



ESSENTIAL SEO TOOLS

We've compiled the best tools for optimising your business website, along with some free trials and resources to help. Enjoy!

Keywords Everywhere (free)

- **Keyword research**

→ Download Keywords Everywhere: [Download chrome or firefox extension](#)

→ Learn how to use Keywords Everywhere here: [Keywords Everywhere YouTube Channel](#)

MOZLocal (free - limited)

- **Scan for local citation presence and accuracy**
- **Sales tool**

Google Analytics (free)

- **Analytics**
- **Tracking performance**
- **reporting**

→ Set up Google Analytics: [Visit Google Analytics](#)

→ Learn GA at Google Analytics Academy: [Google Analytics Academy](#)

Google Search Console (free)

- **Main hub**
- **Analytics for reporting**
- **Sitemap management**
- **warnings, red flags and penalties**

→ Set up Google Search Console: [Visit Google Search Console](#)



Worthy mentions

Google PageSpeed Insights for checking page speed (very important for Google)

→ Analyse website speeds: [Google Page Speed Insights](#)

Ahrefs for analytics and keyword research

- Ahrefs 7 day trial for \$7: [Ahrefs](#)
- Learn SEO with Ahrefs: [Ahrefs YouTube Channel](#)

BrightLocal for local optimising

- Bright Local free trial: [Bright Local](#)
- Bright Local and SEO training: [Bright Local Academy](#)

Google mobile friendly test (very important for Google)

→ Check your website is mobile-friendly: [Mobile-friendly test](#)

Useful blog articles we have released:

- [8 Ranking Statistics You Should Understand In 2021](#)
- [8 SEO Statistics You Should Understand In 2021](#)
- [Essential Tips For Your Business Website](#)
- [Learn About Our SEO Services](#)