Free Download

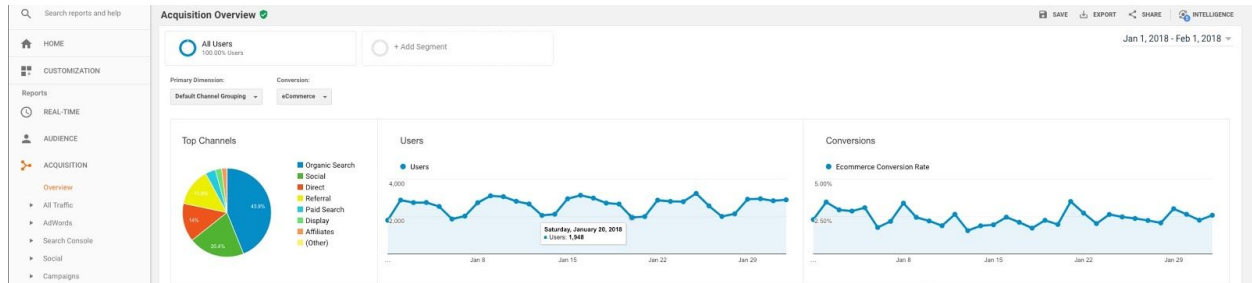## 10+ Free and Paid SEO Tools for WordPress Users

This is an extra resource to go along with the original article:
[SEO 101: An Introduction and Strategy Building Guide](#)

10+ Free and Paid SEO Tools for WordPress Users

Here are a few recommendations for tools, both paid and free, that will help you optimize your WordPress site for SEO.
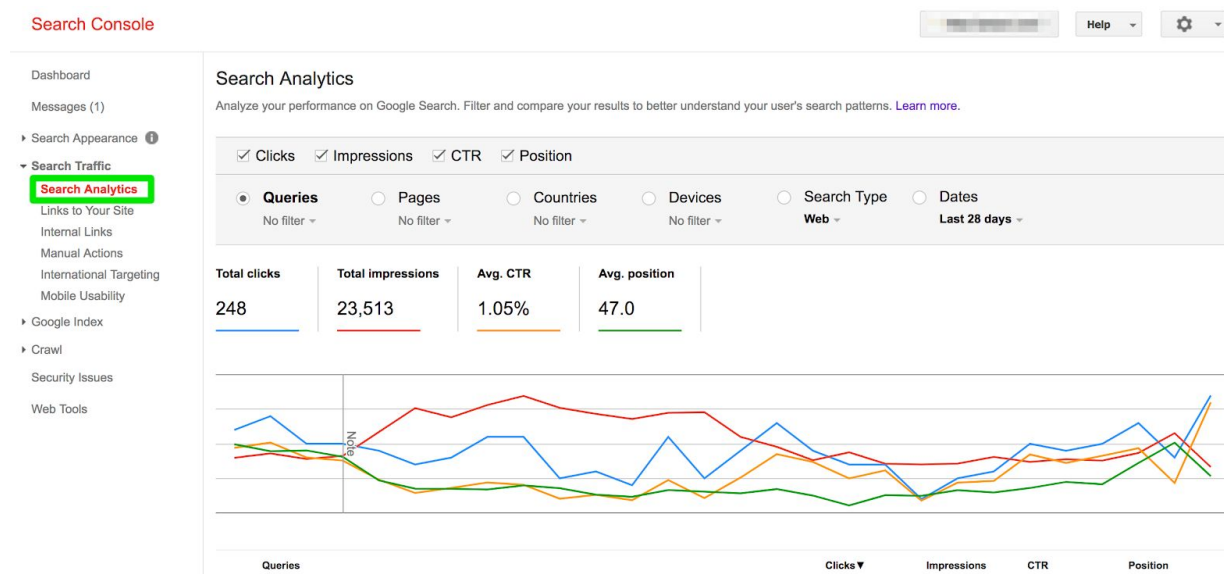
Google Analytics (Free)

Google Analytics is a free analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

Key features include:

- Data visualization tools including a dashboard, scorecards and motion charts, which display changes in data over time
- Segmentation for analysis of subsets, such as conversions
- Custom reports
- Email-based sharing and communication
  Integration with other Google products, such as AdWords

Price: FREE

Google Search Console (Free)

10+ Free and Paid SEO Tools for WordPress Users

Google Search Console is a collection of services you can use to figure out how Google views your site, covering various aspects of SEO such as backlinks, keywords, and more.

Key features include:

- Google SERPs monitoring
- Backlink monitoring
- Keyword tracking
- Alerts for sitemap errors, malware, etc.
- Updates for your robots.txt file

Price: FREE

Google Keyword Planner (Free)

Keyword ideas	🔍 leather sofa				DOWNLOAD KEYWORD IDEAS

Found 855 keyword ideas

▼ Show broadly related ideas; Exclude adult ideas   Add filter

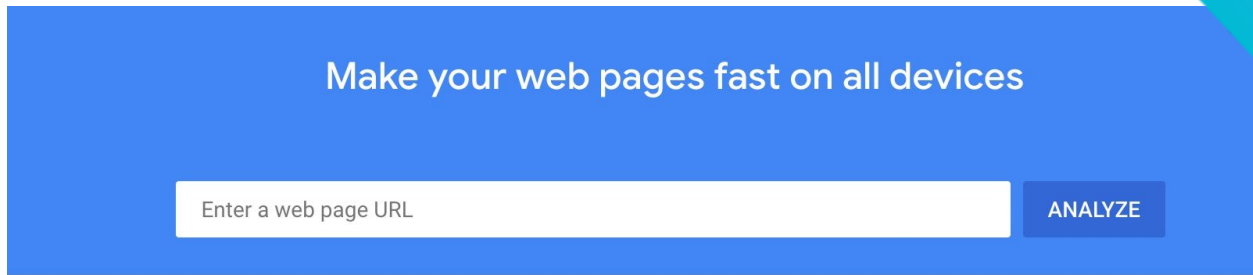| ☐	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
	Your search term					
☐	leather sofa	10K – 100K	High	—	$1.66	$4.33
	Idea					
☐	sofas	10K – 100K	High	—	$1.54	$4.95

Keyword Planner is a free Google Ads tool for new or experienced advertisers and SEOs. You can use Keyword Planner to search for keywords and see how a list of keywords might perform.

Key features include:

- Keyword research (competition, relevancy, ranking, etc.).
- High-value keyword costs comparison
- Historical keyword statistics
- Traffic forecasts
- Bidding and budget analysis

Price: FREE

10+ Free and Paid SEO Tools for WordPress Users

Google PageSpeed Insights (Free)

[Google PageSpeed Insights](#) is a great free tool for optimizing your site speed, which is a factor Google looks for when indexing your site.

Key features include:

- Website speed rating
- Suggestions for speed improvements
- Competitor site speed ratings

Price: FREE

Ubersuggest (Free)

[Ubersuggest](#) is another free keyword research tool that helps you generate keyword ideas for your content marketing strategy and production. You can generate

Key features include:

- Domain analysis (yours or a competitor's)
- SEO pages reporting
- Keyword suggestions
- Content idea generator
- Backlink data

Price: FREE
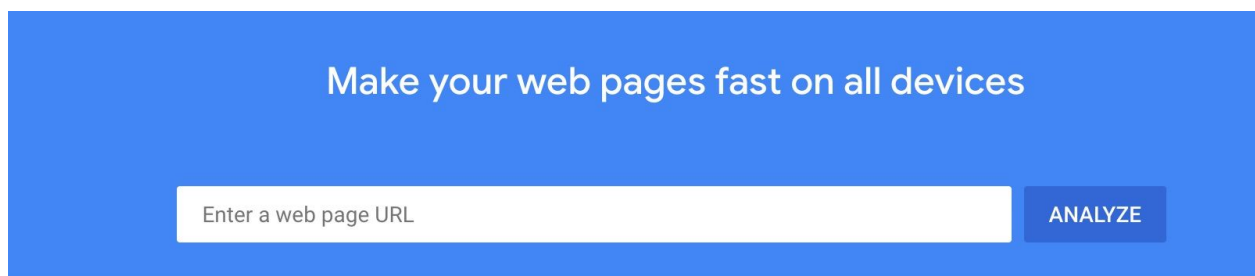
Website Grader (Free)

[HubSpot's Website Grader](#) is a simple tool that will give your site an SEO rating, among others. All you have to do is enter a domain and wait for HubSpot to generate a report. When you get that report back, you'll find separate scores for your site's performance, mobile-friendliness, SEO, and security.

Key Features:

- Analyze your website's performance, mobile-friendliness, security, and SEO
- Receive separate scores for each aspect of your site
- Get recommendations for how to improve each score

Price: FREE

Google XML Sitemaps (Free + Paid)

Google XML Sitemaps will help you set up a Google-friendly sitemap in as few steps as possible. The free version comes with a sitemap creator, while the PRO version gives you a few more extra SEO perks.
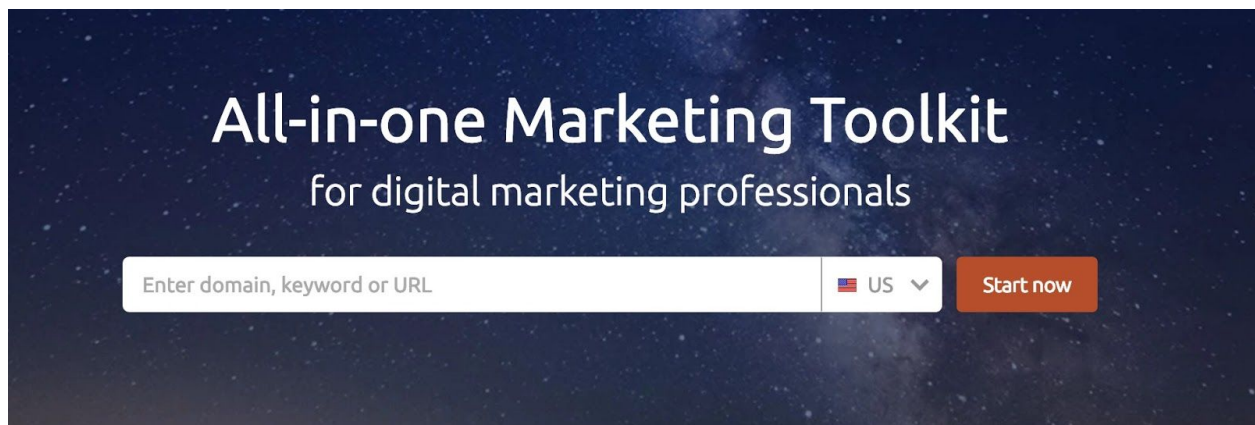
Key features include:

- Submit your sitemap directly to Google's servers
- Easy sitemap updating (from WordPress)
- Managing multiple websites
- Indexing up to 1,500,000 pages
- Automatic updating
- Broken link detection

Price: The free version allows you to create and upload a sitemap, while the PRO version enables you to index and more [for $3.49/month.](#)
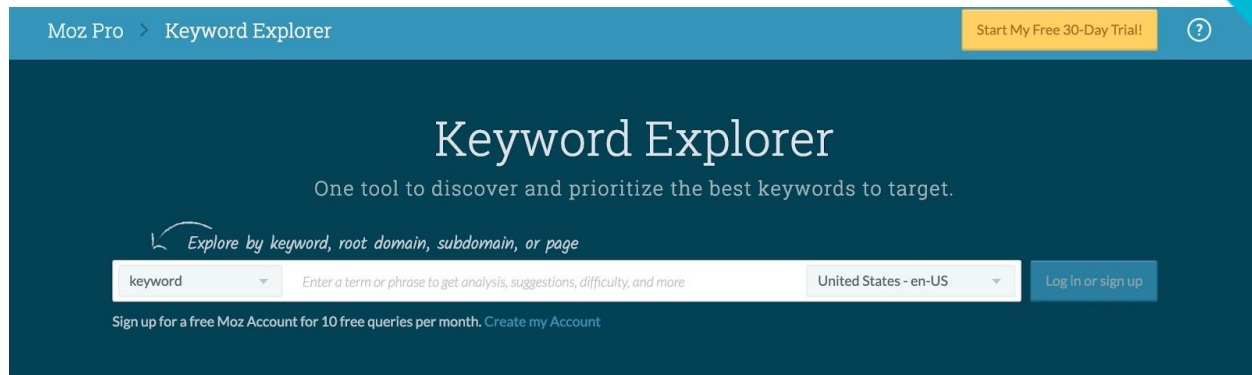
SEMrush (Free + Paid)

[SEMrush](#) is a keyword research tool that enables you to get data about how many people are looking for specific terms. On top of that, it also provides you with information on similar keywords, related ads, product listings, and a lot more.

Key Features:

- Research the value of specific queries
- Competitor keyword rankings
- Content sharing statistics
- Research other website's backlinks
- Look into your competitor's text and media ads

Price: You can get up to 10 results for free per day or sign up for a premium account [starting at $99.95 per month](#).

Moz Pro (Free + Paid)

[Moz Pro](#) is a suite of tools, including [Keyword Explorer](#), created to help you tackle SEO using a data-driven approach. You can use it to research both specific long-tail keywords and other domains, as well as what keywords you should avoid or improve.

Key Features:

- Research keyword competition
- Get suggestions on related keywords
- Investigate your competitors
- Compare multiple keywords using custom lists
- Get on-page optimization suggestions and error alerts

Price: Free users can perform up to 50 searches per month and premium plans [start at $99 per month](#).
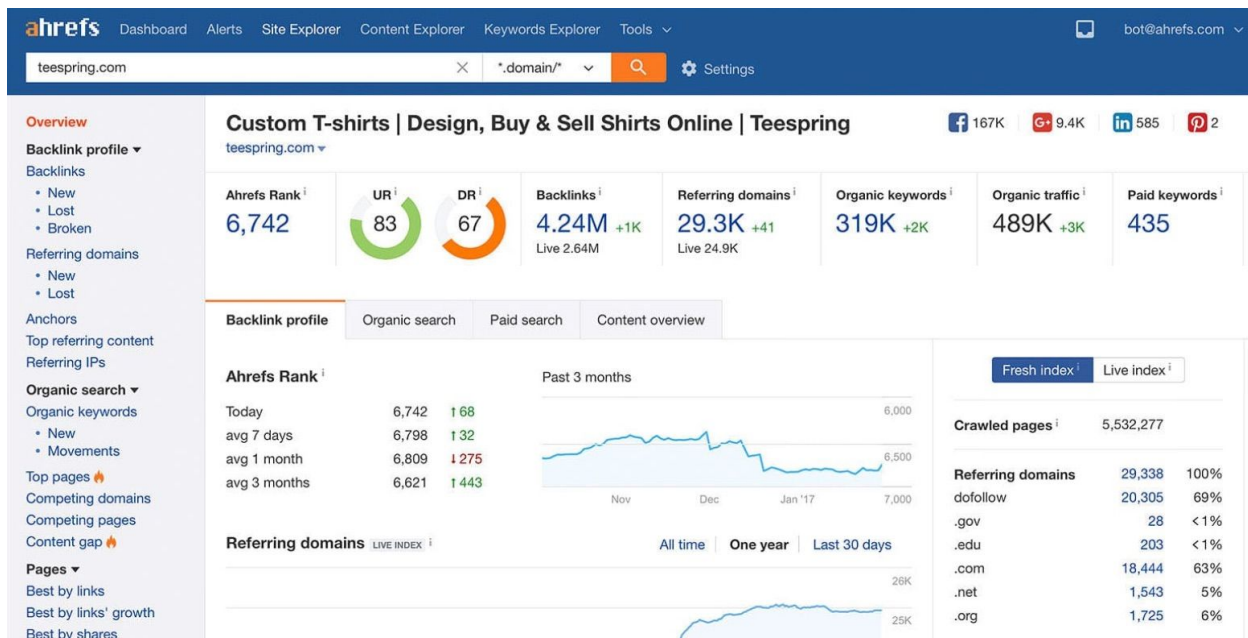
Yoast SEO (Free + Paid)

Yoast SEO is a WordPress plugin that will help you add SEO features like meta data, tags and more to your blog posts and landing pages.

Key features include:

- Keyword optimization
- Content check (for fresh/outdated content)
- SERP previews
- Readability checker
- Custom breadcrumbs
- Technical SEO assistance

Price: The free version offers many of the same benefits with some limits or you can sign up for the premium versions [starting at $89 for a single site.](#)

Ahrefs (Paid)

[Ahrefs](#) is a robust SEO tool that has a lot of unique features compared to others. It will perform audits of your website and help you explore competitors, research keywords, and discover backlinks. Many of the top SEOs use Ahrefs, so it's an excellent place to start if you're serious about SEO.

Key features include:

- Keyword ideas generator
- See newly discovered keywords every month
- Get traffic estimations for each keyword
- See ranking history for your landing pages
- See SERP volatility

Price: Starting at $99/month with a 7-day free trial.

member(dev)

Need Help Building an SEO-Driven Membership Site?

If you're stuck on how to create and market your membership website, we're here to help.

Get a free project quote today.