



SEO Tools List by UntalkedSEO

A list of free and paid SEO tools that you can use to take your SEO game to the next level.

Tool	Used For	Subscription	What It Does
<u>Google Keyword Planner</u>	Keyword Research	Free	Helps you find new keywords
<u>Ubersuggest</u>	Keyword Research	Freemium	Get keyword suggestions and competition data
<u>Answer The Public</u>	Keyword Research	Freemium	Finds questions that people ask on forums, blogs and on social media
<u>Search Response</u>	Keyword Research	Freemium	Provides popular questions people are actually asking online
<u>Google Trends</u>	Keyword Research	Free	Analyzes the popularity of top search queries in Google Search across various regions and languages—search broad topics, compare two topics, or look at recently trending topics
<u>Keywords Everywhere</u>	Keyword Research	Premium	Displays search volume, CPC, AdWords competition level, and historical trend data of keywords
<u>Keywordtool.io</u>	Keyword Research	Freemium	Generates long-tail keyword suggestions based on the keyword you enter
<u>Reddit Keyword Research</u>	Keyword Research	Free	Scrapes Reddit words and phrases that tend to crop up in specific subreddits
<u>SEO Keywords Spelling Checker</u>	Keyword Research	Free	Checks if the keyword you entered is written in the way people search for it

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<u>CanIRank</u>	Keyword Research	Freemium	Analyzes website data and provides you with action plans to increase their google search engine rankings—whether or not you can rank for a keyword
<u>Rank Math</u>	On-Page SEO	Freemium	WordPress plugin that helps you optimize your content with built-in suggestions—presents Google Search Console and Google Analytics data, monitors 404 errors, generates Schema Markup, and much more
<u>Schema.org</u>	On-Page SEO	Free	Documentation and guidelines for using structured data mark-up on web-pages
<u>Meta SEO Inspector</u>	On-Page SEO	Free	Lets you view a page's on-page SEO signals, including meta, headers, Schema Markup, external links, and more all from a handy dropdown
<u>Hreflang Tag Testing</u>	On-Page SEO	Free	Spots problems with hreflang implementation and understands the alternate URLs and the targeted region
<u>Inspect Canonical</u>	On-Page SEO	Free	Check the canonical tag of a page
<u>Woorank's SEO & Website Analysis</u>	On-Page SEO	Free	Shows you how to improve your site's on-page and off-page SEO
<u>PageSpeed Insights</u>	Performance Optimization	Free	Reports on the performance of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved
<u>Google Mobile-Friendly</u>	Performance Optimization	Free	Test how easily a visitor can use your page on a mobile device
<u>Seobility</u>	Performance Optimization	Freemium	Crawls your entire site and lets you know about search engine optimization issues

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<u>Copyscape</u>	Content Optimization	Freemium	Detects how much of your content shows up verbatim on other parts of the internet
<u>Animalz Revive</u>	Content Optimization	Free	Helps you find older content on your site that needs an update, an upgrade... or both
<u>Google Analytics</u>	Analytics	Free	Provides in-depth data about your website—insights about your audience, including where they're located, what kind of device they use, and their demographics
<u>Bing Webmaster</u>	Analytics	Free	Get your site's performance data and analyze insights to improve your page rankings on Bing search results
<u>Google Search Console</u>	Analytics	Free	Helps you monitor, maintain, and troubleshoot your site's presence in Google Search results
<u>Advanced Web Ranking</u>	Analytics	Premium	Provides rank tracking, reporting, and competitor analysis
<u>Nightwatch</u>	Analytics	Premium	Track your search engine rankings on all leading searching engines down to ZIP code level
<u>Bulk Google Rank Checker</u>	Analytics	Free	Track how well your web site is performing in search
<u>Google Business</u>	Local SEO	Free	Connect with customers searching for products, services, or businesses like yours on Google Search and Maps locally
<u>GMBspy.</u>	Local SEO	Free	Allows spying on competitor google business profile categories
<u>GMB Everywhere</u>	Local SEO	Free	View GMB categories, GMB audits, review audit, access information regarding competitors'—post strategy, post frequency, and post content

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<u>Yext</u>	Local SEO	Premium	Manage your business information across over 200 search platforms across the world
<u>Hunter</u>	Link Building	Freemium	Lets you find professional email addresses for your backlink outreach
<u>PitchBox</u>	Link Building	Premium	Find bloggers, publishers, and influencers based on keyword research
<u>Check My Links</u>	Link Building	Free	Link checker that crawls through your webpage and looks for broken links
<u>SEOquake</u>	SEO Audit	Free	Lets you conduct on page SEO audits, examine internal and external links, check for broken links, and more without leaving your browsers
<u>Screaming Frog</u>	SEO Audit	Freemium	Find and fix technical SEO issues
<u>Brown Seo</u>	SEO Audit	Free	Allows you to view your website like a search engine does
<u>Website Grader</u>	SEO Audit	Free	Grades your site against key metrics like performance, mobile readiness, SEO, and security
<u>Google Data Studio</u>	Reporting	Free	Turns your data into fully customizable informative reports and dashboards that are easy to read and share
<u>Siteliner</u>	Reporting	Free	Provides full SEO report
<u>Semrush</u>	All-in-one	Freemium	Packed with tools for keyword discovery, rank tracking, backlink analysis, on-page auditing, reporting and many more
<u>Ahrefs</u>	All-in-one	Freemium	Provides tools for link building, keyword research, competitor analysis, rank tracking and site audits

✔ For more information, [refer to our step-by-step dental SEO guide.](#)