

These Tools will Turbocharge Your SEO Results

SEO is becoming more important in today's competitive online landscape. When you rank #1 on the search engine, you significantly increase visitors to your site. The best part of ranking #1 is that you don't have to advertise to get these visitors. That's why it's important to optimize your website to rank on search engines. With the web landscape getting more competitive, it's more important than ever to have the right tools. I've gone through and analyzed the top tools to help you increase your rankings on the search engines.

Majestic

The first tool I'll get into is Majestic. This is one of the first link building tools SEOers find when they are starting out. This tool has a lot of benefits because it offers great value for money. What is Majestic you ask? Well this is the tool that you use for spying on the backlink profile of your competitors. Majestic operates its own web spiders like Google does. Instead of indexing the entire internet like Google does, Majestic indexes only the links and builds a giant index of all the links that point to a website. This means that you can see what your competitors are doing with their link building campaigns. It's a very important tool for you to be able to understand what strategies are being employed. It can also help you figure out what is working and what is not when you analyze multiple sites on a SERP.

Ahrefs

Ahrefs is one of the more expensive tools out there, but it pays for itself as it has so much depth. It combines a content explorer with a backlink index and even the ability to check SERPs for certain keywords. This tool is the most trusted tool by search engine professionals. This tool is perfect as it has a comprehensive backlink database as well as the ability to see which content is performing the best on social media networks. That means being able to see social media shares, likes and retweets. You can easily get content ideas and then analyze backlink profiles to see how the content was spread.

SEMrush

This tool is also a must have for companies online. There are millions of keywords in the database and you can see the top ranking sites for each keyword. This allows you to analyze websites to see which sites are performing well for which keyword. By combining this information with Ahrefs, you can figure out what the best strategies are for ranking on Google. This tool is one of a kind in that it allows you to enter a niche by looking at the keywords that are easiest to rank for. SEMrush is the best tool for people who are looking for keywords to target and want to simply, reverse engineer successful sites.

SerpWoo

This hidden gem is an unknown tool that is almost as powerful as SEMrush and combines keyword tracking and many other things into one quality package. The power of SerpWoo cannot be understated as this allows you to do research like never before. It provides a powerful rank tracker with keyword research and many other tools. This is the perfect tool for people who don't have the budget for SEMrush or Ahrefs.

Screaming Frog

This is last on the list but it's one of the most important tools. It's especially important for on page SEO which you need to master before you go out and start building links. This tool is very important for analyzing your pages and making sure there are no validation errors and links aren't broken. This tool is trusted by SEO agencies to do audits and other on page tasks.

These are just a few of the tools that can totally change your SEO results. They are going to put you in the top 10% of SEO practitioners.