



SEARCH ENGINE OPTIMIZATION

Modern Web Solutions, Faster Time and Best Result

Best Free SEO Tools for Website Owners

Search Engine Optimization is a process by which you can increase the quality and quantity of your traffic, with the help of trusted website-building techniques. It helps you target a wide variety of relevant audiences, which can be extremely beneficial to your business.

For website owners, there are two steps from which they can start earning. The first is building a website; this step is simple in nature and is only required to be done in the early stages. The next step can be quite complex and frustrating. In it, you are faced with the challenging task of maintaining your website against your competitors. The best way to outrace them is to practice SEO techniques to increase your rank and traffic, thus taking you closer to the riches.

Why Do You Need This Free List of SEO Tools?

SEO tools are a replacement for personal workers. If you think you can handle your website's SEO requirements with a little bit of external help. Then you should opt for some good website SEO tools.

SEO is a necessary evil for your website. You realize that it's an expensive phenomenon, but you still have no choice than to take the risk. You'll have to hire SEO experts for different kinds of jobs; be it to track your rank or check your backlinks, you'll always need them. This process can empty your budget before your website even takes off.

In such cases, you should consider trying SEO tools. They help make your job easy and efficient. And the best fact? Most of them come free. This means you can rank your website against your competitors without even spending like a sailor.

The 60 Best Free SEO Tools

In this list, we have outlined the best SEO tools, in relevance to their categories. All of the tools listed are free, with each having its own special features. This list will help you figure your needs and you'll end up saving a ton of money.

Crawling/Indexing

1. SEOlyzer

To understand the way Google crawls and analyzes your website, there is no better tool than SEOlyzer. It helps you to optimize your website, so that it receives more relevant responses. Furthermore, it also helps you to analyze the log files to get a clear idea about your website's log activity.

Set Up for Free: [SEOlyzer](#)

2. Beam Us Up

Beam Us Up is a free SEO crawling tool. It sorts out all the duplicate pages and helps you find all the errors in your site. It optimizes your site without any limits, which makes it really helpful in case of largely managed websites.

Set Up for Free: [Beam Us Up](#)

3. Screaming Frog

Screaming Frog helps you extract multiple data forms and analyzes the SEO compatibility of your website. It's SEO Spider audits the common

issues of your site and can find broken links by efficiently crawling your site. It also analyzes the metadata while strongly focusing on the page title.

Set Up for Free: [Screaming Frog](#)

4. Link Redirect Trace

Link Redirect Trace is an all-in-one path analyzer. It is a really helpful SEO extension for website owners. It has comprehensive features which expand to a wide variety of SEO; both on-page and off-page. This tool helps you trace all the backlinks, especially when the links pass through a third-party.

Set Up for Free: [Link Redirect Trace](#)

5. Xenu

Xenu, with its simple user interface and site map features, qualifies as a decent tool for your website. It detects all your broken links and executes a less complex report. It can analyze all sorts of images, titles, backgrounds, style sheets, and scripts.

Set Up for Free: [Xenu](#)

6. Redirect Path

It is a simple tool that does much in-depth analysis. Redirect Path checks out your HTTP titles and redirector links, and points out the issues in them. It takes a lot out of your plate by handling all the code-related discrepancies on your website.

Set Up for Free: [Redirect Path](#)

7. Log File Analyzer

Screaming Frog's Log File Analyzer allows you to update the log files and identify the crawled URLs. This ultimately helps you in analyzing the search bot data, where you can figure out what keeps your website from ranking

high on searches. It is a really helpful SEO tool when you understand its usage.

Set Up for Free: [Log File Analyzer](#)

Analytics

8. Google Analytics

While building a website, your main concern is how to rank it on Google. Well, why not consult Google itself? Google Analytics comes up with all the tools you need to understand the SEO procedure. Even if you're not a pro at it, its detailed reports keep you in touch with the performance of your website.

Set Up for Free: [Google Analytics](#)

9. Keyword Hero

If you're looking for a free tool that gives you pro results, then Keyword Hero is the one. It provides you 100% organic search results, that help you in your keyword research. It includes all the search metrics that help you boil your research down to the perfect keyword. It is pretty useful while devising landing pages for your website.

Set Up for Free: [Keyword Hero](#)

10. Search Console

This tool is a product of Google, that helps your website improve its performance on the biggest search engine on the internet. It highlights your flaws and helps you measure your site's traffic. This gives you an idea about what's working for your website and what's not. You can optimize your web content after understanding how Google analyzes your page.

Set Up for Free: [Search Console](#)

11. Bing Webmaster Tools

Bing Webmaster Tools is the ultimate combination of reporting and diagnostic tools. It keeps a detailed analysis of what brings people to your site. This way, you can optimize your website and expand your areas. These statistics can also be monitored easily on mobiles, so that you can stay updated at all times.

Set Up for Free: [Bing Webmaster Tools](#)

12. Zeo Tools

Zeo tools help you to monitor all the search updates. It tracks your performance on the search engine and provides the root causes for your rank. Furthermore, it provides useful recommendations that can help your website to increase its traffic and rank itself higher on search results.

Set Up for Free: [Zeo Tools](#)

13. Clicky

Clicky is a great alternative to Google Analytics. It provides you the specifics of all your website visits. Its detailed reporting and credible spamming get its name as one of the most useful SEO tools for website owners. It also offers heatmap monitoring and on-site analytics with no charges at all.

Set Up for Free: [Clicky](#)

14. Data Studio

Data Studio is another comprehensive tool from Google that allows you to link the marketing and analytic aspects of Google. It provides you detailed data on search console and trends, that come handy in the SEO phases of your website.

Set Up for Free: [Data Studio](#)

Local SEO

15. Google My Business

Google My Business is the best tool when it comes to local search competitions. Making a business profile on GMB can not only increase your website traffic, but can also increase your sales and conversion rates. It allows customers to reach out to you, with just one search. GMB helps you in local SEO by securing your target audience.

Set Up for Free: [Google My Business](#)

16. BrightLocal

BrightLocal's Local Search Results Checker is a tool that helps you understand the trends of people in a specific area. This gives you a better understanding of which words to target when optimizing your content for local SEO. It's location-based search results prove to be a very useful tool for your local SEO needs.

Set Up for Free: [BrightLocal](#)

17. Moz Local

Moz Local Check Business Listing is the perfect tool if you want to check how your business is performing on the online platform. A lot of businesses

perform well offline, but can't adjust to the digital world. Moz Local is just the platform for them with real-time profile and local data management. Its review management and activity feed keep you in touch with your local customers.

Set Up for Free: [Moz Local](#)

18. WhiteSpark

WhiteSpark's Google Review Link Generator is a strong tool to help you promote your business to the local audience. If you're a website owner representing local business, you'd prefer that the traffic you're getting should be able to avail of your services. To get your business shooting, you can use this tool to generate a review link of your business, which you can then share on different platforms to attract traffic.

Set Up for Free: [WhiteSpark](#)

Keyword Research

19. Google Keyword Planner

No matter how many keyword tools you may think you know, there is none better at understanding Google than Google Keyword Planner. It helps you choose the right keywords by discovering words or phrases related to your business. It gives you an insight into keywords research and bid estimates.

Set Up for Free: [Google Keyword Planner](#)

20. UberSuggest

A list of discussing SEO tools would always remain incomplete without Neil Patel's UberSuggest. This tool helps you increase your traffic by revising your marketing strategies according to the going trends. It helps you gain

an edge on your competitor by providing useful keyword suggestions, content ideas, and backlink data for your web content.

Set Up for Free: [UberSuggest](#)

21. Keyword Explorer

The Keyword Explorer tool from Moz is filled with over 500 million keyword suggestions. It is relevant because of its in-depth keyword and SERP analysis; which helps you analyze your keywords from their search volume. It also presents the data in a suitable keywords list, and sorts them with all the available metrics.

Set Up for Free: [Keyword Explorer](#)

22. Keyword Surfer

Keyboard Surfer is a completely free SEO extension that reveals all the relevant search data and helps you in keyword research. If you've taken the responsibility of your website's SEO in your hands, you'd admire this tool for its on-page traffic data and monthly search volume records. It also supports an accessible clipboard for you.

Set Up for Free: [Keyword Surfer](#)

23. Answer the Public

This efficient tool helps you get a clear perspective of your customers. It tells you what they've been searching for lately. This tool collects a wide variety of keywords and then throw them up at you as content ideas and scripts. It gives you a deeper perspective of the customers and helps you in keyword SEO on your website.

Set Up for Free: [Answer the Public](#)

24. WMS Everywhere

The WMS Everywhere tool from WhatsMySerp is an easy and accessible tool for all the information a website owner could need regarding keywords. It gives you access to monthly search volumes and advertising costs per click. This way, it helps you in figuring all the cost-related functions.

Set Up for Free: [WMS Everywhere](#)

Multi-Functioning Tools

25. Chrome DevTools

Website owners have to go on the continuous journey of designing and optimizing a site. Chrome DevTools is a web developing extension suited to help you edit pages more efficiently. It recognizes all the issues on your webpage and allows you to amend them to make the website faster. This is also a fact that Google ranks fast and efficient websites.

Set Up for Free: [Chrome DevTools](#)

26. SEMRush

SEMRush is an all-in-one marketing tool. It helps you run an SEO audit on your website. It tracks your ranking and analyzes the strategies and backlinks of your competitors. This way, it keeps you up-to-date about the decisions you should take, to rank your website. Its functions are not only limited to SEO. It also covers social media, PPC., and content marketing.

Set Up for Free: [SEMRush](#)

27. MozBar

MozBar is one of the leading SEO search toolbars because of its detailed metric system and instant suggestions. It accesses and compares the

searched links across different pages while viewing any SERP. Its custom search allows you to sort your searches through location and categories, thus targeting your audience more specifically.

Set Up for Free: [MozBar](#)

28. Small SEO Tools

This set is completely different from all the others in the list, and will be the most helpful in your SEO. Small SEO Tools include a variety of services such as plagiarism checking, spelling and grammar checking, paraphrase writing, text converting, and MD5 generating. Its SEO checker, backlink checker, and keyword positioner are sure to win your trust, any day.

Set Up for Free: [Small SEO Tools](#)

29. Marketing Minor

Aside from product tracking and URL indexation, the main features of Marketing Minor include keyword search volumes, real-time suggestions, and product analysis. Marketing Minor is a combination of more than 50 small tools, which help you in the SEO and marketing phase of your website.

Set Up for Free: [Marketing Minor](#)

30. Can I Rank?

Can I Rank claims to be the first SEO software to use AI intelligence. This means that it not only presents you the keyword data, but also uses its computerized intelligence to suggest you the trends and ideas for your content. It also offers access to SEO consultants and is sure to win you more traffic, increased clicks, and higher rankings.

Set Up for Free: [Can I Rank?](#)

31. SEOquake

SEOquake presents a powerful SEO toolbox for your browser. Out of its different SEO parameters, it can conduct on-page SEO audits and compare domains and URLs in a matter of seconds. It also allows you to examine and test all the internal and external links on your website.

Set Up for Free: [SEOquake](#)

32. SEO Minion

SEO Minion is an all-in-one SEO extension. It includes multiple features such as on-page SEO analyzation, SERP previews, ranking trackers, link checkers, and URL redirectors. It helps you in increasing both; the quality and quantity of your traffic. Its sole focus is on the SEO requirements of your website, and thus can help you in ranking it higher on the relevant search engines.

Set Up for Free: [SEO Minion](#)

33. SEO PowerSuite

SEO PowerSuite gives you the advantage you need over your competitors. It generates more traffic and sales. And at the same time, helps save time by getting quick and desired results in an instant. The fun fact is that it is designed to be simple. So, you don't have to be tech-savvy in order to use it.

Set Up for Free: [SEO PowerSuite](#)

WordPress Tools

34. Yoast SEO

Undoubtedly, Yoast SEO is the most popular SEO plugin for WordPress users all around the world. It makes the hardly manageable task of SEO look easy and comfortable for website owners. So if you're hosting your website on WordPress, Yoast SEO is the best option for you because of its efficient SEO and readability analysis, that automatically reviews your content.

Set Up for Free: [Yoast SEO](#)

35. SEOPress

SEOPress provides all the relevant features in the form of a single plugin. It includes redirections, sitemaps, breadcrumbs, and broken link checkers. It hides nothing from the user and remains a free white label plugin for all your SEO duties. It is easy to use and provides a user-friendly interface where you can easily edit the title and meta tags, as needed.

Set Up for Free: [SEOPress](#)

36. Rank Math

Rank Math brings with it, a variety of useful SEO tools for your website. This single plugin can accommodate features such as sitemaps, search console, structured data, image SEO, local SEO graphs, and WooCommerce. It makes it easy for you to customize your tools according to your preference. This way, you're never left alone.

Set Up for Free: [Rank Math](#)

Site Speed

37. GTMetrix

If you're wondering how fast your site loads for your visitors or what this fact has got to do with your ranking, then you're at the right place with GTMetrix. Google generally prefers sites that are easy to load. With this tool, you can see how fast your site loads. Also, you can figure out why it is slow and what can be improved to make it more efficient.

Set Up for Free: [GTMetrix](#)

38. Speed Monitor

Speed is an important factor in ranking and SEO. It may not look much, but Speed Monitor examines and tracks your site's speed and looks for the areas that can be optimized. Google prefers high-performance websites. That is why it is important to have a site speed checking tool.

Set Up for Free: [Speed Monitor](#)

39. Cloudflare

Cloudflare is an all-round tool for the security and performance of your website. It provides multiple firewall features that protect your website from invaders. Furthermore, its intelligent routing, caching, optimization keeps your site at its best. It is extremely reliable to use and is the virtual backbone of your SEO.

Set Up for Free: [Cloudflare](#)

40. Lighthouse

Lighthouse is an automated SEO tool designed to enhance the quality of your webpage. It gives you detailed audits on the accessibility and performance of your website. And highlights all the weak spots, which can be improved to help with the SEO of your site. It gives you a report on how well your site is fairing.

Set Up for Free: [Lighthouse](#)

41. WebPageTest

WebPageTest allows you to run a series of free tests on your website from different locations all around the globe. In the end, you're provided with detailed and rich diagnostic information that helps you recognize the faults and correct them in the next phase. It conducts page speed optimization checks and gives suggestions for improvement.

Set Up for Free: [WebPageTest](#)

42. Page Speed Insights

Page Speed Insights is what its name suggests. It gives you a detailed report on the performance and speed of your website. That way, you can always track your steps and pulls the best suggestions to make your website faster.

Set Up for Free: [Page Speed Insights](#)

SEO Research

43. Hunter

Hunter allows you to conduct detailed and authentic email research. So, if you're looking for the brains behind a website, you can use this tool to contact them for a collaboration or a backlink approval. This sort of SEO research comes in quite handy when you're looking to rank your business.

Set Up for Free: [Hunter](#)

44. BuzzSumo

Another tool that is extremely important for SEO is BuzzSumo. It allows you to research content insights, which can then help you to generate different ideas and suggestions. It also monitors your performance and assists you in making quality content for your website.

Set Up for Free: [BuzzSumo](#)

45. Wappalyzer

Wappalyzer is a modernly designed tool used to generate links for your site. It helps you to get insights into the trends and tides of the market. It allows you to analyze your competitors and their journey. It tells you which tools are being used more frequently. This way, you can design and optimize your website efficiently.

Set Up for Free: [Wappalyzer](#)

46. Wayback Machine

Now, you may have used this site before. But you still haven't tapped to its full SEO potential. This machine is perfect for uncovering historical data to

research how your competitors have evolved with time. It is the biggest collection of webpages in the market.

Set Up for Free: [Wayback Machine](#)

47. Bulk Domain Availability Checker

Another tool that should keep you busy in research is Bulk Domain Availability Checker. It gets you all the available domains related to a specific category. It can help you in both, securing a domain and building a research profile.

Set Up for Free: [Bulk Domain Availability Checker](#)

48. SimilarWeb

SimilarWeb allows you to analyze all the market trends and compare your strategies with your competitors in a single glance. It can help you in the marketing and research phase of your SEO. It is the best tool to uncover the latest SEO tools and benchmark your market.

Set Up for Free: [SimilarWeb](#)

Link Tools

49. Link Explorer

Link Explorer provides you the complete metrics you require for setting up backlinks. It presents you with all the links that your competitors have been using, thus providing you relevant and top-performing content. It filters all the spam links and only gives you the relevant ones.

Set Up for Free: [Link Explorer](#)

50. Backlink Checker

The free version of the Backlink Checker is a good way to get rid of those faulty and less responsive links on your website. This tool updates its server every 15 minutes and has a variety of tools, which help you figure out the links that can help you drive more traffic towards your webpage.

Set Up for Free: [Backlink Checker](#)

51. Detailed

Detailed help you develop backlinks that strengthen your SEO game. If you're looking to increase your ranking and drive more traffic to your website, creating backlinks is the best step. And for finding the perfect links, you'll need a powerful link tool like Detailed.

Set Up for Free: [Detailed](#)

52. LinkMiner

LinkMiner is an extension that takes the checking of backlinks to a whole new level. It has different metrics on broken links that help you make smart decisions about setting your links. It displays all the relevant data regarding each link, making it easy for you to compare the options.

Set Up for Free: [LinkMiner](#)

53. Disavow Links

Disavow Links is a tool provided by the Search Console department of Google. It helps you identify the state of links, you suspect of being faulty. You can ask Google to disavow them, so that they won't be able to affect the quality or ranking of your site.

Set Up for Free: [Disavow Links](#)

On-Page SEO

54. Google Tag Manager

Google Tag Manager provides you the services of including tags into your content. These tags then help in the SEO phase of your website. It makes it easy for Google to find the relevant content and hence invites more traffic to your website.

Set Up for Free: [Google Tag Manager](#)

55. Cloud Natural Language

This tool uses Google machine learning to derive exclusive insights from the unstructured text on your webpage. It analyzes your text and defines its structure so that you can extract different types of information from it. It has some premium features, but if you're looking to test it, the demo version will work just right for you.

Set Up for Free: [Cloud Natural Language](#)

56. Rich Results Test

Rich Results Test analyzes your on-page SEO more than just words. It carouses all the hidden texts, tags, and images that affect your ranking on the search engine. It tests their quality and analyzes the structured data presented on your website.

Set Up for Free: [Rich Results Test](#)

57. View Rendered Source

View Rendered Source is a light extension tool that tells you how a specific webpage has been designed and created. It studies all the rendered HTML and JavaScript modifications. And finds the difference between the raw and rendered version of the webpage over time.

Set Up for Free: [View Rendered Source](#)

Mobile SEO

58. SERPerator

It may not look much, but your web performance on different mobiles around the globe vary greatly. If you want to check your SEO performance on mobile devices at a specific location, then Mobile Moxie's SERPerator is the best tool to go.

Set Up for Free: [SERPerator](#)

59. Mobile-First Index Checker

Just like you examine the ranking of your website on different search engines, there are some different criteria for analyzing your ranking on mobile phones. Mobile-First Index Checker allows you to check your ranking, whenever you require. This gives you an upper hand against your competitors, as the trend of mobile phones is increasing greatly.

Set Up for Free: [First Index Checker](#)

60. Mobile-Friendly Test

If you're worried about the performance of your website on mobile browsers, this tool gives you the much-needed satisfaction by checking the quality of your site's mobile SEO and presenting it in the form of numbers and figures.

Set Up for Free: [Mobile-Friendly Test](#)

Conclusion

All of these tools are extremely helpful for website owners. They can increase the ranking, conversion, and visiting traffic of the website, which can ultimately help you to outrace your competitors and grip a stronghold on the market. SEO is undoubtedly a great procedure to promote your business, so it is best that it is done right; with all the right tools and procedures. Not to mention, the amount of money you'll save by using these free products.

If you find our content to be helpful, write a [review](#)! Reviews help us to not only improve our products and services but also to let others know that we care about delivering the best quality.

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Thank you!

Srdjan,

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