



SEO Analysis Tools - Introduction

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General competitive research tools. :

1. Compete.com - can find the statistics regarding you and your competitor firms visitor.

Input - URL of yours and the competitors site

Output - graphical representation comparing the site visits, where the traffic comes from, where the visitors go after leaving the site, page views, on what keywords the site is searched. Also gives the information regarding the site profiles on the internet.

Not able to find the profile of wiznucleus.

2. Quantcast - Quantcast is a media measurement, web analytics service that allows users to view audience statistics for millions of websites.

Input – URL of the site.

Output – give the demographics of the users that visit the site and the activity that they do on the site.

Has 4 parts :

Marketers – reveals the information regarding the user demographics based on impression, clicks and leads.

Publishers - generates various reports like website rank and monthly traffic, audience demographics, from where they visit the site (work or home), and from what geographical location.

Planner – Marketers use this to check audience relevance and increase return on investment.

Lookalike – They show who is visiting the site, clicking the ads and purchasing the products.

The Content needs to be pasted on each page and then viewed.

3. Google Trends – With **Google Trends**, you can compare the world's interest in your favorite topics.

Input – URL of the site.

Output – generates report on the number of daily unique visitors (the number of people who visit a website) to that website, list of regions where visitors originated from, other websites that they have also visited, and terms they have also searched for.

4. Google Insights - With **Google Insights** for Search, you can compare search volume patterns across specific regions, categories, time frames and properties.

Input – pattern that you want to compare. (Eg. Lifestyle preference for NZ and UK)

Output – helps you to find the interest pertaining to the search terms. (shows graph displaying the where the lifestyle would be more better)

5. Searchstatus - Its add-on for firefox.

For every site you visit using, SearchStatus lets you view its **google page rank, Google Category, alexa popularity ranking, Compete.com ranking, SEOmoz Linkscape mozRank, Alexa incoming links, Alexa related links and backward links** from Google, Yahoo and MSN. This combined search-related information means you can view not only the link importance of a site (according to Google and Linkscape), but also its traffic importance (according to Alexa and Compete), so providing a **balanced view of site efficiency**.

SEO Related General Competitive Research Tools

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1. Index Rank : Help check the keyword ranking in top search engines, shows progress of the site including page rank, back link, alexa rating, comparing the site metrics with the competitors.

Its paid tool so didn't check the output.

2. Searchrascal – was not able to open the tool

3. SEMRush – satisfies your needs in advanced SEM and keywords research.

Input – URL of the website.

Output - helps to find the keywords related to the particular site, its competitors keywords in adwords, search engine traffic for any domain.

4. SEOMoz Trifecta : **SEOMoz's trifecta** tool, analyses a site with data from various web services and rolls them up into a score from 0 to 100

Input – URL of the site

Output - Measures metrics to estimate the relative popularity and importance of Page, Blog or Domain.

Eg (if entered Wiznucleus, the results show that it is only 24% popular. Means its an emerging site)

5. Spydermate : Free SEO analysis tool that offers on-page keyword analysis and site-by-site competitor comparison for both SEO experts and SEO beginners.

Input – URL of the website.

Output – Measured in three ways.

1) **SEO analysis** - It looks at your Google PageRank, Alexa Rank, Compete.com Rank, external Backlinks, and Domain Age/Expiration to create a SpyderGraph of your standings. This graph tells you how a site ranks in each of these field versus the median site crawled by our SEO Spider. It also gives you a SpyderRating of 1-100 based on that median.

2) **Link Equity** - It offers page-specific keyword breakdowns of your on-site keyword targeting efforts, allowing you to optimize for more targeted search terms. SpyderMate's keyword analyzer helps you see which pages have the best chance for high rankings in the search results and informs you of each page's Google PageRank.

3) **Compare** - It compares your SpyderGraphs and SpyderRatings, and lets you know which sections of your site are better than your competitors' or how far ahead of you they are. Knowing how much ground you need to make up or when they're closing in on you is invaluable information.

eg. for wiznucleus shoes the spyder rating of 39. So need to improve a lot.

Research the Competition's Keyword Strategy :

1. Keyword Density Analysis Tool : Free *tool* to compare any two web pages on the internet.

Input- URL of the site (eg. wiznucleus)

Output – the keywords used in the site. Can also be helpful in finding the keywords in the competitors site so that we can see what we missed out and can focus on the same.

2. Spider Test Tool - *Spider Test Tool* tracks the source code of a page and displays the result as the spider index the page.

Input – URL of the site.(eg. Wiznucleus)

Output – shows report on meta tags, page size, source code, also gives suggestions regarding the javascript used, meta tags used, flash files to be included or not.

Research the Competition's Link Strategy :

1. Hub Finder - Hub Finder is web based software which looks for hub pages using the Yahoo! API. It allows you to find sites which link to common resources that you manually enter, or resources that rank well in Yahoo! for a specific term.

Input – URL of the site.

Output – allows to find the sites that link to common resources that you enter manually or resources that link well in yahoo. It use's Yahoo API.

2. Back Link Analyser – Download the component

Input – URL of the website.

Output - grab backlink data from Google, Yahoo!, or MSN. It analyzes / grabs anchor text, IP addresses, Alexa data, page title, number of links on page, and number of outbound links on a page. It is a big spreadsheet which makes it quick and easy to view linkage data for a particular site.

3. Link Harvester : SEO tool designed to help webmasters visually represent how competitive a competing site is by making it easy to look through their backlink *link* profile.

Input – Url of the website

Output – list of unique linking domains.

4. Link Popularity Comparison Tool - *Tool* to help you compare the *link popularity* scores between different websites.

Input - URL of your site and competitors site

Output – shows how the link profile compares to leading competitors.

5. Linkscape - Linkscape provides never-before-accessed link data.

Input – URL of the site.

Output – shows the mozrank of the page on the scale of 10. More the links to the page more the mozrank.

6. Majestic SEO - *Majestic-SEO* provides Competitive Link Intelligence to SEO specialists

Input – URL of the site

Output – complete information regarding the page title, number of links on page, and number of outbound links on a page.

7. Myriad Search - untested meta search engine tool

Input – keywords of the site

Output – it will show you, presenting search results with their relative rankings from Ask Jeeves, Google, MSN Search and Yahoo.

8. Search Engine Saturation Tool - *Search engine saturation tool* checks for indexed pages and compares with other competitors sites entered.

Input – URL of the site and its competitors.

Output – Generates a report on how many pages you have indexed as compared to competitors site.

9. Competition Finder - This tool helps you find your competitors regular and anchor tags of their webpage with which you can compare yours.

Input - URL of the site and its competitor.

Output - This tool helps you find your competitors regular and anchor tags of their webpage with which you can compare yours .

Search Analytics Tool :

1. Google Analytics - Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness.

Input - integrate it with the website.

Output -

- 1) generates report to compare how your site is doing relative to a different point in time.
- 2) Reports to see how your site is performing in a variety of metrics by city or country.
- 3) If we setup conversion goals, you can also see how well your site is converting in different locales. For e-commerce businesses, this means you can adjust your offers based on how they are performing geographically
- 4) generates reports on the top exit points on a specified date range..

- 5) Generates report to show how users maneuver through your site. For example, you can see where users go from the homepage, or how most of them get to your contact page.
- 6) If we advertise through AdWords, Analytics will provide you on data on each campaign, group, and keyword. Specifically, you can look at each of these areas and see the number of displays, clicks, the cost, conversion, and if it results in an e-commerce transaction or another defined goal. It will then calculate your margin (revenue versus the cost of acquiring the customer).
- 7) Report that shows how much the links are being clicked on and whether they ultimately lead to goal conversion or not.
- 8) Bounce report tells you how many people come to your site and leave without going any further
- 9) report to show what search keywords people are using to find your site.
- 10) It generates a report on number of visitors a link partner is sending, but the quality of the traffic.
- 11) Generates report on what browsers people use to view your site, and again, let's you drill down to see how well users of different browsers convert against your goals
- 12) have a report generated to show how many visitors come back to the site on a specified given date range.
- 13) Generates report to show the contribution your returning visitors are making versus new ones.
- 14) Generates report on which search engines are sending the most traffic and how well its converting can help you optimize your spend and SEO efforts.
- 15) Generates report for each page of the site that how many times it has been viewed how much time the average visitor stays there, and how many people leave your site after visiting.

2. Google Website Optimizer - Website Optimizer is a tool that can help you improve the effectiveness of your website in getting a return on your investment. By allowing you to test different versions of your site content, you can determine what will best attract users and lead them to convert on your site .

Input – URL of the page.

Output – generate a report to find out what users on the site respond to best.

Traditional Keywords Suggestion Tools :

1. Wordtracker - Wordtracker's leading-edge research tool gives you the keywords you need to rise above your competitors in search engine rankings.

Input - Keyword(s)

Output – Searches related to that particular keyword.

2. Google Adwords Keyword Suggestion Tool - Use the Keyword Tool to get new keyword ideas .

Input – URL of the site or phrase related to the site.

Output – List of keywords related to that particular site and the competition to be faced using the keywords.

3. Google suggest tool – *Tool* to help you find relevant frequently searched for phrases on google.

Input – keyword for the site.

Output – the frequency of the keyword used in the search and the competing pages for it.

4. Keystream Keyword tool - Keyword management solution for continuously optimizing and expanding SEO efforts.

Input - Keyword for the site.

Output - Report on Related keywords and the search pattern.

Keyword Valuation Tools :

1. Google Traffic Estimator - AdWords Traffic Estimator automatically provides you with a predicted keyword state, search volume, average cost-per-click, and ad positions for each of your keywords. You can also choose to see estimates with an unlimited budget, which will add on two new sets of estimates: potential clicks per day, and potential cost per day.

Input – Keyword for the site

Output – keyword, its search volume, estimated average CPC, estimated clicks/day, estimated cost/day.

2. Google Search based keyword tool - The **Search-based Keyword Tool** provides keyword ideas: Based on actual **Google** search queries .

Input – URL of the site.

Output – Its shows the list of related keywords, its monthly search and the competition faced by the other sites on same keyword.

3. Keyword density tool - The keyword density tool is useful for helping webmasters and SEOs achieve their optimum keyword density for a set of key terms.

Input – URL of the site.

Output – count of the keywords of the site along with density.

4. Website Keyword Suggestion - This tool tries to determine the theme of your website.

Input – URL of the site.

Output - provides keyword suggestions along with keyword traffic estimates.

Search Engine and Content Tools :

1. Google Adword Keyword Research Tool - Use the Keyword Tool to get new keyword ideas .

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4. Google Adwords - Advertise with **Google AdWords** ads to boost website traffic and sales.

With Google AdWords, one can create and run ads for their business, quickly and simply. Run the ads on Google and advertising network -- no matter what the budget, you'll only pay when people click your ads .

5. Google AdSense - AdSense is an ad serving application run by Google Inc. Website owners can enroll in this program to enable text, image, and video advertisements on their websites. These advertisements are administered by Google and generate revenue on either a per-click or per-impression basis.

6. Yahoo Mindset - Yahoo has added a new search tool to What's Next called Yahoo! Mindset. As in, "what was your mindset when you performed a search?". It allows you to dynamically filter the top 100 search results according to a scale of commercial to non-commercial.

6. Yahoo Term Extraction – The *Term Extraction* Web Service provides a list of significant words or phrases extracted from a larger content.

Input – phrase or larger content.

Output – Meaning full key terms.

7. MSN Adcentre Labs - Customers often perform searches by typing related keywords in specific sequences. This tool helps in visualizing and analyzing the customers' search sequences. Also forecast the impression count and predicts demographic distributions of keywords.

8. Similar Page Checker - This tool allows you to determine the percentage of similarity between two pages.

Input – URL of the two pages that you want to compare.

Output – The percentage of the similarity between the two pages.

Recommended SEO E-Books and Products:

[3 Steps To Search Engine Success Book - Search Engine Optimization SEO.](#)

Learn How To Get A Top Search Engine Ranking In 3 Easy Steps. Increase Your Website Traffic With This Straightforward Guide.

[50 SEO Secrets](#)

It's a great source that takes you step-by-step to optimize your blog or website.

[Learn SEO Secrets](#)

Quickly & easily outsmart Your way to **Six Figures** using these **Powerful SEO Strategies!**

[Niche Blueprint 2.0](#)

Radically Unconventional* Niche Website Formula That Generated \$1,214,978 From Free Website Traffic!

[SEO + Submission + Backward Linking For Beginners.](#)

Just getting started online? Looking for a way to get more qualified traffic to your website without spending a fortune? Well then, you are in the right place!

[SEO Multimedia EBook.](#)

How to Get the Highest Possible Search Engine Position For Your Small Business Website EVERY TIME!! Check Out the Proof...

[SEO Quick Fix System](#)

Powerful SEO System Reveals How Anyone Can Achieve First Page Google Rankings In Less Than A Week!

[SEO | Insider Search Engine Optimization Secrets That Work.](#)

Did you know that over 75% of sites launched will fail within the first six months? I'm sure you know the reason why...the lack of traffic! You see, without traffic you can't get people to see your offer and if potential customers don't see your offer, you don't make sales!