

**2020**  
EDITION

**THE HOTH PRESENTS:**  
**THE BEST**  
**SEO AND PPC**  
**TOOLS**



# TOP SEO Tools Guide

by The HOTH

There are lots of tools we've used over the years to build the HOTH, and many we still use every single day.

We put together our favorite tools in this list so that you can use them to research your competitors, find loads of new keywords, optimize your site, and more!

Some of the tools are paid tools and are WELL worth the money spent, but we also tried to include free or low cost versions of each.

If you have any suggestions about this guide or anything you'd like to see from us, just shoot us an email at [support@thehoth.com](mailto:support@thehoth.com)

-The HOTH

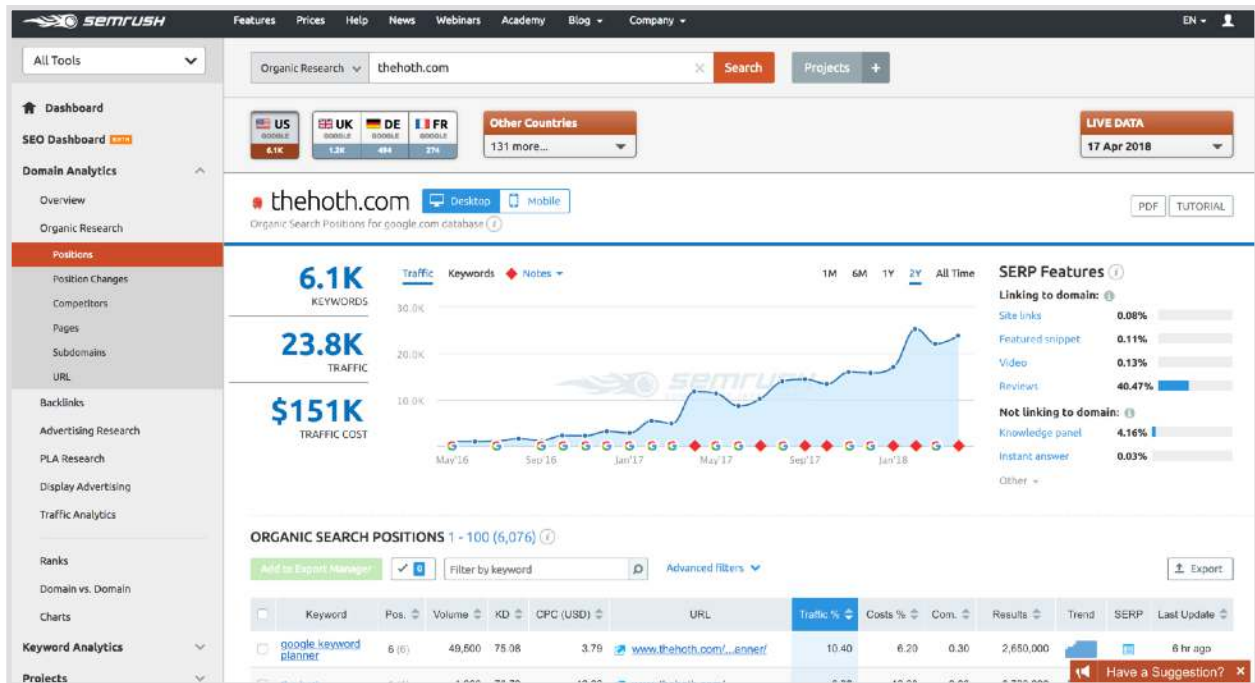
P.S. We also offer 10+ FREE SEO tools on our site if you sign up for a [free HOTH Account here](#).

## Table Of Contents

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6. SEO Analytics & Tracking Tools
7. Local Specific Tools
8. Penalty Research Tools
9. Agency Building Tools
10. PPC Advertising Tools

# KEYWORD RESEARCH TOOLS

Here are the best tools for keyword research.

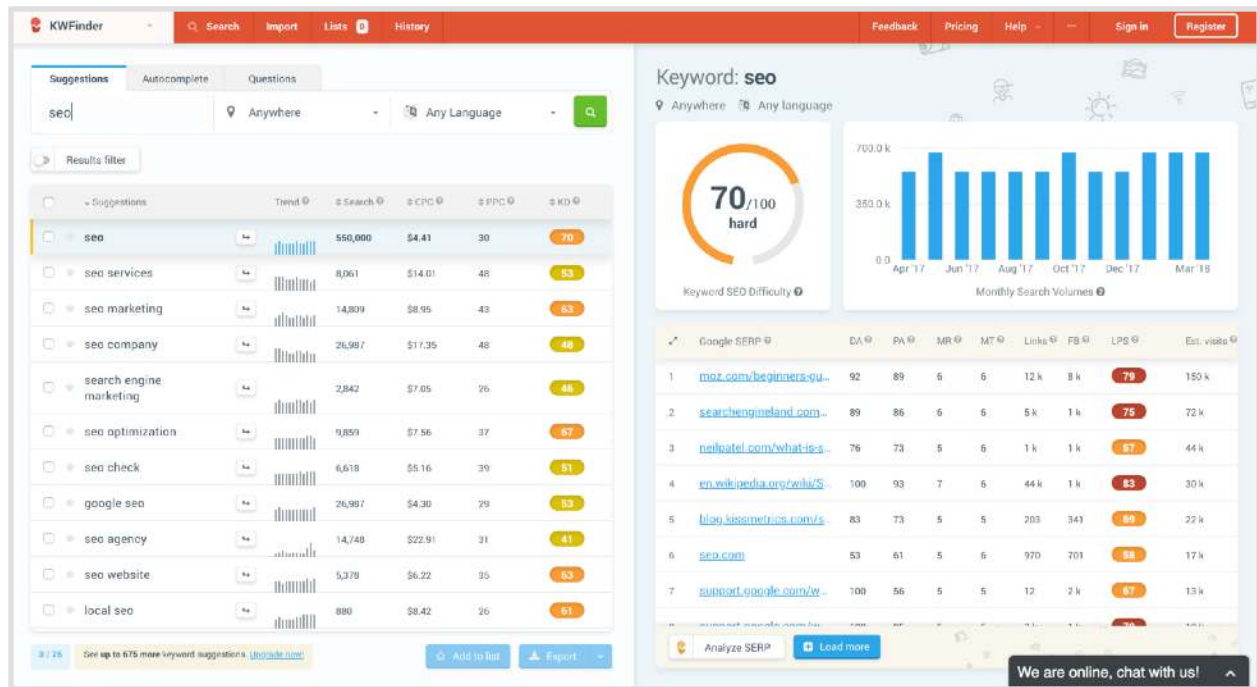


## Spy On Competitors With SEMRush

SEMRush is a great website research tool. You can check search engine or PPC stats on any website, see your rankings or your competitors rankings. I love using it for keyword jacking. Here are 2 ways you can use this tool in just a few min:


1. Easy Wins Method: Put in your website URL. Under Organic Research on the left, click positions. See what you're ranking for on page 2, re-optimize your pages or add links (internal or external) to boost your rank.
2. Keyword Jacking Method: Get your competitors domains and run a keyword report on them. Sort the report by kw volume, jack their keywords and either add them to your existing pages or build out new pages. BOOM.

Here's a quick example video for reference.




# Get Fast Keyword Suggestions With KWFinder

Quickest keyword tool ever! This will show you how tough the competition is for keyword (including TF & CF from Majestic), & Unique linking IPs for the top 10 results to give you a nice overview of what each SERP result looks like. You can use this in combination with all the keyword ideas you got from Semrush (item #1).

[START HERE](#)[TOUR](#)[PRODUCTS](#)[SEO TOOLS](#)[BLOG](#)[SEO RESOURCES](#)[CONTACT](#)[LOGIN](#)[SIGN UP](#)

[Home](#) / [Google Keyword Planner](#)





## Free Google Keyword Planner Alternative

The HOTH Google Keyword Planner Tool helps find high volume terms that relate to your primary keyword.  
Enter a keyword or keyword phrase below to get started.

START

☐ I'm not a robot

  
Privacy Terms



Have questions?  
Ask me now, I'm online!

Chat now

## Get FREE Keyword Research With The HOTH Keyword Research Tool

This is basically a free version of SEMRush - Just put in a seed keyword and it will give you all kinds of variations as well as traffic, CPC, and more.

The screenshot shows the Ubersuggest interface. At the top, the search bar contains 'seo', and the 'LOOK UP' button is visible. Below the search bar, a message states '1046 Keyword Ideas Found For seo'. On the left, there are sections for 'KEYWORD SUGGESTIONS' (with checkboxes for Google Keyword Planner and Google Suggest), 'FILTER RESULTS' (with a search input and 'GO' button), and 'NEGATIVE KEYWORDS'. The main part of the page is a table of keyword suggestions.

KEYWORD	SEARCH VOLUME	CPC	COMPETITION
search engines	135000	\$ 1.14	0.14
seo	110000	\$ 12.56	0.37
seoul	74000	\$ 0.56	0.0
sem	40500	\$ 9.72	0.02
building link	27100	\$ 1.18	0.05
ppc	18100	\$ 13.34	0.22
seoul weather	18100	\$ 0.02	0.0
seo what is	14800	\$ 4.85	0.07
what is seo	14800	\$ 4.51	0.07
seo company	12100	\$ 30.78	0.52
internet marketing	12100	\$ 12.7	0.23
search engines list	12100	\$ 2.01	0.09
seo services	9900	\$ 28.17	0.55

## Get Keyword Ideas With “Google Suggest Scraper” UberSuggest

When you go to Google and search a term, Google will often suggest variations to help you complete your search. This tool pulls in all the suggestions and finds related keywords as well. This is a great free tool for finding keyword ideas, volume, and more!



## Keyword Gap Analysis

The HOTH Keyword Gap Analysis Tool is a great way to start research for a search campaign. If you are able to see where you are being outperformed, you can have insight into where you need to shift your focus. This tool allows you to add 3 competitor domains and compare different types of keywords between them.

Enter your domain name.

Enter the domain name of a competitor that you'd like to analyze

Enter an additional competitor's domain (optional)

Enter an additional competitor's domain (optional)

Compare Domains

## Research gaps in competitive niche's for FREE with The HOTH Keyword Gap Analysis Tool

Compare your domain with up to 3 competitors to always stay ahead of the curve.



RESULTS FOR **SEO** (TOP)    QUESTIONS 186    PREPOSITIONS 126    COMPARISONS 29    ALPHABETICALS 519    RELATED 26    [Download CSV](#)

Visualisation    **Data**

**what**

Image

- what seo means
- what seo stands for
- what seo do
- what seo is
- what seo specialist do
- what seo includes
- what seo is not
- what seo experts do
- what seo services
- what seo analyst do
- what seo principles are you familiar with
- what seo to use
- what seo city is spartan stadium in
- what seo keywords to use
- what seo works
- what's seo writing
- what seo plugin for wordpress
- what's seo tools
- what's seo and sem
- what's seo score

**where**

Image

- where seo is used
- seo where to start
- seo where to put keywords
- where is seo in wordpress
- where does seo in guk live
- seo paulo
- where are seo linn from
- ongoing seo
- where will seo go this year
- where does seo go
- seo in guk
- seo kang joon
- where to learn seo
- where to add seo keywords
- where to get seo clients
- where to learn seo online
- yoast seo where is my sitemap
- where to study seo
- yoast seo where is meta description
- where to get seo projects

**who**

Image

- how seo work
- how seo is done
- how seo helps in selling a product
- how seo works in hindi
- how seo affects your business
- how seo and ppc work together
- how seo works 2018
- how seo benefits business
- how seo keywords work
- how seo and sem work together
- how seo helps
- how seo marketing works
- how seo is changing
- how seo helps in business
- how seo your website
- how seo services work
- how seo works 2017
- how seo is done pdf
- how seo works in wordpress
- how seo optimization works

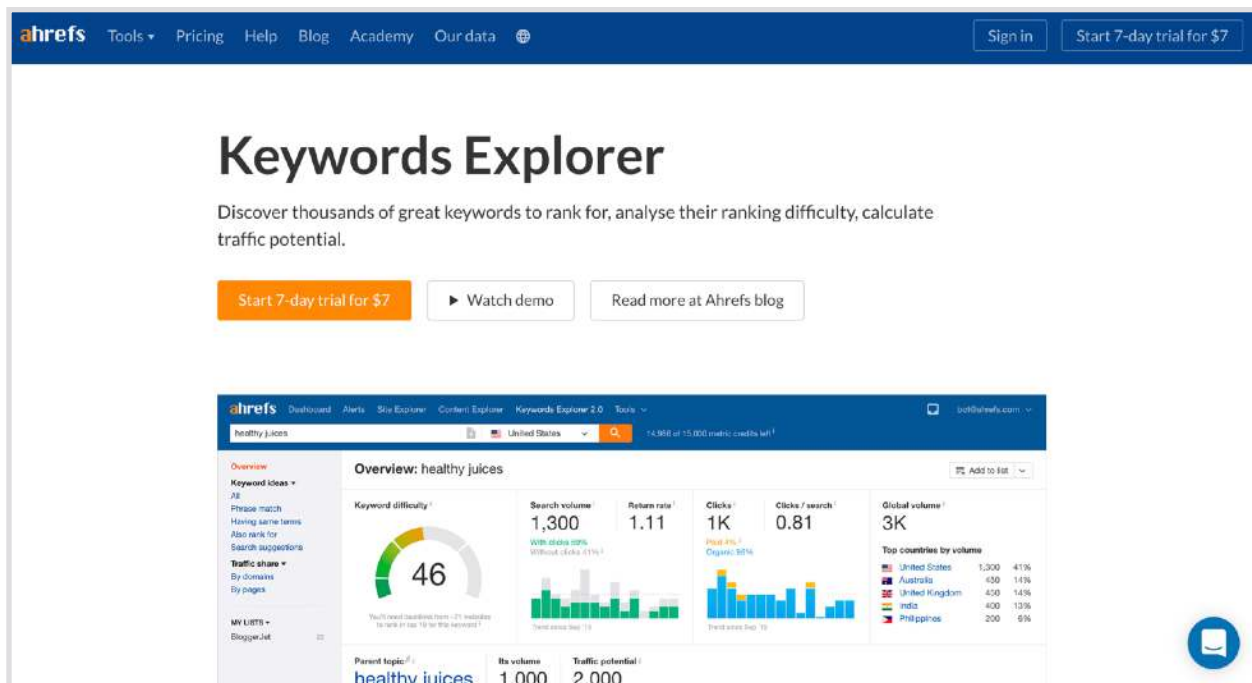
[From: www.seomoz.org/learn-seo/seo-questions/](https://www.seomoz.org/learn-seo/seo-questions/)

[https://answerthepublic.com/reports/1133369d-c0aa-49e6-ab5e-612eb0bab42#source\\_bcd9f5f2-37eb-4268-5571-3723afe671ef\\_data](https://answerthepublic.com/reports/1133369d-c0aa-49e6-ab5e-612eb0bab42#source_bcd9f5f2-37eb-4268-5571-3723afe671ef_data)

[Add All Keywords](#)

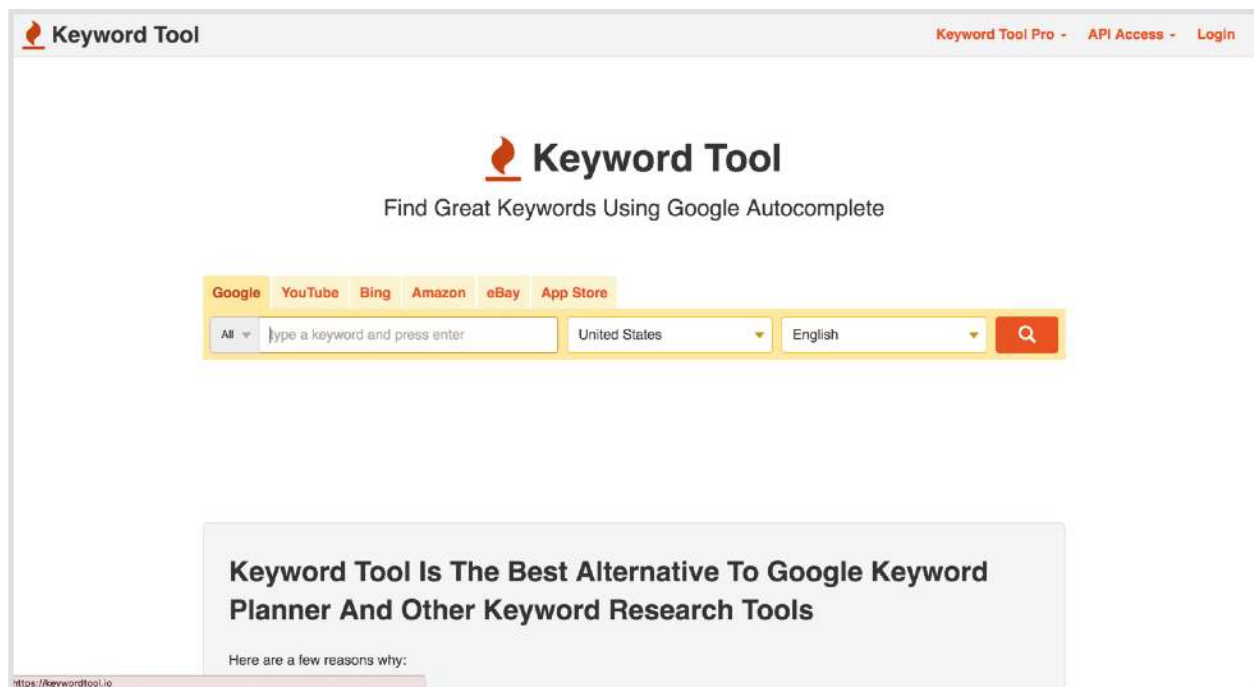
# Get Actual Customer Questions Answer The Public

Similar to Ubersuggest, but with even more! You can use this to find out what kinds of questions people are search for.



## Do Killer Keyword Research With Ahref's Keyword Explorer

The Ahrefs keyword explorer is great for keyword research. Since ahref's link database is arguably the largest, they have what I consider the most accurate keyword difficulty rating of all the tools. One of the best features of this keyword research tool is that it will tell you approximately how many links you'll need directly to a page to rank for more keywords.

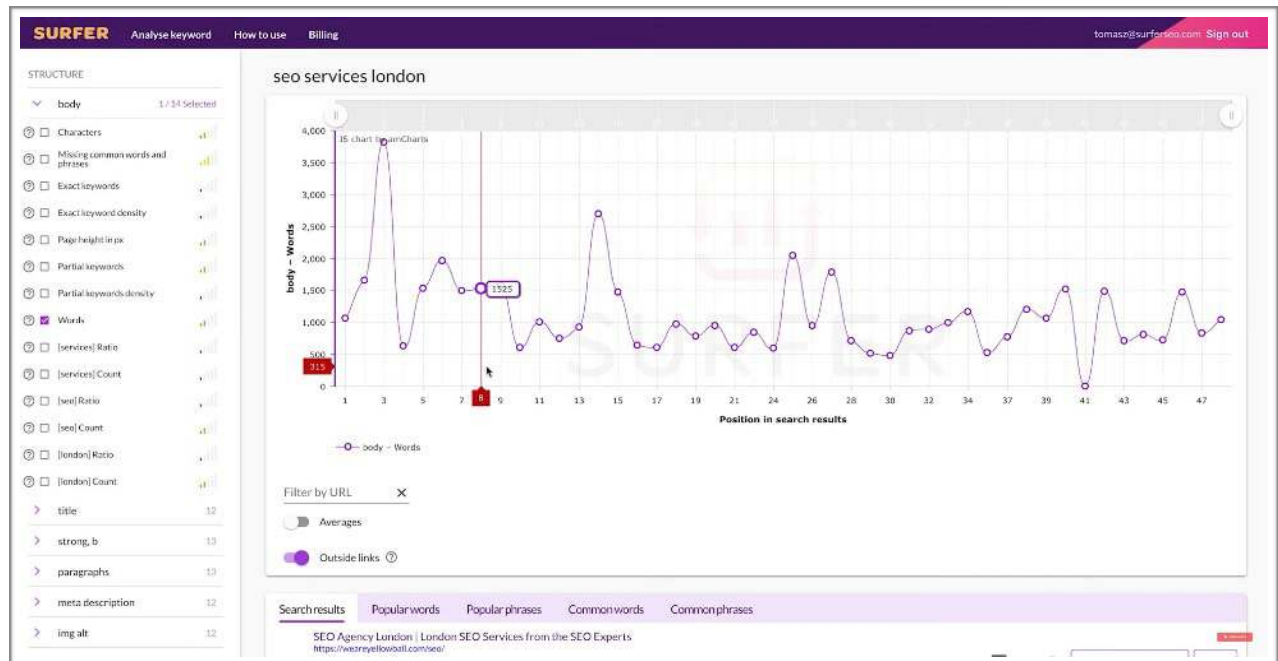


## Search For Youtube, Amazon, and Ebay Keywords With KeywordTool.io

This is another very popular tool but the difference here is you can actually get keywords for other major search engines like YouTube.

# CONTENT OPTIMIZATION TOOLS

Here are the best tools to optimize your website to rank highly in Google.



## Surfer SEO

Surfer SEO has quickly become the new favorite throughout the SEO community. It's the easiest way get a plethora of 500+ on-page SEO data points. But don't let that overwhelm you: they display the data in an easily digestible manner, showing you exactly what needs to be fixed on your site.

The screenshot shows the Unbounce website with a Chrome extension dropdown open. The dropdown displays various meta tags and SEO information for the current page. A red arrow points to the 'Title' field in the dropdown.

**unbounce**

FEATURES   TEMPLATES   LANDING PAGE EXAMPLES   PARTNERS   RESOURCES

## So Bad They're Good: Use the Deadly Sins for More Persuasive Copy

By [Brittany Berger](#) on September 1st, 2015 in [Copywriting](#)  
11 comments

I stood on my building's front steps, freezing, digging through the snow to know why. I didn't know where my keys were, but I knew they were there.

Eventually I gave up and sat on the freezing stoop, angry at myself and whoever made me lose my keys. While I waited for the locksmith to arrive, I searched for and ordered a tracker to attach to my keys to avoid the annoyance in the future.

Why am I telling you this? To illustrate that **emotions drive action**. That's why those Sarah McLachlan commercials strive to make us all teary-eyed before she even starts in on her pitch.

**SUMMARY**   Headers   Images   Links   Social   Tools

**Title** ⓘ   Use the 7 Deadly Sins for More Persuasive Copy  
46 characters

**Description** ⓘ   There's no refuting that emotions drive actions. Learn how the seven deadly sins can help you channel emotions that'll strengthen your landing page copy.  
153 characters

**Keywords** ⓘ   Keywords are missing!

**URL** ⓘ   [http://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/?utm\\_source=twitter&utm\\_medium=social&utm\\_content=direct-ongoing&utm\\_campaign=blog](http://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/?utm_source=twitter&utm_medium=social&utm_content=direct-ongoing&utm_campaign=blog)

**Canonical** ⓘ   <http://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/>

**Robots Tag** ⓘ   NOODP,NOYDIR

**Author** ⓘ   Author is missing.

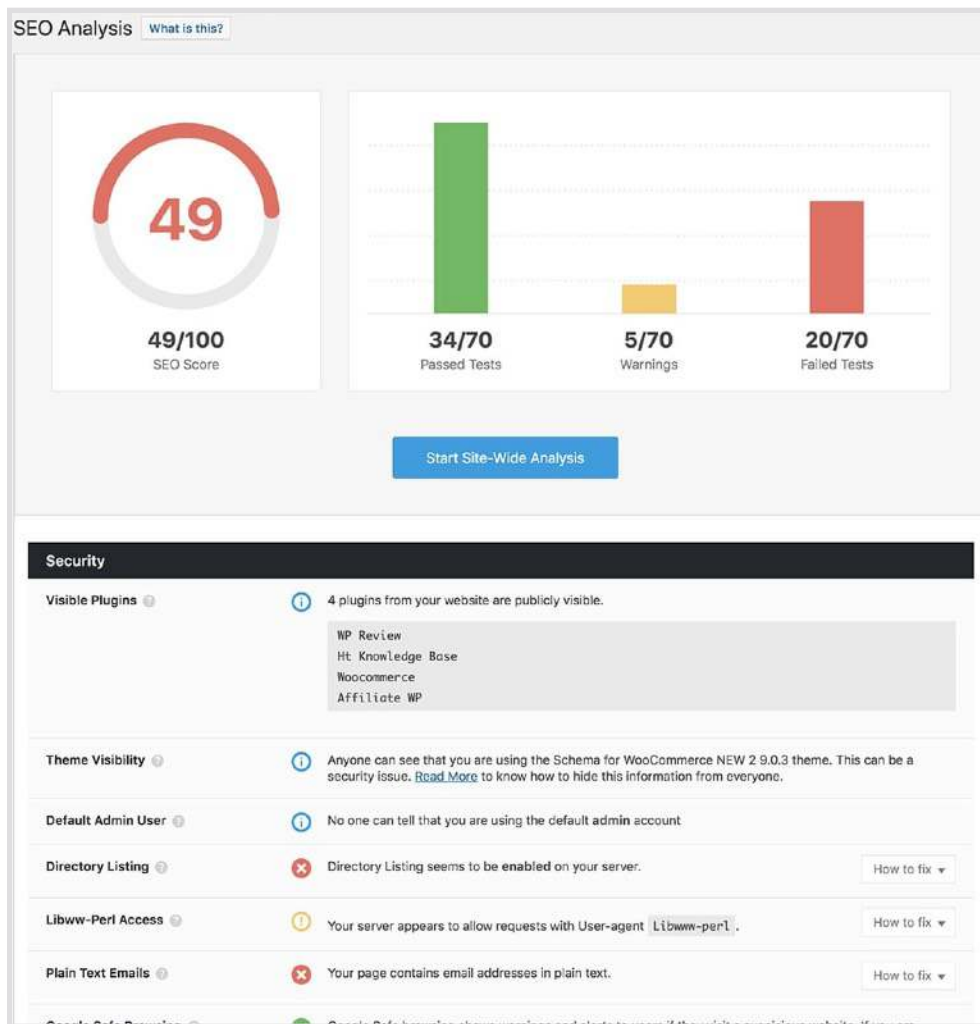
**Publisher** ⓘ   <https://plus.google.com/+Unbounce>

**Lang** ⓘ   en-US

H1	H2	H3	H4	H5	H6	Images	Links
1	8	1	12	2	0	29	159

## SEO Meta in 1 Click

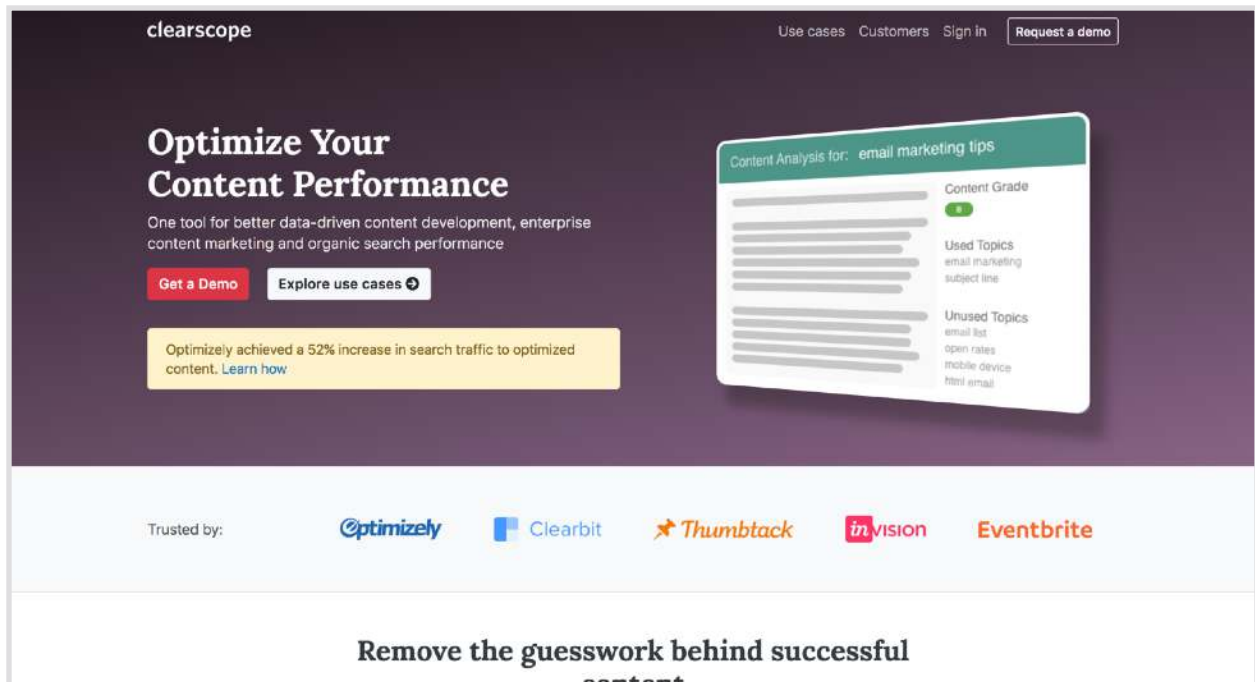
This Google Chrome extension effortlessly displays all meta tag data and general SEO information in the dropdown. Install this free extension to better manage your on-page, improve your rankings, and grow your visibility across the Internet.



## RankMath

The Rank Math all-in-one SEO plugin helps you optimize your website's content for SEO and bring in more traffic to your website.

This plugin makes technical SEO much more user-friendly and is easily applicable for any WordPress user. Compared to other plugins, RankMath is thoroughly detailed and includes new-age features with convenient plugin-UI.

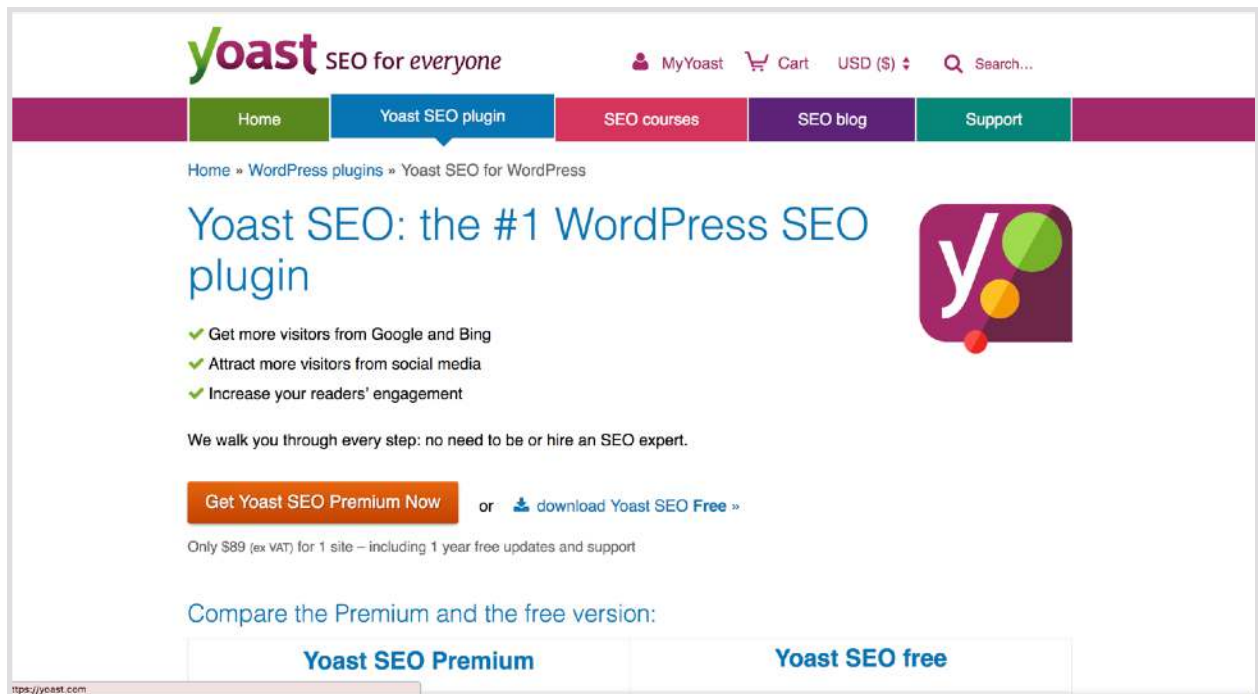


## Fully Optimize Content For Topical SEO With Clearscope

Google is now moving towards looking at topics over keywords - They want to see that you are fully covering a topic in order to rank you. So how do you know what google considers a topic fully covered? Clearscope will analyze the search results and give you suggestions on the types of keywords and content you need to include in your page to make sure it's fully optimized to rank.

This isn't some lame LSI tool that spits out useless variations, this is a killer content analysis tool that will help you capture more traffic and optimize your entire page!





# Get The Golden Standard For OnPage Optimization With The Yoast Wordpress Plugin

This Wordpress plugin will help you make sure your site is properly optimized. It will help you change your title tags and meta data as well as help make sure you use your focus keyword in all the right places. This is probably the most popular and best plugin for on page optimization.



## Free Website SEO Checker Audit Tool

Use this tool to get your Website's SEO Report. Just enter a URL below and star the free seo website analyzer!

### What's Your SEO Score?

Enter the URL of any landing page or blog article and see how optimized it is for one keyword or phrase.

http://

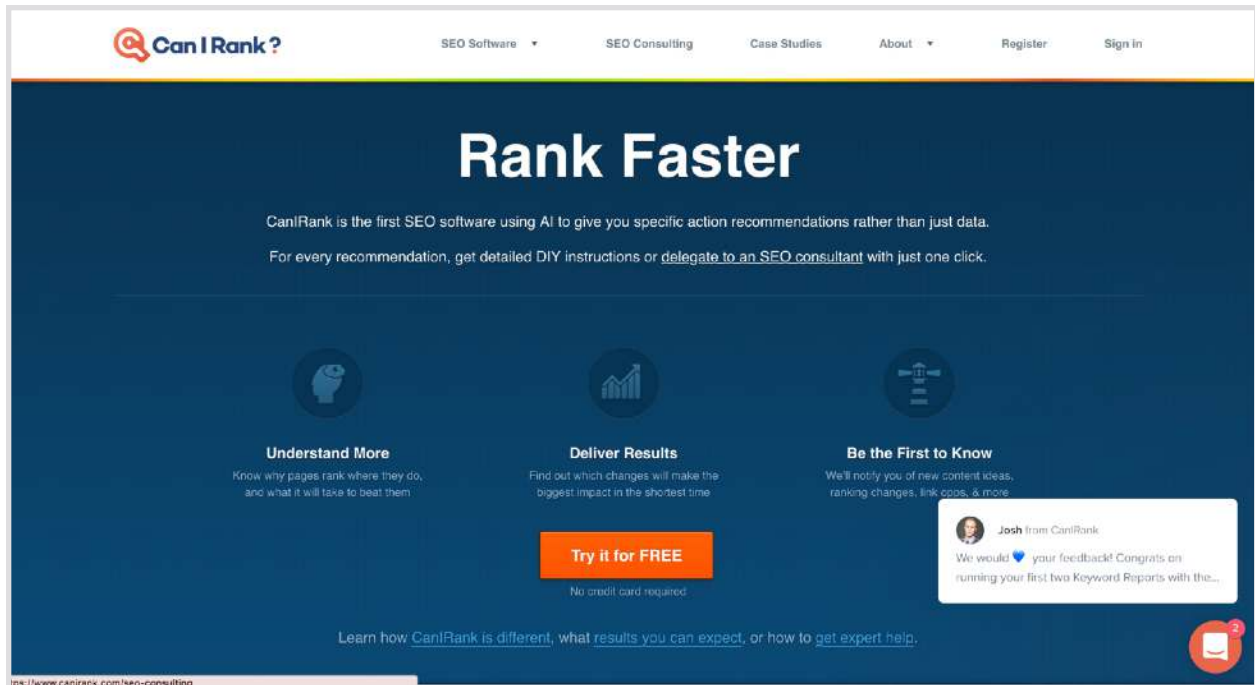
keyword

+ Competitor URL

name

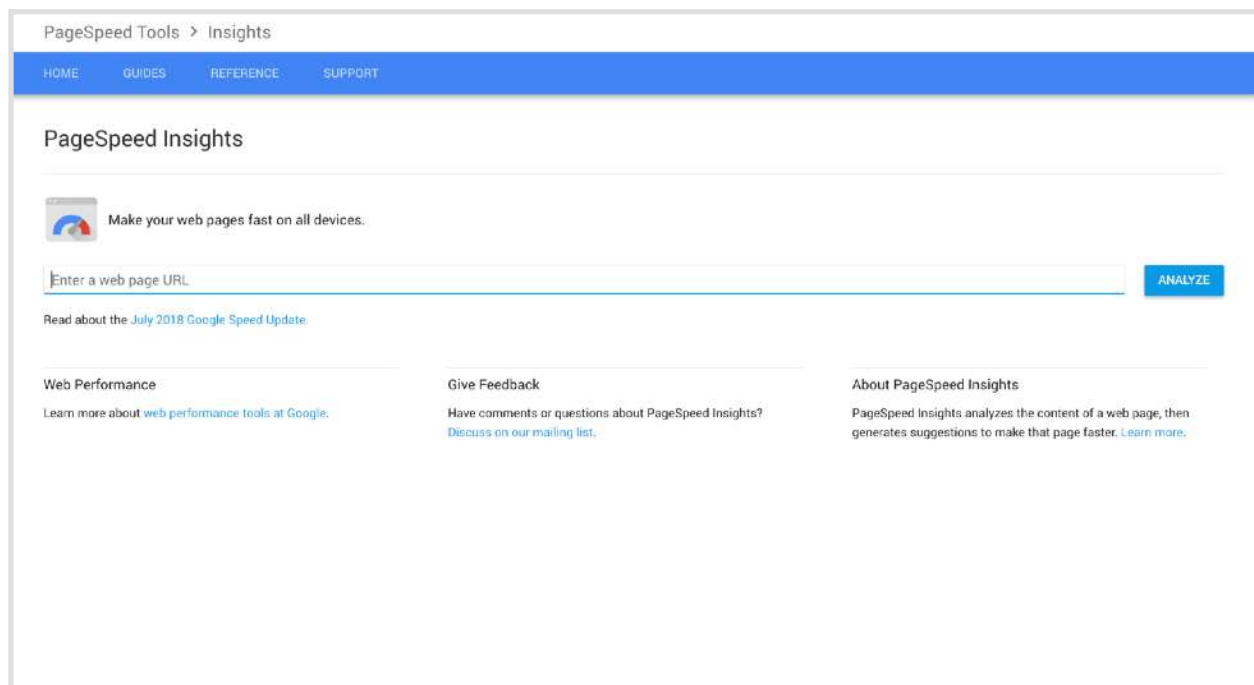
## Get A FREE Quick OnPage Analysis With The HOTH Free SEO Analyzer

This free tool will check any page on your site against 10+ points of data and give you suggestions on optimizing your page.



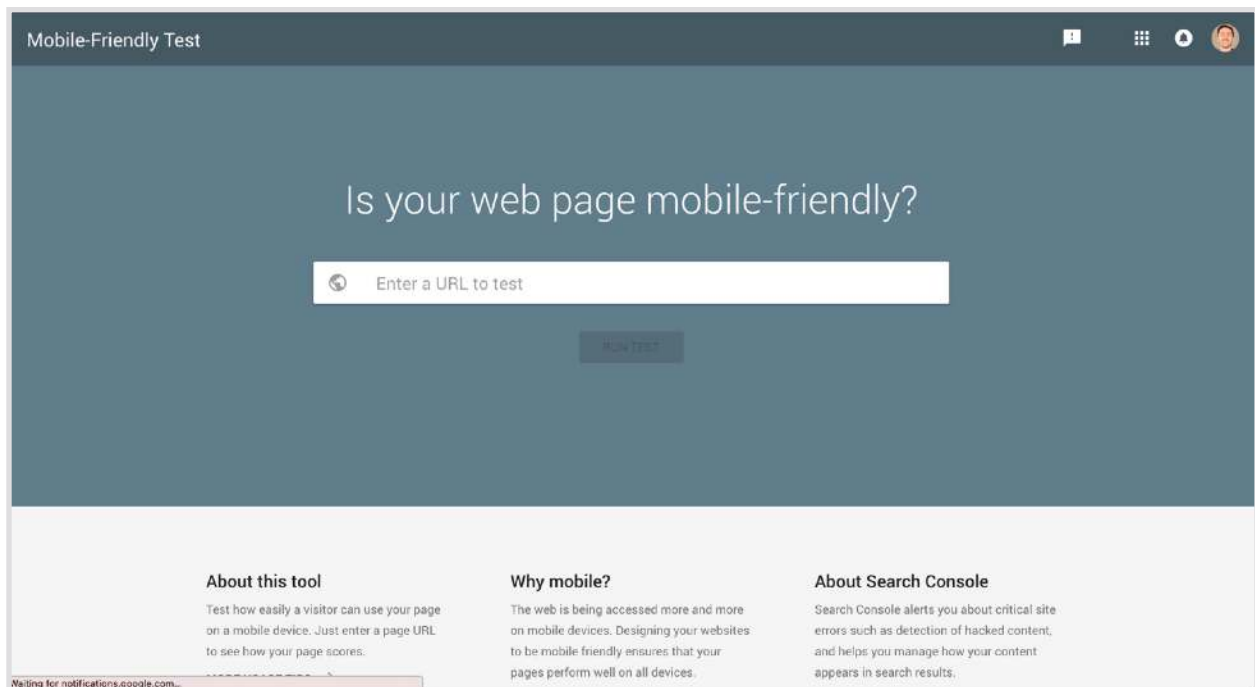
## Find Opportunities and Improve Your Traffic With Can I Rank

This tool was a bit hard to categorize because it does a few things. First it will show you big opportunities that you have in terms of where to get links from. It will also show you where your missing out on optimization and ways you could improve.



# Check Your Site Speed With Google Pagespeed Insights

See how fast your website loads and how you can improve it.



# Make Sure Your Site Is Mobile Friendly With A FREE Google Mobile Friendly Test

Google has put a big See if Google considers your website mobile friendly.

### Generate the hreflang tags now:

To generate the hreflang annotations, you can either add the URLs to tag in the form below, or upload them through a CSV with only one column (to include the URLs) with a maximum of 50 URLs:

Choose File

No file chosen

FILL THE FORM WITH DATA FROM THE CSV FILE

thehoth.com

Select the Language of the URLSelect Country of the URL

+ ADD AN ADDITIONAL LANGUAGE / COUNTRY URL VERSION- REMOVE ALL AND START CLEAN

Generate the hreflang annotations as:

☐ Tags to include in the head area of the pages HTML☐ Attributes in an XML Sitemap

GENERATE THE HREFLANG TAGS FOR THESE URLS

Desired outcome (example: 'more sales')

Enter a problem that is common for your target audience

Common industry problem (example: 'low rankings')

Enter the name of your industry

Industry name (example: 'advertising')

Enter the name of your target audience

Target audience (example: 'SEO beginners')

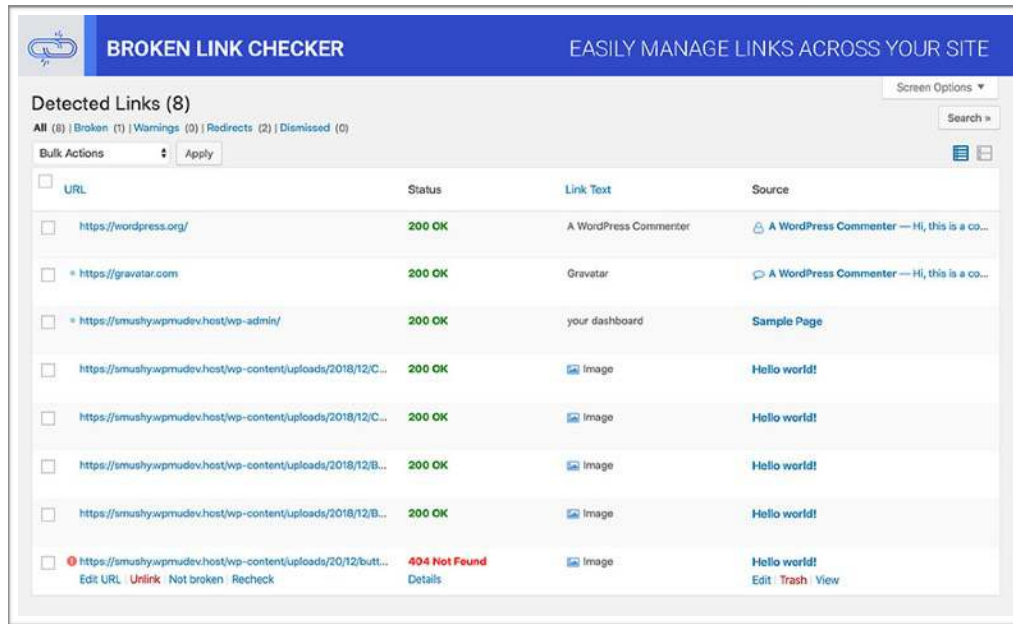
Generate Headline Ideas

## Generate blog headlines for FREE with The HOTH Headline Generator Tool

Instantly generate several headlines to choose from that will help guide you towards writing the best content for your site.

# **SITE ENHANCEMENT TOOLS**

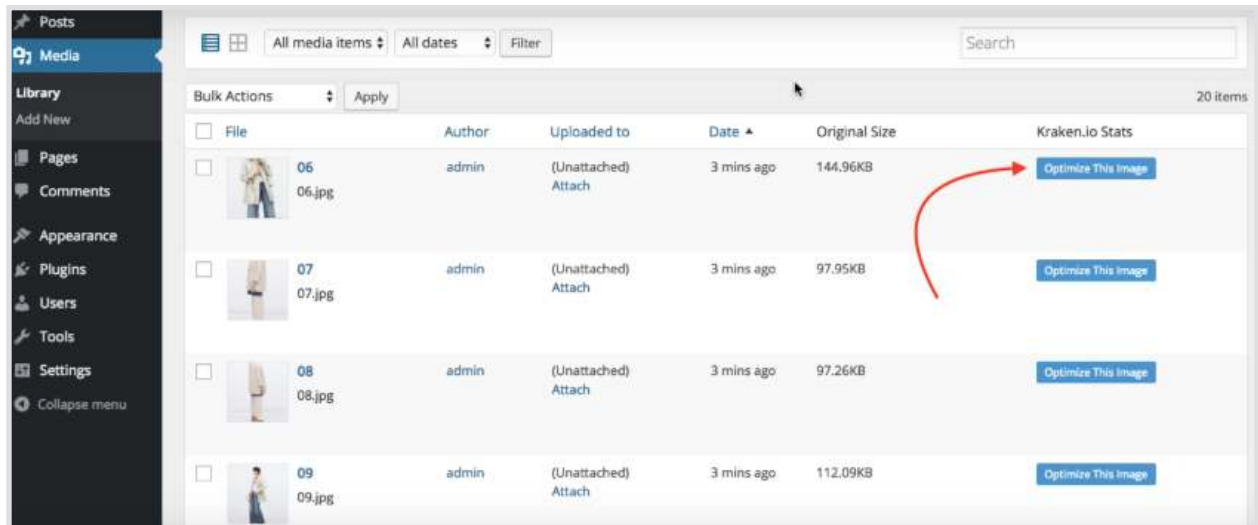
Here are the best tools for enhancing your site.



## Broken Link Checker WordPress Plugin

Broken links can drastically effect a site's SEO. It's important to monitor any broken links and make any necessary fixes. This WordPress plugin is the easiest way to audit broken links and fix them in a few clicks.





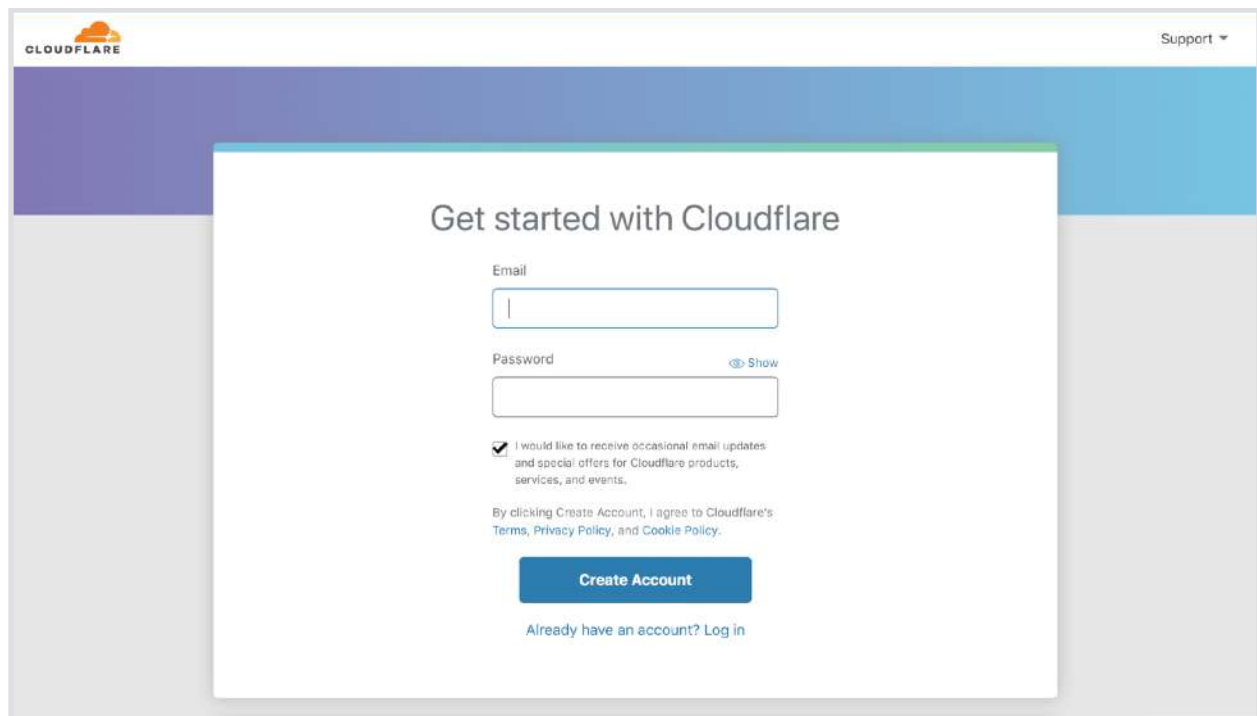
## Kraken

A fast and easy way to optimize images to help speed up your WordPress or Magento website. Once the plugin is installed, all new image uploads will be automatically optimized on-the-fly. You can even optimize existing images with their bulk tool.

[illegible]

# ImageOptim

While the idea of downsizing your website images is nothing new, with ImageOptim it has never been easier. Simply drag and drop your photos inside the tool and the images automatically downsize with no exporting required. By cutting out metadata, embedded thumbnails, comments, and unnecessary color profiles, ImageOptim drastically reduces image sizes.



The image shows a screenshot of the Cloudflare website's sign-up page. At the top left is the Cloudflare logo, and at the top right is a 'Support' link with a dropdown arrow. The main content is a white modal box titled 'Get started with Cloudflare'. Inside the modal, there is an 'Email' input field, a 'Password' input field with a 'Show' toggle, and a checked checkbox for receiving email updates. Below these is a line of text stating that clicking 'Create Account' implies agreement to the Terms, Privacy Policy, and Cookie Policy. At the bottom of the modal is a blue 'Create Account' button and a link for existing users to 'Log in'.

Cloudflare

Support ▾

## Get started with Cloudflare

Email

Password [Show](#)

☒ I would like to receive occasional email updates and special offers for Cloudflare products, services, and events.

By clicking Create Account, I agree to Cloudflare's [Terms](#), [Privacy Policy](#), and [Cookie Policy](#).

Create Account

Already have an account? [Log in](#)

# CloudFlare

Security and performance software that now offers an SSL and CDN security option. Their new CDN strategies help reduce vulnerabilities by using SSL/TLS encryption and other specialized encryption hardware.

# SEO ANALYSIS TOOLS

Here are the top tools to analyze your site and your competitors - from backlinks, to keywords, and more.



## Free Bulk Moz Domain Authority DA Checker

The HOTH Bulk Moz Domain Authority Checker will determine the strength of specific pages and the likelihood for a domain to rank well in search engine results. Discover the Domain Authority for multiple URLs from a single domain or compare multiple URLs from different domains.

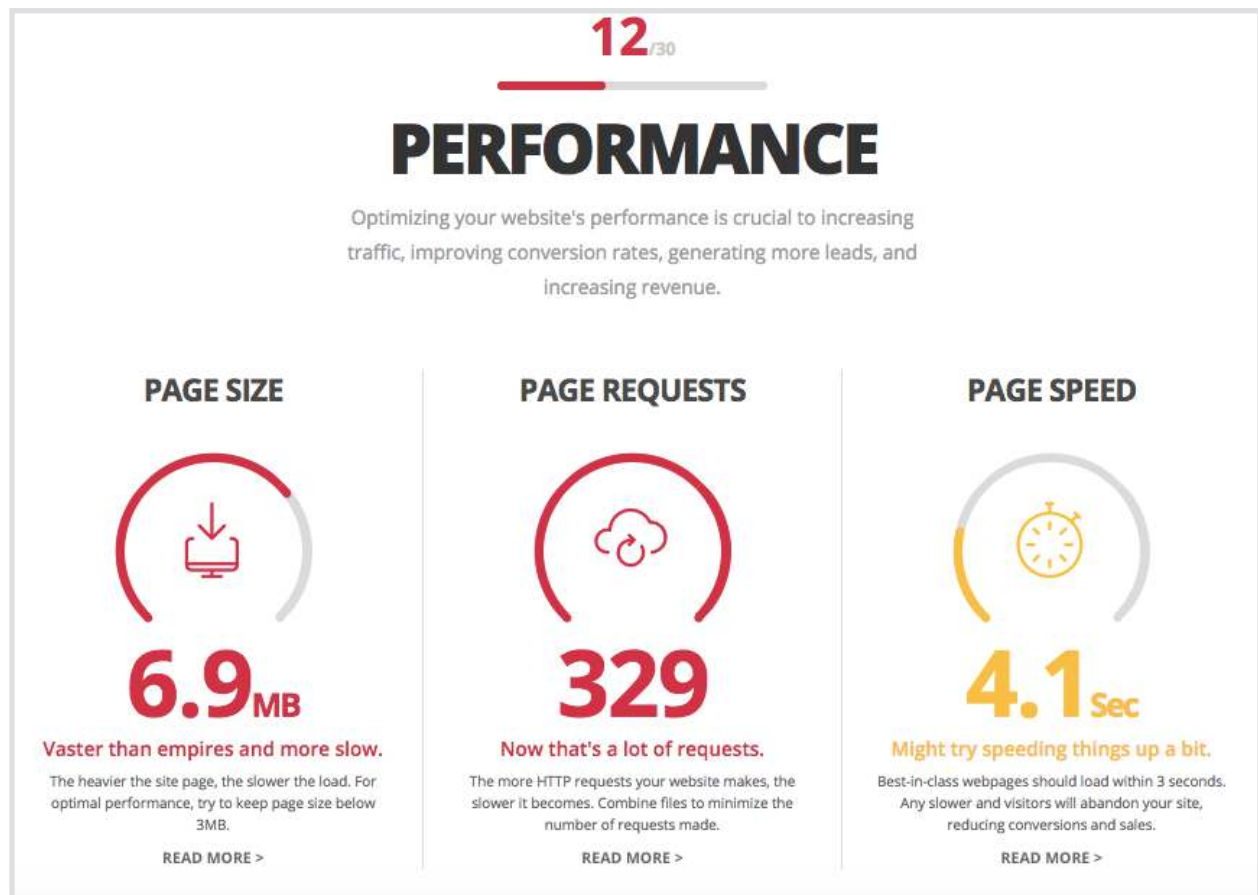
Enter one URL per line

Enter URL(s) of the page(s) that you would like to check, one URL per line. Limit: 20 URL's per check.

[View Moz Metrics](#)

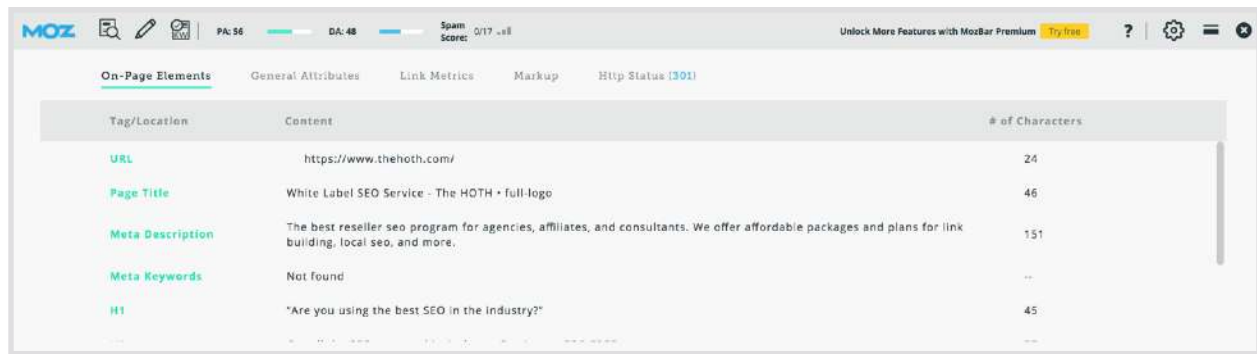
## Check Your Backlinks With Ahrefs

In my opinion, Ahrefs is the #1 backlink checking tool because they currently have the largest database. It's the perfect solution to audit your website, explore competitors, research keywords & backlinks all in one place. It's powered by some serious big data & trusted by top SEOs all around the world.



## Check out your sites performance with HubSpot's Website Grader Tool

A free tool from Hubspot that grades your website based on its performance, on-page SEO and mobile optimization.



The screenshot shows the Moz SEO Toolbar interface. At the top, there's a header with the Moz logo, icons for search, edit, and share, and a status bar showing PA: 56, DA: 48, and Spam Score: 0/17. A banner on the right says 'Unlock More Features with MozBar Premium' with a 'Try free' button. Below the header, there are tabs for 'On-Page Elements', 'General Attributes', 'Link Metrics', 'Markup', and 'Http Status (301)'. The 'On-Page Elements' tab is active, displaying a table with the following data:

Tag/Location	Content	# of Characters
URL	https://www.thehoth.com/	24
Page Title	White Label SEO Service - The HOTH • full logo	46
Meta Description	The best reseller seo program for agencies, affiliates, and consultants. We offer affordable packages and plans for link building, local seo, and more.	151
Meta Keywords	Not found	--
H1	*Are you using the best SEO in the industry?*	45

## MOZ SEO Toolbar

This cool toolbar will automatically run stats for you on all the websites you visit and put an overlay in search results if you want. This is the quickest way to check stats as you're browsing around.

thehoth.com

Enter URL(s) of the page(s) that you would like to check, one URL per line. Limit 10 URL's per check.

View Moz Metrics

Moz Results - Domain Authority, Page Authority, MozRank and External Links

URL	Moz DA	Moz PA	MozRank	External Links
thehoth.com	48 / 100	45 / 100	4.50	517

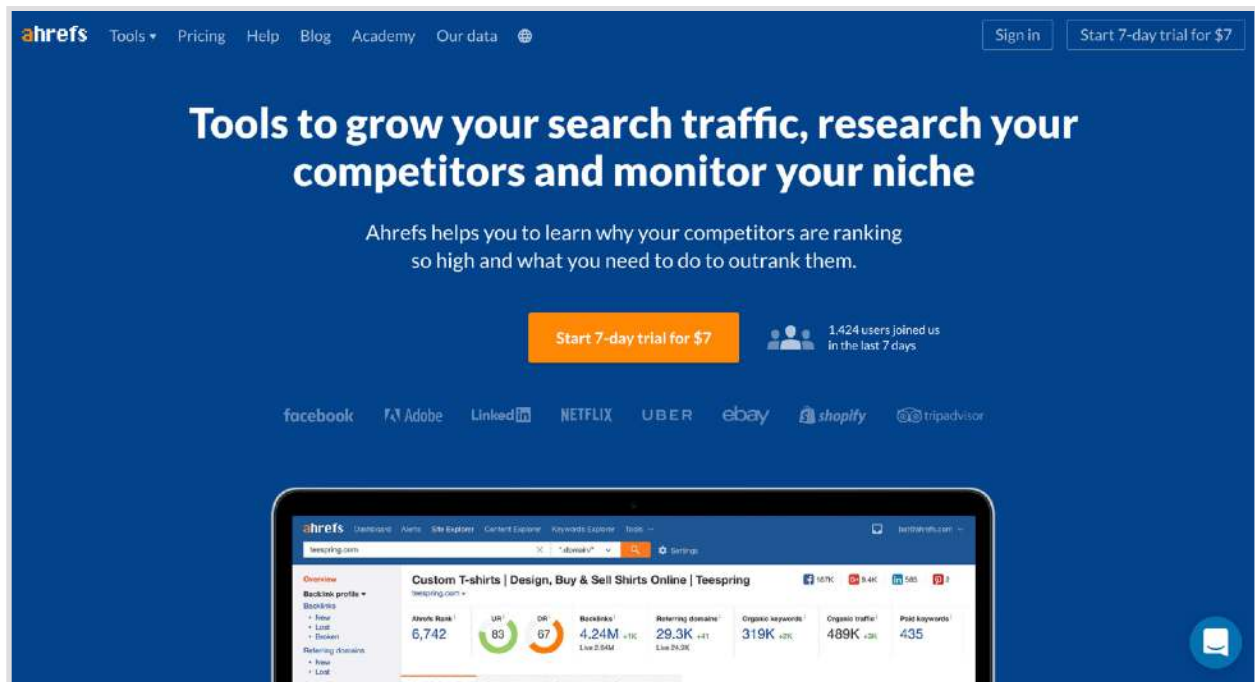
## HOTH Bulk Moz DA Checker

Want to check a bulk group of domains? With this free tool, you can easily check the domain authority of a group of domains at the same time.



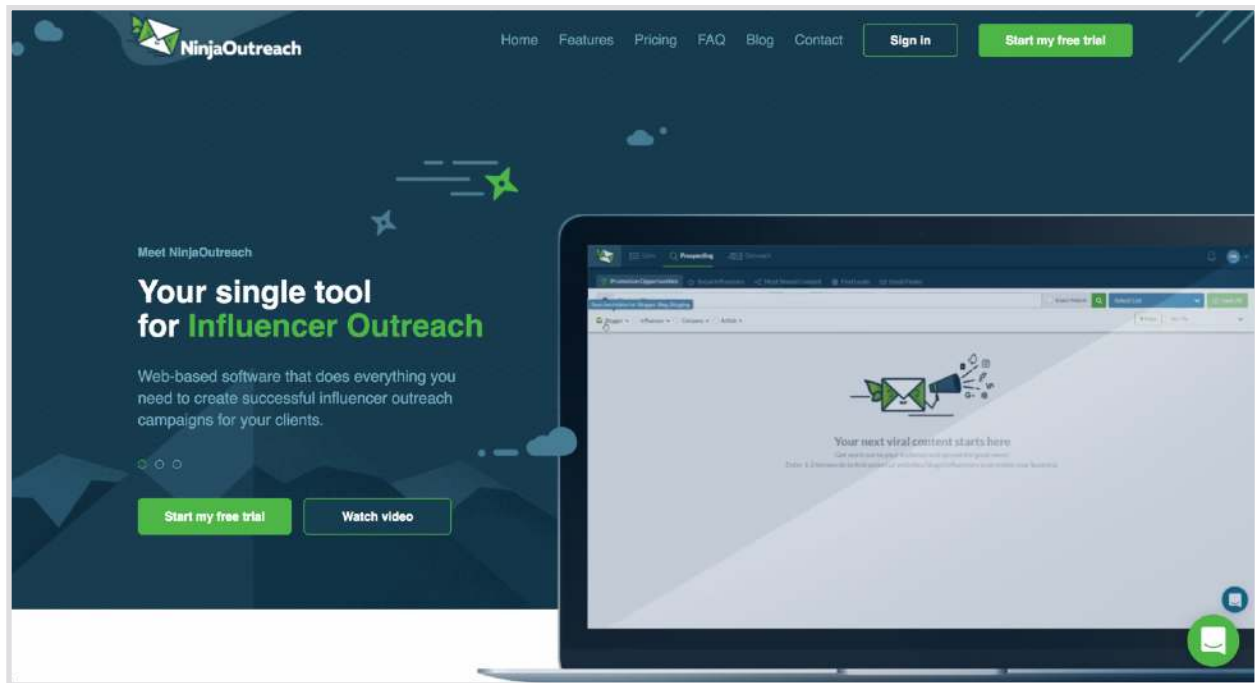
# LINK BUILDING TOOLS

Here are the best tools for link building.



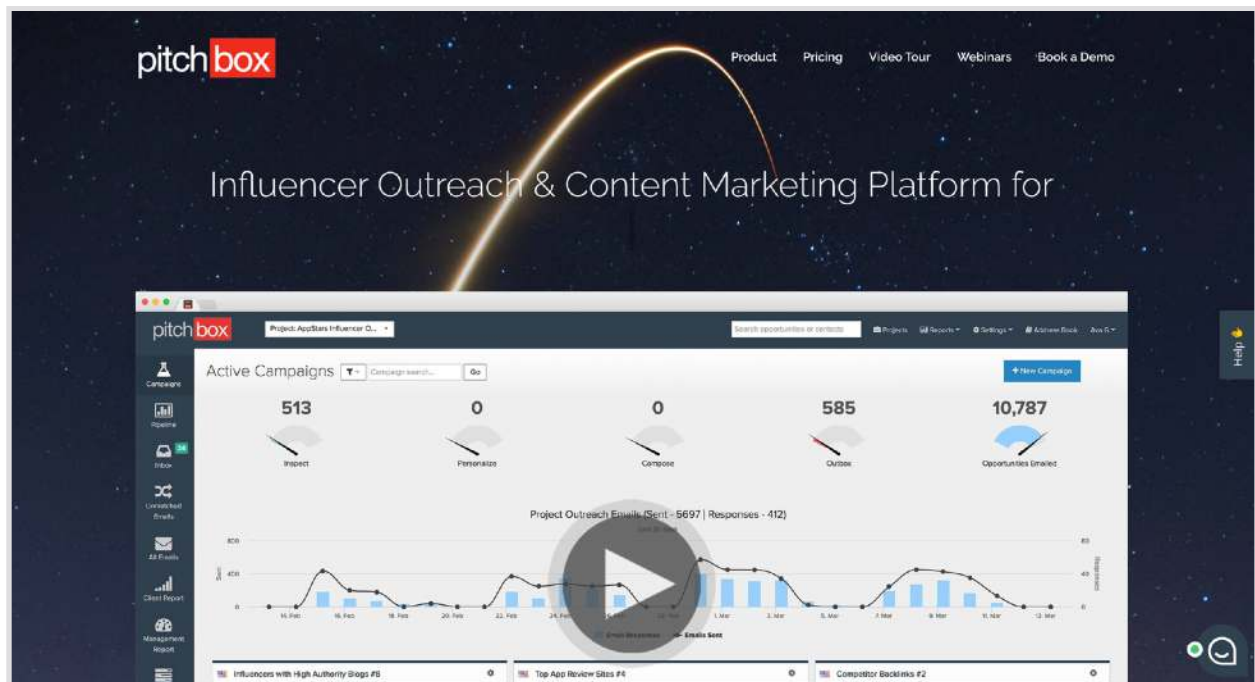
## Ahrefs

I had to include this here because Ahrefs has stepped up so much in the last year. If I were to pick one tool, this might be it. They are trusted by SEO's all around the world and they even have an extensive library for all aspects of SEO including the best link building techniques.



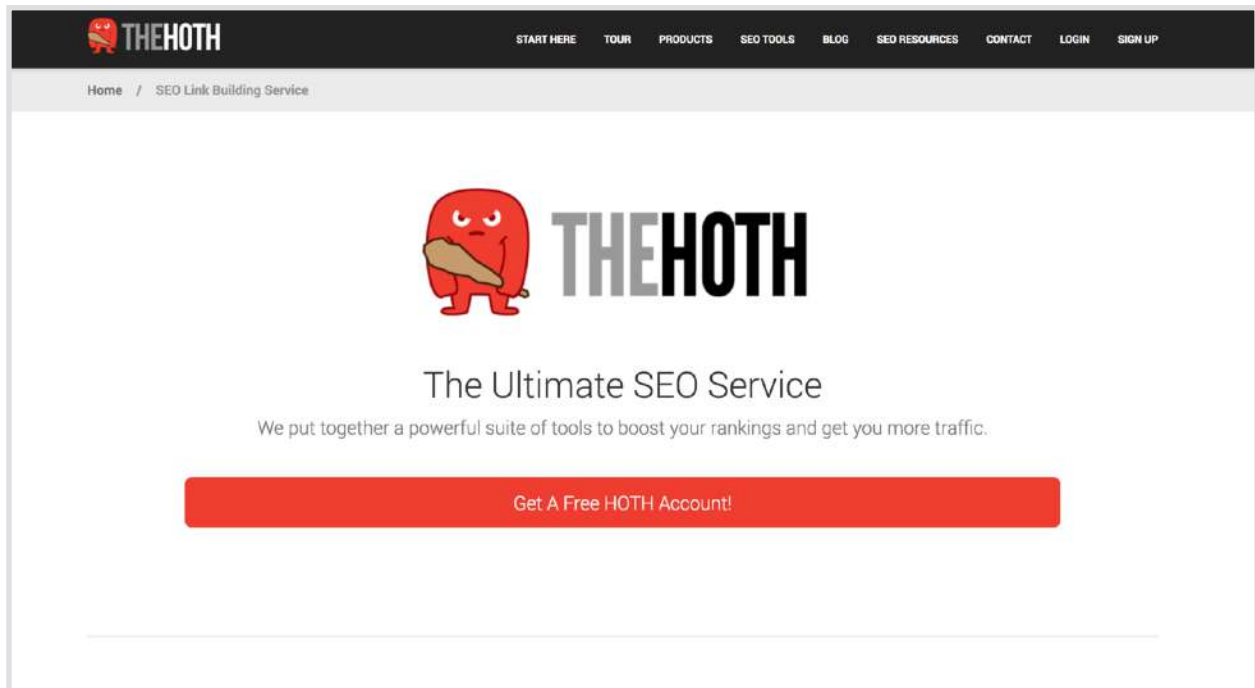
## Ninja Outreach

This tool makes link outreach very easy. Ninja Outreach specializes in influencer marketing and blogger outreach software that streamlines your lead generation process with automated outreach and organization. It makes it super convenient to search for influencers and reach out to them, all in one tool.



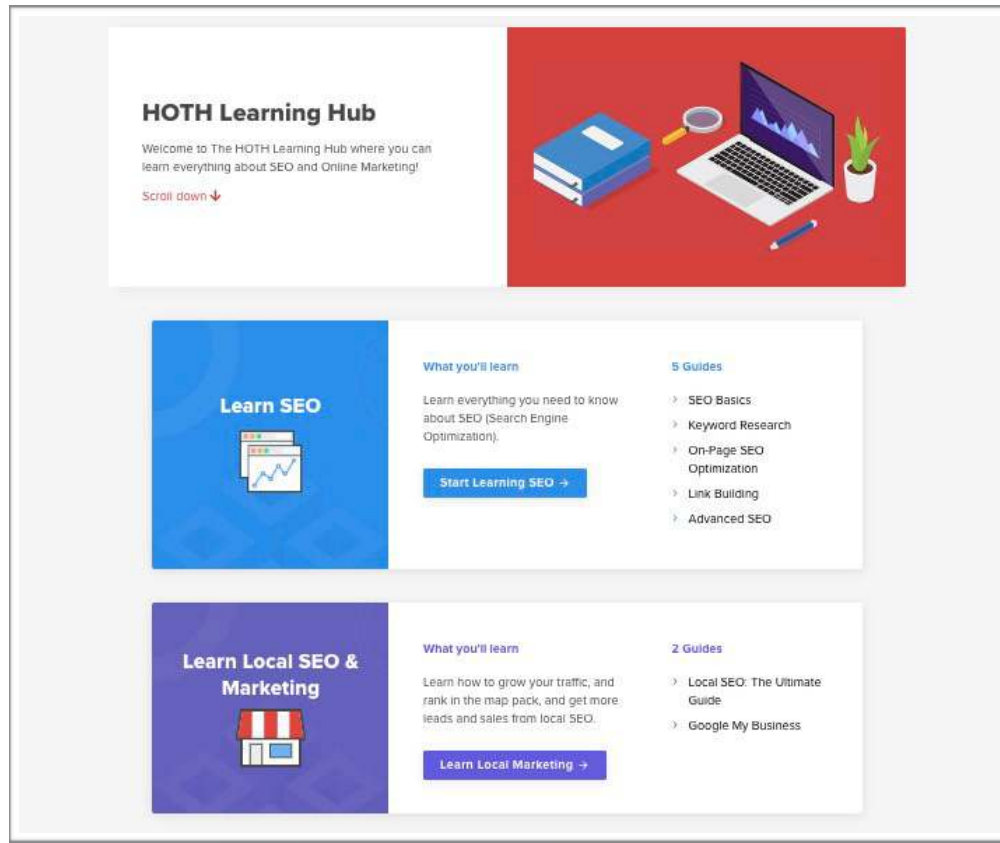
## Pitchbox

A very highly rated outreach tool. Use Pitchbox to help with link building, influencer outreach and content promotion if you're an agency, publisher, and brand. You can use this to score guest posts, submit to link roundups and more!



## Link Building Services

Shameless plug - If you just want someone to build links for you, we have it all. Over the years we've created a suite of 16+ products and services to help with all facets of getting your business ranking in the search engines. Browse our products today if you'd like to leave the SEO to the pros!

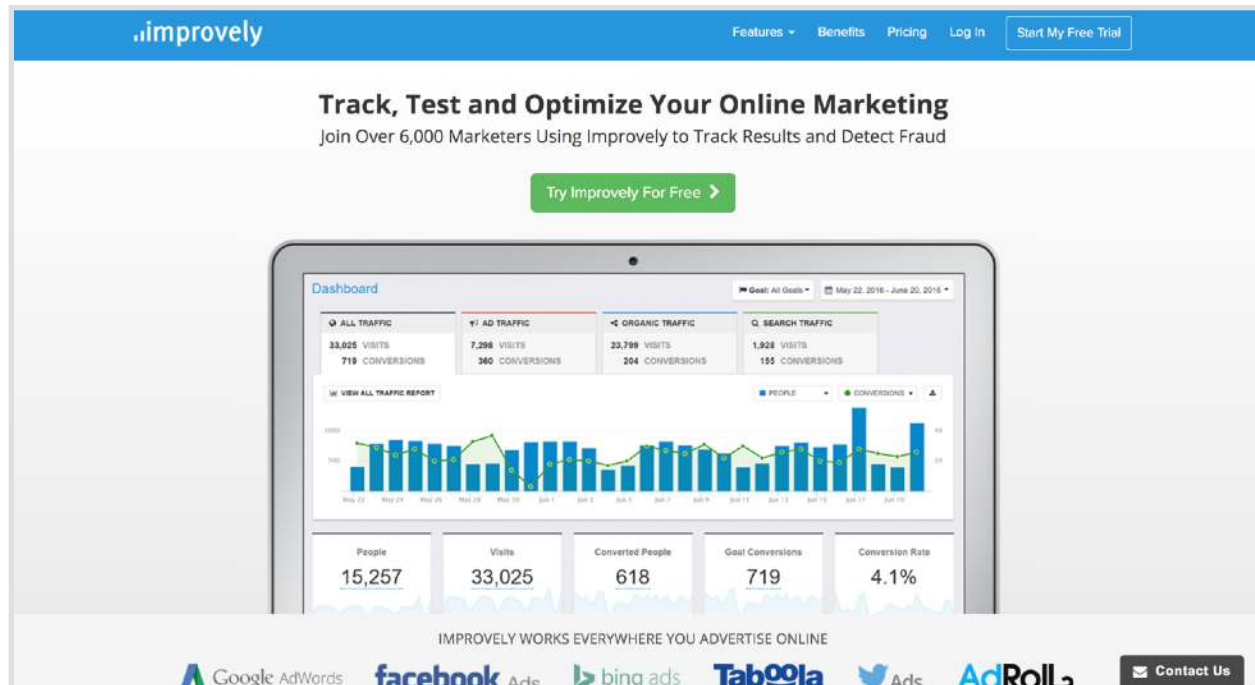


## HOTH Learning Hub

The HOTH Learning Hub packs over 30,000 words of pure marketing training for free on SEO, Local Marketing, Content Marketing & more! Pick the chapter you're interested in and start working your way through all the modules and lessons.

# SEO ANALYTICS & TRACKING TOOLS

Here are the best tools for tracking your results.



# Improvely


Use this to track all your campaigns and get a detailed look at what's going on with your visitors.



Google Analytics Solutions

PARTNERS | SUPPORT | SIGN IN

Analytics Tag Manager Optimize Data Studio Surveys Attribution Audience Center Analytics 360 Suite



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.


"Google's analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on

Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose. [See details](#) [OK, GOT IT](#)

# Google Analytics

The golden standard. I just use it on all my money sites

[Login](#)
[Register](#)
[Help](#)
[Apps & Plugins](#)
[White label](#)
[Translate](#)
[Marketshare](#)
[Terms](#)
[Blog](#)
[Twitter](#)



# Real Time Web Analytics


1,112,871 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

**Register now**

[Login](#)
[Demo](#)
[Learn more](#)
[Compare](#)

"I'm a huge fan of this real time tracking software. Clicky shows you the best in depth analytics, never seen anything like this before! I will definitely use it on all future websites as well. Highly recommended!"

Bart, engelsierenonline.com -- [More testimonials](#)



[+1 action](#)
[+2+ actions](#)
[View map](#)
[Global map](#)
[Google](#)

**Recent** [Examine](#) [Networks](#) [Domains](#) [Searches](#)

32	www.clicky.com
9	www.clicky.com/RealTime/Clicky
4	http://data.clicky.com/RealTime/Clicky
3	www.clicky.com
3	www.clicky.com
3	www.clicky.com
2	www.clicky.com
2	www.clicky.com

**Link**

Link	Visitors	Avg. actions	Avg. time	Total time	Bounce	Change
www.clicky.com/RealTime/Clicky	1,713	23.8	4m 31s	1d 17h	9%	+100%
www.clicky.com/RealTime/Clicky	1,070	23.7	4m 32s	4d 12h	35%	+1%
www.clicky.com/RealTime/Clicky	893	23.3	5m 16s	3d 17h	7%	+10%
www.clicky.com/RealTime/Clicky	833	23.3	4m 42s	3d 20h	8%	0%
www.clicky.com/RealTime/Clicky	709	1.4	1s	4h 54m	100%	+24%
www.clicky.com/RealTime/Clicky	530	22.1	4m 20s	3d 2h	8%	+14%
www.clicky.com/RealTime/Clicky	499	6.2	4m 29s	1d 12h	21%	+10%


**Everything is real time**

Every single report in Clicky is up-to-the-minute real time.

**Ridiculous detail**

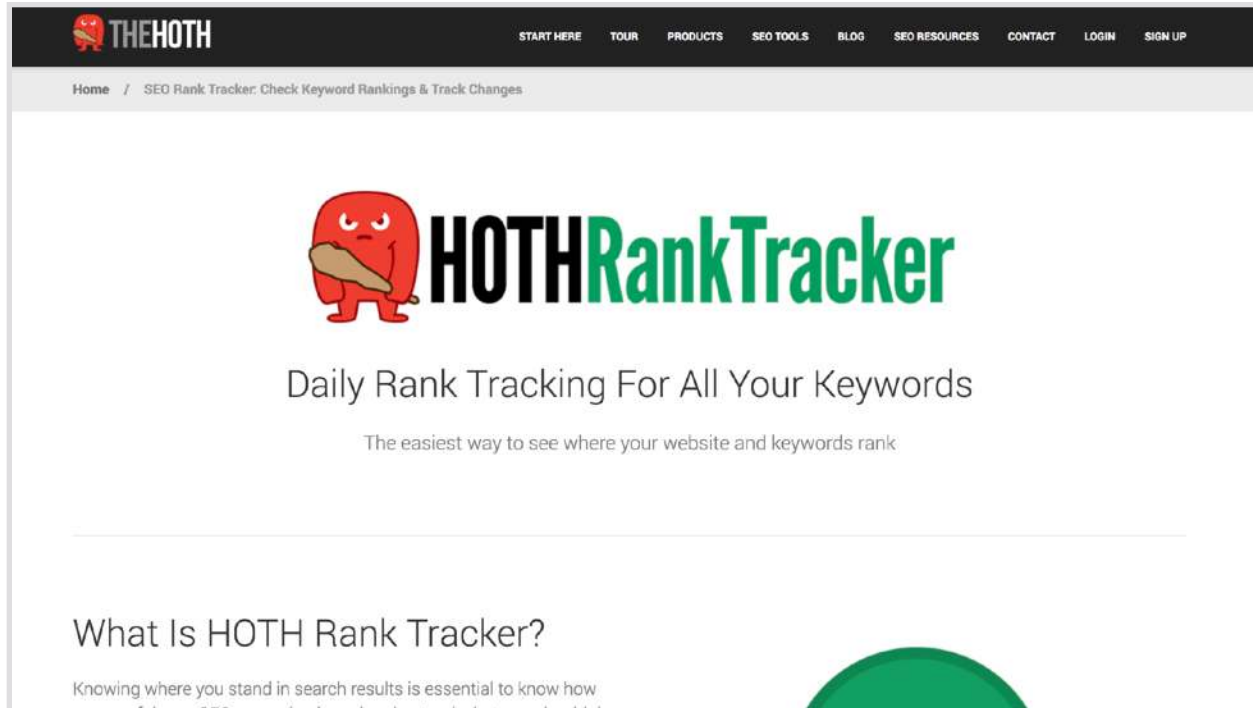
Most reports contain high level of detail on every segment.

2:35pm	155.35.2	2 actions	40m 58s
2:35pm	155.35.2	2 actions	9m 31s
2:35pm	155.35.2	2 actions	8m 7s



# Clicky

A Google Analytics alternative.

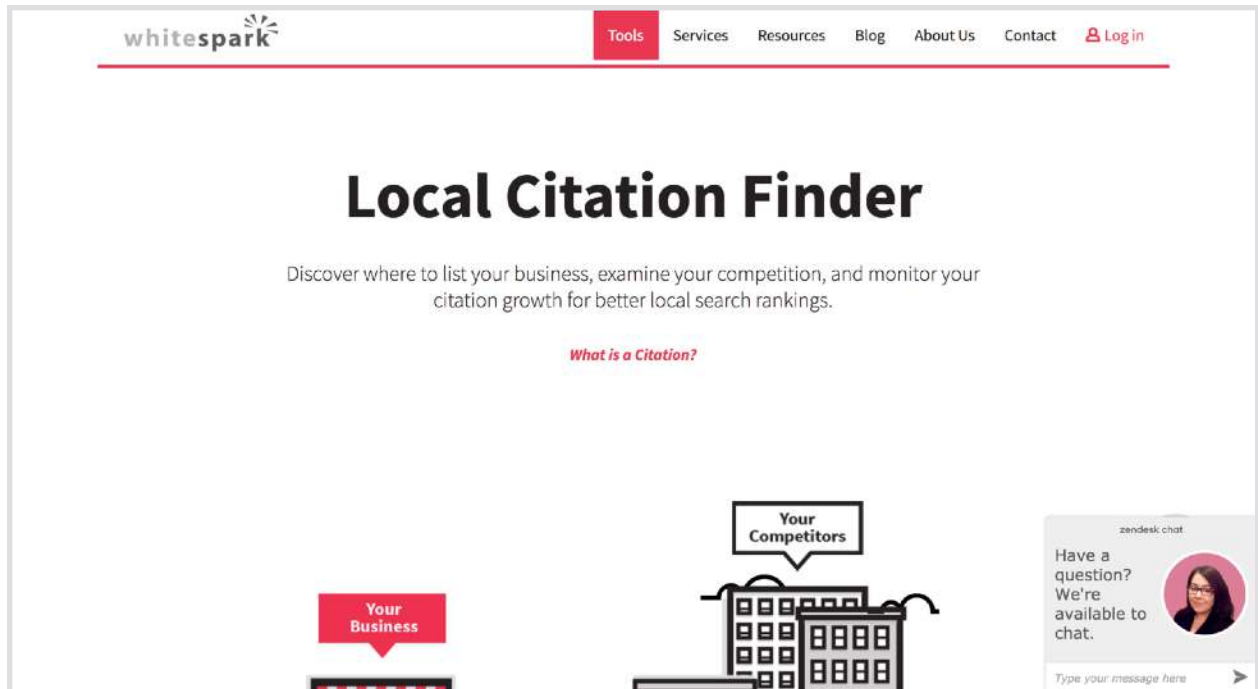


## HOTH Rank Tracker

Nice & easy tool for rank tracking. Just plop in your URL, keywords and location and it will do all the tracking for you. They have a free plan as well if you're just getting started.

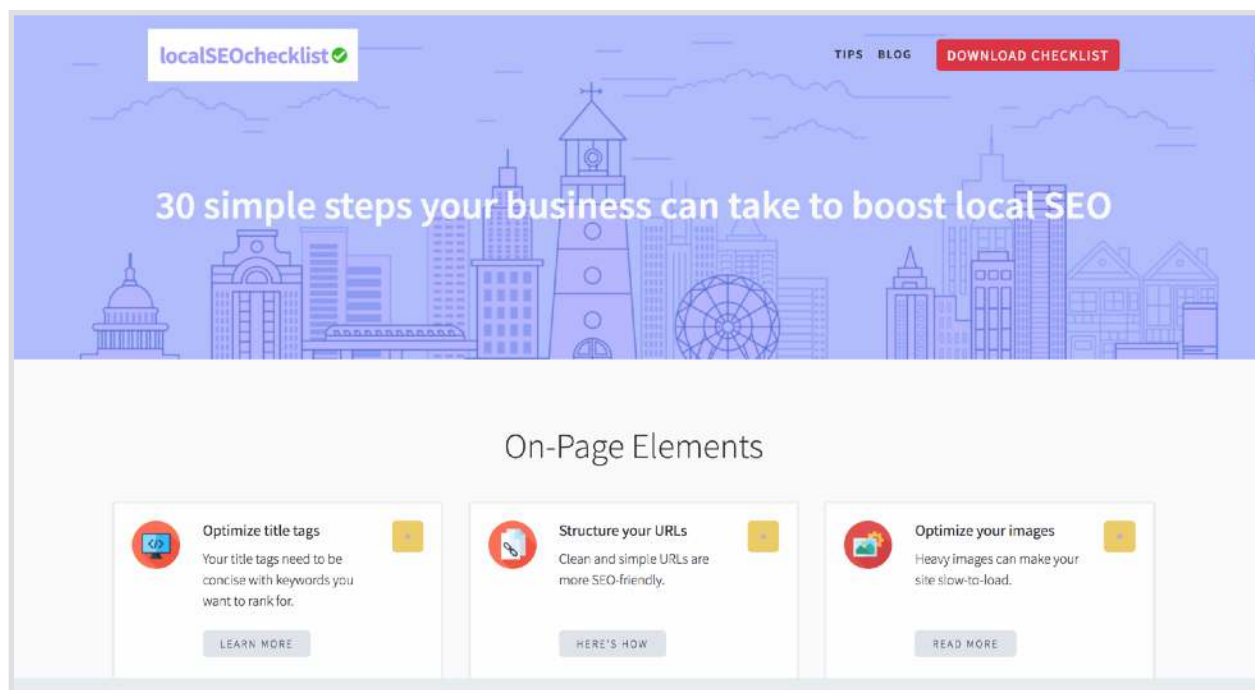
# LOCAL SEO TOOLS

Here are the best tools for local SEO specifically.



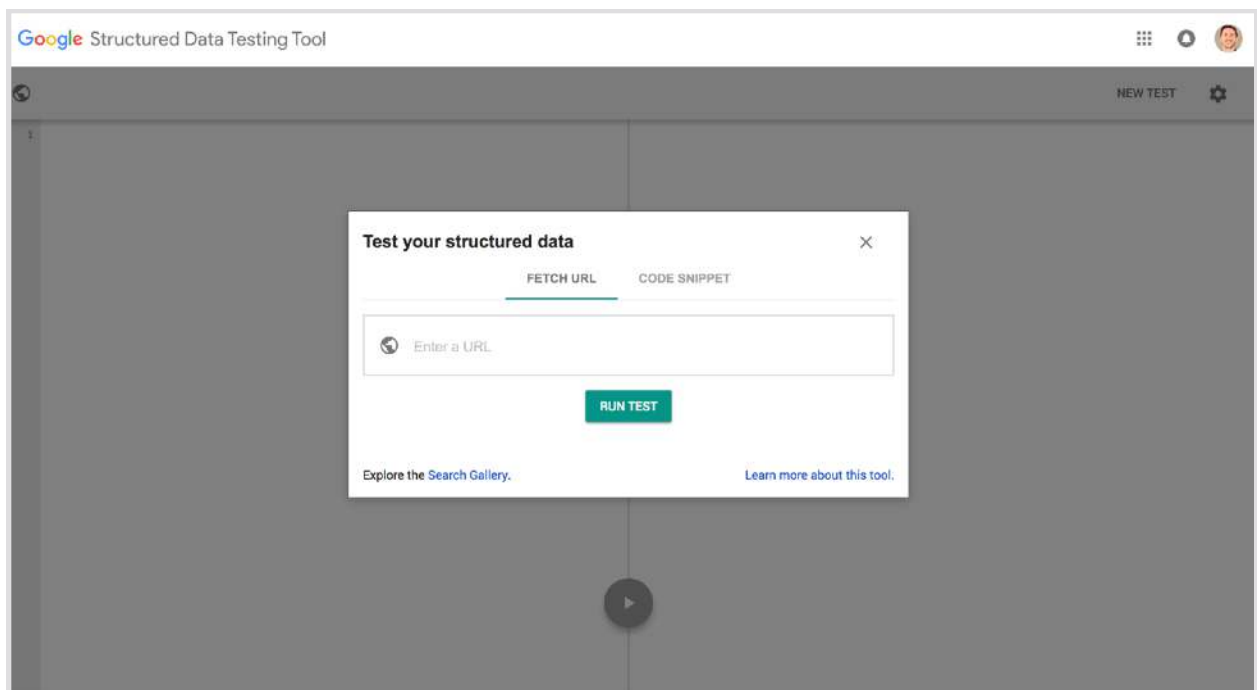
## WhiteSpark Local Citation Finder

This is the industry standard tool and it's awesome. Basically you can drop in your main keyword and city, it will go out and find your competitors and see what citations they have, rank the citation sources by DA (Domain Authority) and show you which ones you are missing. This is the tool we use in HOTH Local.



## Local SEO Checklist

Nice and easy checklist to make sure you have the bases covered + more.



## Rich Snippet Validator (Google)

Validate that rich snippets are working on your local site.

**MOZ**

Learn SEO Moz Pro Moz Local Free SEO Tools

Moz Local Overview Check Listing Small Business Enterprise Pricing Dashboard

## Can your customers find you online?

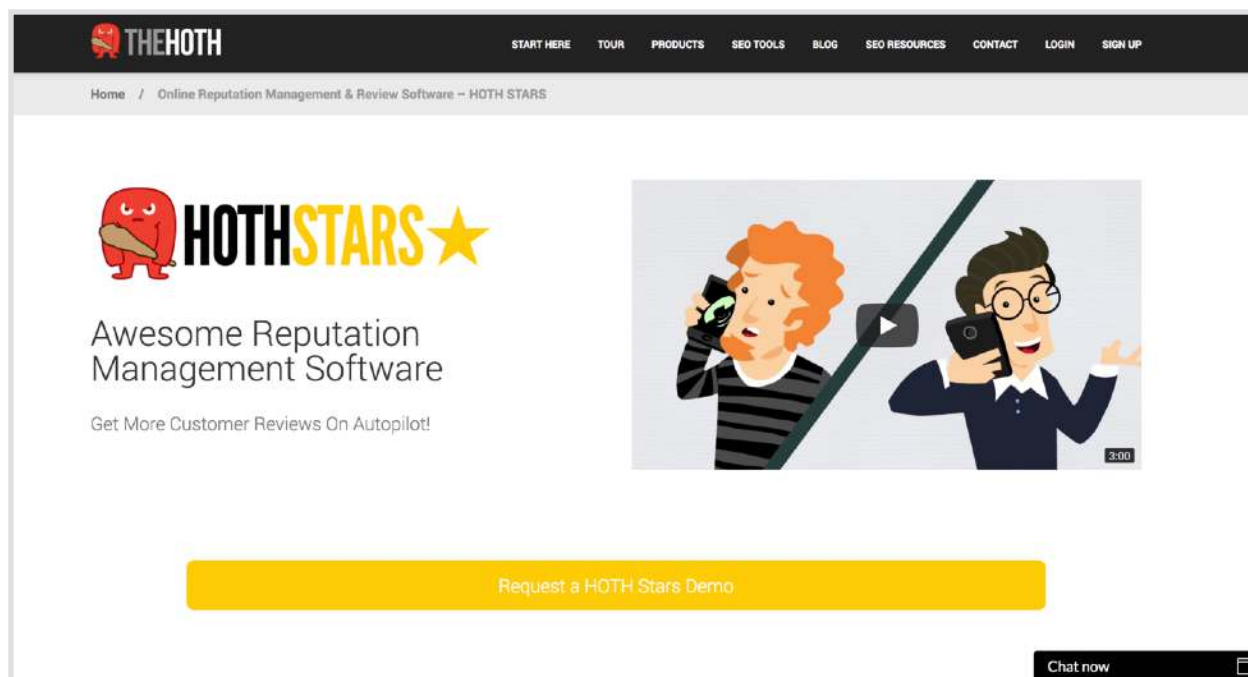
Check your listings on Google, Bing, and other local search engines.

Business name Zip/Postal code [Check my Listing](#)

## Local SEO Quick Check (Moz)

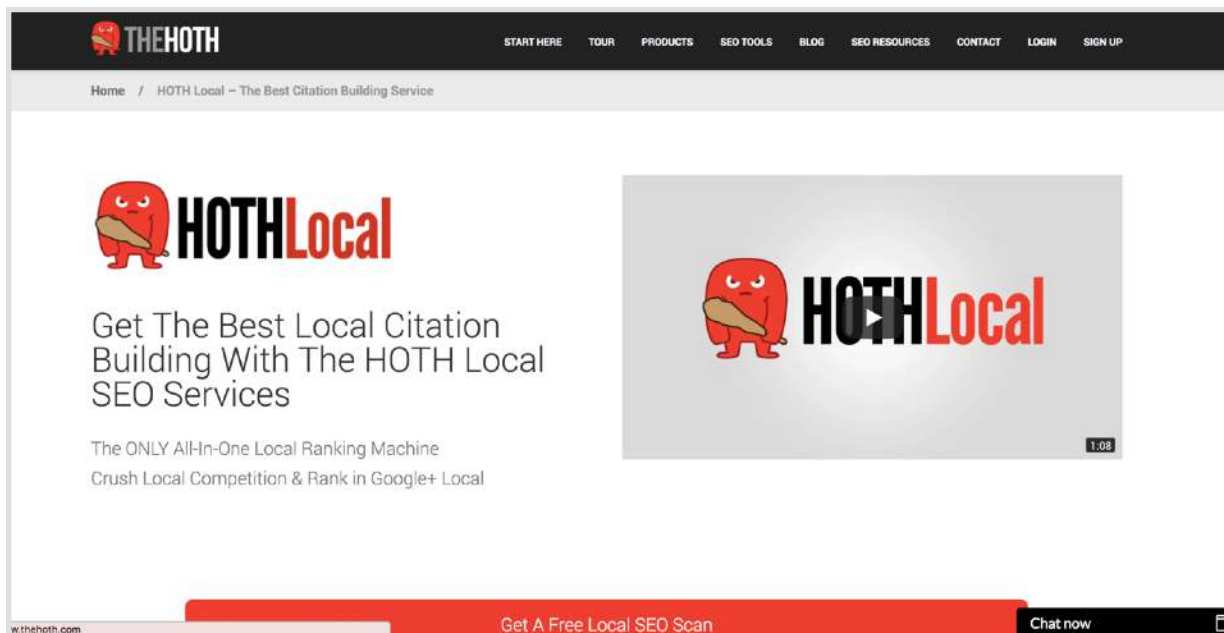
Quickly check where you stand with citations, duplicates, errors etc.





## Get More Reviews With HOTH Stars

This software will help you acquire, monitor, and promote your reviews. This is the same software we use at The HOTH for our own reputation.



## Local Citation Audits & Custom Citation Building

Doing local the right way. No cookie cutter solutions. Every campaign is customized and researched. As close to push-button local as you can get.



# Call Fire

Call tracking, text messaging, voice response, and more.



Free Business Reputation Audit Tool. See Below To Get Started.....

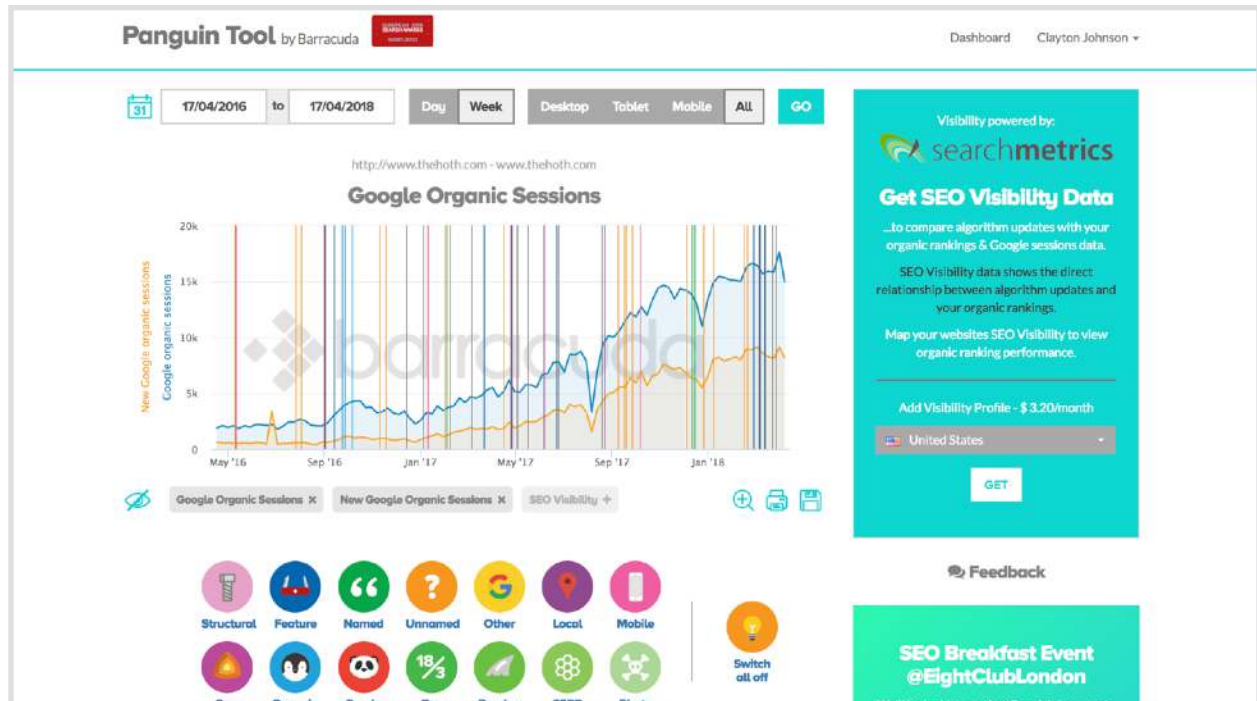


## Free Review Checker

Check your reputation with this free customer review audit!

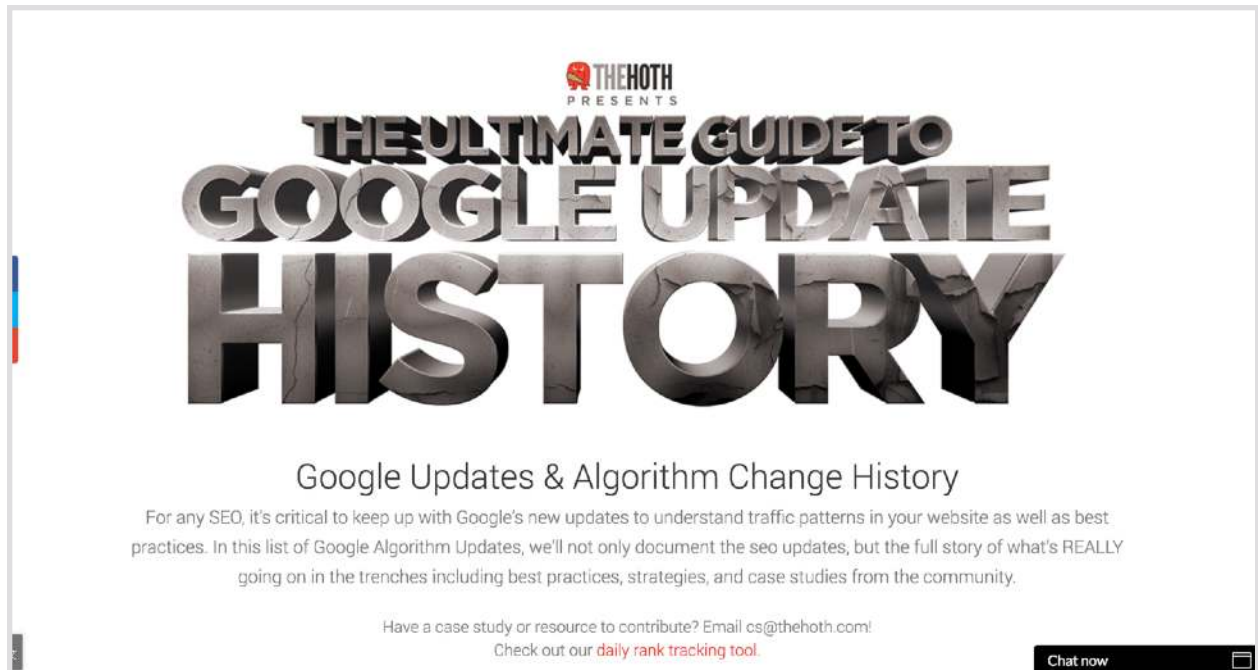
# **PENALTY RESEARCH TOOLS**

Here are the best tools for checking and reversing penalties.




## Panguin Tool

You can connect your Google Analytics account and it will display when google updates happened so you can see if drops in traffic match any Google updates.



## Ultimate Guide To Google Update History

All of the Google updates + what really happened + case studies.

 **remove'em**

[Get Started!](#) [Link Removal Services](#) [Features](#) [Pricing](#) [Contact Us](#) [Login](#)

### Do you have anchor text over optimization issues?

This tool is used to identify your anchor text diversity and highlight those areas where you are at risk for anchor text over optimization. If you find that you are over optimized for specific keywords or keyword phrases, you should consider modifying the anchor text of specific links to focus more on your brand or [remove backlinks](#) that are using that specific anchor text.

[Get Started Today!](#)

### Below is the anchor text break down for [www.GOOGLE.COM](http://www.google.com)

We have provided values for root domains (unique linking domain), total links (unique links), and mozRank (authority measurement) for each anchor text used in links to your site. Items highlighted in pink are moderately over optimized and those in red are strongly over optimized. Bear in mind that if you are highly optimized for your own brand terms, it is a good thing. You should be most concerned if valuable keywords are over optimized. Over-optimization can sometimes result in your site being penalized algorithmically for that specific anchor text.

#	Anchor Text	Root Domains	Root Percentage	External Links	Link Percentage	Inbound mozRank	mozRank Percentage
1	google	139059	42%	13689334	55%	8.4	52.3%
2	no anchor	66039	20%	5512837	22%	7.94	14.02%

# Removeem Anchor Text Over Optimization Checker

You can check to see if you're over optimized for any of your anchors.



# AGENCY BUILDING TOOLS

Here are the best tools for building your agency.

Agency

ACTIVITY

Dashboard

Orders

Clients

Tickets

BILLING

Invoices

Subscriptions

MARKETING

Discounts

Affiliates

SETUP

Services

Order forms

Modules

Q Search...

Settings

Support

Admin

Orders

Filter 1

Add order

1 Overdue

3 Submitted

6 Working

2 Pending

Canceled

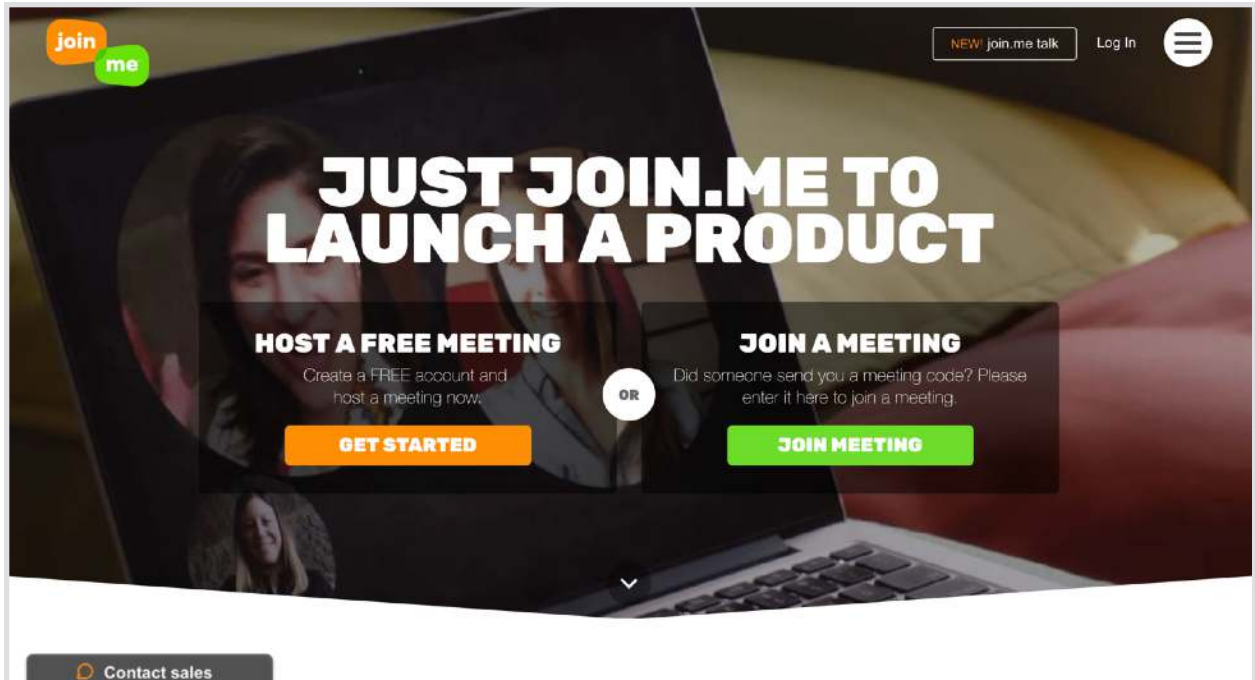
Complete

All

CLIENT	STATUS	UPDATED / ADDED	ORDER
<input type="checkbox"/> <b>Andy Bernard</b> <small>Requires Setup</small> 2,000 Word Blog Post (\$450.00)	Submitted	Nov 29 <small>1 day overdue</small>	52C7789C
<input type="checkbox"/> <b>Toby Flenderson</b> <small>Recurring</small> Authority PBN Links (Monthly) (\$290.00)	Submitted	Nov 28 <small>due in 3 days</small>	8CD5FE0E
<input type="checkbox"/> <b>Kevin Malone</b> <small>3</small> Affiliate Site Setup (\$840.00)	Submitted	Nov 26	0C99CC93
<input type="checkbox"/> <b>Erin Hannon</b> <small>2</small> <small>Admin</small> <small>Production started</small> <small>Unanswered</small> Guest Post Outreach (\$1,500.00)	Working	Nov 25	7A5A5574
<input type="checkbox"/> <b>Angela Martin</b> <small>Admin</small> <small>Report Sent</small> <small>In Review</small> SEO Link Audit (\$177.00)	Working	Nov 25	36A91D9D
<input type="checkbox"/> <b>James Conon</b> <small>1</small> Premium Editorial Link (\$650.00)	Working	Nov 25	D6D1179F
<input type="checkbox"/> <b>Jimothy Halpert</b> <small>Feedback</small> Social Media Verification (\$2,000.00)	Working	Nov 25	7207639D
<input type="checkbox"/> <b>Andy Bernard</b> <small>Michael S.</small> Wikipedia Link Acquisition (\$395.00)	Working	Nov 22	9AF48F53
<input type="checkbox"/> <b>Dwight Schrute</b> <small>4</small> <small>Michael S.</small> <small>Recurring</small> 30-minute onboarding call (\$150.00)	Working	Nov 22	7437D8C0

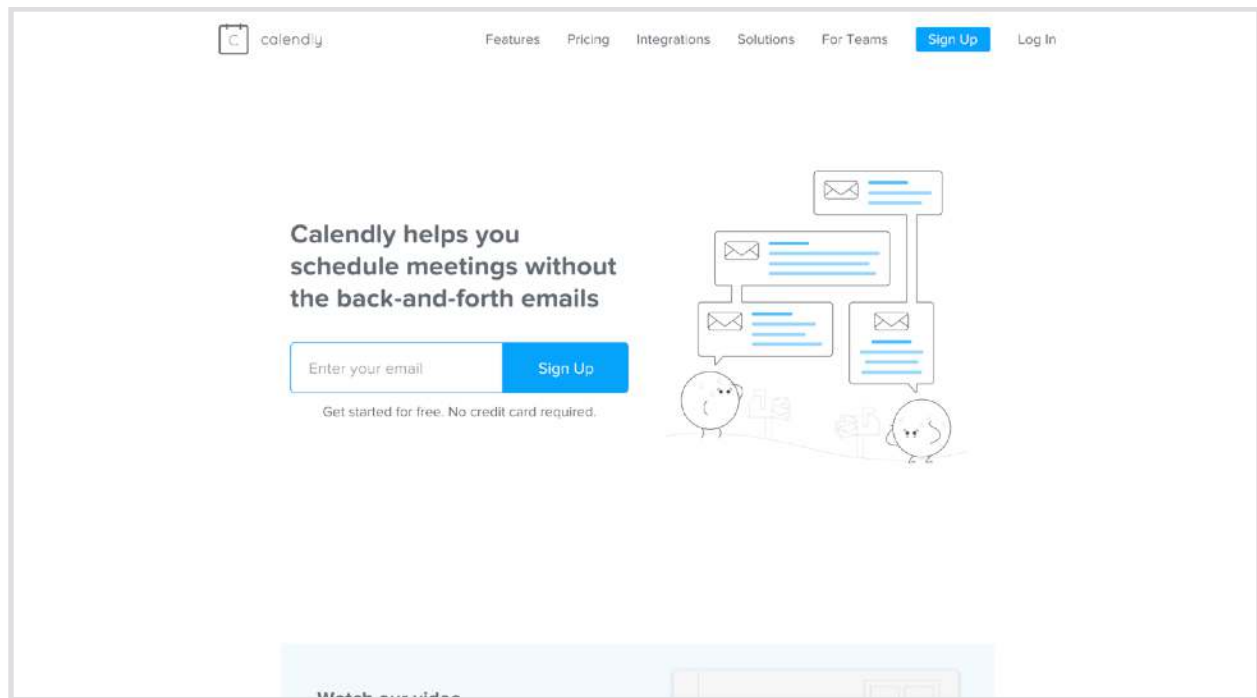
## Service Provider Pro

If you're selling services, you know it's one of the most difficult kinds of businesses to grow because it requires several different components. SPP combines the best features into one platform including Shopping Cart, Helpdesk & Messaging, Client Management, Form Builder, and more! This platform is perfect because it's designed specifically for SEO and other productized services.



**join.me**

The easiest online screensharing app. Once you have the app, you can just give the client the link and they don't have to download anything (wow... right?)



## Calendly

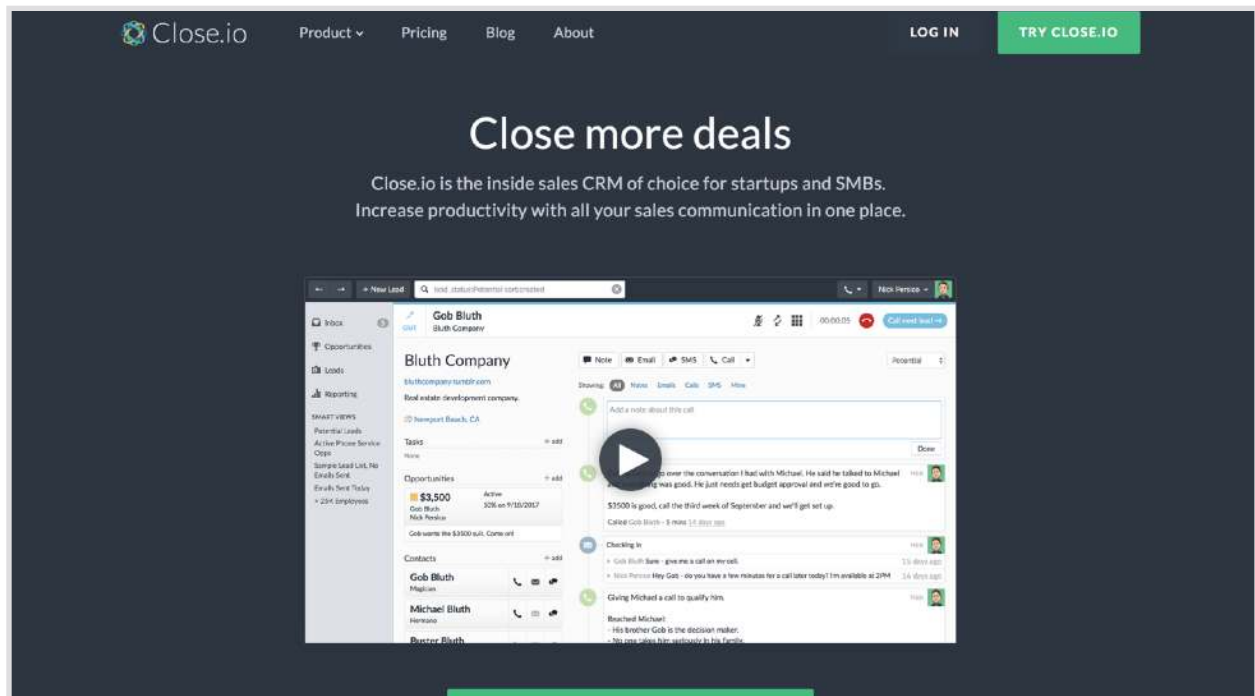
You can use this to avoid the dreaded back and forth of finding a time to meet. This will let clients book meetings with you.



## Create Landing Pages and Funnels Quickly With ClickFunnels

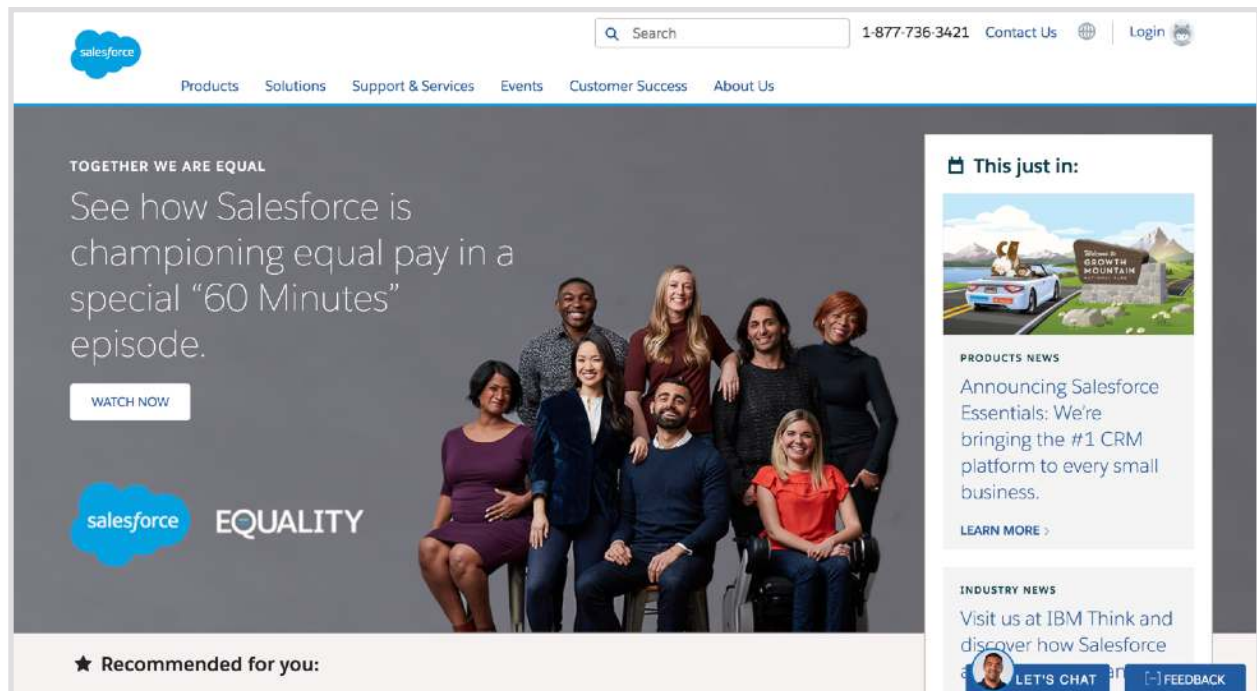
I love this tool and we use it constantly to create quick landing pages, collect emails, create courses and more. This has probably the best page builder I've ever seen and it's 100% worth every penny.

Additionally, you should check out Russel Brunson's [DotCom Secrets Book](#) because it's some of the best marketing advice out there and my #1 favorite book I've ever read on marketing.



**close.io**

This is the CRM we use at The HOTH after checking out a bunch of different ones. It can be expensive, but this has the features you're looking for. One of the best things about this is that it creates a very customizable searchable database.



# Salesforce

The industry standard CRM in the cloud. Integrates with lots of other apps as well.



## The Ultimate Guide To Attracting Clients & Selling SEO Services

You'll learn everything there is to know from attracting clients, to what to say on the phone, to pricing your services, closing the deal, and keeping clients.



# PPC ADVERTISING TOOLS

Here are the best tools to help with your PPC campaigns.

# ADWORDS WRAPPER



by Michael Wang

Enter Keywords:

Wrap Keywords

ppc agency  
ppc services

2 Lines

Options (Wrap keywords to update changes)

☐ Change to lowercase

☐ Remove bids

☐ Remove URLs

Broad, +Modified +Broad, "Phrase" & [Exact] Match

ppc agency  
+ppc +agency  
"ppc agency"  
[ppc agency]  
ppc services  
+ppc +services  
"ppc services"  
[ppc services]

8 Lines

Copy

+Modified +Broad, "Phrase" & [Exact] Match

+ppc +agency  
"ppc agency"  
[ppc agency]  
+ppc +services  
"ppc services"  
[ppc services]

6 Lines

Copy

## Adwords Wrapper

This is hands down the best and easiest way to wrap keyword phrases in quotation marks (phrase match) and square brackets (exact match). Speed up your campaign planning and execution with Adwords Wrapper.

Projected Monthly Spend

Normally we recommend you start with a minimum of \$1,000 for ad spend to begin with

\$ 500

\$500

\$50k

Expected CPC

An average CPC (Cost Per Click) varies by each industry but can range on average from \$2-\$8.

\$ 1

\$1

\$50

Target Conversion Rate

A great, campaign will generate anywhere from 10-15% conversion rate.

1 %

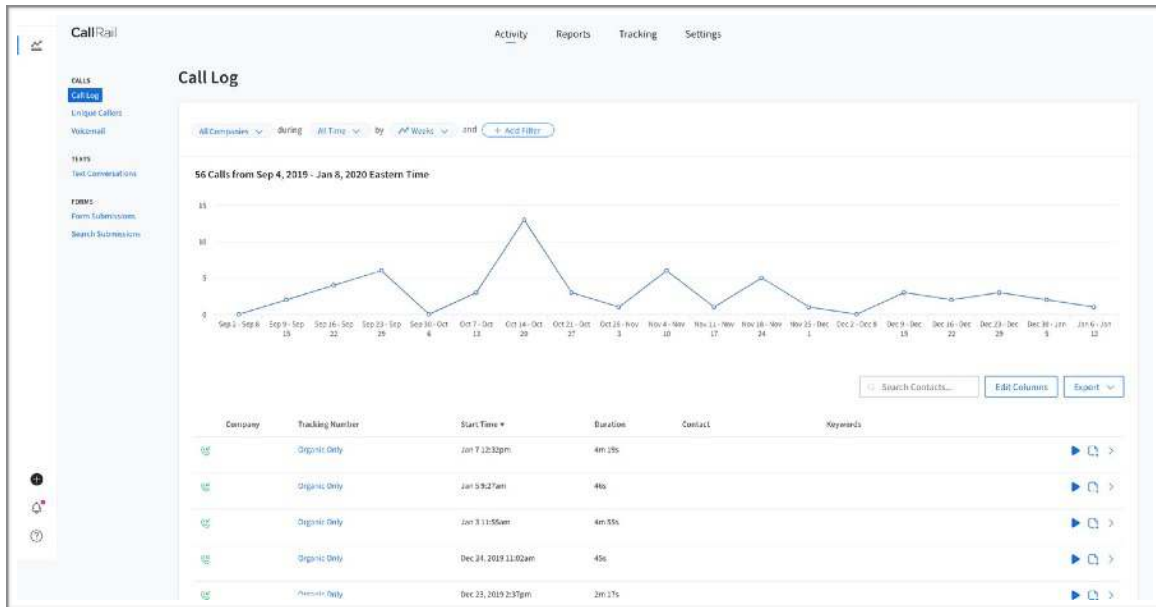
1%

100%

Calculate ROI

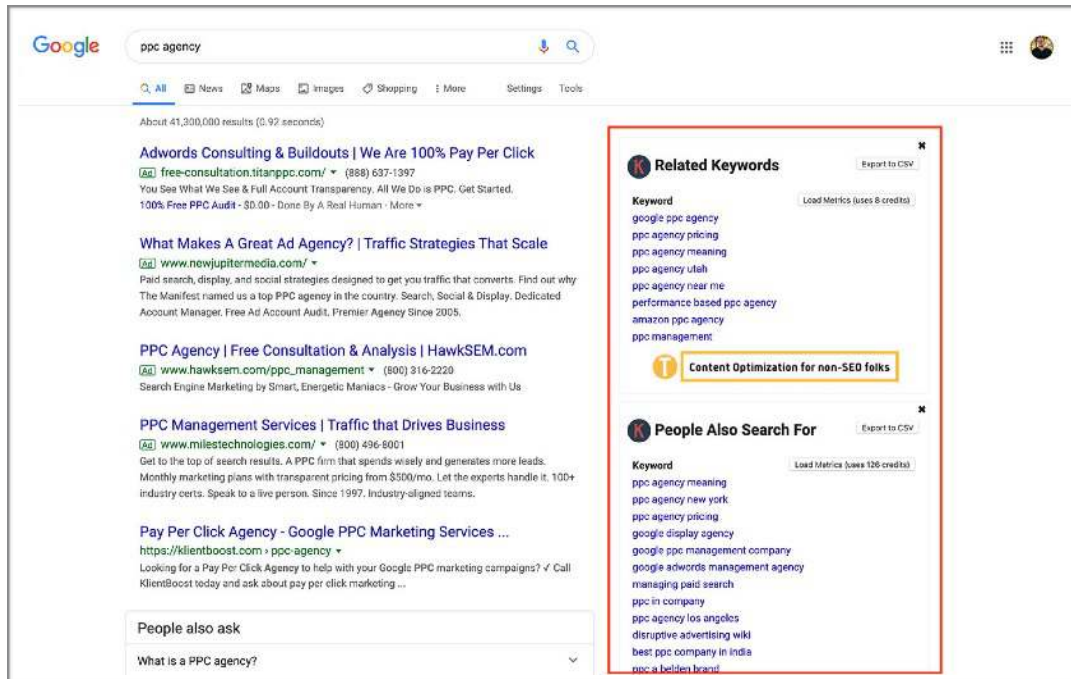
## HOTH PPC Calculator

Use this tool to calculate the return on your PPC campaigns. Simply adjust the sliders to match the details of your campaign and the calculator will do the rest!



# Call Rail

Call Rail is your one stop tool for all tracking and analytics when running call and form fill campaigns. Optimize your marketing and increase ROI by seeing which ads, keywords, and campaigns bring in the most leads.



# Keywords Everywhere

Keywords Everywhere is a Google Chrome extension that lets you easily see search volume, cost per click, and competitor data. Save time in your campaign research and planning by using this awesome extension.

# Want To Get Access To 10+ FREE SEO Tools From The HOTH?

**Including Keyword Research, Backlink Checker,  
Bulk Domain Authority Checker and more!**

[Sign up for a FREE HOTH Account here!](#)

## Want to speak to us 1 on 1 about your SEO?

[Click here to book a Free SEO consultation with The HOTH!](#)

**Thanks for reading!**

We're looking forward to getting to know you.

Do you have tools that you love that you want to add to this list?

Just email [tools@thehoth.com](mailto:tools@thehoth.com)