



SEO Tools

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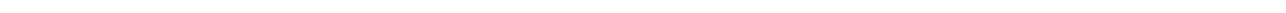
Search Engine Optimization Book

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SEO Tools

Much of the craft to SEO is knowing how to use time effectively. SEO is an extremely time intensive process. These are the tools I use to save time with SEO. None of these links are affiliate links. I get paid nothing to recommend these tools to you.

SEO Forums

The ability to gain near real time answers to your SEO questions makes SEO forums extremely valuable. I have my opinions about which ones are best, and likely you will have your opinions about which ones you will like best.

A good forum has a good sense of community, but different SEO forums have different goals. Generally I support the fact that good SEO is generally making good ideas that would want to spread and / or gaining a large quantity of links into a website. The forums that allow open discussion of and support effective SEO ideas are my favorite.

You will learn a bunch of your SEO knowledge from personal experience, but forums will also help speed along the learning cycle.

- **Free:** Review of and links to most of the major SEO forums (and many smaller ones too). Most SEO forums are free also.
(<http://www.seobook.com/archives/000161.shtml>)

Keyword Selection

Doing SEO effectively starts with finding the right words, phrases, and ideas to target.

- **Free:** Digital Point keyword suggestion tool – free web based tool which compares Wordtracker and Overture search frequencies.
(<http://www.digitalpoint.com/tools/suggestion/>)
- **Various Prices (approximately \$7 / day to \$250 / year):** WordTracker – web based leased product which has many more features than the other tools. WordTracker traffic is generally more representative of actual traffic than Overture's tool since many fewer automated bots scour its data collection network than Overture's.
(<http://www.wordtracker.com>)

- **Various prices:** Keyword Discovery -- deep database of keyword data. Contains historical data. Some of their partners made them sign a non disclosure agreement. The database may not be as clean as the WordTracker database, but it does contain more data.
(<http://www.keyworddiscovery.com/>)
- **Free:** Overture Search Term Suggestion Tool – offers search frequency for the prior month throughout the Overture network. Please note that many bid checkers and other automated bots cause this number to skew high. (<http://inventory.overture.com/d/searchinventory/suggestion/>)
- **Free:** Google Keyword Sandbox – shows related search terms but not search quantity.
(<https://adwords.google.com/select/main?cmd=KeywordSandbox>)
- **Free:** Google Search Suggestion Tool – auto-completes search queries to help you find more related search terms
(<http://www.google.com/webhp?complete=1&hl=en>)
- **Free:** Google Sets – shows groups of related keywords.
(<http://labs.google.com/sets>)
- **Free:** Good Keywords – free downloadable software which can be used for preliminary keyword research. (<http://www.goodkeywords.com>)
- **Free:** Ontology tool – finds related keywords using the Google ~ search.
(<http://www.gorank.com/seotools/ontology/>)
- **Free:** Competitors websites and related search suggestions from various search engines such as Vivisimo and Teoma.

General SEO Tools

There are many various tools which help make the job of SEO quicker. These are some of my more commonly used tools. All the tools in this section are free.

- FireFox browser – browser allows tabbed browsing, which saves a ton of time when I am looking at about a half dozen sites at the same time.
(<http://www.mozilla.org/products/firefox>)
- Digital Point keyword ranking, backlink, and PageRank checker – I use this tool to view my position for various websites in Google, Yahoo!, and MSN. It also helps me hypothesize some of the ways they may have changed their algorithms.
(<http://www.digitalpoint.com/tools/keywords>)
- Yahoo! Tracker – tracks keyword rankings in Yahoo!
(<http://www.webmaster-gadgets.com/ytracker/>)

- Xenu Link Sluth – finds broken links on your site, and helps you build a sitemap. (<http://home.snafu.de/tilman/xenulink.html>)
- Free Meta Tag Generator – helps you create the code for your page title and meta tags (<http://www.search-marketing.info/meta-tags/make-meta.htm>)
- The Google Toolbar – good for highlighting keyword density and doing many things like giving you a quick glimpse of a cached copy of a page and its backlinks. (<http://toolbar.google.com/>) If you are doing lots of exceptionally aggressive promotional techniques it may be unwise to install any toolbar distributed by a major search engine since it will help them track and cross reference your sites.
- GoogleBar (for Mozilla) – used on non internet explorer browsers. (<http://googlebar.mozdev.org/>)
- GoogleBar Hack (for Mozilla) – used to show PageRank on the GoogleBar. (<http://www.prgooglebar.org>)
- Top25Web PageRank lookup – shows PageRank of any page you input. (good to use when the toolbar is broken) (<http://www.top25web.com/pagerank.php>)
- Books I found helpful toward learning web marketing and website design. (<http://www.search-marketing.info/literature.htm>) some of these books on this site are affiliate links.
- Office application. Things like spreadsheets make life much easier as an SEO. I use MicroSoft Office sometimes (<http://office.microsoft.com/>) and sometimes I use OpenOffice (<http://www.openoffice.org/>). Either will probably work for most jobs.

Link Building Tools

Link building is perhaps the most time consuming part of the SEO process. The tools listed in this section have saved me no less than hundreds of hours of time.

- **Free:** Hub Finder – tool looks for co occurring backlinks. (<http://www.andyhagans.com/tools/hubfinder/>)
- **Free:** Prog - free Google PageRank display search tool. (<http://www.seoachat.com/seo-tools/pagerank-search/>)
- **Free:** Rusty Brick's link analysis tool. Works with the Google API and offers C block IP and anchor text reporting. Since it works with the Google API it is somewhat slow, but it is free. (http://www.rustybrick.com/link_analysis.php)

- **Free:** Class C IP checker tool checks for duplicate class C IP addresses from a list of domains. Links from sites which are on the same C block IP address may not carry as much weight as sites from different C block IP addresses. (<http://www.ip-report.com/>)

- **Free:** PostTrades unique C block backlink checker. In the upper right corner of the PostTrades website is a tool which will tell you the number of unique C block IP addresses pointing links into your site.

Tool works by looking that the IPs in the first 1000 backlinks in Yahoo!. If you have over 1000 backlinks then the tool may not provide accurate results. (<http://www.posttrades.com/>)

- **Free:** Unique Linking Domain Checker – returns links to all unique linking websites that link at your site. (<http://www.555webtemplates.com/backlinks-tool.asp>)
- **Free:** Unique C Block Backlinks Checker – allows you to quickly survey how competitive a market is by seeing how many C blocks are linking at competing websites. (<http://www.webuildpages.com/cclass/>)
- **\$224:** Optilink link analysis software. Optilink automates sorting competitor's backlinks and displays the anchor text in links. (<http://www.optitext.com/>)
- **\$167:** SEO Elite – similar to Optilink, but also checks reciprocal link partners. Brad has been doing a good job of updating it and adding features to it. If you are torn between OptiLink and SEO Elite I would recommend buying SEO Elite, or trying them both and returning whichever one you do not like. (<http://seoelite.com/>)
- **Free:** PRWeb – free press releases. I often recommend purchasing one of their premium services though. (<http://www.prweb.com>)
- **Free:** List of places to submit articles (<http://www.seobook.com/archives/000099.shtml>)
- **Free:** Server header check (<http://www.searchengineworld.com/cgi-bin/servercheck.cgi>)
- **Free:** (Directories) <http://www.wowdirectory.com> will list your site free, <http://www.directoryarchives.com> is a directory of directories, and here is a free Excel sheet <http://www.seobook.com/directorylist.xls> for managing some of your directory submissions. I update the directories list frequently.
- **Free:** Roboform saves your data and makes it easy to enter payment and site listing information. Useful for massive directory registration, though

you still need to ensure you mix your linkage data. It may also be in your best interest to space out some of your registrations to show more natural appearing linkage growth. <http://www.roboform.com/>

- **Free:** Cooperative Ad Network ... this essentially amounts to a huge link farm, but it is blended in with many sites that are well integrated into the web. Eventually it may somehow be filtered out or lessened in power, but currently it is rather powerful for MSN and Yahoo! (and to a lesser extent Google). I currently am not using this ad network on any of my permanent sites, but feel it is worth mentioning. [\(http://www.digitalpoint.com/tools/ad-network/\)](http://www.digitalpoint.com/tools/ad-network/)
- **\$50 per month:** LinkItForward is similar to the Coop Ad Network in that it uses the power of many sites to help them all. Instead of reciprocating links with LinkItForward you link to some domains and for doing that get credits where others will link to your domain. I currently am not using LinkItForward on any of my sites, but feel it is worth mentioning. [\(http://linkitforward.com/\)](http://linkitforward.com/)
- **\$50 per month:** LinkExplore helps you collect contact and linking details to trade links with people who have site details in the LinkExplore database. The LinkExplore database has over 10,000 entries and you can search by keyword and category. LinkExplore also allows you to collect data from the search engines similarly to how SEO Elite and OptiLink work.

One of the benefits of LinkExplore over some of the other link analysis tools is that their database already has a number of people in it who are likely to want to trade links with similar related resources.

[\(http://www.linkexplore.com/\)](http://www.linkexplore.com/)

- **Arelis:** link exchange software. It allows you to seek out link partners, their contact information, and email them. I would make sure I customized any email I sent out so as to avoid being accused of email spamming. Arelis also tracks your status with link exchange communications.

Arelis also allows you to upload HTML pages with your link partners links on them, but I would not recommend using that feature on permanent sites, or ensure I removed any footprints left by software which is designed specifically for link exchanges. It lets you chose the base template to match your site, but you will want to make sure the coding matches up well also.

When you exchange links it is a good idea to also link to related internal pages and quality resources that may not be linking back at your site.

[\(http://www.axandra-link-popularity-tool.com/\)](http://www.axandra-link-popularity-tool.com/)

- **\$175:** Zeus is a link exchange manager / directory software similar to Arelis. Both offer a free trial. I have not fully tested Zeus, but I would not

put pages with link exchange software footprints on my site.
<http://www.cyber-robotics.com>

Aggressive SEO Tools (More risky)

- Some of these tools may risk getting your site banned.
- **Free:** Cooperative Ad Network ... this essentially amounts to a huge link farm, but it is blended in with many sites that are well integrated into the web. Eventually it may somehow be filtered out or lessened in power, but currently it is rather powerful. I currently am not using this ad network on any of my sites, but feel it is worth mentioning.
<http://www.digitalpoint.com/tools/ad-network/>
- **\$50 per month:** LinkItForward is similar to the Coop Ad Network in that it uses the power of many sites to help them all. Instead of reciprocating links with LinkItForward you link to some domains and for doing that get credits where others will link to your domain. I currently am not using LinkItForward on any of my sites, but feel it is worth mentioning.
<http://linkitforward.com/>
- **Articlebot** – creates multiple copies of semantically sound copy from a single original article. I have not yet used Article Bot but have heard good reviews. I plan to interview the maker of this software soon.
<http://www.articlebot.com/>
- **Traffic Equalizer** – scrapes search results and creates pages from them. By default it likely leaves some footprints.
<http://www.trafficequalizer.com/>
- **RSS Equalizer** – creates static pages out of RSS feeds
<http://www.rssequalizer.com/>
- **Fantomaster** – high end cloaking software. I have not yet used cloaking software, but Fantomaster has a reputation for being the best in the business. <http://fantomaster.com/>

Pay Per Click Tools

Customer Tracking / Bid Tracking / Management

- ClickTracks - log file analyzer...awesome <http://www.clicktracks.com>
- ConversionRuler – simple pay per click tracking
<http://www.conversionruler.com>
- KeywordMax – web based software <http://www.keywordmax.com/>

- IndexTools – web based software (<http://www.indextools.com/>)
- BidRank - downloadable software (<http://www.bidrank.com>)
- Atlas OnePoint - web based software (<http://www.atlasonepoint.com>)
- Urchin (<http://www.urchin.com>)
- WebSideStory (<http://www.websidestory.com>)

Competitive Analysis Software

Some tools collect the ad distribution rate and rank details of competitors by randomly pinging Google. I have not extensively used these products, but I do think they are interesting. Two of these products are:

- AdArchiver is a rather inexpensive competitive analysis tool. (<http://www.adarchiver.com>)
- AdGooroo is a way more expensive, but it graphs the data and gives you tips on how to adjust bidding. (<http://www.adgooroo.com/>)
- Google AdWords API (<http://www.google.com/apis/adwords/>)

Fraud Prevention Software

- Who's Clicking Who (<http://www.whosclickingwho.com/>)
- Click Auditor (http://www.keywordmax.com/click_auditor.html)

Keyword Suggestion Tools

- Digital Point Keyword Suggestion Tool (<http://www.digitalpoint.com/tools/suggestion/>)
- Google Suggest (<http://www.google.com/webhp?complete=1&hl=en>)
- The Google Keyword Sandbox (<http://www.adwords.google.com/select/main>)
- Overture Keyword Suggestion Tool (<http://inventory.overture.com/d/searchinventory/suggestion/>)
- Overture View Bid Price Tool (http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=casino&mkt=us&lang=en_US)
- Country Specific Search Frequency (<http://www.seoindex.com/index.php?c=26>)

Keyword list creator

- Helps you create various versions of your keywords. Using a large keyword list with many different keyword versions is important to do well on Overture. <http://www.related-pages.com/adwordskeywords.aspx>
- GOOG Edit is a free downloadable software tool with similar features as the Related Pages tool. (<http://www.googedit.com/>)
- ThePermutator - \$50 downloadable software (<http://www.thepermutator.com>)

AdWords Analyzer

- Shows how many ads are running on Google AdWords at any given time. (<http://adwordanalyzer.com/>)

Other Websites:

- ZoneEdit – allows you to redirect keyword rich domain names to other locations. (<http://www.zoneedit.com>)
- Split Tester (<http://www.splittester.com/>)

Large Pay Per Click Search Engines

- Google AdWords (<https://adwords.google.com/select/main>)
- Overture (<http://www.overture.com>)

Smaller Pay Per Click Search Engines

- Please note that I recommend using Overture and Google AdWords before extending your PPC accounts across too many engines.
- FindWhat (<http://www.findwhat.com>)
- Kanoodle (<http://www.kanoodle.com>)
- LookSmart (<http://www.looksmart.com>) ← I think their traffic quality sucks (or at least it did for me when I tried them in November of 2004).
- Enhance Interactive (<http://www.enhance.com>)
- Search123 (<http://www.search123.com>)
- Epilot (<http://www.epilot.com>)

