100+ Free SEO Tools & Resources

Keyword Tools

- [Keywords Everywhere](#) Great keyword tool Chrome and Firefox extension. (now paid)
- [Answer The Public](#) Aggregated view of the questions asked to Google & Bing.
- [Keyword Keg](#) Another free keyword tool, you can import lists and export 20 results.
- [Wordtracker Scout](#) Displays what articles are about on keyword cloud.
- [LSI Graph](#) Generate a list of semantically related keywords and best performing content.
- [Google Trends](#) Compare one keyword to another over time
- [Keyword Finder](#)Uses Google's autocomplete API to find many keywords.
- [KeywordTool.io](#) An alternative to Google keyword planner.
- [Merge Words](#) Takes words from 3 lists and merges them together into one.
- [Cognitive SEO Keywords](#) Analyze keywords and get suggestions.
- [Seed Keywords](#) Grow your own seo keywords from suggestions from your friends.
- [Keyword Density Checker](#) Remember to write for people, not SEO, don't overoptimize.

Keyword Rankings

- [Small SEO Tools Rank Checker](#)Check rankings of up to 10 keywords at a time.
- [Hoth Rankings Tracker](#) Check 10 keywords ranking daily.
- [Can I Rank](#) Explains the opportunities and benefits of ranking for certain keywords

Backlink Tools

- [Ahrefs Backlink Checker](#) Free version of Ahrefs' backlink checker tool.
- [Open Link Profiler](#) Fast backlinks and a lot more info worth investigating.
- [Check My Links](#) Chrome plugin to check pages for broken links.
- [Search Queries](#) for backlink prospecting
- [Guide to getting backlinks](#)Lots of great ideas for obtaining a good link or two.
- [Help A Reporter](#) Be a reference for reporters looking for answers.

Image Optimization

- [GeoImgr](#) Image geotagging, add GPS info to photos online.
- [EXIF Editor](#) A program for download that allows you to edit EXIF data of images.

Website Audit Tools

- Ubersugest All in one site analyzer, backlink checker and keyword tool. Top Rated!
- SEO Site Checkup Checks major search engine optimization factors.
- SEOability Website crawler with reporting on errors and SEO scoring.
- Screaming Frog Crawl websites and check many different elements.
- Website Grader Checks a few important factors like seo, speed, etc.
- Revive Content Ideas A tool that tells you what website content needs to be revised.
- WooRank Another tool to use to find errors on your site and make improvements.
- Brown Seo Allows you to view your website like a search engine does.

SEO Resources

- SEO Checklists Lists to help you not forget steps during SEO campaigns.
- 200 SEO Ranking Factors Explore all of the things Google uses to gauge rankings.
- Periodic Table of SEO Factors Ranking factors displayed like periodic table of elements.
- Google: Algorithm Updates List of major Google updates.
- Google Algorithm Timeline A timeline of major Google updates.

Local Search Tools

- AccurRanker SERP Checker Free Google search results on any keywords anywhere.
- Local Falcon Get a grid showing where your GMB is ranking on Google Maps.

Local Search Resources

- Local Search Ecosystem Graphic & info on how local SEO citation sources interconnect.
- Add To GPS Maps Resource that shows how to add your business to all GPS maps.

Local SEO Citation Sources

- Moz Local Citations by Category List of SEO citation sources sorted by business types.
- Yext Directories List of important business directories to list your site for local SEO.

Local Citations Checkers

- Moz Local Citation Checker Check your online presence in common citation directories.
- Yext listing scan Check business listing citations source accuracy.

Browser Extensions

- [Nofollow identifier](#) Nofollow links on websites you view are outlined in red.
- [SEO Quake](#) Multi-tool for viewing many important seo factors of a website.
- [Image downloader](#) Download all images from a webpage.
- [SEO Toolkit](#) Another extension showing seo results from pages viewed.
- [Link Miner](#) Check pages for broken links and social data.

Website Analytics

- [Statcounter](#) Nice and easy to understand website analytics program.
- [Clicky](#) Website analytics with many features included.
- [Google Analytics Annotation](#) Take notes in Google Analytics timelines.
- [Keyword Hero](#) Display what Google keywords were used to get to a page.
- [Databox](#) Beautiful customizable reports, free for up to 3 dashboards.

Mobile SEO Tools

- [Mobile First](#) Identify problems with the mobile version of your site.
- [Google mobile design checker](#) Is your website mobile friendly?
- [Mobi Ready](#) Test websites on different mobile devices.
- [Responsive design checker](#) Test your site of different mobile devices.

Blog Post Ideas

- [Blog Topics Generator](#) Discover blog post headlines based on keywords.
- [A year's worth of post ideas](#) Blog ideas with examples.
- [Blog ideas](#) A tool to get blog posts based on topics.
- [186 Blog Post ideas](#) Good topics to get started writing about.

Competitor Analysis

- [SpyFu](#) Check competitor organic or Google ads keywords.
- [Keyword Spy](#) Learn your competitors' most profitable Ad copies & keywords.
- [Spy On Web](#) quick search for websites that belong to the same owner.
- [iSpionage](#) View competitors best-ranking keywords, landing pages and more.

WordPress SEO Plugins

- [Yoast SEO Plugin](#) Most popular WordPress SEO plugin, add metadata.
- [Redirection](#) Manage all your 301 redirects and monitor 404 errors.
- [Structured Data](#) Add customized structured data to website, pages, posts.
- [Ultimate Nofollow](#) Add rel "nofollow" to external links to not pass page rank.
- [Post to Google My Business](#) Publish your latest WordPress post to GMB.
- [Media File Renamer](#) Rename images in WordPress media galleries.
- [Broken Link Checker](#) Find and fix broken links on your WP website.

Website Speed Tests

- [GTmetrix](#) Test website speed and identify actionable items that are slowing it down.
- [Page Speed Insights](#) Tool from Google to measure page speed in desktop or mobile.

Text Tools

- [Keyword Editing Tool](#) Edit keywords, split and combine lists, change case.
- [Sort My List](#) A free online tool to help with keyword lists and more.
- [Word Counter](#) Count characters in text for meta tags and more.
- [Keyword density checker](#) Check density of KW phrases on a page.
- [Plagiarism checker](#). Make sure your content is not a duplicate on the web.

SEO Training

- [1ON1 SEO Training](#) Get a free personalized 30 min SEO strategy & training class.

SEO Blogs To Follow

- [Moz Blog](#) Blog from Moz
- [SEMrush Blog](#) Blog
- [Ahrefs Blog](#) Blog from Ahrefs
- [Search Engine Journal](#)
- [Neil Patel](#)
- [Search Engine Land](#)
- [Search Engine Roundtable](#) A blog
- [Yoast Blog](#) Blog by Joost de Valk and his team at Yoast.
- [Search Engine Watch](#)

Misc Tools

- [LastPass](#) Manage all of your passwords in a safe and secure spot.
- [Cloudflare CDN](#) A fast website ranks better so use a content delivery network.
- [BuiltWith](#) Identify what software websites are created with.
- [Video Downloader](#) Download videos from websites and social media
- [A2 Web Hosting](#) Fast reliable website hosting
- [SEO ROI calculator](#) Check viability and profit from SEO campaigns
- [Archive.org](#) View what websites looked like in the past.
- [Hubspot CRM](#) Forms for your website that capture leads to Hubspot
- [Ntask Manager](#) Free project management tool like Basecamp
- [Bit.ly](#) link shortening and tracking tool.