



20 Tools To Add To Your **SEO Toolkit**



1. HubSpot's AI Search Grader

What's Good:

Helps measure your visibility in AI-powered search engines, identifying your business's strengths and weaknesses in brand sentiment and share of voice—for free

Price: Free

[Grade My Brand](#)

Pro-Tip:

When you first move beyond traditional search methods, this tool can help you understand strategies to improve visibility, relevance, and effectiveness across AI-powered search engines

2. Semrush

What's Good:

Popular, all-in-one SEO software that includes keyword research, on-page SEO, competitor analysis, and more

Price: Starting at \$139.95/month

[Learn More](#)

Pro-Tip:

Use Semrush to research and find keywords, as the software provides you with search volume, difficulty, current ranking web pages, suggestions, and more

3. Ahrefs

What's Good:

One of the most popular all-in-one SEO tools for finding keyword recommendations, analyzing backlinks, and more

Price: Starting at \$129/month

[Learn More](#)

Pro-Tip:

Ahrefs is ideal for smaller businesses, agencies, and content creators, as it's more affordable compared to other competitors

4. HubSpot's SEO Marketing Software

What's Good:

Offers an all-in-one toolbox with powerful tools to help you plan your SEO strategy, optimize content, measure ROI, and more.

Price: Starting at \$15/month/seat

Pro-Tip:

Start by using HubSpot's [free Customer Relationship Management \(CRM\) software](#), which integrates easily into HubSpot's SEO Marketing Software.

Optimize Your Content

5. Google Search Console

What's Good:

A free tool that can help you monitor indexation, website performance, and search traffic, provided directly by Google

Price: Free

Pro-Tip:

Create and submit [sitemaps](#) to Google Search Console, which ensures the search engines know how to access content on your website

Learn More

6. SEO PowerSuite

What's Good:

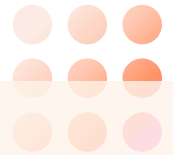
Includes four powerful tools to track ranks, audit websites, research backlinks, and build links.

Price: Free with Premium Options

Pro-Tip:

Take advantage of SEO PowerSuite's Rank Tracker, which includes multiple ways to find new keywords at both a global and local level

Learn More



7. HubSpot's AI Blog Writer

What's Good:

A free AI-powered writing assistant that outputs blog posts based on prompts and questions

Price: Free

[Scale Your Content](#)

Pro-Tip:

Provide HubSpot's AI Blog Writer with prompts based on Focus Keywords, as it will write out content optimized for that topic

8. Backlinko

What's Good:

Combines helpful content on SEO best practices (both in blog posts and in a newsletter) with a plethora of tools and templates, including a backlinker checker you can use to find who's linking to you—and your competitors

[Learn More](#)

Pro-Tip:

Sign up for their newsletter to receive SEO tips, strategies, and case studies—approved by HubSpot's very own Senior Vice President of Marketing Kieran Flanagan

Price: Free

9. Google Trends

What's Good:

Shows you the popularity of search terms over a period of time at no cost alongside user demographic information

Price: Free

[Learn More](#)

Pro-Tip:

Use the tool to find both rising keywords and avoid falling ones, helping you pick winners as opposed to losers



10. Check My Links

What's Good:

A free Chrome Extension that crawls your website and reports any broken links

Price: Free

Pro-Tip:

Use this when conducting an analysis of your website, as broken links impact Google's ability to crawl your website

[Learn More](#)



11. PageSpeed Insights

What's Good:

A free tool created by Google that analyzes the performance of web pages across devices, providing suggestions on how to improve speed

Pro-Tip:

Faster-loading websites tend to rank higher on search engines, so use PageSpeed Insights to further optimize the speed and performance of your web pages

[Learn More](#)



Price: Free

12. KWFinder

What's Good:

A free tool that helps you find long tail keywords with low-ranking difficulty

Price: Free with Premium Options

Pro-Tip:

Try KWFinder when first starting out, as it simplifies the process of selecting keywords at a lower cost than other tools

[Learn More](#)



13. Moz

What's Good:

An all-in-one platform that features a plethora of SEO tools, including domain analysis, keyword explorer, and more

Pro-Tip:

As a less complex, more intuitive tool than competitors, consider using Moz if you're a beginner at SEO

Price: Free with Premium Options

[Learn More](#)

14. RankMath

What's Good:

An SEO plugin that integrates with WordPress websites, including tools to analyze metatags and overall SEO performance

Pro-Tip:

If your website operates through WordPress, RankMath can easily integrate into your dashboard

Price: Free

[Learn More](#)

15. Screaming Frog's SEO Spider Tool

What's Good:

Screaming Frog's SEO Spider tool helps crawl websites, providing you tips to improve on-page SEO

Pro-Tip:

Screaming Frog lets you download and crawl 500 websites for free

Price: Free

[Learn More](#)

16. Sitebulb

What's Good:

Provides comprehensive technical SEO audits of your website, providing actionable insights and suggestions to improve your on-page performance

Pro-Tip:

Use Sitebulb if you're new to technical SEO, as it has incredibly easy-to-use auditing tools

Price: Starting at \$11.25/monthly/seat

Learn More

17. ScrapeBox

What's Good:

Hosts a breadth of both SEO and other internet crawling tools, including a search engine scraper, keyword scraper, email scraper, and more

Pro-Tip:

ScrapeBox boasts a much higher learning curve than its competitors, but taking time to learn through tutorials can make this an especially powerful addition to your SEO toolbox

Price: \$97.00 (one-time purchase)

Learn More

18. InLinks

What's Good:

Helps deliver data and on-site optimization based on semantic analyses and knowledge graphs, including content recommendations, internal link automation, and more

Pro-Tip:

InLinks can be an excellent starting tool to better understand semantic search, which considers not only matching keywords but user intent when determining what to show on the Search Engine Results Page (SERP)

Price: Starting from \$49/month

Learn More

19. SEOquake

What's Good:

A free Chrome Extension that provides immediate on-page SEO audits for any web page

Price: Free

[Learn More](#)

Pro-Tip:

Use SEOquake to analyze the SEO performance of your competitors

20. HubSpot's AI Content Writer

What's Good:

A free AI-powered content writing tool that helps you ideate, create, and share content

Price: Free

[Create Free Content](#)

Pro-Tip:

Use HubSpot's AI Content Writer to craft SEO-focused content, such as blog posts, website copy, and more