



OVER
17



OUTSTANDING SEO TOOLS

For improving your website, higher positioning,
tracking competition, and much more!



BOWWE

Tracking website metrics

Tool	What does it offer?	Additional information
<div>Must Have!</div> <u>Google Analytics</u>	<ul style="list-style-type: none"> Detailed information about website visitors Information about conversions Detailed website traffic data Data about top campaigns and subpages Possibility to compare data from different periods 	<ul style="list-style-type: none"> Free tool Possibility of integration with other tools from Google
<div>Must Have!</div> <u>Google Search Console</u>	<ul style="list-style-type: none"> Page indexing Information about keywords Alerts about problems on the website Penalty record from Google Information about external links Checking the uniqueness of tags and meta descriptions 	<ul style="list-style-type: none"> Free tool Possibility of integration with other tools from Google
<div>Must Have!</div> <u>PageSpeed Insights</u>	<ul style="list-style-type: none"> Page performance check Error lists on the site Suggestions to improve website performance Analysis of the mobile and desktop version of the website 	<ul style="list-style-type: none"> Free tool Possibility of integration with other tools from Google
<u>GTmetrix</u>	<ul style="list-style-type: none"> Website performance analysis Monitoring and regular testing of websites Testing sites from over 20 locations Error lists on the site Repair suggestions for errors found on the website 	<ul style="list-style-type: none"> Free and paid functionalities
<u>WebPageTest</u>	<ul style="list-style-type: none"> Page performance check The percentage of the page content Assessment of the website security level Data about the graphics on the site 	<ul style="list-style-type: none"> Free tool Integrated with Cloudinary and Requeast Map

Tool	What does it offer?	Additional information
<u>SEMRush</u>	<ul style="list-style-type: none">Website SEO status surveySuggestions for possible page improvementsHints on how to take care of local SEOSEO analysis of the competitionSuggestions for improving the content on the website	<ul style="list-style-type: none">Paid tool
<u>Google Search Console</u>	<ul style="list-style-type: none">Page indexingInformation about keywordsAlerts about problems on the websitePenalty record from GoogleInformation about external linksChecking the uniqueness of tags and meta descriptions	<ul style="list-style-type: none">Free toolPossibility of integration with other tools from Google
<u>Screaming Frog SEO Spider</u>	<ul style="list-style-type: none">Crawling pagesSearch for broken linksFinding duplicate content on the pageTracking changes between successive indexes	<ul style="list-style-type: none">Free and paid functionalitiesPossibility of integration with other tools from Google
<u>Moz</u>	<ul style="list-style-type: none">Showing new opportunities for link buildingChecking the SEO metrics of each pageVisibility of the website in local search enginesKeep track of the Google algorithmChecking SEO competition	<ul style="list-style-type: none">Free and paid functionalitiesMoz Pro for brand and business ownersMoz Local for those focused on local activitiesSTAT for SEO experts
<u>Ahrefs</u>	<ul style="list-style-type: none">Analysis of any websiteInformation about website traffic and backlinksDetailed information on individual subpagesChecking the website for over 100 SEO problems	<ul style="list-style-type: none">Paid tool

<u>Surfer SEO</u>	<ul style="list-style-type: none">● Suggestions to improve old and ineffective content● Compare the site with the competition● List of SEO errors● Checking page speed● Looking for opportunities to build new links	<ul style="list-style-type: none">● Paid tool
<u>Conductor</u>	<ul style="list-style-type: none">● Website SEO data tracking● Competition strategy analysis● Help in optimizing the technical aspects of the website● Recommendations for improving the content on the website	<ul style="list-style-type: none">● Demo
<u>seoClarity</u>	<ul style="list-style-type: none">● Checking website SEO metrics● Compare the site with the competition● Daily rankings with SERP preview● Checking website SEO metrics for local requirements● Checking page ranking for multiple search engines	<ul style="list-style-type: none">● Paid tool
<u>Siteimprove</u>	<ul style="list-style-type: none">● Website analysis● Search for places to improve the content of the website● Finding duplicate content on the page● Website backlink analysis● Building an SEO strategy based on the collected data	<ul style="list-style-type: none">● Demo
<u>Sitechecker</u>	<ul style="list-style-type: none">● Finding broken links and technical errors● List of things to do on the analyzed page● Conduct any website analysis● Automatic SEO error search● Step-by-step instructions on how to fix any errors found	<ul style="list-style-type: none">● Paid tool
<u>BRIGHTEDGE</u>	<ul style="list-style-type: none">● Tracking the effectiveness of marketing channels● Visibility of indexed pages● Search for problems on the site● SEO recommendations for the website● Analyze the results of the content	<ul style="list-style-type: none">● Demo

Create content

Tool	What does it offer?	Additional information
<u>Google Trends</u>	<ul style="list-style-type: none">● Accurate data on keywords● Statistics and demographic data of the searched phrases● List of popular searches● Showing trends over the years● Compare the data of several keywords	<ul style="list-style-type: none">● Free tool
<u>Ubersuggest</u>	<ul style="list-style-type: none">● List of top sites for organic keywords● Keyword suggestions● Analysis of the top competition content● Showing content that others link to	<ul style="list-style-type: none">● Paid tool
<u>Ahrefs</u>	<ul style="list-style-type: none">● Detailed data about keywords● Lists of similar and related keywords● Ability to create your own keyword lists● Conducting a content gap● Detailed data on the content of the competition● Search for sites for linking	<ul style="list-style-type: none">● Paid tool
<u>Surfer SEO</u>	<ul style="list-style-type: none">● Instant report on created content● Checking grammar and spelling● Analysis for the positioning for several phrases● The term "search intent" for any search● Help in creating a content strategy	<ul style="list-style-type: none">● Paid tool● Integration with Google Doc, WordPress and Webflow
<u>SEMRush</u>	<ul style="list-style-type: none">● Detailed data on keywords● Analysis of organic keywords of the competition● Phrase suggestions based on one keyword● Comparison with the content of the competition● Content distribution● Search for copywriters for content creation	<ul style="list-style-type: none">● Paid tool

BONUS: The best multi-functional tools!

Tool	Characteristic
<u>Moz</u>	<div><div>✓ General page parameters</div><div>✓ SEO audit</div><div>✓ Supporting the creation of content</div><div>● Differentiator: MozCast, My Online Presence</div></div>
<u>Screaming Frog</u> <u>SEO Spider</u>	<div><div>✓ General page parameters</div><div>✓ SEO audit</div><div>✓ Supporting the creation of content</div><div>● Differentiator: PPC Management, Social Media Marketing, Digital PR, Digital Copywriting</div></div>
<u>SEMRush</u>	<div><div>✓ General page parameters</div><div>✓ SEO audit</div><div>✓ Supporting the creation of content</div><div>● Differentiator: Website Monetization, Competitor PR Monitoring, Market Analysis, Content Creation i Distribution</div></div>
<u>Ahrefs</u>	<div><div>✓ General page parameters</div><div>✓ SEO audit</div><div>✓ Supporting the creation of content</div><div>● Differentiator: Content Explorer, Keywords Explorer</div></div>
<u>BOWWE</u>	<div><div>✓ General page parameters</div><div>✓ SEO audit</div><div>✓ Supporting the creation of content</div><div>● Differentiator: BOWWE Creator (Website, Landing Page, CV & Portfolio, Micro Page), Honaro</div></div>

About this list:

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Source:

[How to do SEO Tracking With Enterprise SEO Tools?](#)

Check also:

[Audit SEO - everything you need to start boosting your SEO. Part I](#)

[Effective SEO Audit. Complete Guide Part II](#)

[READ MORE!](#)

About BOWWE:

BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

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The first step to an unwavering position on the web is your website.

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