The SEO+ guide to the best DIY SEO tools

Want to manage your own SEO? Here's my guide to the best DIY SEO tools:

My top five all-in-one SEO tools

- **Moz Pro - https://moz.com/products/pro**
  The SEO toolset that's got it all: keyword research, link building, site audits and page optimisation insights, in one.

- **Ahrefs - https://ahrefs.com/**
  A wide range of tools to help you improve your search traffic, learn why your competitors are ranking where they are (and what you need to do to outrank them), and monitor your niche.

- **SEMrush - https://www.semrush.com/**
  SEMrush provides what it calls a 'complete workflow for any SEO professional' – use it to carry out keyword research; track your competitors' keyword strategies; run an SEO audit of your site or blog; identify new backlinking opportunities; and monitor your rankings.

- **BrightLocal - https://www.brightlocal.com/**
  BrightLocal focuses entirely on local SEO data, making it the ideal choice if yours is a bricks and mortar business dependent on local traffic or if you have clients who all run locally-focused businesses.

- **RankingCoach - https://www.rankingcoach.com/en-gb**
  rankingCoach includes a comprehensive keyword research tool. You can also use it to audit your online presence; check you're listed in the most important business directories; monitor your SEO metrics; track your keyword rankings for each location in which your business operates; monitor and track up to ten competitor's rankings; and link to Google Analytics.

Individual SEO tools

As well as all-in-one DIY SEO tools, there are some fantastic individual tools out there, many of which are free of charge but provide invaluable data to help you boost your website's visibility in SERPs. I've put together a list of my favourite tools below:

On-page SEO tools

- **Google Keyword Planner - https://adwords.google.com/KeywordPlanner**
  Search for keyword ideas based on terms that are relevant to your product or services, your landing page or different product categories.

- **Keyword Finder - https://kwfinder.com/**
  Keyword Finder is a research tool to help you find hundreds of long-tail keywords with high search volume and low SEO difficulty/competition.

- **SEO Book - http://tools.seobook.com/keyword-tools/seobook/**
  Explore more keywords with this handy little tool, which promotes itself as an alternative to the Google Keyword Planner.

- **Keyword Spy - http://www.keywordspy.com/**
  Identify which keywords your competitors are targeting in ads and organic searches.

- **Uber Suggest - https://ubersuggest.io/**
  Simply enter your main topic or keyword into Uber Suggest and it will present you with a list of related keywords and phrases.

- **Story Base - https://www.storybase.com/**
  Story Base is a nifty tool that helps you identify the top questions your audience ask about a specific topic. It tells you what people talk about, which questions they ask and, more importantly, who's asking.

- **CoSchedule Headline Analyser - https://coschedule.com/headline-analyzer**
  CoSchedule offers a free Headline Analyser tool that gives handy suggestions to make your headlines more compelling.

- **LSI Graph - http://lsigraph.com/**
  Latent Semantic Indexing (LSI) keywords are keywords that are either related to or mean the same as your main keyword. This tool will help you find LSI keywords that you could also include in your articles in addition to your focus keyword.

- **AnswerThePublic** - **http://answerthepublic.com/**
  To use this tool, you simply enter your main keyword or topic and AnswerThePublic will give you long-tail keyword suggestions based on the questions searchers are asking.

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Off-page SEO tools

- **Open Site Explorer - https://moz.com/researchtools/ose/**

  Moz's Open Site Explorer tool is designed to help you find linking opportunities, unearth who's linking to your website and also discover potentially damaging links.

- **Mozbar - https://moz.com/products/pro/seo-toolbar**

  Use the Mozbar to see what keywords, meta descriptions, title tags, heading tags and image alt tags your competitors are using, or to check out page or domain authority.

Technical SEO tools

- **Pingdom Website Speed Test - https://tools.pingdom.com/**
  Pingdom's Website Speed Test helps you analyse the load speed of your web pages and learn how to make them faster. Using this tool, you can identify what about a web page is fast, slow, too big, what best practices you should follow, and so on.

- **Google's PageSpeed Insights - https://developers.google.com/speed/pagespeed/insights/**
  Google's PageSpeed Insights gives you separate reports for mobile and desktop performance, along with a list of recommendations about what you should change to speed up the load time and technical performance of the URL.

- **Google's mobile-friendly test - https://search.google.com/test/mobile-friendly**
  Simply enter the URL you want to check and Google will give you a helpful report about how mobile-friendly the web page is. The report highlights any technical issues, as well as links to additional resources.

- **Image Optimizer - http://www.imageoptimizer.net/Pages/Home.aspx**
  This nifty little tool lets you resize, optimise and compress your images so that they're most suitable for use on web pages and other online resources.

- **WP Smush - https://en-gb.wordpress.org/plugins/wp-smushit/**
  If you have a WordPress site, this plugin meticulously scans every image you upload – or have already added to your site –, cuts all the unnecessary data and scales it for you before adding it to your media library.

- **TinyPNG - https://tinypng.com/**
  This excellent tool lets you optimise your PNG and JPEG images with a perfect balance between visual quality and file size.

- **Structured Data Markup Helper - https://www.google.com/webmasters/markup-helper/u/0/**
  The Structured Data Markup Helper gives you step-by-step instructions and generates the appropriate code to help you markup elements of your content to make it easier for search engines to understand the context.

Data and tracking tools

- **Google Analytics - https://analytics.google.com/analytics/web/**

  Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic.

- **Google Search Console - https://www.google.com/webmasters/tools/**
  Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results.

- **Serplab - https://www.serplab.co.uk/serp-check.php**
  This is a fantastic free tool that enables you to quickly and easily track your keyword ranking.

Auditing tools

- **Woorank - https://www.woorank.com/**
  Simply enter the URL you want to audit and Woorank will return a report giving you an overall SEO percentage, followed by insights into your meta data, keyword consistency, mobile performance, page speeds, marketing, site technologies and much more.

- **Screaming Frog SEO Spider - https://www.screamingfrog.co.uk/seo-spider/**
  Screaming Frog's SEO Spider is a desktop program that you can install locally on PC, Mac or Linux to crawl websites' links, images, CSS, script and apps to evaluate the on-site SEO.

- **Panguin Tool - https://barracuda.digital/panguin-seo-tool/**
  The Panguin Tool from Barracuda Digital lets you see at a glance whether your website traffic has been affected by Google's algorithm changes.

I hope you found this DIY SEO Guide helpful. If you have any questions or would like to find out how I can help you to grow your business through SEO, you can reach me via any one of the methods below. I look forward to connecting with you again soon.

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The SEO Specialist simplifying SEO to
help you rank at the top of Google

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