



by Suzanne Morrison

<http://www.3stepstosearchenginesuccess.com>

## Contents

Introduction .....	3
What is Search Engine Optimization? .....	3
How to Get a Higher Search Engine Rank .....	3
Copyright.....	3
Giveaway Rights.....	3
Tool #1 – Google Adwords Keyword Tool.....	4
Tool #2 - Wordtracker Free Keyword Suggestion Tool .....	5
Tool #3 - Sitemap Generation Tool .....	6
Tool #4 - Social Marker Bookmarking Tool .....	7
Tool #5 - Link Popularity Checker Tool .....	8
Tool #6 - Keyword Rank Checker Tool .....	9
Tool #7 – Website Grader .....	10
Tool #8 - Google Webmaster Tools.....	11
Tool #9 – Statcounter.....	12
Tool #10 - Google Analytics.....	13
Learn More about SEO .....	14

## Introduction



Thank you for downloading the **10 Free SEO Tools** report!

In this report you'll learn about 10 of the best search engine optimization tools. You can use these tools to help you research your keywords, check your website is optimized correctly, track your backlinks, monitor your rankings and more. The best thing is all of the tools mentioned in this report are absolutely FREE!

## *What is Search Engine Optimization?*

Search Engine Optimization (SEO) is the process of optimizing your website with the goal of increasing your search engine ranking and ultimately your traffic and sales. It involves researching your keywords to find good phrases for your website, placing these keyword phrases strategically on your website and then improving your ranking by increasing the number of backlinks to your website.

## *How to Get a Higher Search Engine Rank*

This free report introduces some of the best free search engine optimization tools. If you want to learn more about more about how to optimize your website and get a higher search engine rank you may want to check out the following resources:

- ✓ [FREE SEO Training Course by Email](#)
- ✓ [3 Steps to Search Engine Success Ebook](#)
- ✓ [10 Ways to Improve Your Search Engine Ranking Report](#)

## *Copyright*

Copyright © 2008 by Suzanne Morrison, All rights reserved worldwide. No part of this eBook may be copied or sold.

## *Giveaway Rights*

You may pass this report on or give it away for free or as a bonus. You may also brand this report with your Clickbank ID and make 50% commission from any sales made as a result.

[Download the Branding Pack Here.](#)

# Tool #1 – Google Adwords Keyword Tool

**Where?** <https://adwords.google.com/select/KeywordToolExternal>

**What?** This tool allows you to research keywords. It tells you the approximate average number of searches per month for a keyword phrase and also suggests similar alternative keyword phrases.

**Why?** You need to make sure that your keyword phrase is actually being searched on before you optimize your website. Optimizing your site for a keyword that nobody searches will mean that you get very little or no visitors from the search engines.

Keywords	Advertiser Competition	Approx Search Volume: October	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
[yoga poses]		40,500	33,100	Add Exact
[yoga pose]		3,600	3,600	Add Exact
[bikram yoga poses]		3,600	2,400	Add Exact
[hatha yoga poses]		1,900	1,000	Add Exact
[beginner yoga poses]		1,300	1,000	Add Exact
[iyengar yoga poses]		590	480	Add Exact
[basic yoga poses]		1,600	880	Add Exact
[ashtanga yoga poses]		1,000	1,600	Add Exact
[vinyasa yoga poses]		320	210	Add Exact
[yoga asana poses]		Not enough data	22	Add Exact
[yoga meditation poses]		Not enough data	22	Add Exact
[relaxation yoga poses]		Not enough data	28	Add Exact
[yoga poses sanskrit]		Not enough data	36	Add Exact
[yoga poses sequence]		Not enough data	36	Add Exact
[yoga poses instructions]		Not enough data	Not enough data	Add Exact

**How?** Enter your keyword phrase in the box, choose your language and country (or “all countries and territories” if your website is not country specific) and submit. Choose “Exact” from the drop down menu.

## Tool #2 - Wordtracker Free Keyword Suggestion Tool

**Where?** <http://freekeywords.wordtracker.com>

The screenshot shows the WordTracker website's keyword suggestion tool. At the top is a dark blue header with the 'WORDTRACKER KEYWORDS' logo and a 'Sales' button. Below this is a navigation bar with links: Home, Tour, Buy Now, Free Trial, Affiliate, and About. The main content area has a breadcrumb trail 'Home / Keyword Suggestion Tool' and a title 'FREE keyword suggestion tool'. A search box contains the text 'dog training'. Below the search box is an 'Adult Filter' dropdown menu set to 'Remove offensive' and a 'Hit Me' button. A link below the search box reads 'Learn how your competitors profit from keywords you never knew existed'. The results section is titled 'dog training' and shows '3,976 searches (top 100 only)'. A table lists the top results with columns for 'Searches' and 'Keyword'.

Searches	Keyword
1392	<a href="#">dog training</a>
139	<a href="#">crate training a dog</a>
134	<a href="#">hunting dog training</a>
107	<a href="#">dog training collars</a>
101	<a href="#">dog agility training</a>

**What?** This is another keyword research tool. Enter some keywords and you will receive a list of up to 100 related keywords and an estimate of the number of daily searches for each keyword phrase.

**Why?** No keyword research tool is 100% accurate, so if you are serious about keyword research it is worthwhile checking your keywords in two keyword research tools. The Google Adwords keyword tool and the Wordtracker keyword tool are the best free keyword tools that I know of.

**How?** Enter your keyword phrase (e.g. dog training is the chosen keyword phrase in the above screenshot) and press the “Hit Me” button. You will then receive a list of related keyword phrases along with the estimated number of searches per day for each phrase.

## Tool #3 - Sitemap Generation Tool

**Where?** <http://www.xml-sitemaps.com>



**What?** This tool will generate a sitemap for you in either XML or HTML format. A sitemap contains links to all the pages on your website.


**Why?** A sitemap helps to ensure that the search engines find all the different pages on your website. It can also be helpful for your visitors.


**How?** Just enter your URL and hit the start button. Your sitemap will be created and you can upload it to your website.

## Tool #4 - Social Marker Bookmarking Tool

**Where?** <http://www.socialmarker.com>

**How to use it? (help)**

All you need to do is simply drag this button  to your bookmarks toolbar, in order to create a submission bookmarklet. When you are on a website that you want to socially mark, simply select the text and click the SocialMarker button to pre-populate the submission form with the selected information.

**Code for blogs and websites** 

If you want to use this button on your blog or website, install our 'All-in-one Bookmarking Button' plugin for WordPress, or simply insert the following code if you don't use WordPress:

```
<a href="javascript:window.location
= 'http://www.socialmarker.com/?
link='+encodeURIComponent(location.href)
+'&title='+encodeURIComponent(document.title);"></a><noscript><a
href="http://www.socialmarker.com" >Social
```

**Why SocialMarker.com?**

It can help you spread a link on 48 of the best social bookmarking sites in under 15 minutes!

- It helps you get a lot of backlinks.
- It helps you increase your traffic.
- Your link gets indexed by Google in a matter of minutes.
- Best of all, it's free!

**Select the social bookmarking sites you want :**

All | Best | None | Bookmarking | News | Dofollow

<input checked="" type="checkbox"/> Propeller.com	<input checked="" type="checkbox"/> Slashdot.org
<input checked="" type="checkbox"/> Digg.com	<input checked="" type="checkbox"/> Technorati.com
<input checked="" type="checkbox"/> Del.icio.us	<input checked="" type="checkbox"/> Stumbleupon.com
<input checked="" type="checkbox"/> Twitter.com	<input checked="" type="checkbox"/> Reddit.com
<input checked="" type="checkbox"/> Tagza.com	<input checked="" type="checkbox"/> Fark.com
<input checked="" type="checkbox"/> Newsvine.com	<input checked="" type="checkbox"/> Furl.net
<input checked="" type="checkbox"/> swik.net	<input checked="" type="checkbox"/> Connotea.org
<input checked="" type="checkbox"/> Links Marker	<input checked="" type="checkbox"/> Sphinn.com
<input checked="" type="checkbox"/> Blinklist.com	<input checked="" type="checkbox"/> Faves.com
<input checked="" type="checkbox"/> Mister-wong.com	<input checked="" type="checkbox"/> Spurl.net
<input checked="" type="checkbox"/> Netvouz.com	<input checked="" type="checkbox"/> Diigo.com
<input checked="" type="checkbox"/> Backflip.com	<input checked="" type="checkbox"/> Bibsonomy.org
<input checked="" type="checkbox"/> Folkd.com	<input checked="" type="checkbox"/> Linkagogo.com
<input checked="" type="checkbox"/> Indianpad.com	<input checked="" type="checkbox"/> Plugim.com
<input checked="" type="checkbox"/> Myjeeves.ask.com	<input checked="" type="checkbox"/> Buddy Marks
<input checked="" type="checkbox"/> Connectedy	<input checked="" type="checkbox"/> MyLinkVault
<input checked="" type="checkbox"/> Google Bookmarks	<input checked="" type="checkbox"/> Jumptags.com
<input checked="" type="checkbox"/> Fetch	<input checked="" type="checkbox"/> OYAX
<input checked="" type="checkbox"/> A1 Webmarks	<input checked="" type="checkbox"/> Bookmark Tracker
<input checked="" type="checkbox"/> myVmarks	<input checked="" type="checkbox"/> Mixx.com
<input checked="" type="checkbox"/> Wirefan.com	<input checked="" type="checkbox"/> Dizzed
<input checked="" type="checkbox"/> ...	<input checked="" type="checkbox"/> ...

**What?** This tool allows you to bookmark your website in multiple bookmarking websites with one click of a button.

**Why?** Many people search for pages on the web using bookmarking websites rather than search engines. The more people that bookmark a web page, the higher that web page will appear on the bookmarking website. Some social bookmarking websites will also give you a backlink which will help to improve your search engine rank.

**How?** First you will need to register individually with all the social bookmarking sites listed on the Social Marker site. This will probably take you around 1-2 hours, but you only need to do this one time. Every time you create a new page on your website, write a blog post, or find a page on the web that you find interesting you can bookmark that page in all of the bookmarking websites by visiting Social Marker.

A similar alternative free bookmarking website is <http://www.onlywire.com> – this is quicker to use but contains around 20 bookmarking websites compared to Social Marker's 48 bookmarking sites.



## Tool #5 - Link Popularity Checker Tool

**Where?** <http://www.marketleap.com/publinkpop>

The screenshot shows the 'Link Popularity Check' tool interface. It has a header with 'Marketleap Search Engine Marketing Tools' and 'Link Popularity Check'. Below the header are three tabs: 'LINK POPULARITY CHECK' (selected), 'SEARCH ENGINE SATURATION', and 'KEYWORD'. The main form area includes: 'Enter your URL here:' with a text box containing 'www.entrepreneur.com' and a note '(ex: www.yourdomain.com)'; 'Enter up to 3 comparison URLs here' with three text boxes, the first containing 'www.forbes.com'; 'Select your industry (optional)' with a dropdown menu set to 'General'; a CAPTCHA image showing 'a v 6'; a text box for the access code containing 'av6'; and a 'GENERATE REPORT' button. A note below the button says '(Results are collected LIVE from the Internet.)'. On the right side, there is a sidebar with text: '\*Import Announ', 'MSN Liv', 'discontin', 'results fo', '+linkdo', 'such, we', 'removed', 'from the', 'generate', 'Popolari'.

**What?** This tool allows you to check how many backlinks your website has. It will show you how many backlinks your site has in the Google and Yahoo search engines.

**Why?** The number of backlinks is one of the biggest influences on the ranking of a website in the search engines. The more backlinks you have to your website, the better your chances are of ranking well for a phrase.

**How?** Enter the URL of your website and optionally the URLs of up to three of your competitors. Click on the "Generate Report" button and you will see the number of backlinks in Yahoo & Google for your site and a number of other sites including any competitors that you have added.

URL List	Total	Google/ AOL/ HotBot	Yahoo!/ FAST/ AltaVista
www.Travelleap.com	11	0	11
www.popcornpalace.com	221	7	214
www.spinnakersailing.com	476	34	442
www.ggfields.com	601	0	601
www.KillerSound.com	783	9	774
www.spaceday.com	2,840	167	2,673
www.chefscatalog.com	6,068	6	6,062
www.thefillmore.com	9,015	252	8,763
www.origins.com	10,829	206	10,623
www.Coke.com	30,831	2,610	28,221
www.Women.com	34,015	23,500	10,515
www.lancome.com	37,581	523	37,058
www.eTrade.com	49,326	863	48,463
www.Macys.com	54,642	3,850	50,792



## Tool #6 - Keyword Rank Checker Tool

**Where?** <http://www.seocentro.com/tools/search-engines/keyword-position.html>

### Rank Checker



Keyword rank checker tool to check your search engine position ranking for keyword in the mayor search engines and get an advanced report including related keywords and spell check.

[Bookmark this page!](#)

**How are your keywords ranked by the search engines?**

Keyword

Domain (www.example.com)

Competitor Domain (optional)



Please enter the **access code** as displayed above.

Access code

Submit

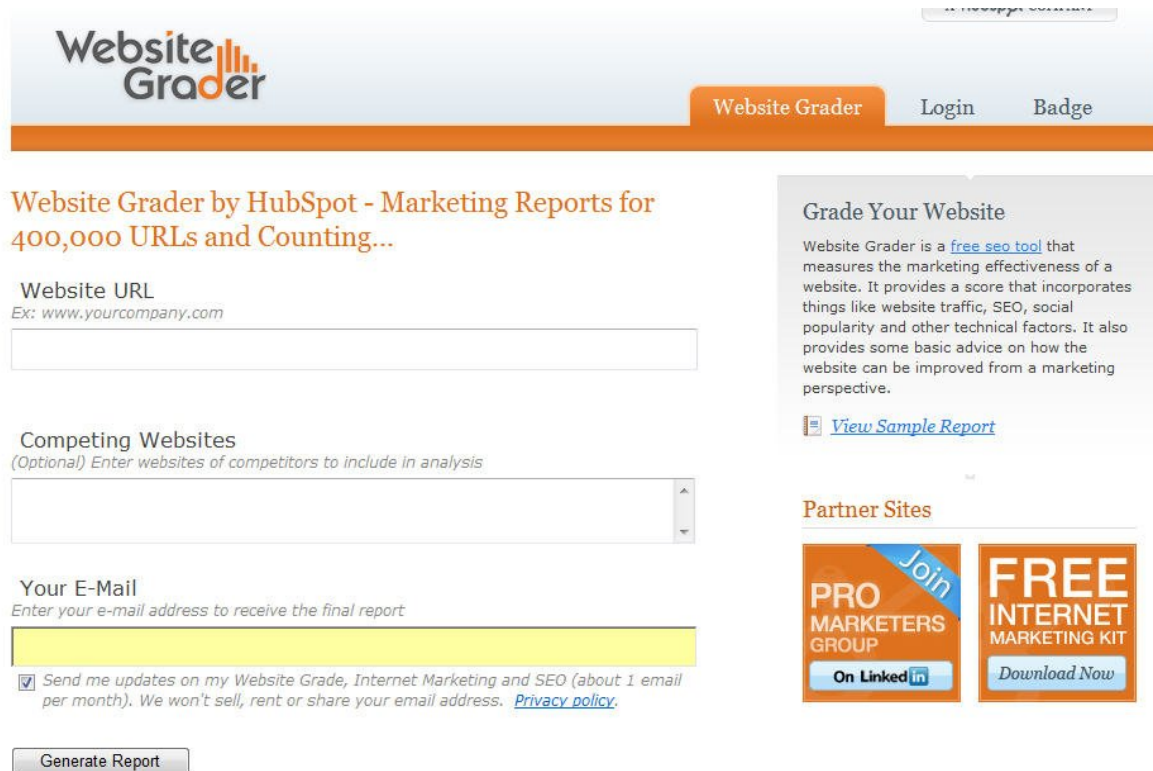
**What?** This tool allows you to find out where your site is ranked in Google for a particular keyword phrase.

**Why?** Most of the traffic goes to the sites listed on the first page of Google, so your aim should be to get your site into the top 10. This tool allows you to check your progress more quickly than you could do manually.

**How?** Enter the URL of your website and the keywords that you are trying to rank for and optionally your competitor's URL. The tool will return the position of your website in the Google search results and compare it to your competitor's URL.

## Tool #7 – Website Grader

**Where?** <http://website.grader.com>



The screenshot shows the Website Grader website. At the top is a navigation bar with the 'Website Grader' logo on the left and 'Website Grader', 'Login', and 'Badge' links on the right. Below the navigation bar is a main heading: 'Website Grader by HubSpot - Marketing Reports for 400,000 URLs and Counting...'. The main content area contains three input fields: 'Website URL' with an example 'www.yourcompany.com', 'Competing Websites' with a note '(Optional) Enter websites of competitors to include in analysis', and 'Your E-Mail' with a note 'Enter your e-mail address to receive the final report'. Below the email field is a checkbox for 'Send me updates on my Website Grade, Internet Marketing and SEO (about 1 email per month). We won't sell, rent or share your email address. Privacy policy.' and a 'Generate Report' button. On the right side, there is a 'Grade Your Website' section with a description of the tool and a 'View Sample Report' link. Below that is a 'Partner Sites' section featuring two promotional banners: 'PRO MARKETERS GROUP' with a 'Join' button and 'On LinkedIn' link, and 'FREE INTERNET MARKETING KIT' with a 'Download Now' button.

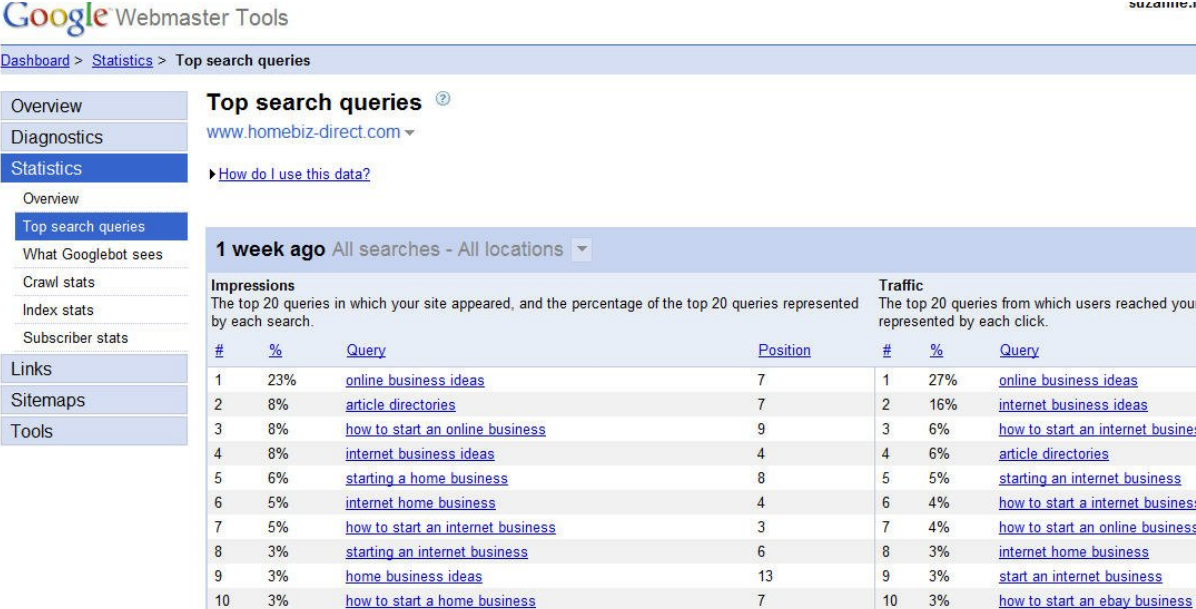
**What?** Once you have optimized your website and started to promote it, this tool is an excellent way to get a free critique of your site. It provides information about the effectiveness of your on-page SEO, off-page SEO, blogging and social marketing. It also gives you suggestions on how to improve in each of these areas.

**Why?** It lets you measure your progress and find potential areas for improvement.

**How?** Enter the URL of your website, add competing websites (optional) and enter your email address. It will take a few minutes to process all the data, and once it has finished you will be taken to a report with a website grade (mark out of 100) and a wealth of information about how your website ranks and ways to improve it. You will also be emailed a link to your report.

## Tool #8 - Google Webmaster Tools

**Where?** <http://www.google.com/webmasters/tools>



The screenshot shows the Google Webmaster Tools interface. On the left is a sidebar with navigation links: Overview, Diagnostics, Statistics (selected), Links, Sitemaps, and Tools. Under 'Statistics', there are sub-links: Overview, Top search queries (selected), What Googlebot sees, Crawl stats, Index stats, and Subscriber stats. The main content area is titled 'Top search queries' with a help icon and the website URL 'www.homebiz-direct.com'. Below this is a link to 'How do I use this data?'. A filter bar shows '1 week ago' and 'All searches - All locations'. The data is presented in two columns: 'Impressions' and 'Traffic'. Each column has a table of the top 20 queries. The 'Impressions' table has columns for rank, percentage, query, and position. The 'Traffic' table has columns for rank, percentage, and query.

Impressions				Traffic		
#	%	Query	Position	#	%	Query
1	23%	<a href="#">online business ideas</a>	7	1	27%	<a href="#">online business ideas</a>
2	8%	<a href="#">article directories</a>	7	2	16%	<a href="#">internet business ideas</a>
3	8%	<a href="#">how to start an online business</a>	9	3	6%	<a href="#">how to start an internet business</a>
4	8%	<a href="#">internet business ideas</a>	4	4	6%	<a href="#">article directories</a>
5	6%	<a href="#">starting a home business</a>	8	5	5%	<a href="#">starting an internet business</a>
6	5%	<a href="#">internet home business</a>	4	6	4%	<a href="#">how to start an internet business</a>
7	5%	<a href="#">how to start an internet business</a>	3	7	4%	<a href="#">how to start an online business</a>
8	3%	<a href="#">starting an internet business</a>	6	8	3%	<a href="#">internet home business</a>
9	3%	<a href="#">home business ideas</a>	13	9	3%	<a href="#">start an internet business</a>
10	3%	<a href="#">how to start a home business</a>	7	10	3%	<a href="#">how to start an ebay business</a>

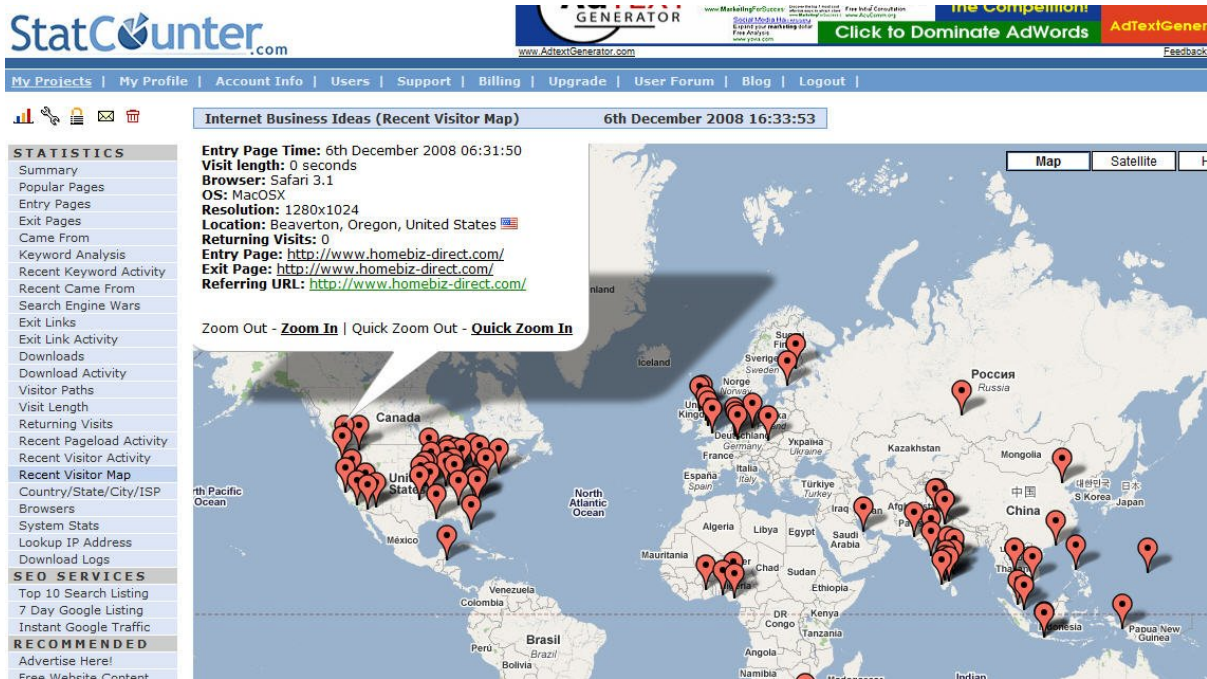
**What?** This tool allows you to find the top Google search queries for your website, see errors found by Googlebot, find issues with your website content (e.g. missing tags), submit a sitemap, find out how many backlinks you have, remove content from the Google index and generate a robots.txt file.

**Why?** Submitting a sitemap will help to ensure that Google crawls your entire website. The diagnostics will alert you to any errors or broken links on your website and the top search query information can help you to refine your website optimization.

**How?** Create an account and then add your websites to the account. You will then need to verify that you are the owner of each of the websites that you added. You can do this by following the instructions to upload a text file to your website or by adding a meta tag to your home page.

## Tool #9 – Statcounter

**Where?** <http://www.statcounter.com>



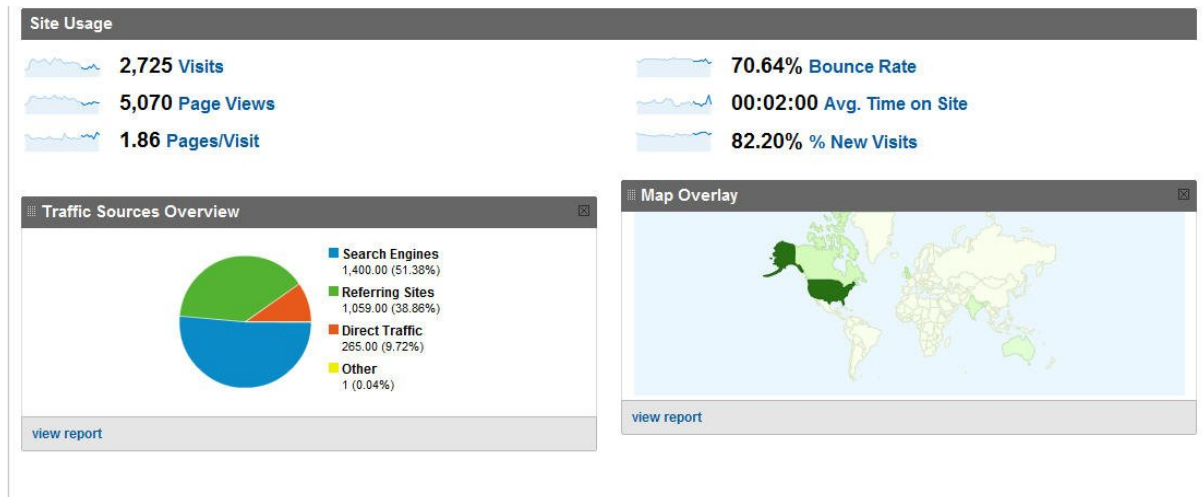
**What?** Statcounter allows you to see how many visitors and hits you have received to your website, the keywords that your visitors searched on, the pages that they visited, the browsers they use, the countries and towns they live in, the pages that they entered and exited your site on and how long they stayed on your site.

**Why?** It is useful to see the keywords that your visitors use to find your site and the search engines that they came from as this can help you to refine your optimization. It is also valuable to understand more about your visitors, the countries they come from, the browsers and computers that they use and what pages they visited while on your website.

**How?** Register with statcounter and follow the instructions to generate a small piece of javascript code. Place this code on all the pages of your website so that statcounter can track all your visitors. You can then login to statcounter at any time to view your statistics.

## Tool #10 - Google Analytics

**Where?** <http://www.google.com/analytics>



**What?** This is an alternative to StatCounter, as it provides similar information about your website visitors. However, it presents the information in a different way, so you may find it useful to use both StatCounter and Google Analytics.

**Why?** As well as finding out where your visitors come from, how they found your website, how many pages they visited and how long they spent on your website, you can also view the data in a variety of different formats.

**How?** Register with Google Analytics and generate a snippet of javascript code. Follow the instructions to Install this code on all the pages of your website and then login to Google Analytics to view your site statistics.

## Learn More about SEO



If you would like to learn more about Search Engine Optimization, why not download the *3 Steps to Search Engine Success* Ebook?

This book provides a blueprint of how to get a top search engine rank for your website and is explained in simple and easy to understand terms with examples and screenshots throughout.

Visit [3 Steps to Search Engine Success](#) to Learn More