

# Helpful SEO Tools

\* Account Sign Up Required for Some Tools \*

CATEGORY & NAME	URL
<b>Site Speed Testing:</b> 1) Page Speed – check how fast & efficient your website experience is	<a href="http://www.gtmetrix.com">www.gtmetrix.com</a>
2) Web Page Test – free website speed test from different browsers	<a href="http://www.webpagetest.org">www.webpagetest.org</a>
3) Pingdom – website speed test	<a href="http://tools.pingdom.com/fpt">http://tools.pingdom.com/fpt</a>
<b>SEO Plugins:</b> 1) Web Developer Plugin for Firefox – toolbar with various web developer tools	<a href="https://addons.mozilla.org/en-US/firefox/addon/web-developer">https://addons.mozilla.org/en-US/firefox/addon/web-developer</a>
2) SEO Book Plugin for Firefox – SEO research toolbar	<a href="http://tools.seobook.com/seo-toolbar">http://tools.seobook.com/seo-toolbar</a>
<b>Content:</b> 1) iThenticate – plagiarism detection & prevention software	<a href="http://www.ithenticate.com">www.ithenticate.com</a>
2) Keyword Analysis (MOZ) – compare keyword difficulty & search volume	<a href="https://moz.com/researchtools/keyword-analysis">https://moz.com/researchtools/keyword-analysis</a>
3) WordTracker – keyword research tool	<a href="https://keywords.wordtracker.com">https://keywords.wordtracker.com</a>
4) On-Page Grader – improve on-page analysis for certain keywords (MOZ)	<a href="https://moz.com/researchtools/on-page-grader">https://moz.com/researchtools/on-page-grader</a>
<b>Backlinks:</b> 1) Open Site Explorer (MOZ) – analyze links & compare backlinks with competitors	<a href="http://www.opensiteexplorer.org">www.opensiteexplorer.org</a>
<b>Mobile:</b> 1) Quirktools / Screenfly – display lab, review wireframe in any browser	<a href="https://quirktools.com/screenfly">https://quirktools.com/screenfly</a>
2) Responsive Tools – view responsive layout on different device resolutions	<a href="http://www.responsivetools.com/site-url">www.responsivetools.com/site-url</a>
<b>PPC:</b> 1) Google AdWords Keyword Tool – keyword phrase word searches	<a href="https://adwords.google.com">https://adwords.google.com</a>
2) SpyFu – search marketing research for keywords & ad copy	<a href="http://www.spyfu.com">www.spyfu.com</a>
<b>Crawler Software:</b> 1) Screaming Frog – SEO spider tool & crawler software	<a href="http://www.screamingfrog.co.uk/seo-spider">www.screamingfrog.co.uk/seo-spider</a>