

Recommended SEO Tools and Tooling

Free Tools

Google Analytics

Analytical data for your store. Which products get visited the most? Which pages have a high bounce rate?

(analytics.google.com/)

Google Search Console

Google's data on keywords that are generating traffic, internal links, and a whole lot of other great stuff

search.google.com/search-console

Search Analytics for Sheets

A (free) power user add-on for Google Search Console / Google Sheets. Export data from Search Console and see more than you can in Search Console.

<https://searchanalyticsforsheets.com>

Paid Tools

Majestic.com

Link analysis for link building. See who's linking to your competitors and your site, what pages have the most links, and who to start outreach to.

[Majestic.com](https://majestic.com)

SEMRush

Organic competitor analysis, keyword analysis, and rank tracker.

semrush.com

Sparktoro

Market research and audience intelligence. If you've ever asked the question "Who out there is reaching our customers or talking about the topics our customers are asking about?" Sparktoro is the tool you need.

sparktoro.com

ScreamingFrog

Website analysis, spidering, and crawling software. This is a more advanced technical SEO tool, but it's one I often reach for on SEO Audits and SEO projects.

[screamingfrog.co.uk](https://www.screamingfrog.co.uk)

Quickmail

Outreach for link building, market research, partnerships, influencer relationships... All the things.

[Quickmail.io](https://www.quickmail.io)

Hunter

Build a list of addresses for email outreach (e.g., link building, market research...)

[hunter.io](https://www.hunter.io)

And that's the list! Got a question? Wondering if there's an alternative to a piece of tooling I recommend? Go ahead and shoot me an email (kai@doubleyourecommerce.com).