

Search Engine Optimization (SEO) Tools

Best SEO tools for writers = highlighted in green

- [Feed the Bot](#) – enter the URL of your site to get common words and phrases on your site.
- [Keyword Density Analysis Tool](#) - finds common words and phrases on your site, or competing websites.
- [Page Comparison Tool](#) - tool compares the page titles, meta information, and most common two- and three-word phrases between different pages.
- [Spider Test Tool](#) - shows the page size, source code, meta tags, page title, textual copy of the page, keyword breakdown by density (including 2 and 3 word phrases), number of words, number of unique words, and outbound links on a page.
- [Google AdWords Keyword Suggestion Tool](#) - recommends keywords based on a keyword you enter or a URL you have the tool analyze
- [Wordze](#) - nice for generating decently large keyword lists quickly and inserting them into paid search campaigns.
- [Keyword Discovery](#) - free keyword tool from Trellian. Trellian also has a more advanced paid version of [Keyword Discovery](#).
- [Microsoft Keyword Forecast](#) - shows predicted Microsoft search impression count and historical trends.
- [Google Traffic Estimator](#) - shows the estimated bid prices and ad clicks for the top ranked AdWords ad. Allows you to check for [exact match], "phrase match", or broad match.
- [Google Search Based Keyword Tool](#) - shows keyword search volume estimates and keyword values by keyword, site, or category.
- Search Engine Spider Simulator:
<http://tools.summitmedia.co.uk/spider/>
- LYNX BROWSER:
<http://lynx.isc.org/>
- [Google Search Insights](#) - shows keyword trends, hot keywords by category, and top geographic regions for a keyword.
- [SpyFu](#) - shows terms that competitors are buying or ranking for in the organic search results.
- [Feed Compare](http://www.feedcompare.com/) (<http://www.feedcompare.com/>)
A free web application that you can use for comparing FeedBurner feeds. You can use Feed Compare to compare your feeds against up to three other feeds. All you have to do is input the name of your feed, and then the name of your competitors' feeds.
- [SEMRush](#) - newer tool from the folks who made SEO Digger. Also adds data like keyword value and keyword volume.

- Google Suggest Tool - shows frequently searched phrases, starting with the words and letters in your query.
- SEO for Firefox (<http://tools.seobook.com/firefox/seo-for-firefox.html>)
SEO for Firefox pulls in many useful marketing data points to make it easy get a more holistic view of the competitive landscape of a market right from the search results. In addition to pulling in useful marketing data, this tool also provides links to the data sources so you can dig deeper into the data.
- KeywordSpy(<http://www.keywordspy.com/>)
Helps you find which keywords your competitors are using. Increases your Ad Campaign revenue by finding the most profitable keywords.
- Domain Stats Tool (<http://www.webconfs.com/domain-stats.php>)
This tool helps you get all kind of statistics of your competitors' domains. The statistics include Alexa Traffic Rank, Age of the domains, Yahoo WebRank, Dmoz listings, count of backlinks and number of pages indexed in Search Engines like Google, Yahoo, Msn etc.
- Backtags (<http://www.backtags.com/>)
Backtags allows users to assess, analyze, and rank the popularity of any website on leading social bookmarking sites, identify tags used to describe websites, rank websites according to tag/user popularity, and compare and rank competitors.
- SEO Tool - Rank Checker (<http://www.seomoz.org/rank-checker>)
To use this tool, you enter a URL, Keyword, and what search engine you'd like to search, and it will automatically check your rankings and report back. You can use it to check the ranking for your competitors and report back to you.
- Keyword Difficulty (<http://www.iwebtool.com/multirank>)
You can use this tool for multiple domain check-ups for Google Page Rank and the Alexa Ranking.
- Compete =VERY COOL!
Compete Site Analytics provides free information to analyze the difference in growth of two or more web sites, including site traffic history and competitive analytics; a list of available promotional codes across thousands of online retailers; and site-specific trust scores based on up-to-the-minute data from Compete and third-party security services.