarks | <input checked="" type="checkbox"/> Mixx.com |
| <input checked="" type="checkbox"/> Wirefan.com | <input checked="" type="checkbox"/> Dizzed |
| <input checked="" type="checkbox"/> ... | <input checked="" type="checkbox"/> ... |

What? This tool allows you to bookmark your website in multiple bookmarking websites with one click of a button.

Why? Many people search for pages on the web using bookmarking websites rather than search engines. The more people that bookmark a web page, the higher that web page will appear on the bookmarking website. Some social bookmarking websites will also give you a backlink which will help to improve your search engine rank.

How? First you will need to register individually with all the social bookmarking sites listed on the Social Marker site. This will probably take you around 1-2 hours, but you only need to do this one time. Every time you create a new page on your website, write a blog post, or find a page on the web that you find interesting you can bookmark that page in all of the bookmarking websites by visiting Social Marker.

A similar alternative free bookmarking website is <http://www.onlywire.com> – this is quicker to use but contains around 20 bookmarking websites compared to Social Marker's 48 bookmarking sites.

Tool #5 - Link Popularity Checker Tool

Where? <http://www.3stepstosearchenginesuccess.com/backlink-checker-tool>

Backlink Checker Tool

How many backlinks does your website have?
example: www.host.com or host.com

www.mywebsite.com URL: 1

www.website2.com URL: 2 *

www.website3.com URL: 3 *

Exclude your domain from result.

Send report to an e-mail address (optional).

Email

Send in HTML format.

5797

Please enter the access code as displayed above.

5797 Access code

Submit

* The second and third URLs are optional.

What? This tool allows you to check how many backlinks your website has. It will show you how many backlinks your site has in the Google, Yahoo and various other search engines.

Why? The number of backlinks is one of the biggest influences on the ranking of a website in the search engines. The more backlinks you have to your website, the better your chances are of ranking well for a phrase.

How? Enter the URL of your website and optionally the URLs of up to three of your competitors. Click on the "Generate Report" button and you will see the number of backlinks in Yahoo & Google for your site and a number of other sites including any competitors that you have added.

Tool #6 - Keyword Rank Checker Tool

Where? <http://www.seocentro.com/tools/search-engines/keyword-position.html>

Rank Checker



Keyword rank checker tool to check your search engine position ranking for keyword in the mayor search engines and get an advanced report including related keywords and spell check.

[Bookmark this page!](#)

How are your keywords ranked by the search engines?

<input type="text"/>	Keyword
<input type="text"/>	Domain (www.example.com)
<input type="text"/>	Competitor Domain (optional)

4204

Please enter the **access code** as displayed above.

<input type="text"/>	Access code
<input type="submit" value="Submit"/>	

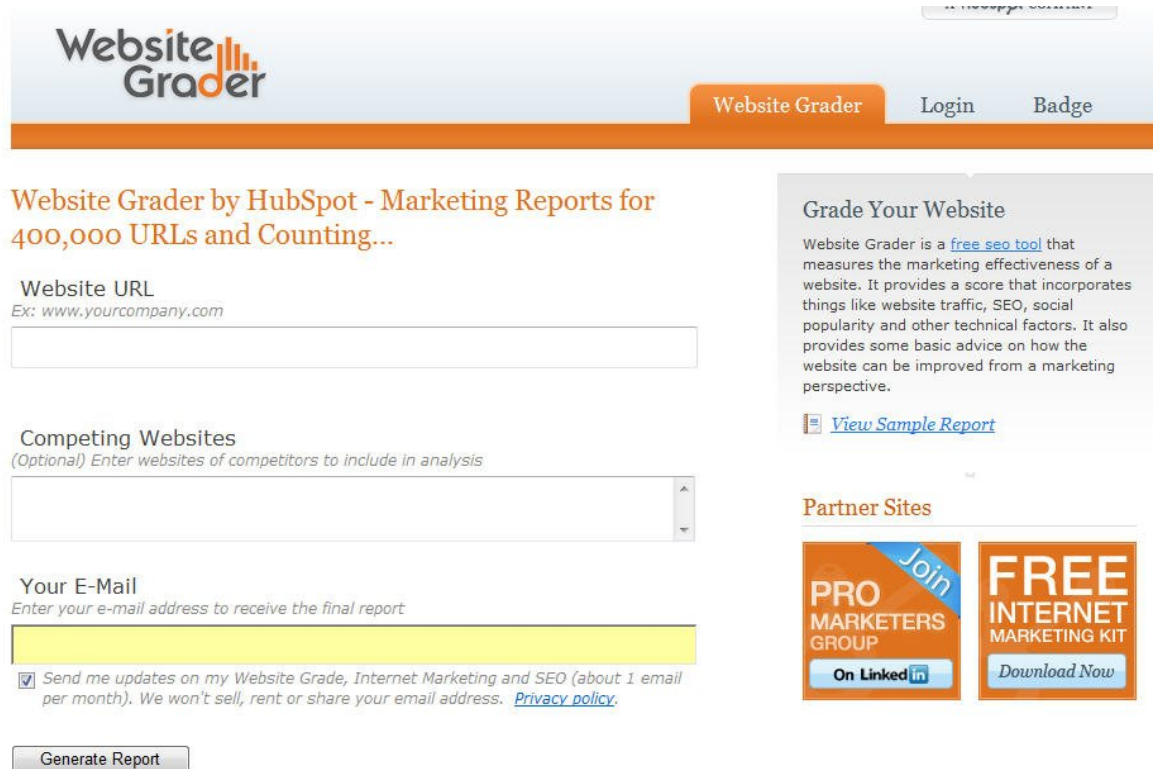
What? This tool allows you to find out where your site is ranked in Google for a particular keyword phrase.

Why? Most of the traffic goes to the sites listed on the first page of Google, so your aim should be to get your site into the top 10. This tool allows you to check your progress more quickly than you could do manually.

How? Enter the URL of your website and the keywords that you are trying to rank for and optionally your competitor's URL. The tool will return the position of your website in the Google search results and compare it to your competitor's URL.

Tool #7 – Website Grader

Where? <http://website.grader.com>



The screenshot shows the Website Grader website interface. At the top, there is a navigation bar with the Website Grader logo on the left and links for 'Website Grader', 'Login', and 'Badge' on the right. Below the navigation bar, the main content area is divided into two columns. The left column features a heading 'Website Grader by HubSpot - Marketing Reports for 400,000 URLs and Counting...' followed by a form with three input fields: 'Website URL' (with an example 'www.yourcompany.com'), 'Competing Websites' (with a note '(Optional) Enter websites of competitors to include in analysis'), and 'Your E-Mail' (with a note 'Enter your e-mail address to receive the final report'). Below these fields is a checkbox for receiving updates and a 'Generate Report' button. The right column contains a 'Grade Your Website' section with a brief description of the tool and a 'View Sample Report' link. Below this is a 'Partner Sites' section featuring two promotional banners: 'PRO MARKETERS GROUP' with a 'Join' button and 'On LinkedIn' link, and 'FREE INTERNET MARKETING KIT' with a 'Download Now' button.

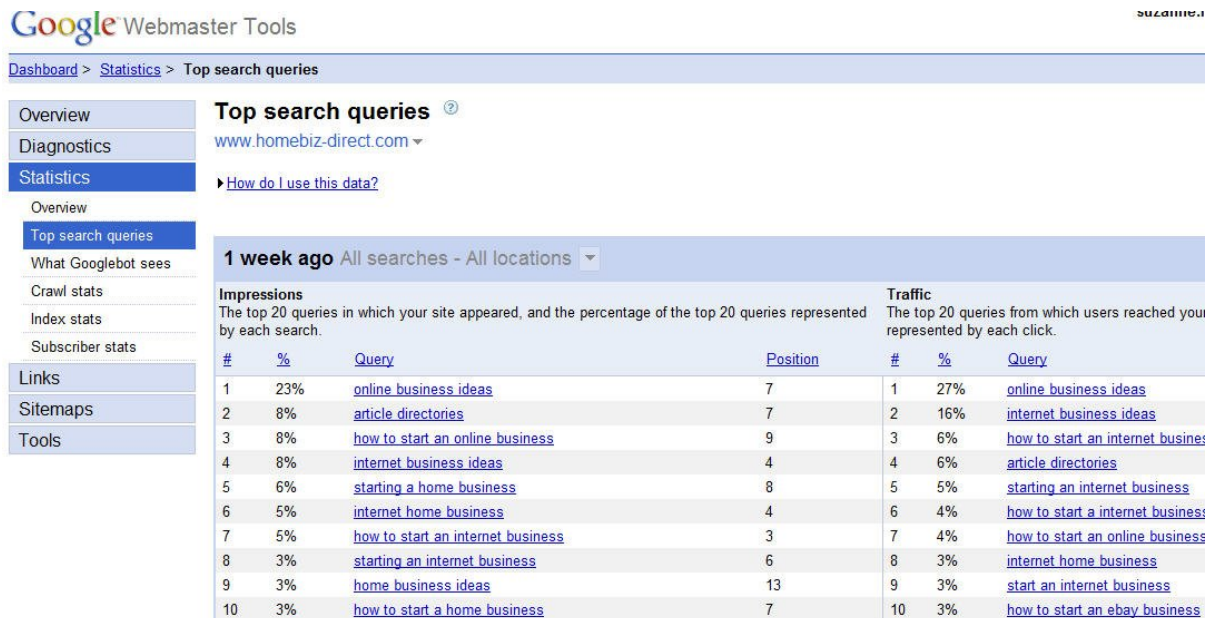
What? Once you have optimized your website and started to promote it, this tool is an excellent way to get a free critique of your site. It provides information about the effectiveness of your on-page SEO, off-page SEO, blogging and social marketing. It also gives you suggestions on how to improve in each of these areas.

Why? It lets you measure your progress and find potential areas for improvement.

How? Enter the URL of your website, add competing websites (optional) and enter your email address. It will take a few minutes to process all the data, and once it has finished you will be taken to a report with a website grade (mark out of 100) and a wealth of information about how your website ranks and ways to improve it. You will also be emailed a link to your report.

Tool #8 - Google Webmaster Tools

Where? <http://www.google.com/webmasters/tools>



The screenshot shows the Google Webmaster Tools interface for the website www.homebiz-direct.com. The main section displays 'Top search queries' for the period '1 week ago' across 'All searches - All locations'. It is divided into two columns: 'Impressions' and 'Traffic'. Each column contains a table of the top 20 search queries, ranked by percentage and position.

Impressions				Traffic			
The top 20 queries in which your site appeared, and the percentage of the top 20 queries represented by each search.				The top 20 queries from which users reached your site, represented by each click.			
#	%	Query	Position	#	%	Query	Position
1	23%	online business ideas	7	1	27%	online business ideas	7
2	8%	article directories	7	2	16%	internet business ideas	7
3	8%	how to start an online business	9	3	6%	how to start an internet business	9
4	8%	internet business ideas	4	4	6%	article directories	4
5	6%	starting a home business	8	5	5%	starting an internet business	8
6	5%	internet home business	4	6	4%	how to start an internet business	4
7	5%	how to start an internet business	3	7	4%	how to start an online business	3
8	3%	starting an internet business	6	8	3%	internet home business	6
9	3%	home business ideas	13	9	3%	start an internet business	13
10	3%	how to start a home business	7	10	3%	how to start an ebay business	7

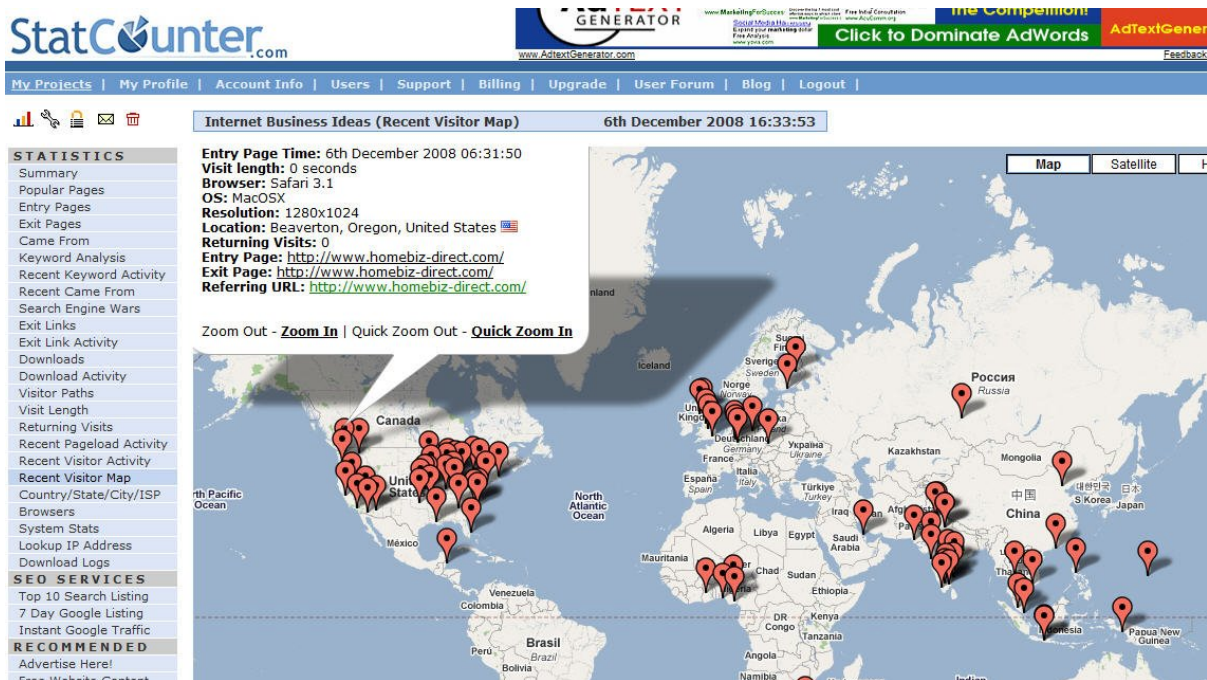
What? This tool allows you to find the top Google search queries for your website, see errors found by Googlebot, find issues with your website content (e.g. missing tags), submit a sitemap, find out how many backlinks you have, remove content from the Google index and generate a robots.txt file.

Why? Submitting a sitemap will help to ensure that Google crawls your entire website. The diagnostics will alert you to any errors or broken links on your website and the top search query information can help you to refine your website optimization.

How? Create an account and then add your websites to the account. You will then need to verify that you are the owner of each of the websites that you added. You can do this by following the instructions to upload a text file to your website or by adding a meta tag to your home page.

Tool #9 – Statcounter

Where? <http://www.statcounter.com>



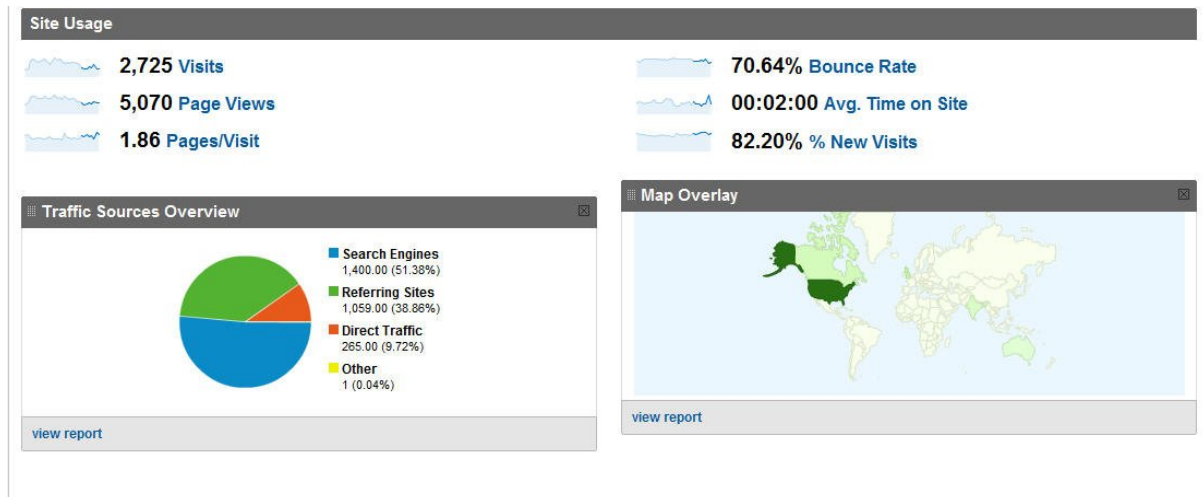
What? Statcounter allows you to see how many visitors and hits you have received to your website, the keywords that your visitors searched on, the pages that they visited, the browsers they use, the countries and towns they live in, the pages that they entered and exited your site on and how long they stayed on your site.

Why? It is useful to see the keywords that your visitors use to find your site and the search engines that they came from as this can help you to refine your optimization. It is also valuable to understand more about your visitors, the countries they come from, the browsers and computers that they use and what pages they visited while on your website.

How? Register with statcounter and follow the instructions to generate a small piece of javascript code. Place this code on all the pages of your website so that statcounter can track all your visitors. You can then login to statcounter at any time to view your statistics.

Tool #10 - Google Analytics

Where? <http://www.google.com/analytics>



What? This is an alternative to StatCounter, as it provides similar information about your website visitors. However, it presents the information in a different way, so you may find it useful to use both StatCounter and Google Analytics.

Why? As well as finding out where your visitors come from, how they found your website, how many pages they visited and how long they spent on your website, you can also view the data in a variety of different formats.

How? Register with Google Analytics and generate a snippet of javascript code. Follow the instructions to Install this code on all the pages of your website and then login to Google Analytics to view your site statistics.

Learn More about SEO



If you would like to learn more about Search Engine Optimization, why not download the *3 Steps to Search Engine Success* Ebook?

This book provides a blueprint of how to get a top search engine rank for your website and is explained in simple and easy to understand terms with examples and screenshots throughout.

Visit [3 Steps to Search Engine Success](#) to Learn More