

**Top 10 SEO
Tools to
Improve
Your
Ranking in
2019**

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Introduction

Do you want 200k+ visits to your website every month?

I know nobody would not want this! :-D

SEO is the biggest source of organic traffic, leads, and customers. Just that one minor mistake at times flushes away all your smart work. It happens in SEO! However, while it happens in SEO, SEO also has a big list of tools telling you where you lack and helping you do what you need to succeed.

But again, the list is really big and that managing things with such big list of SEO tools can be concerning as well. You might require an add-on tool to manage all the SEO tools if you use all. It is always better to figure out the right tools for the requirement you have and use them wisely.

This is why here in this eBook we have come up with top 10 SEO tools that will help you improve your ranking organically and get you more and more visitors to your site.

Tool#1: SEMRush

SEMRush is simply loved by the SEO community and is also praised by the experts for its incredible features. Marketers not just can assess their web page rankings but also assess the changes in the rankings as well as find out new prospects to capture better ranking.



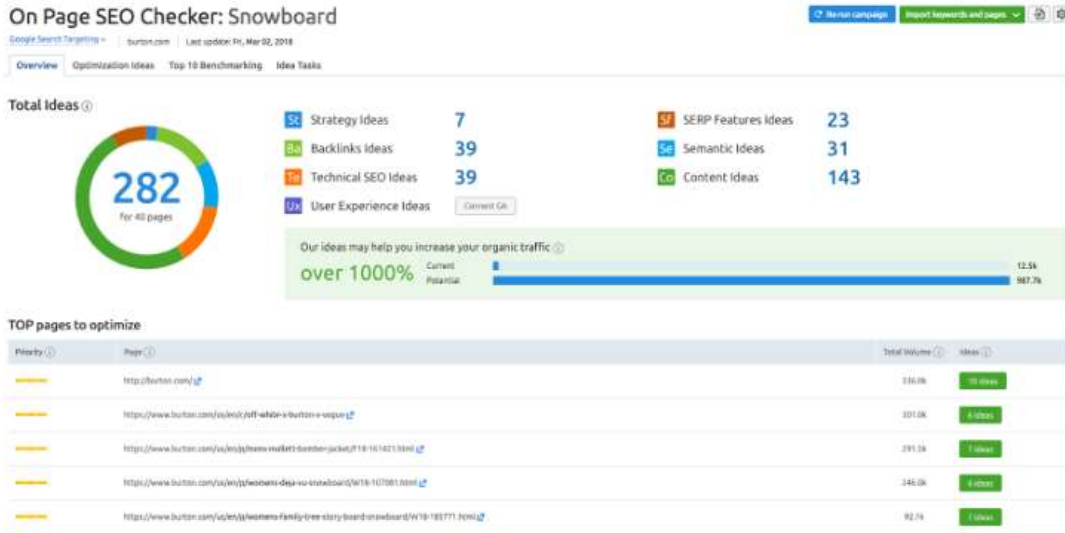
The Domain Vs Domain feature by SEMRush helps you conduct an in-depth analysis and helps you compare your website to that of your competitors.

The screenshot shows the "Domain vs. Domain" tool interface. It includes input fields for domains (walmart.com, amazon.com, kmart.com) and a "GO" button. Below the input fields, there is a table of search results for organic keywords. The table has columns for Keyword, Walmart.com, Amazon.com, Kmart.com, Value, CPC, Competition, Results, and Trend.

Keyword	Walmart.com	Amazon.com	Kmart.com	Value	CPC	Competition	Results	Trend
local mobile	7	18	88	1,830,000	0.37	0.22	25,300,000	↑
black friday 2018	10	6	31	1,830,000	0.90	0.01	58,300,000	↓
followers sustaino	9	10	98	823,000	0.38	0.75	17,800,000	↓
hokley house	40	17	67	675,000	0.83	0.02	28,700,000	↑
elvira	38	16	18	675,000	1.81	1.00	83,600,000	↓
hokley	7	3	91	500,000	0.75	1.00	14,900,000	↑

With the help of Analytics report from SEMRush you can gain not only better insights about your website's traffic and search data but also your competitor's website! With the help of this tool you can compare domains and keywords you want to rank for.

The On-Page SEO Checker feature by SEMRush helps the marketers in easily monitoring their rankings as well as get recommendations with ways for improving their website's performance.



The organic traffic insights feature of the SEO tool helps the marketers in getting all leading web pages on a single dashboard that too along with word count, related keywords and social shares.



This is how SEMRush helps you discern what's working and where you need to optimize.

Tool#2: Google Search Console

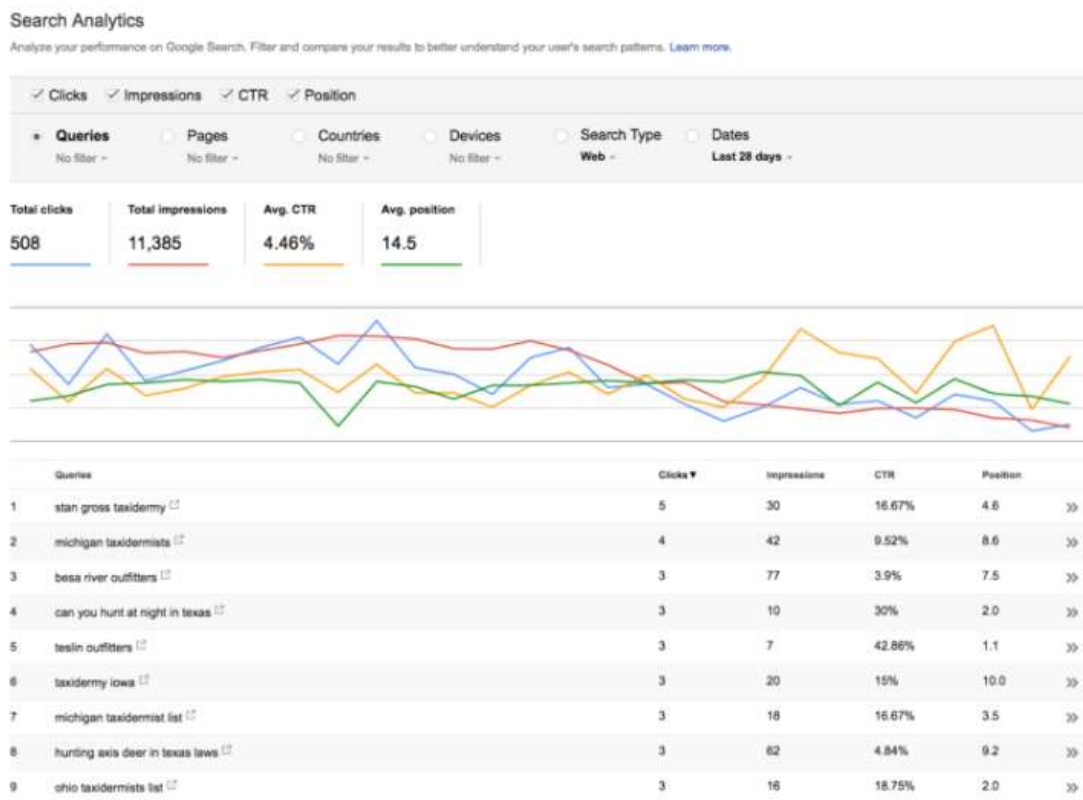
Search Console by Google helps the marketers in monitoring and reporting their website's presence in Google SERP (Search Engine Ranking Pages). With

its set of helpful SEO tools, marketers can easily detect security issues, number of indexed pages, duplicate metadata, and more.

Google

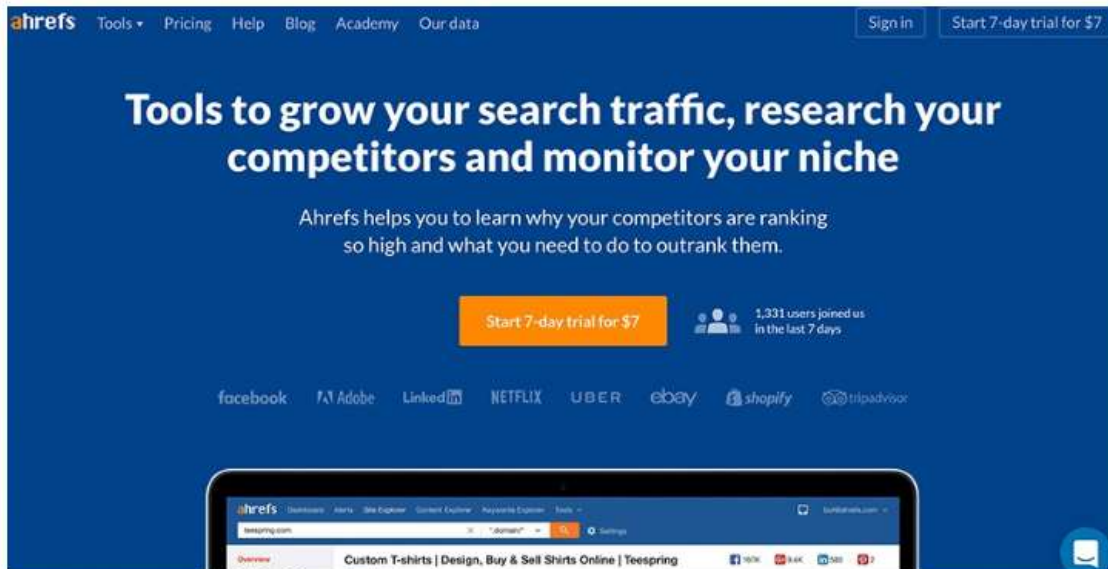
Search Console

All you require to do is to click on 'Search Traffic' and then go to 'Search Analytics' and it will give you a list of keywords for which you currently rank.



Google Search Console (GSC) lets you know what's getting indexed, how your website is projected with this account and work accordingly. By providing relevant and helpful data GSC helps achieve your objectives.

better search engine ranking by letting you highlight those parts of your site that need improvement.



“Ahrefs at present has 16 Trillion known links; 176 Million unique domains and 6 Billion pages crawled each day. With such statistics it is no surprise if it has become the most reliable SEO tools online.”

The best part is it is so simple to use the tool.

You simply need to enter the URL of the website you want to test.

1 Website 2 Keywords 3 Competitors 4 Mentions

What project are you working on?

Website or URL

www.martechwiz.com ✓ *.domain/* ▾

Specified URL does not provide the best results. Please consider the following options:

	Backlinks	Referring domains
<input type="radio"/> martechwiz.com 🏠	19	5
<input checked="" type="radio"/> www.martechwiz...	18	4

Project name

MarTech Wiz - MarTech Wiz

Next

Then you need to enter the keywords you want to look for.

ahrefs *Martech Wiz - MarTech Wiz* Website Keywords Competitors Mentions

What keywords do you want to track?

Please add keywords to track how well your website ranks in organic search results. You will also get regular email reports with your ranking progress. (Add keywords, separated by commas)

Keywords separated by commas

0 / 995

Tags Add to list

Keywords you rank for

Position Volume Search

Keyword	Pos. ¹	Volume ¹	URL ¹
+ leadpages review	13	500	https://www.martechwiz.com/tools/leadpages-review/
+ instapage review	14	100	https://www.martechwiz.com/tools/instapage-review/
+ moz pro	26	1,000	https://www.martechwiz.com/tools/moz-pro-review/
+ clickfunnels review	31	1,100	https://www.martechwiz.com/tools/clickfunnels-review/
+ leadpages free trial	36	700	https://www.martechwiz.com/tools/leadpages-review/
+ cackfunnels cost	36	300	https://www.martechwiz.com/tools/clickfunnels-review/
+ leadpages cost	24	20	https://www.martechwiz.com/tools/leadpages-review/
+ landing page builders	32	40	https://www.martechwiz.com/rankings/landing-page-builders-reviews-rankings/
+ cackfunnels review	38	80	https://www.martechwiz.com/tools/clickfunnels-review/

Keywords to track 1

instapage reviews
leadpages review
leadpages reviews

Locations 0 / 2

Country, state/province, city, address

1,000 of 1,000 tracked keywords

Next

Ahrefs also helps you be acquainted with your competitor's backlinks that especially helps you in getting an idea about doing your own backlinking if you have just launched your own brand. Ahrefs helps you in determining the content that has got the maximum links within a particular niche.



A number of marketers consider Ahrefs as the best SEO tools for keyword research, competitor analysis, rank tracking, viral content research, SEO audit and much more.

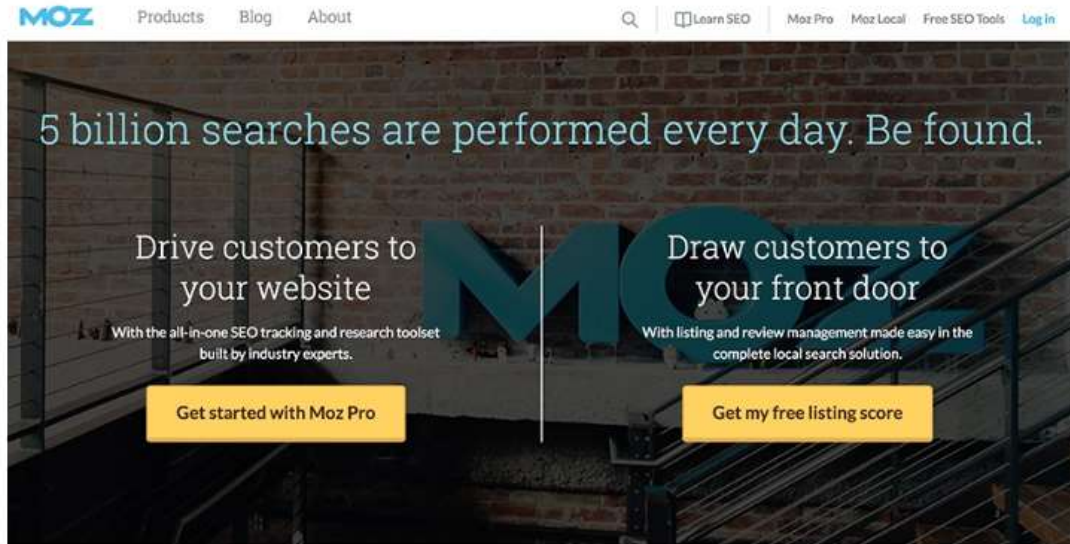
The screenshot shows the Ahrefs dashboard interface. At the top, there are navigation tabs for Dashboard, Alerts, Site Explorer, Content Explorer, Keywords Explorer, and Tools. A search bar is present with the text 'Enter domain, URL or topic'. Below this, the 'Dashboard' section shows a list of tracked websites. Two websites are visible:

- MarTechWiz - MarTechWiz** (martechwiz.com):
 - Ahrefs Rank: 59,425,852
 - Domain Rating: 30
 - URL Rating: 5
 - Backlinks: 21 (-3)
 - Referring domains: 6 (+1)
 - Organic keywords: 184 (+120)
 - Tracked keywords: 22 (12, 18)
- NFL.com - Official Site of the National Football League** (nfl.com):
 - Ahrefs Rank: 1,397
 - Domain Rating: 72
 - URL Rating: 22
 - Backlinks: 53M (+1.5M)
 - Referring domains: 132K (-1.8K)
 - Organic keywords: 1.2M (-1.7K)
 - Tracked keywords: 13 (0, 0)

At the bottom, there is a section titled 'Add a website to dashboard' with a search input field and an 'Add a website' button.

Tool#4: MOZ

Founded in 2004 by Rand Fishkin and Gillian Muessig, Moz has not remained just a blog or an online community but has come a long way to become a hulk in the sphere of SEO and Digital Marketing.



The online world sing the praises of how Moz always remains updated with Google's every algorithm. The innovative and cutting-edge chat portal by Moz delivers insightful responses for every question that is asked.

SEO powerhouse, Moz gives you everything that's needed for a better SEO whether it is keyword recommendations, performance reports or site crawls.



Marketers can download the MozBar toolbar for free. It allows them to see their store's metrics whenever they browse any page.

The Page Optimization feature by Moz lets you know about the ways required to improve SEO of your web pages.

Page Optimization Score

Export PDF

Keyword

painting olympia wa

Page

Professional Painting - Painting Olympia, WA - Hoeks Painting Painting
Olympia, WA - Hoeks Painting

<http://hoekspainting.com/>




Page Optimization Score ¹

Recommendations	Solved	All Factors	Content Suggestions
9	18	27	22

⚠ Most Important Fixes

Exact Keyword Used in Document at Least Once
Use your targeted keywords at least once in the document text of the page.
[How to optimize](#)

Why?
Search engines and potential visitors are both seeking the targeted keywords in the text of your page. Using keywords in the document element is not only a best practice, but an essential part of SEO and good user experience. See [Four Graphics to Help Illustrate On Page Optimization](#).

 *Chiaryn says: "While keywords are not the be-all and end-all many believe them to be, both Google and users expect to find the word(s) that could be used to describe the page on the actual page."*

By providing increased transparency, the Moz's SEO tool helps you improve business significantly. You can easily compare your website to that of competitors based on traffic and optimization.

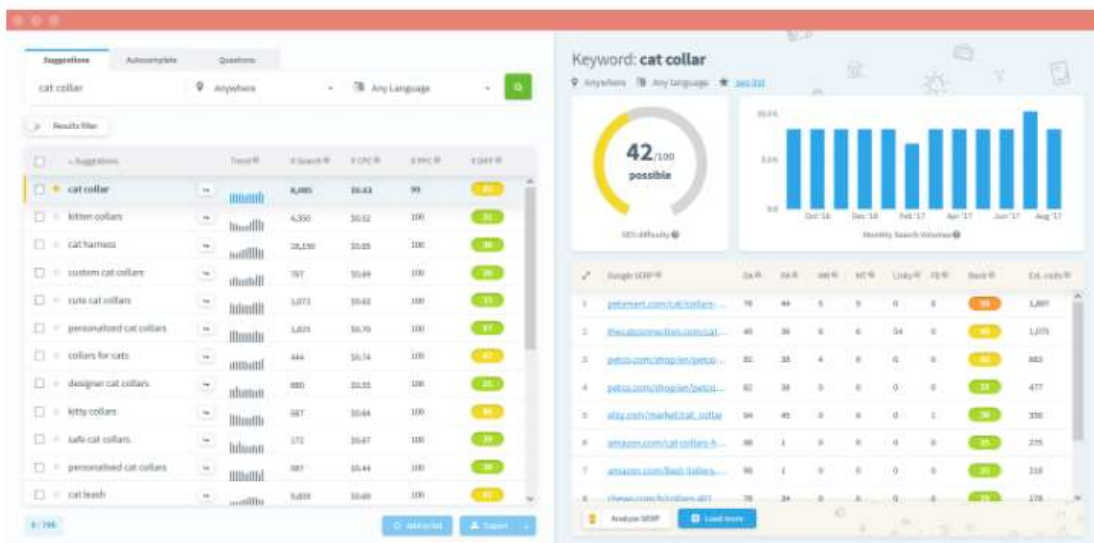
Tool#5: KWFinder

If you are looking to find the best keywords or want to run analysis reports on SERPs and backlinks, KWFinder is the right SEO tool for you.



One of the best features that KWFinder offers is it allows the marketers to detect the long-tail keywords with a lower level of competition.

The Rank Tracker feature by KWFinder helps you easily recognize your website's ranking as well as track on the basis of key metric as to how much improvement your website has made. You can also use the keyword ideas the tool proffers and make your website rank higher.



A number of marketers have claimed that they are not only able to get information on keywords they were searching for but also some awesome

keyword suggestions. The suggestions are compared by the tool on the basis of metrics like volume, CPC, difficulty, etc.

Tool#6: Yoast SEO

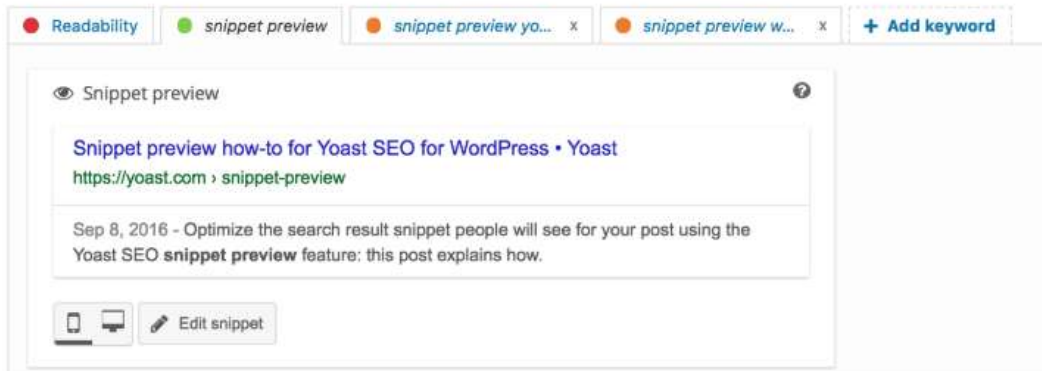
If you are running WordPress, this one is the best SEO plugin for you.



You can use it for not only optimizing meta tags and content but also use it for generating sitemaps and for doing a lot of other things. This user friendly tool helps you easily create SEO'ed content. You can optimize almost everything through this tool- your page title, URL, page description and so on.

The tool offers the most innovative XML sitemaps functionalities that are easily accessible and allows the marketers to have complete control of the site breadcrumbs.

With the help of the snippet preview marketers can find out how their post or page will appear in the search results.



Tool#7: Siteliner

Concerned whether or not the content on your site is authentic and original?

Take help from the Siteliner tool and find out duplicate content on your website if any.



Google penalises if your website contain duplicate content anywhere. Hence, make sure you have drafted the content carefully and that too after a complete research.

Apart from telling you about duplicate content, the tool also lets you know about site speed, average page size, broken links and a lot more.

Duplicate Content

Search title or URL

URL	Title	Match Words	Match Percentage	Match Pages	Page Power
features/?PHPSESSID=14tio0gj14q90sc6ic6...	Features - StatCounter	3,097	93%	2	19
about/recommendations/?PHPSESSID=281s79a2...	What Our Members Are Saying - ...	2,732	91%	3	23
about/recommendations/?PHPSESSID=14tio0...	What Our Members Are Saying - ...	2,725	90%	2	22
support/manual/?PHPSESSID=14tio0gj14q90...	Support - User Manual - StatCounter	1,299	85%	1	21
about/legal/?PHPSESSID=14tio0gj14q90sc6...	Legal: Privacy Policy - Misuse - Terms& ...	1,027	82%	1	29
about/legal/?PHPSESSID=281s79a2f5jnv31a3...	Legal: Privacy Policy - Misuse - Terms& ...	1,019	81%	2	25
about/legal/	Legal: Privacy Policy - Misuse - Terms& ...	1,019	81%	2	37
about/cookies/?PHPSESSID=14tio0gj14q90...	Cookies - StatCounter	1,002	82%	4	29
about/cookies/?PHPSESSID=281s79a2f5jnv31...	Cookies - StatCounter	978	80%	12	25
about/cookies/	Cookies - StatCounter	947	77%	3	37
free-invisible-web-tracker/?PHPSESSID=14...	Free Invisible Web Tracker / Site ...	747	76%	3	18
free-invisible-web-tracker/?PHPSESSID=281...	Free Invisible Web Tracker / Site ...	740	75%	16	18
why-is-it-free/?PHPSESSID=14tio0gj14q90...	Why is it free? - StatCounter	666	74%	2	19

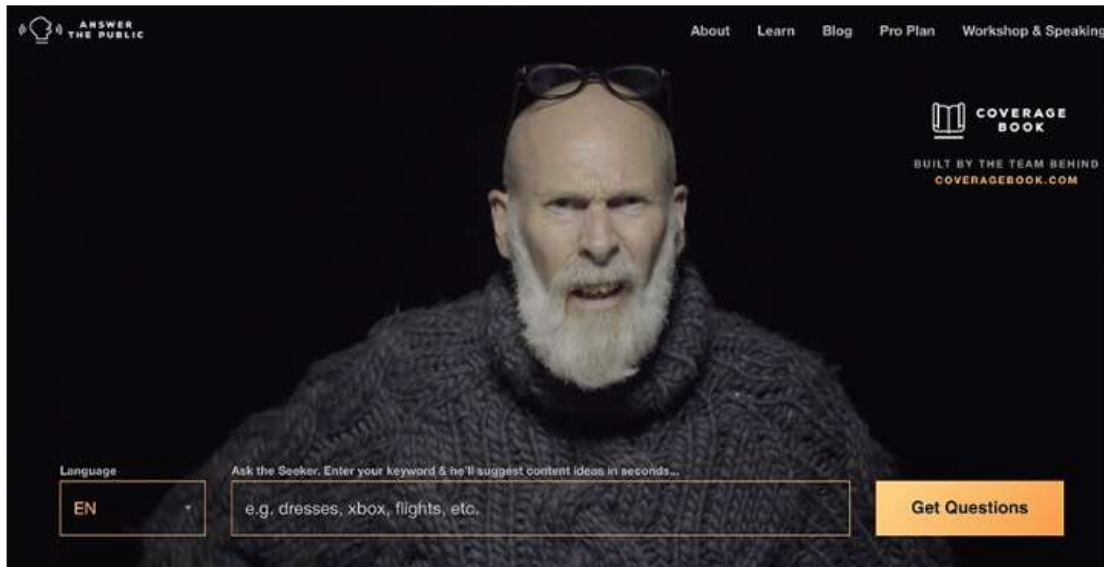
Besides, the tool also helps you compare website with other websites giving you great insights about where your website stands.

A number of marketers consider it as the go-to SEO tool while dealing with a new website. The tool by itself improves the quality of the website by matching URL, web pages and website content and offers context to the pages.

The tool tells you about the percentage of the duplicacy on a given website and that you must deal with the content with high percentage on a priority basis.

Tool#8: Answer The Public

If you are looking to find subject matter for your blog, this free tool is perfect to help you with that by providing you with relevant keywords you can create your content around which.



The tool not only gives you a big advantage if you are trying to rank better online but also helps you easily find featured snippets.

It not even takes more than 5 minutes of effort and you can make an efficient list of SEO topics by downloading the list of different keywords in the same niche and use it to grow your blog.

A number of marketers find Answer the Public to be the best tool for compiling SEO content for a site.

Not only that, it also provides the featured tool that allows marketers to get hold of a list of queries/ questions that people make for a given keyword. So, if you don't have enough ideas as such, you can take help of this tool and can easily create content structure around the questions or the queries.

By answering to what people are searching for and their questions or queries you can provide a lot of value to your potential customers and build your brand a little more easily. Moreover, since you have been answering the question through content on your website, it is likely to decrease the number of customer service related calls.

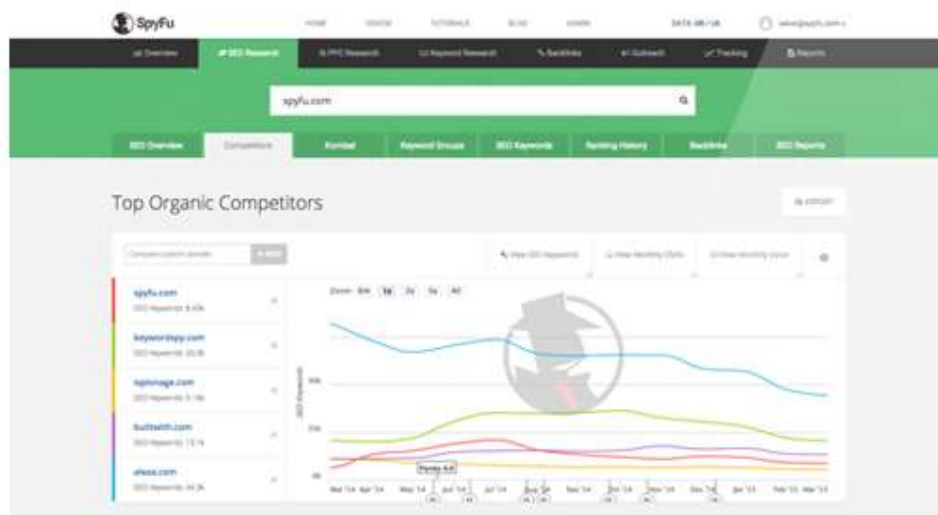
Tool#9: SpyFu

If you have just begun optimizing your website, then this tool is the one that will help you ensure success. Through the tool, marketers can easily find out as to how many times a particular keyword is searched every month.



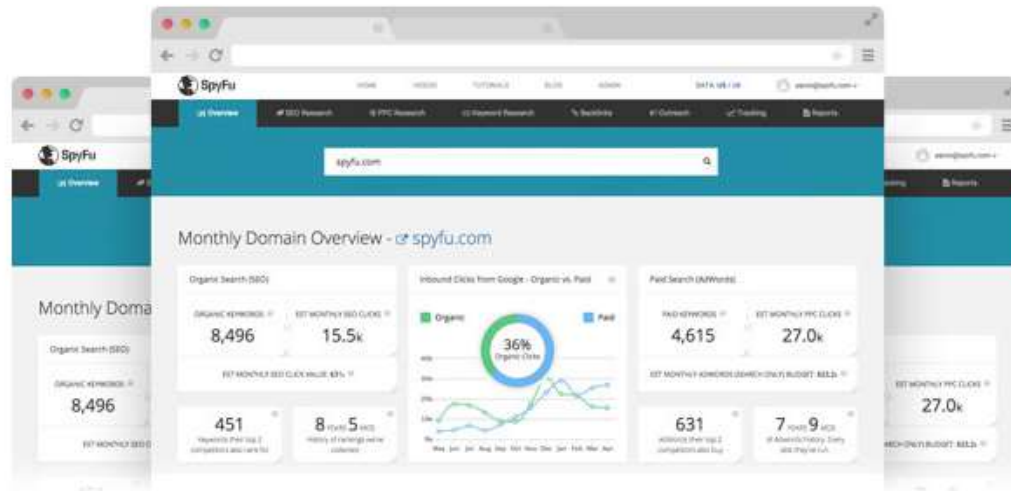
If you want to target a keyword you can easily find out the competition and difficulty to rank for that given keyword through this tool. The tool also helps you conduct keywords & ranking analysis of your competitors.

This single platform bestow you with multiple information like the number of clicks, ads created on Google Adwords, paid & organic competitors and much more.



It is considered to be the most elaborate SEO tool for market analysis and reporting.

Many marketers have been using the tool to simply pull out information about their competitors' own SEO strategy.



Along with finding the organic standings of their competitors marketers also get to find the keywords their competitors are paying for. Basis the competitor analysis marketers can build an actionable SEO strategy for their own business.

Tool#10: Screaming Frog

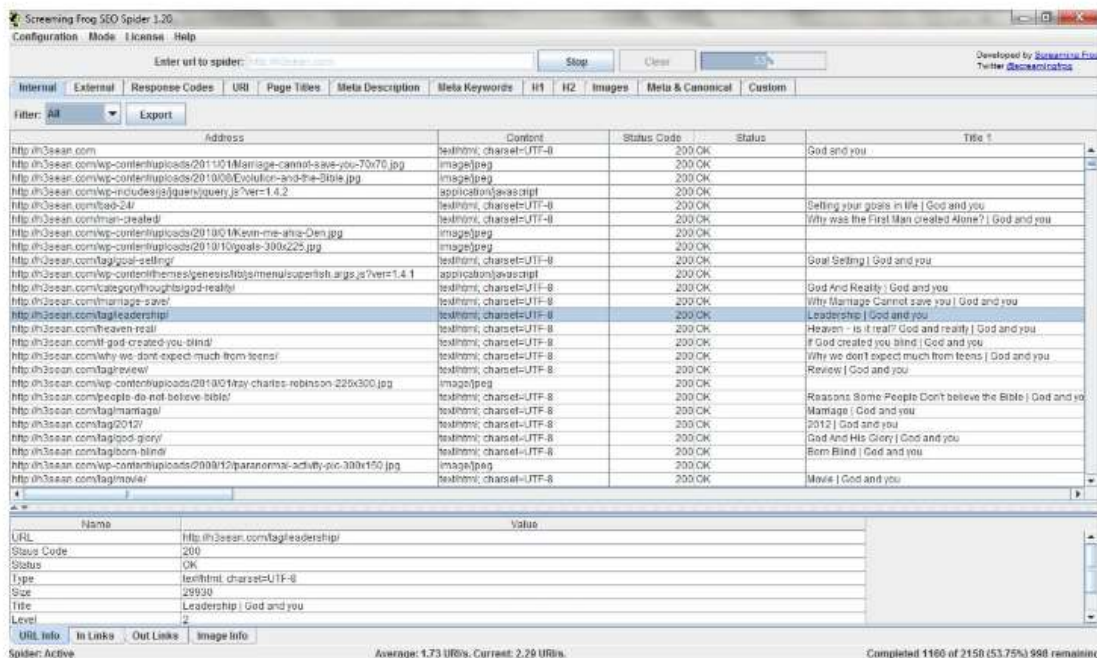
This one is perfect and quite time saving if you want to audit your website for the SEO performance. The speed at which the tool works is one of the many reasons experts recommend this tool.



Moreover, if you are trying to resolve issues related to link building, content and redirections, you will find this tool to be incredibly reliable.

The SEO Spider tool by Screaming Frog has gained considerable commendation in the SEO world.

The tool allows you to not just crawl through your website but even your and competitors' websites and gather useful insights you can leverage for good results from your SEO efforts.



It gives you every bit of information at one place whether it is about the pages that are returning 404 errors or about all the H1 & title tags, complete word count or all the important analytics data.

Conclusion

Well! All these awesome tools that we talked about just now can only tell you about how to optimize your website for better results in search engines and that ultimately this is you who will be optimizing the website.

Unless you put your endeavours in optimizing the website with the help of insights gained from the tools all the insights gained are just a waste of time.

Go ahead redesign your web pages, use the right keywords, create original & immaculate content, rewrite the previous copy and do everything that will make your website highly optimized for SEO.

Go ahead! Do better than your competitors!

All the Best!