



# 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

**Optimize Your Content**



### Pro-Tip:

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

## 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

**Learn More**



### Pro-Tip:

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

## 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

**Learn More**



### 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



## 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](#)



## 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](#)



## 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:

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

### 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

### 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

[Learn More](#)

### Pro-Tip:

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

## 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

[Learn More](#)

### 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

**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

[Learn More](#)

### Pro-Tip:

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

## 13. Moz

### What's Good:

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

**Price:** Free with Premium Options

[Learn More](#)

### Pro-Tip:

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

## 14. RankMath

### What's Good:

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

**Price:** Free

[Learn More](#)

### Pro-Tip:

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

## 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

**Price:** Free

[Learn More](#)

### Pro-Tip:

Screaming Frog lets you download and crawl 500 websites for free

## 16. Sitebulb

### What's Good:

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

[Learn More](#)



### 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

## 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

[Learn 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)

## 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

**Price:** Starting from \$49/month

[Learn 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)

## 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

**Pro-Tip:**

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

[Create Free Content](#)

