7 Free Basic SEO Optimization Tools to Know

Introduction:

Search Engine Optimization (SEO) is one of the crucial procedures for online success. SEO is crucial for small businesses to reach big businesses, just to obtain organic traffic and be in the online competition. Without SEO, a website will likely be on a subsequent page on Google, which users never visit, and brings low sales and conversions.

A business that is more focused on becoming SEO-friendly on its website will gain more visibility, believability, and long-term success in the online world. If you have a small blog site, a local business, an e-commerce venture, or other businesses, SEO is the strategy to get your targeted market and achieve your business objectives.

How Free SEO Tools Help?

SEO is overwhelming, but there are several free SEO optimization tools that make it easy to evaluate and enhance website performance. These SEO tools give beginner marketers and business owners an easy time to:

- Find the perfect keywords to talk to the target audience

- Track web traffic and user behavior to see what's working

- Find technical SEO mistakes and make adjustments for better rankings

- Competitor intelligence to obtain insight and surpass competitors

- Increasing content quality to enhance engagement and search visibility

Top 7 Free SEO Optimization Tools Every Marketer Needs to Use

1. Google Keyword Planner

With Google Keyword Planner, you will know all keywords that are best suited for content writing and PPC advertising for free. It tells you the search volume of the keyword, looks at keyword trends, and how difficult it is to rank for that specific keyword.

How is it helpful to SEO?

- It helps you locate high-volume search terms that have a connection with your primary subject matter.

- It provides difficulty scores that allow you to identify marketing opportunities for target keywords.

- It helps in better content planning from the search volume data using Google Keyword Planner.

- It provides related keywords for broader market expansion.

2. Google Search Console (GSC)

Google Search Console is a free service provided by Google that helps webmasters or website owners to monitor and control how their site is being shown or performing in the search results. It provides informative insights about the website and also allows you to fix any issues and optimize your ranking.

Key Features:

- **Information on Indexing:** It helps to check if your important pages are indexed by Google or not. If not, it allows you to submit your web pages for indexing using inspection tools.
- **Error Reports:** It provides error insights on broken links, crawl errors, and security problems
- **Performance Tracking:** It helps to show organic impressions, clicks, and average ranking positions of your web pages.
- **Sitemap Submission:** It allows website owners to submit the sitemap to search engines and helps search engines understand the information about the website.

3. Ubersuggest

Ubersuggest is one of the best tools for keyword research to generate keywords and content ideas. It also provides backlink reports, traffic reports, and helps in conducting SEO audits to identify strengths, weaknesses, and opportunities. Ubersuggest can be used for free by Neil Patel to learn keyword research as well as perform site audits and conduct backlink analysis. It gives limited access in the free plan, but more in a paid plan.

Key Features

- Recognizes new keywords along with their search volume and SEO difficulty. It also provides information about user search intent.

- Helps in conducting SEO site audits to analyze on-page, off-page, and technical issues to provide optimization suggestions.

- Provides information about competitors' backlinks, provides spammy backlinks reports, and helps in backlink building opportunities.

- It also provides content suggestions that assist users in identifying trending blog topics and SEO opportunities.

4. Ahrefs Free SEO Tools

Ahrefs is a link-building SEO software for competitor analysis, keyword research, rank tracking, and complete website audits. Ahrefs has most of its tools to help marketing professionals rank higher on search engines. Some free SEO tools by Ahrefs are available to users, but they need to pay for the complete software.

Features Available for Free

- **Backlink Checker:** Using the Backlink Checker, users can view the pages that link to their site.

- **Keyword Generator:** Keyword generator helps to give ideas with difficulty rating scores and keyword trends.

- **SEO Audit:** SEO Audit tool helps to find website on-page, off-page, and technical issues.

5. Google Analytics(GA4):

Google Analytics (GA4) is a tracking tool that provides complete data regarding website traffic as well as user behavior, and conversion metrics. The tool provides valuable visitor data that enables you to make informed decisions for improving your SEO strategy.

Features:

- Traffic Sources categorizes the origin of website visitors as either organic search results or social media engagement or direct referrals, or search engine marketing campaigns.

- The audience segment offers insights about users according to their demographic information, for example, their location and device usage, and their age range.

- The real-time analytics feature allows you to monitor current website visitors.

- The User Behavior Reports section shows the pages that users visit while detailing the duration of their sessions.

- Event Tracking in GA4 is a measurement system of interactive user actions that include clicking, downloading, and form submission activity.

6. Moz Free SEO Tools

Moz is a name upon which one can depend when it comes to SEO. Though having premium features, its free tools are really useful to test for domain authority, track keyword ranks, and even analyze competitors.

Free SEO Features by Moz

- DA & PA checker: Anyone can identify web ranking potential strengths using the Domain Authority (DA) & Page Authority (PA) Checker.

- Keyword Explorer: It gives users a list of suggested keywords along with search volume and difficulty scores.

- Link Explorer: It offers users the feature of examining backlinks as well as finding link-building opportunities.

- Mozbar: It is employed in the form of a Chrome extension for automatically gathering SEO information about any website, like Domain Authority(DA), Page Authority(PA), and spam score metrics.

7. Screaming Frog SEO Spider

The on-page, off-page, and technical SEO problems are readily discovered by the website crawling tool Screaming Frog SEO Spider. Your website is thoroughly scanned by this tool, that provides a detailed report on things that may worsen your ranking position.

Key Features

- It detects 404 errors because of dead links, which negatively impact SEO.
- It detects all locations where meta tags are missing or occur in multiple pages.
- Helps to generate XML Sitemaps, through its generator, in an attempt to help search engines better understand your site to make crawling and indexation smooth.
- Helps to optimize webpage speed for the loading of their website to become faster.

Conclusion

Achieving online success involves complete SEO research and implementation. To this end, you need to have basic SEO tools at hand. With these free SEO optimization programs, you will not be spending much on purchasing expensive SEO software.

Because, as an SEO student or start-up business entrepreneur, you need to reduce your expenses to the fullest extent, these 7 SEO optimization tools, which are all free, are your best possible choice that will enable you to improve SEO at the lowest price.

If you are looking to do SEO for your business, then Abstract Infosys's SEO service can be a great choice to start. With a team of dedicated SEO experts, we help businesses build a strong online presence with effective SEO solutions.