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

-The HOTH

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

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KEYWORD RESEARCH TOOLS

Here are the best tools for keyword research.
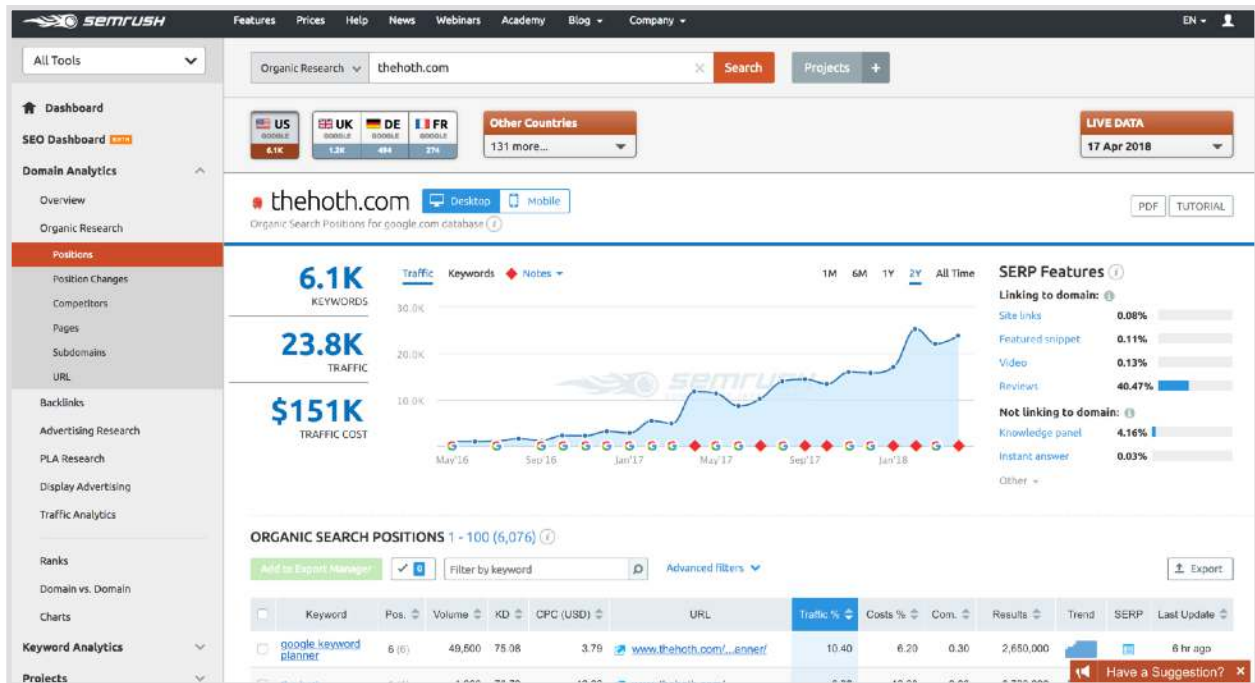
Spy On Competitors With <u>SEMRush</u>

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.

<u>Here's a quick example video for reference</u>.
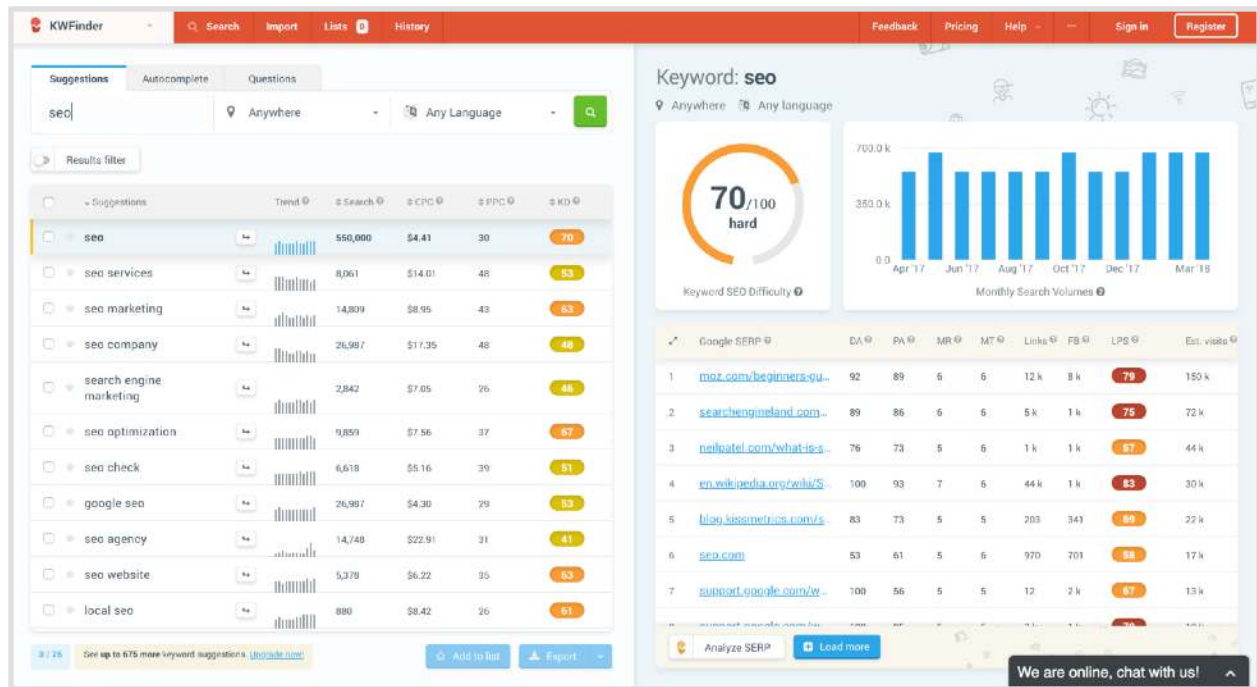
Get Fast Keyword Suggestions With KWFinder

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).

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.

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!

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.

○ 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
- sao paulo
- where are seo linn from
- ongoing seo
- where will eso 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
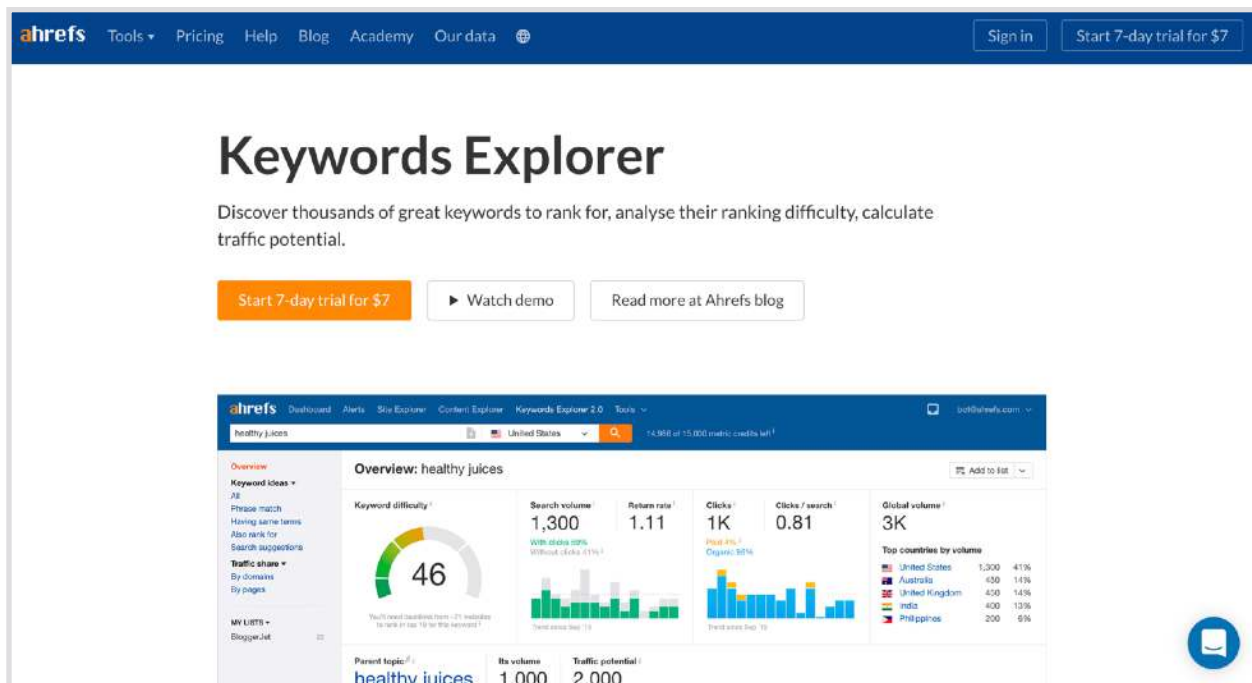- how seo optimization works

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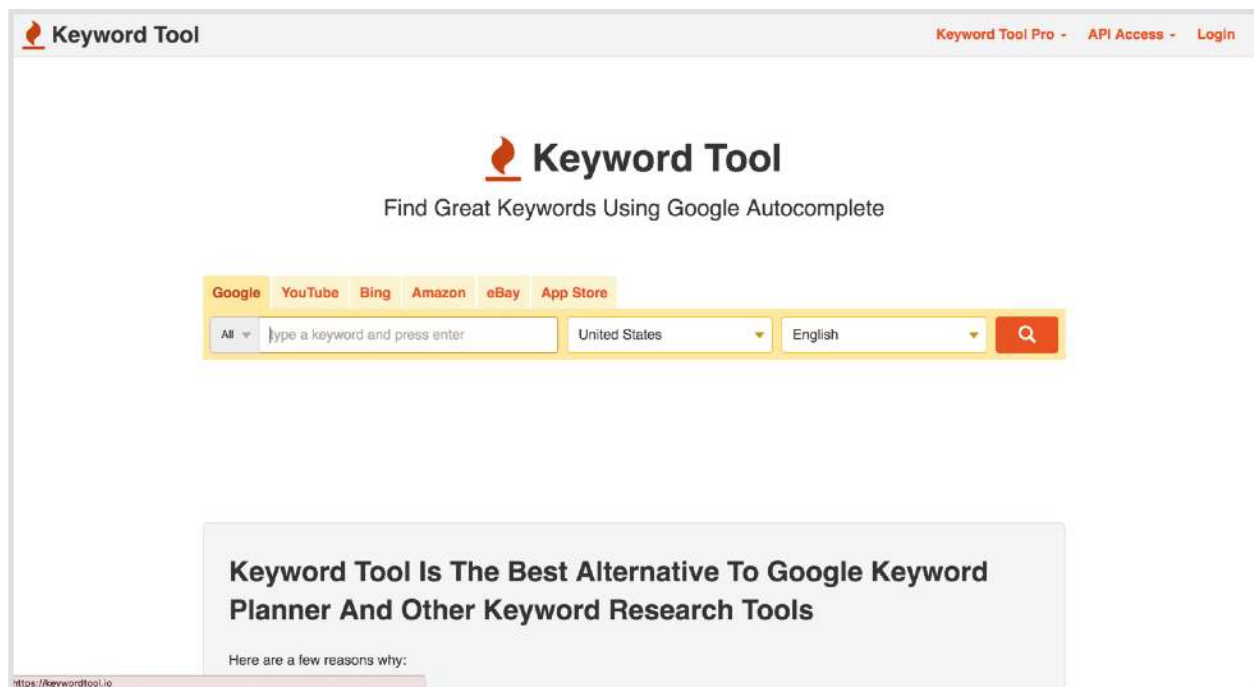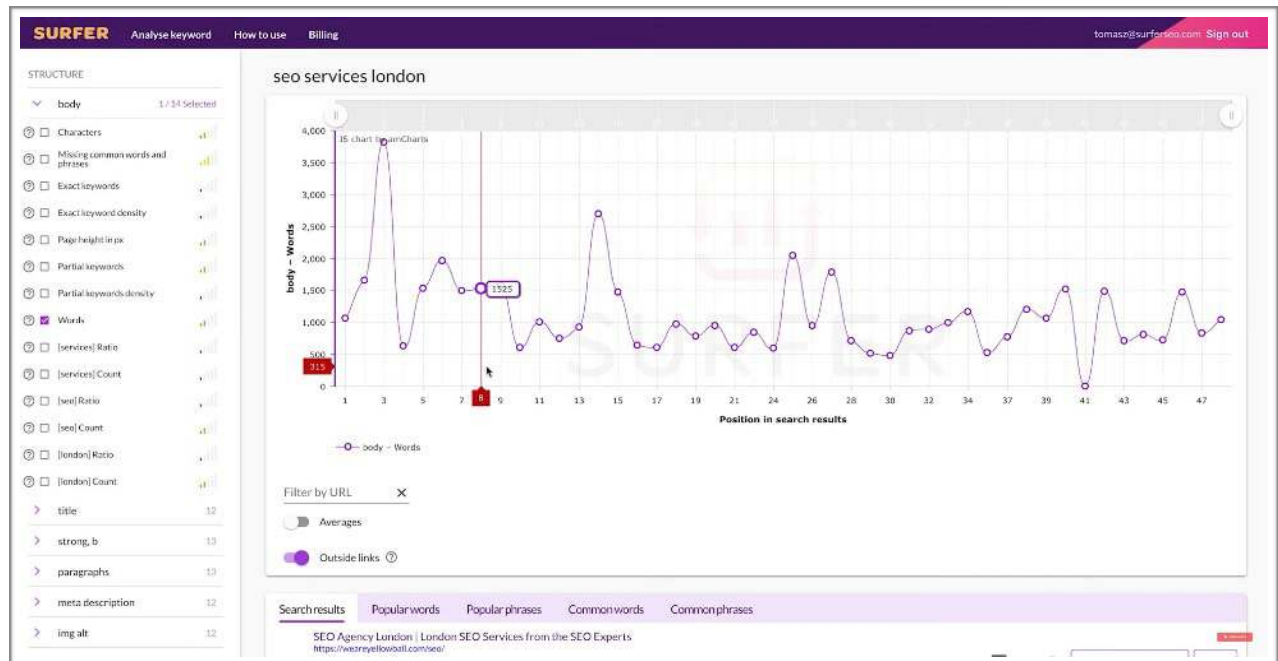
Search For Youtube, Amazon, and Ebay Keywords With KeywordTool.io

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.

SEO Meta in 1 Click

This Google Crome 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.
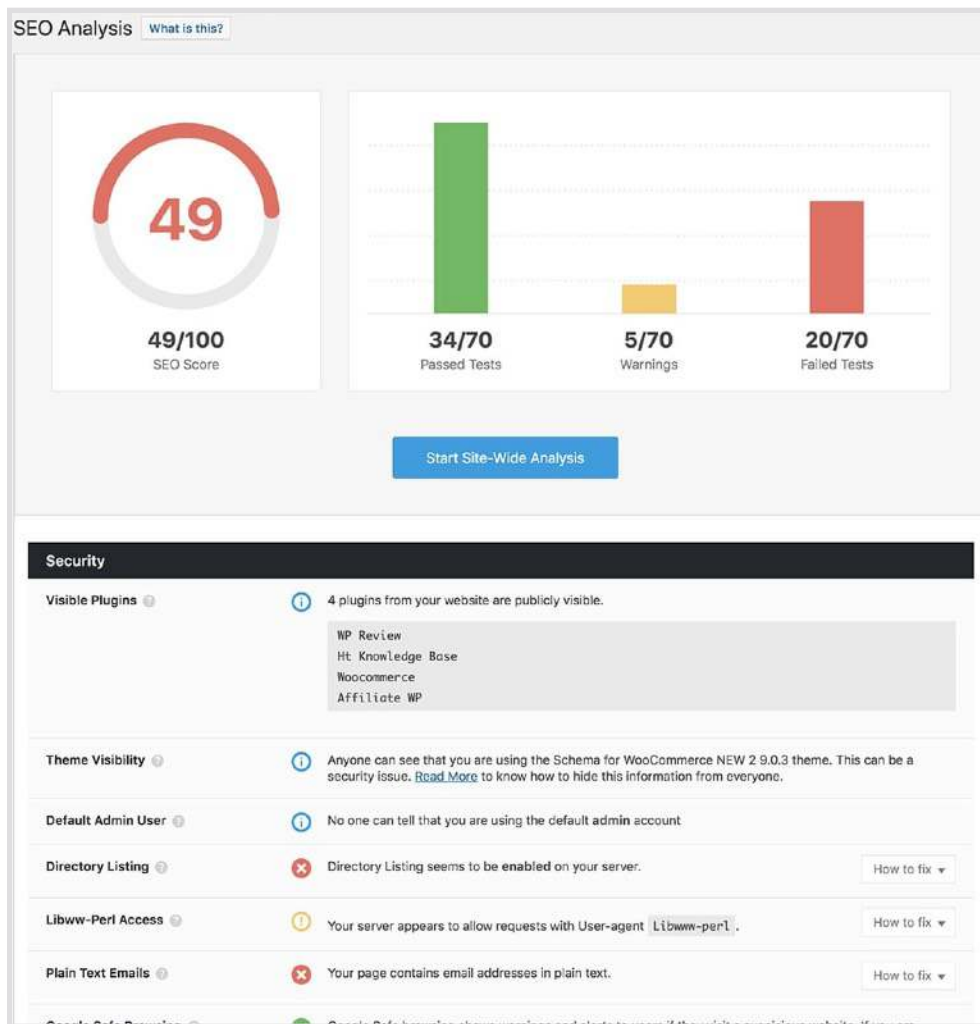
RankMath

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.
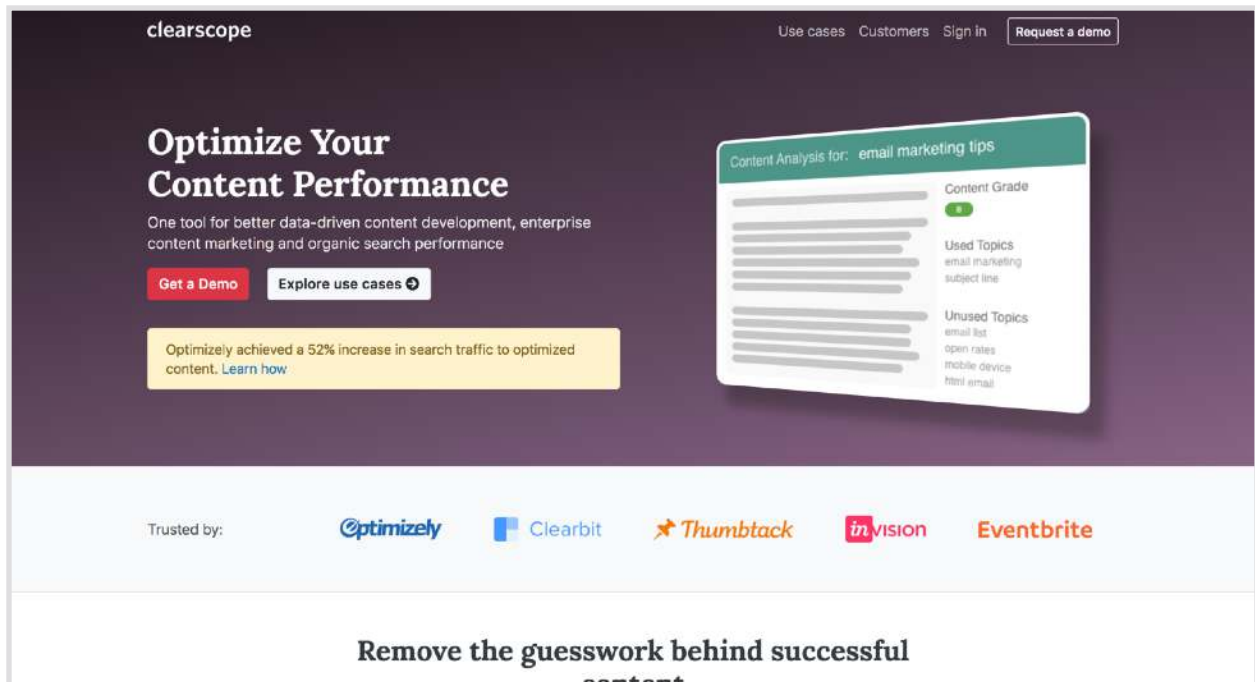
Fully Optimize Content For Topical SEO With Clearscope

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!
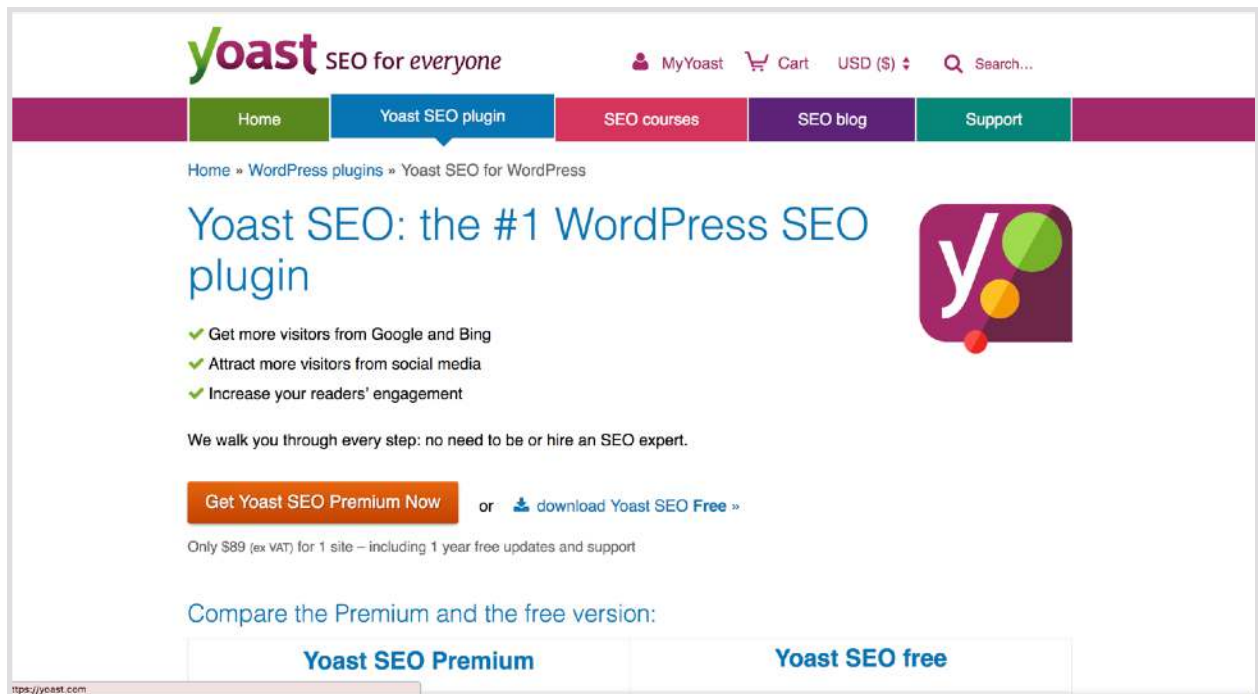
Get The Golden Standard For OnPage Optimization With The [Yoast Wordpress Plugin](#)

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.

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.
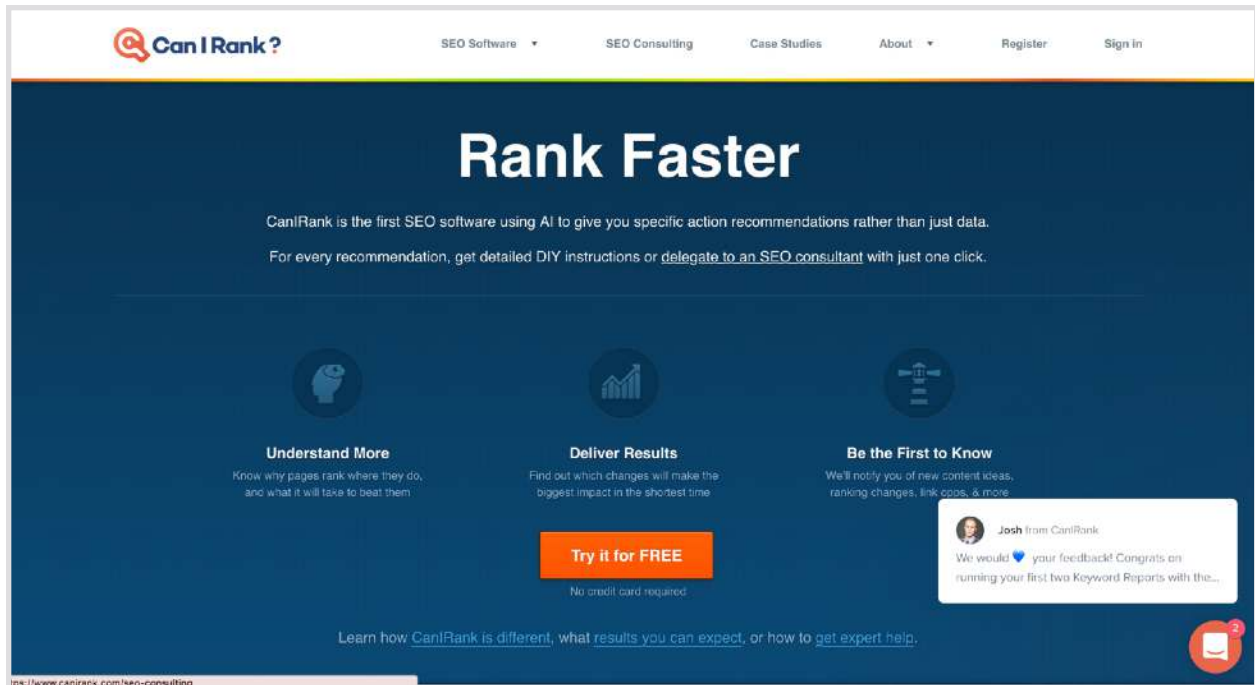
Find Opportunities and Improve Your Traffic With Can I Rank

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.
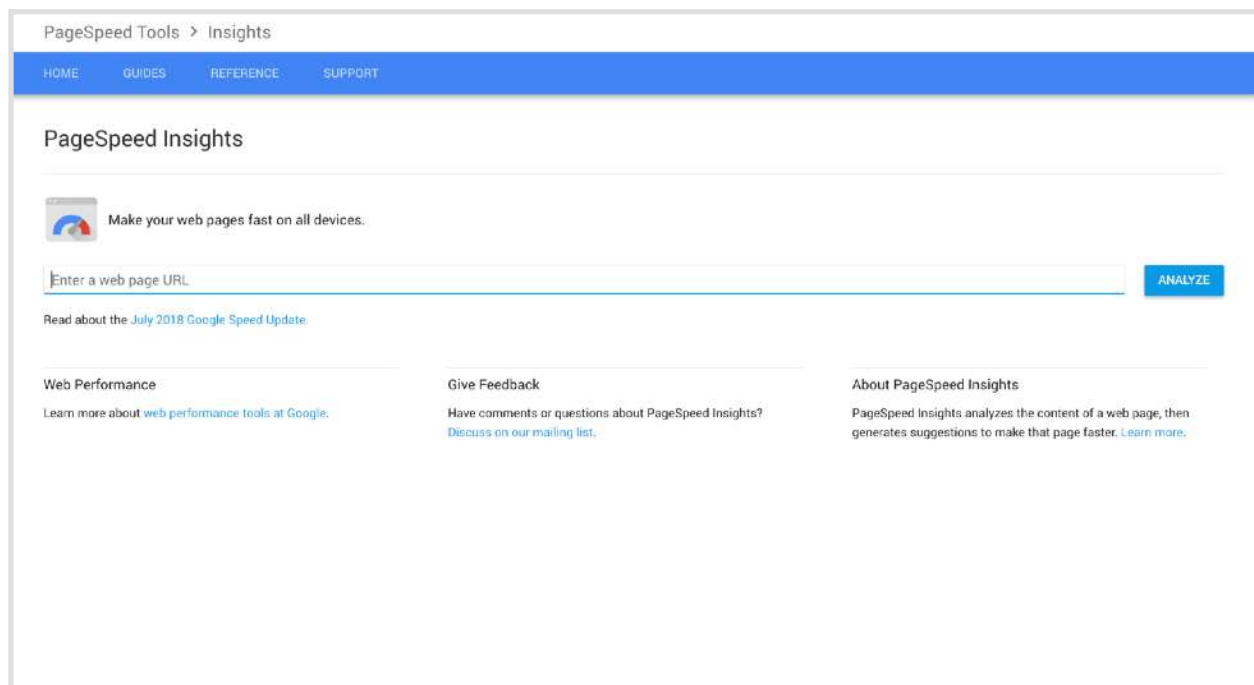
Check Your Site Speed With <u>Google Pagespeed Insights</u>

See how fast your website loads and how you can improve it.
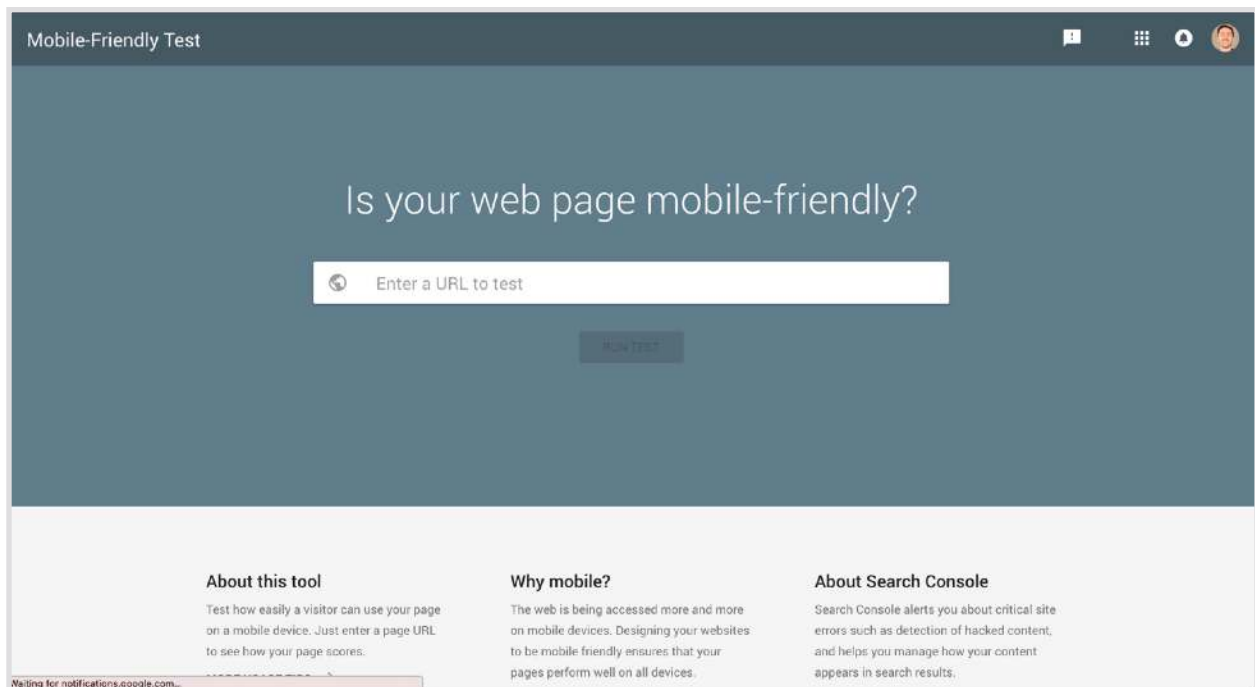
Make Sure Your Site Is Mobile Friendly With A FREE Google Mobile Friendly Test

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 URL ▾ | Select 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.
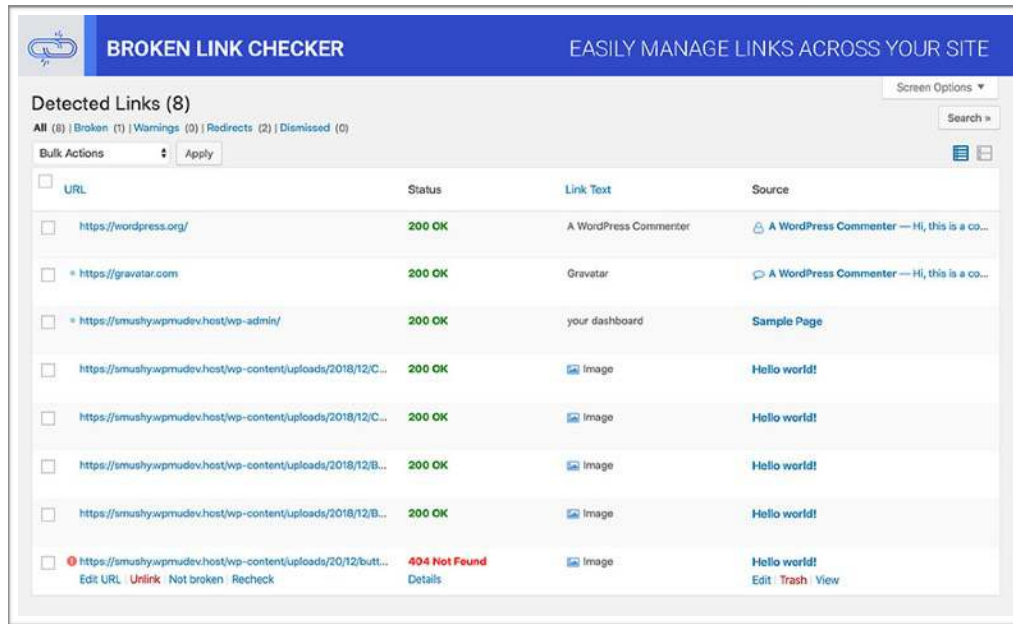
Broken Link Checker WordPress Plugin

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.
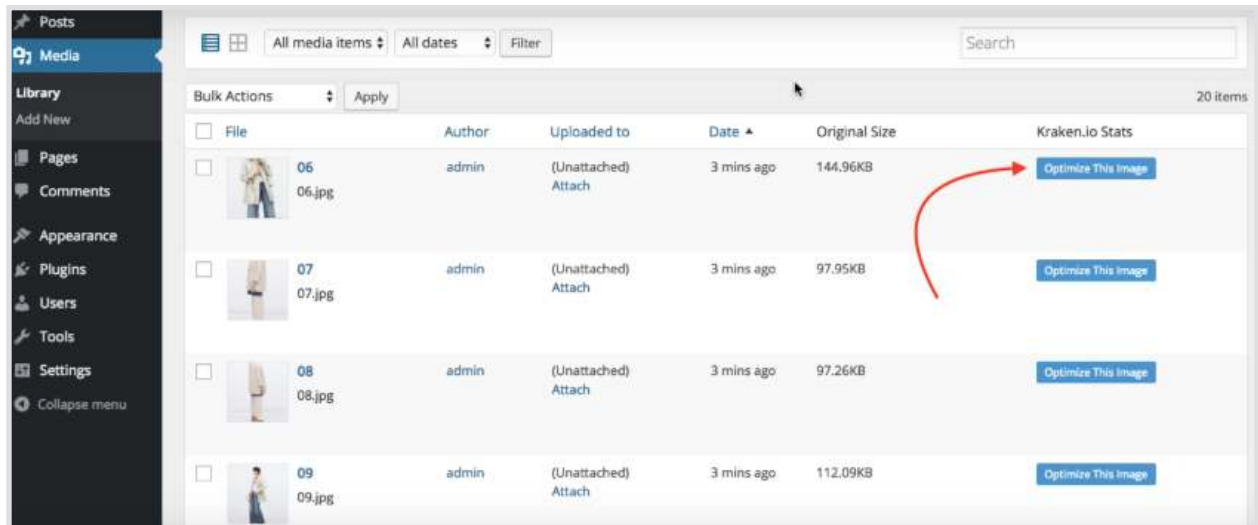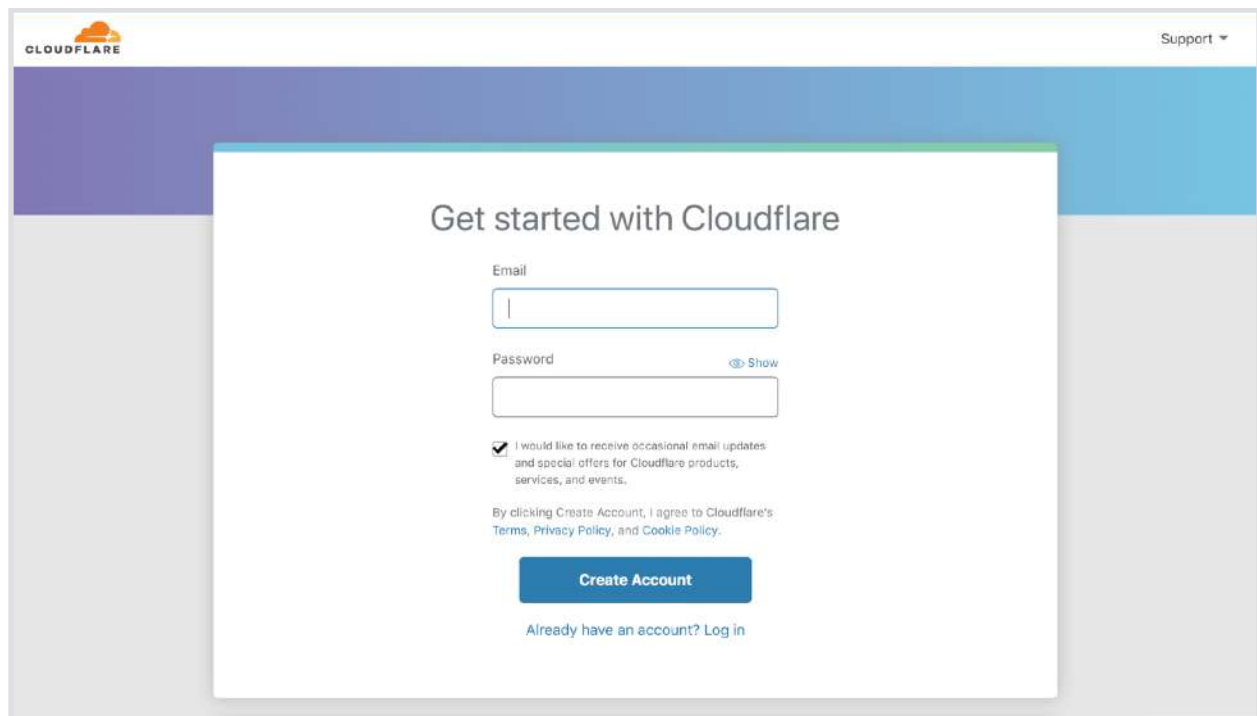
Kraken

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.

ImageOptim

While the idea of downsizing your website images is nothing new, with ImageOptin 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, ImageOptin drastically reduces image sizes.

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.

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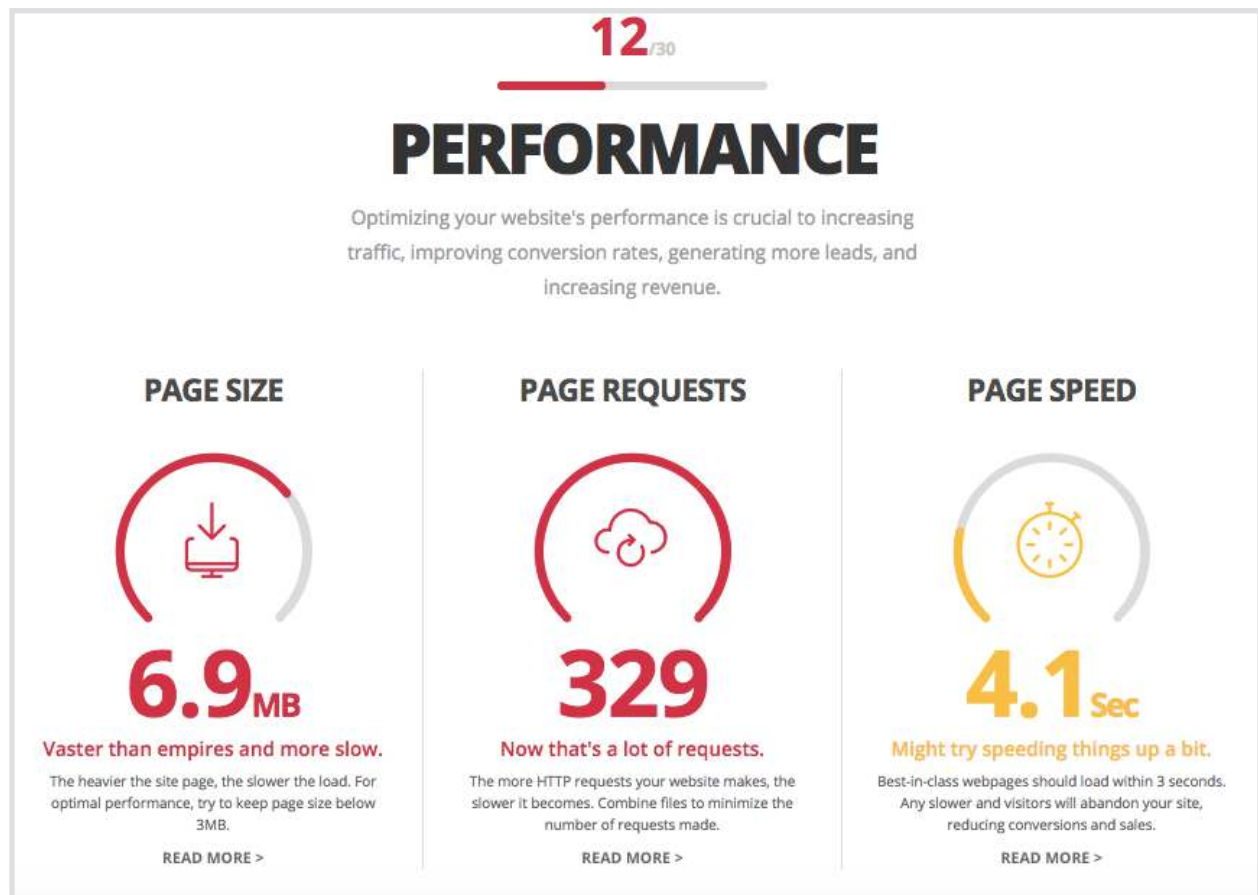
Check out your sites performance with HubSpot's Website Grader Tool

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

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.
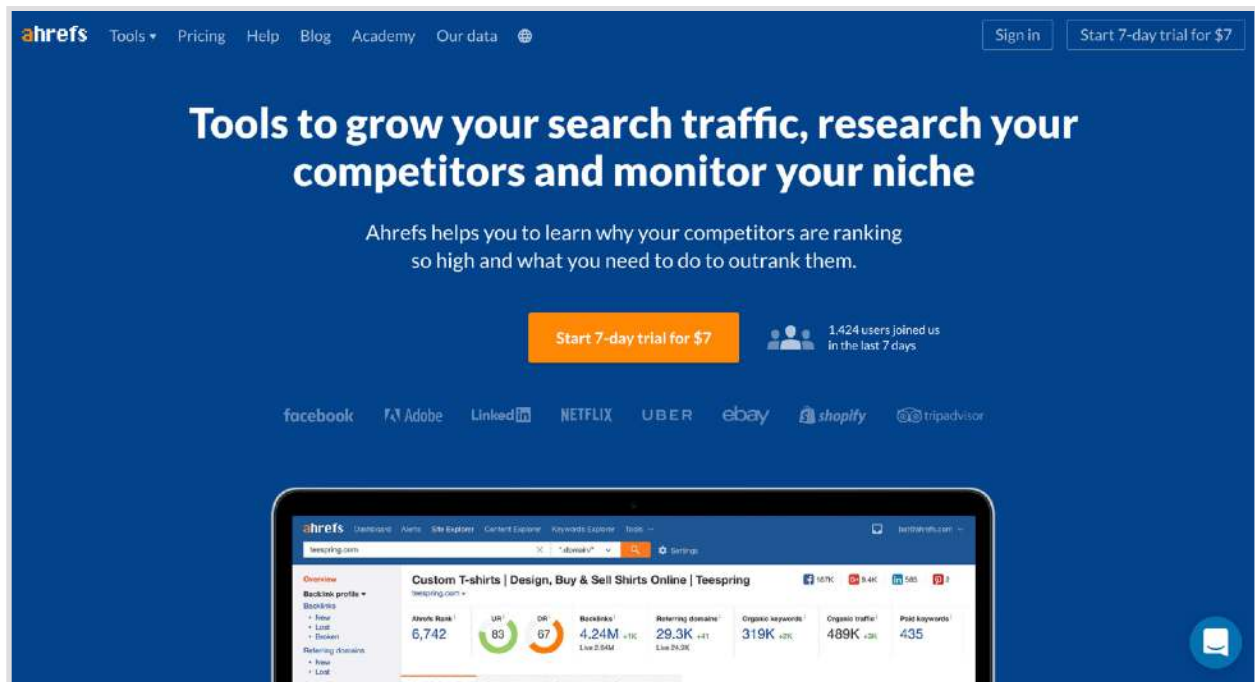
Ahrefs

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.
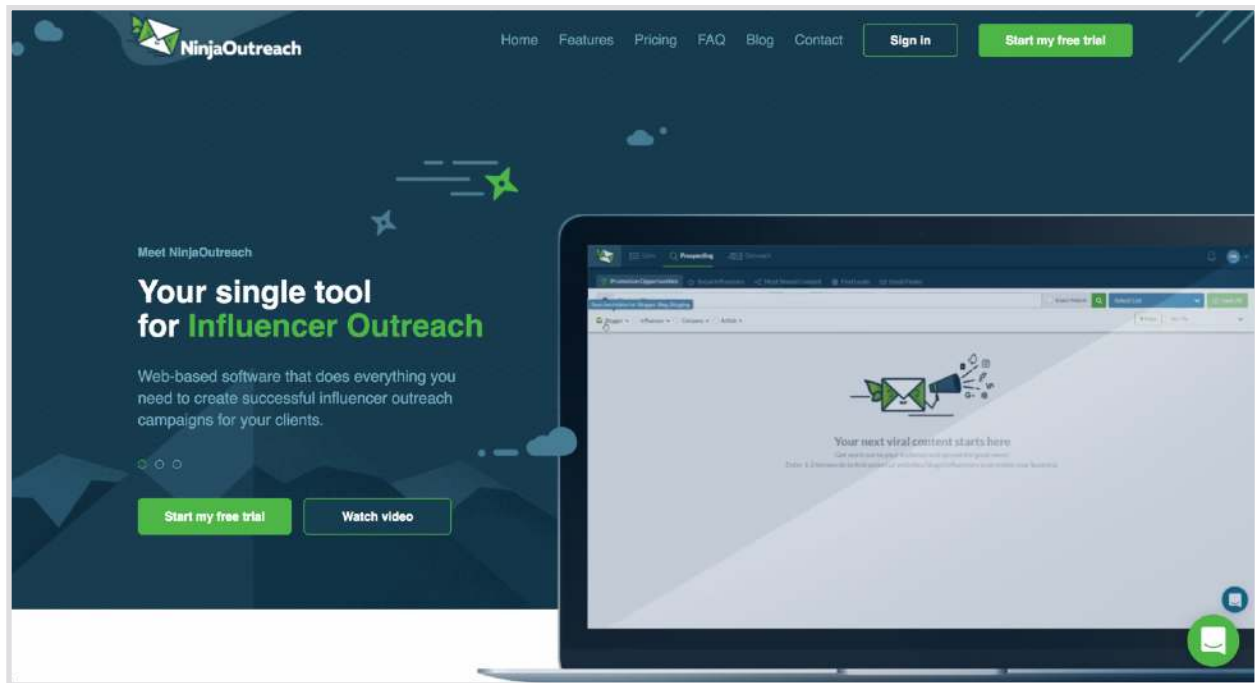
Ninja Outreach

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.
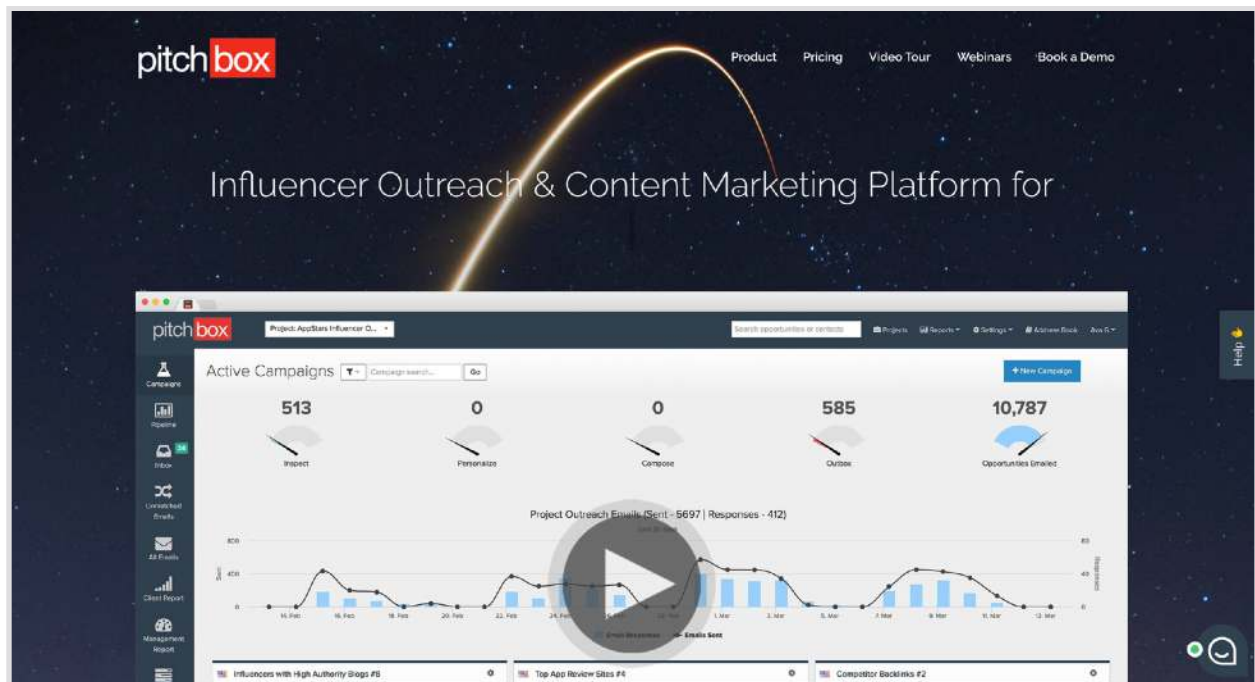
Pitchbox

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!
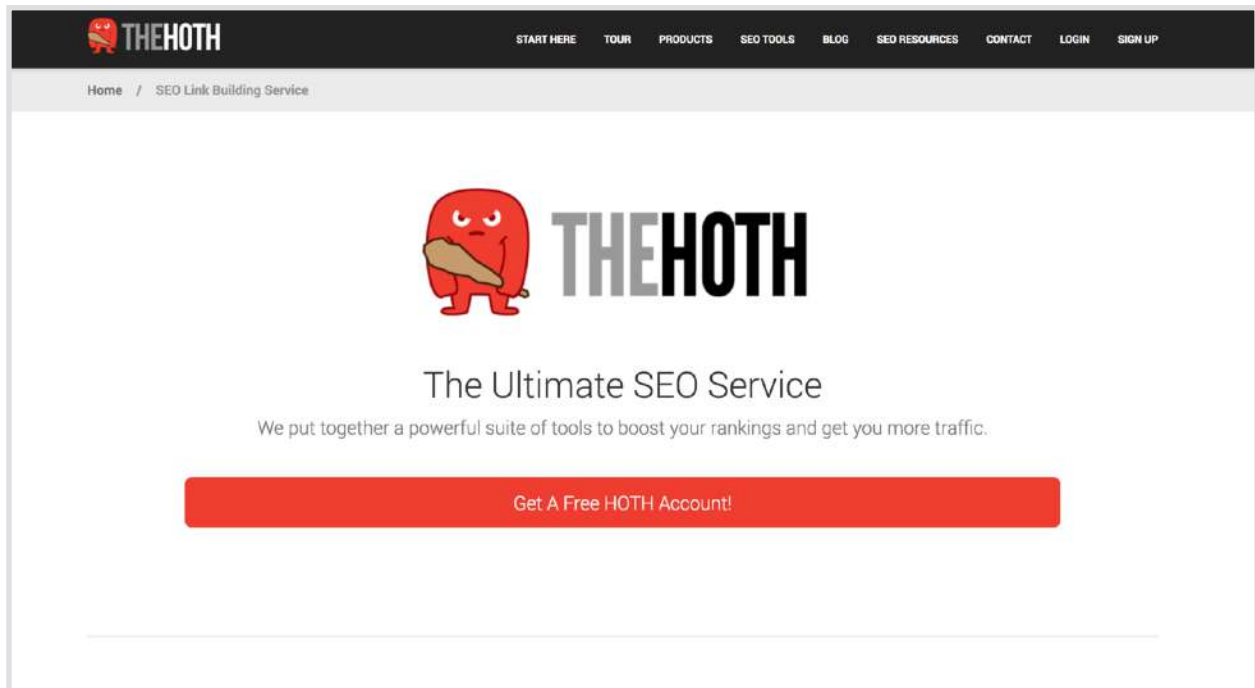
Link Building Services

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!
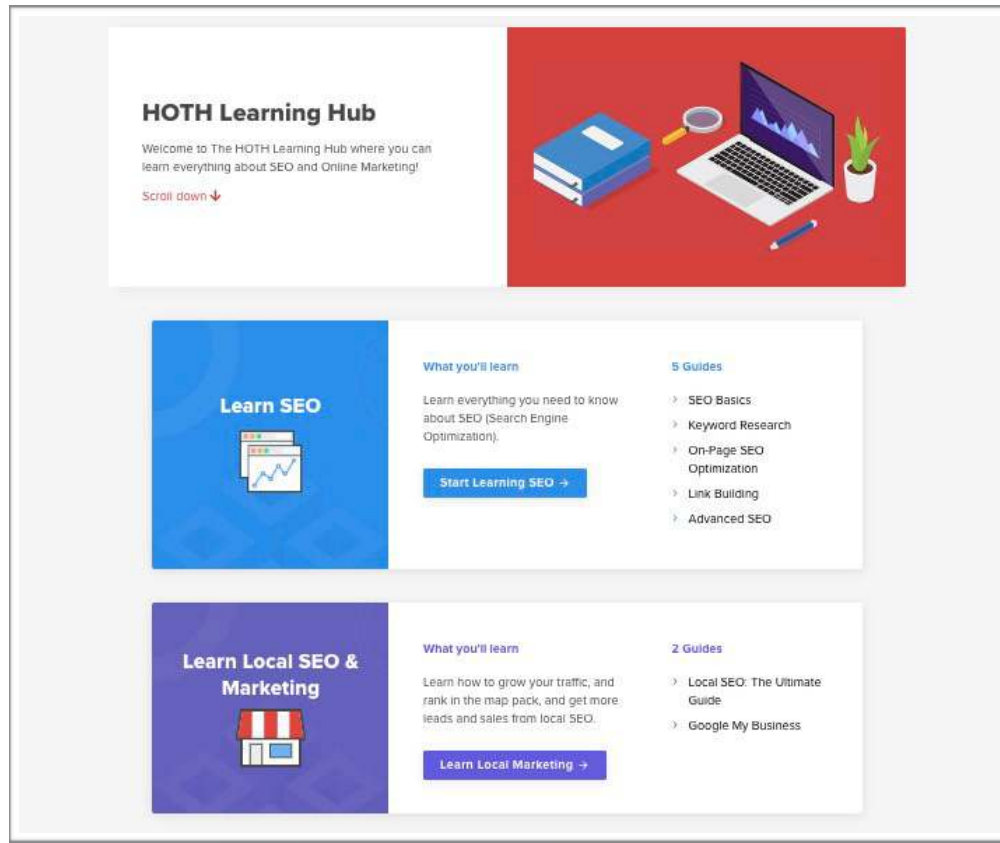
HOTH Learning Hub

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.
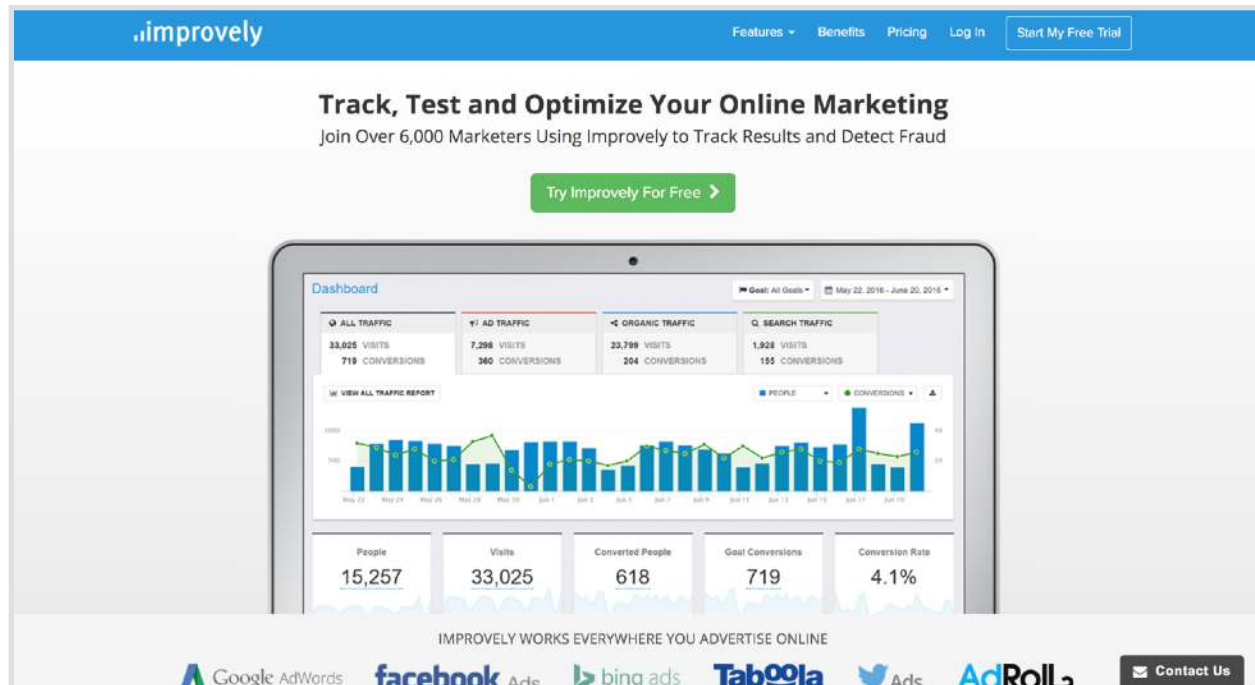
Improvely

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

Google Analytics

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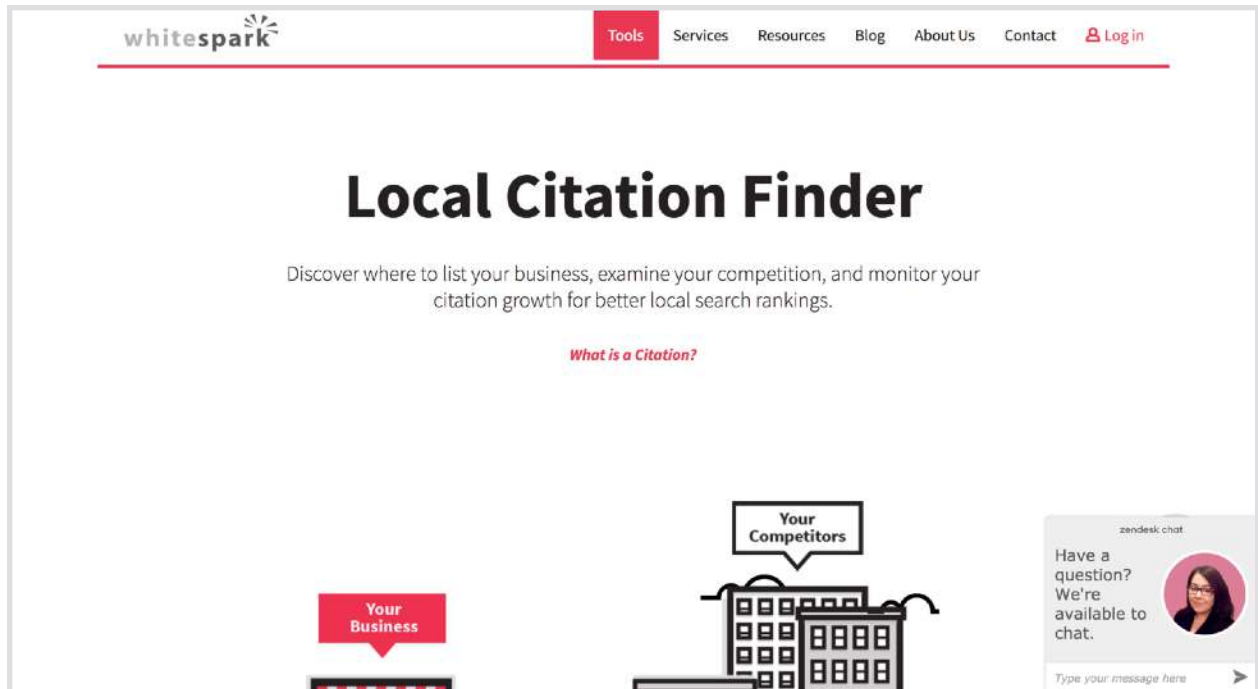
Clickly

A Google Analytics alternative.
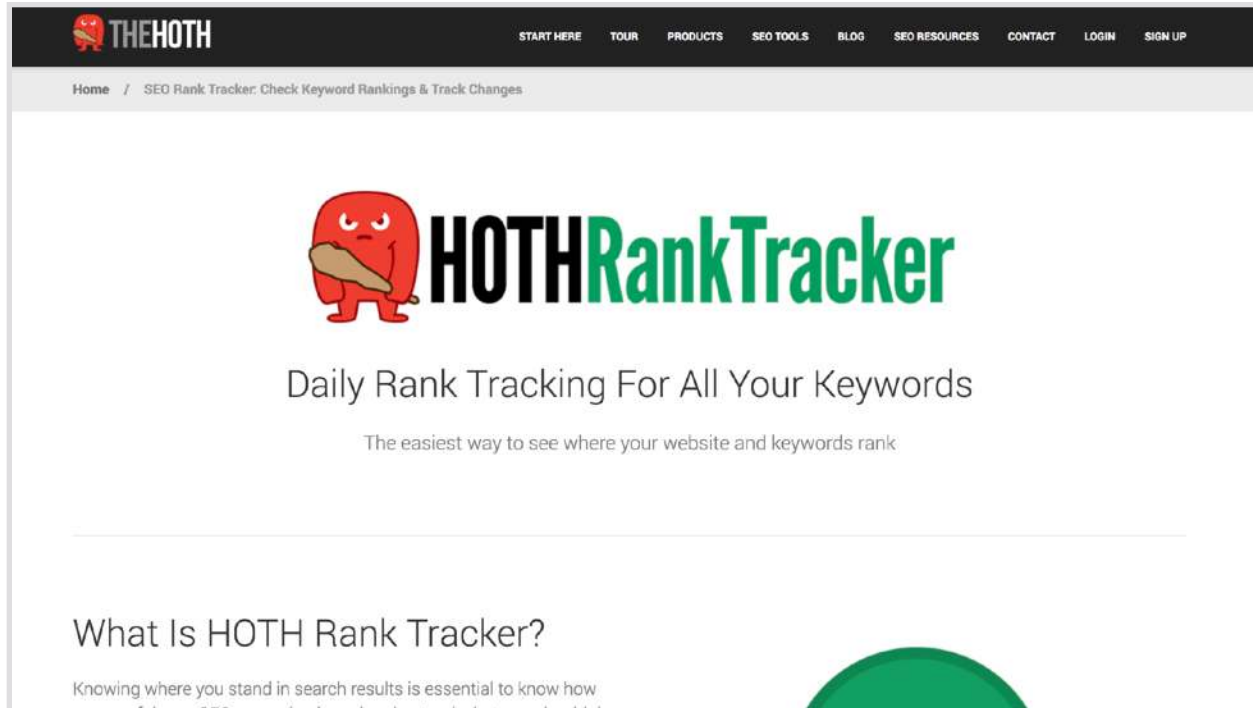
HOTH Rank Tracker

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.
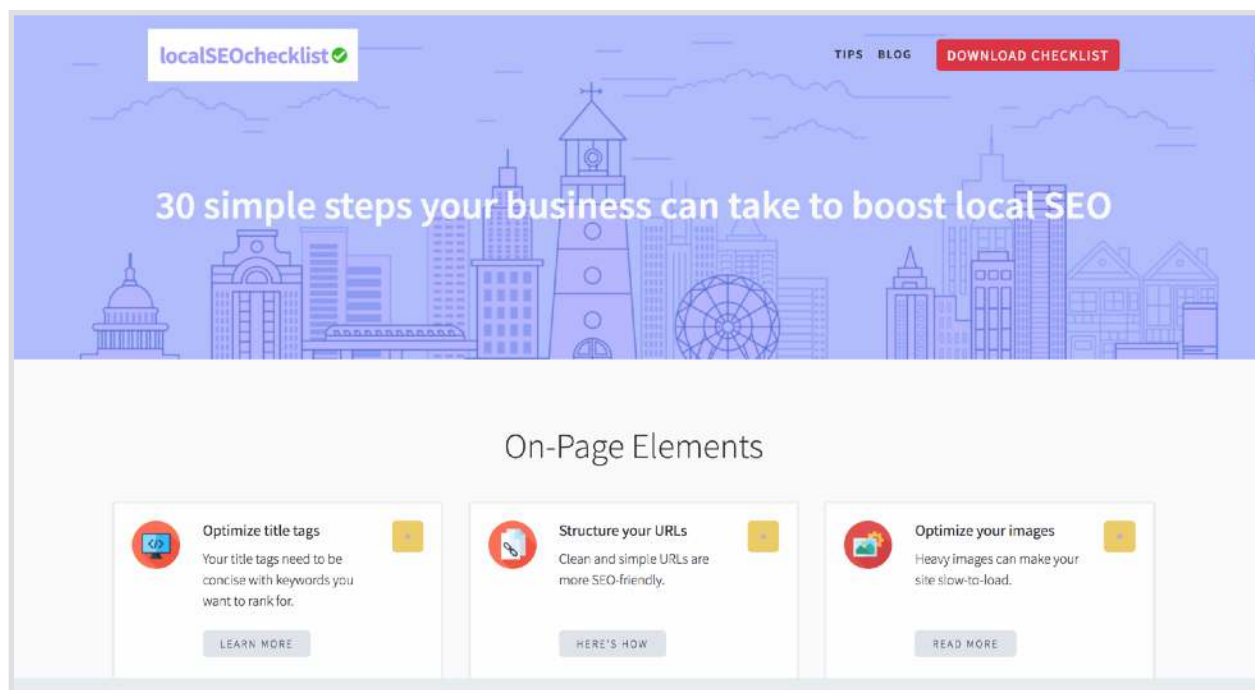
LOCAL SEO TOOLS

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.
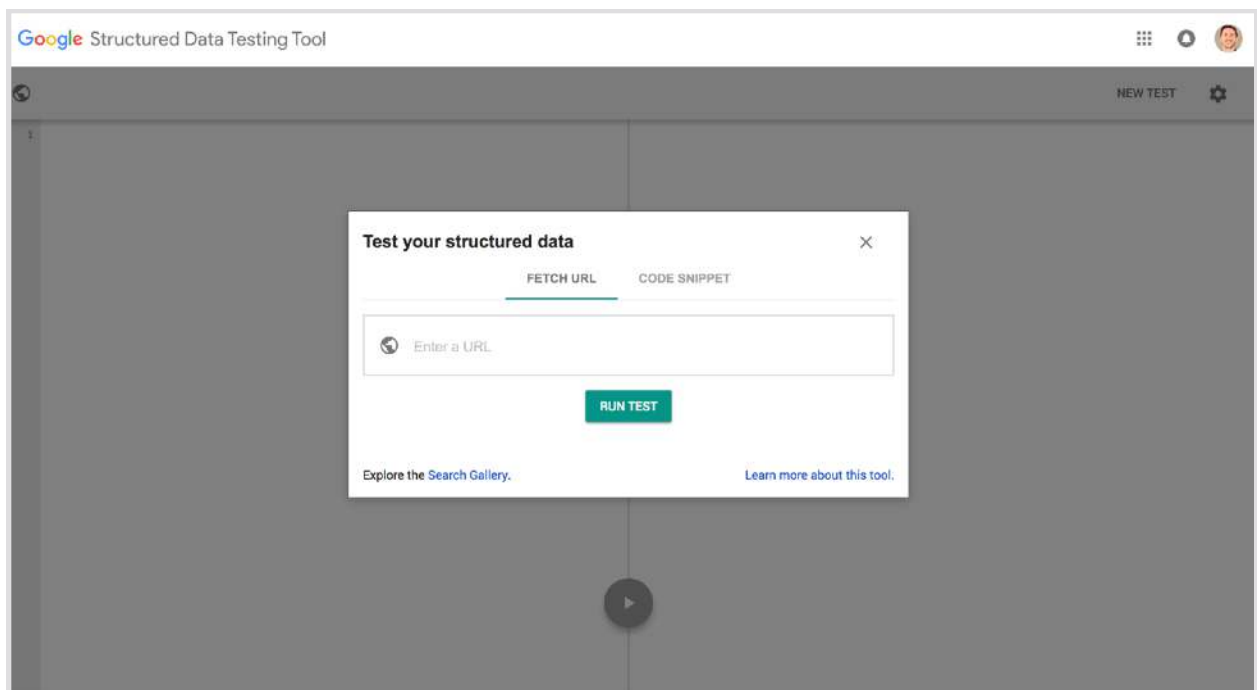
Rich Snippet Validator (Google)

Validate that rich snippets are working on your local site.
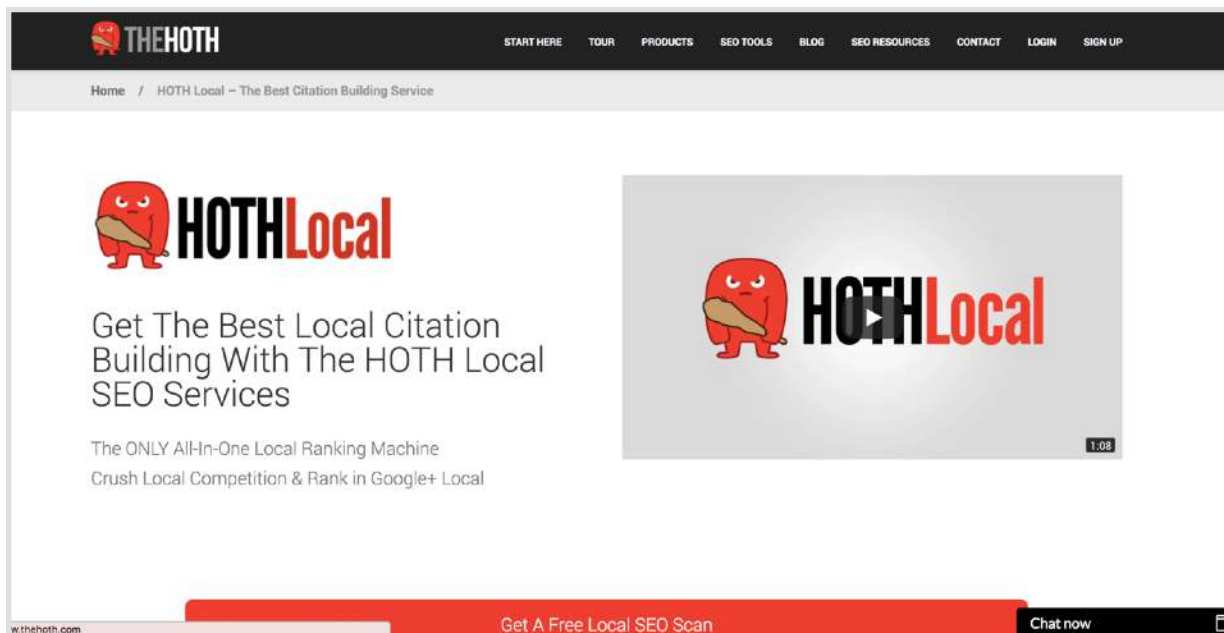
Local SEO Quick Check (Moz)

Quickly check where you stand with citations, duplicates, errors etc.
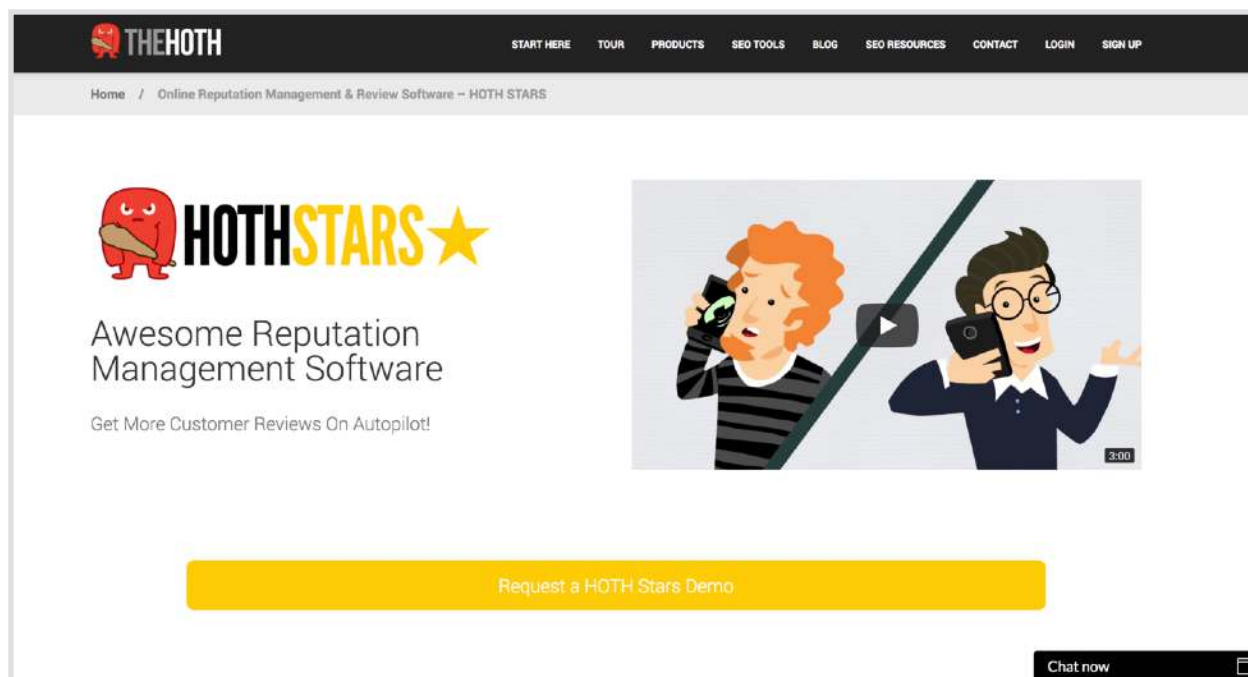
Get More Reviews With HOTH Stars

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 Review Checker

Check your reputation with this free customer review audit!

PENALTY RESEARCH TOOLS

Here are the best tools for checking and reversing penalties.
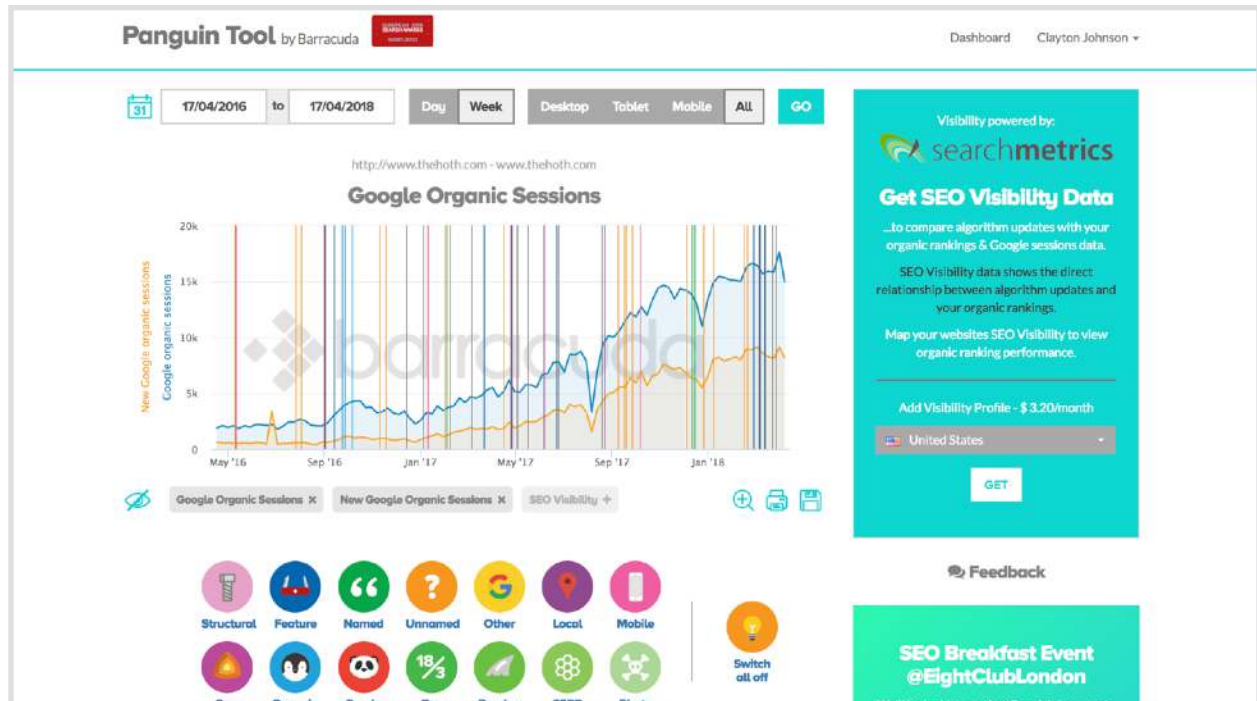
Panguin Tool

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.
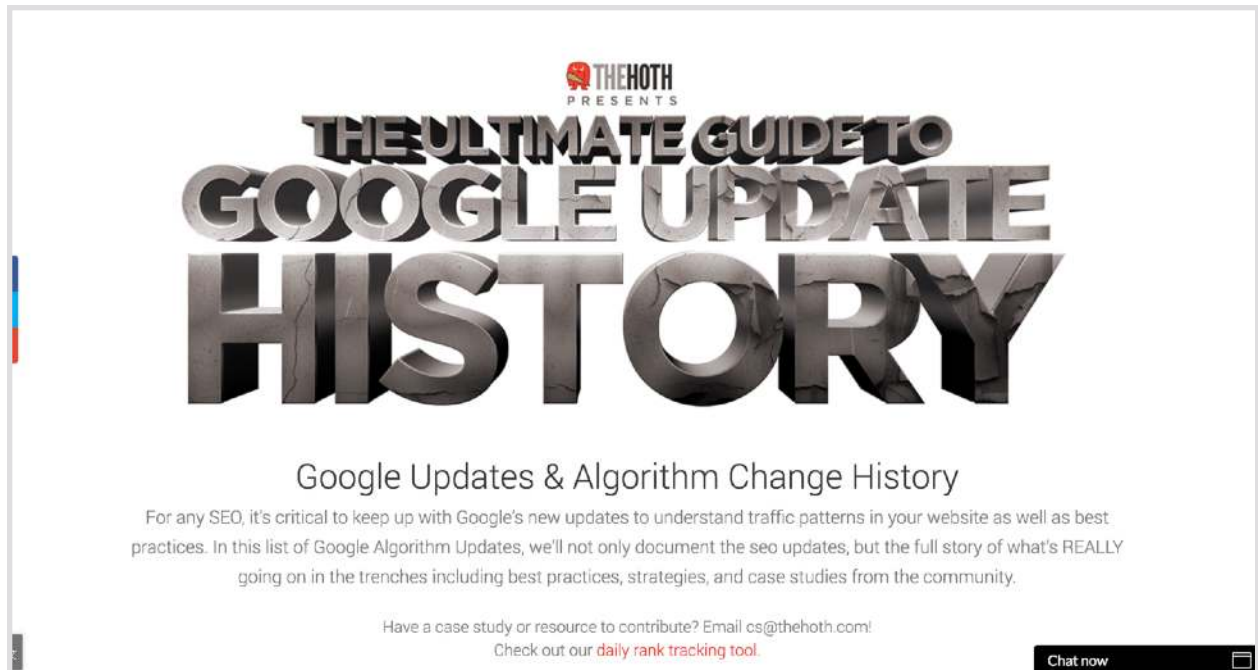
Ultimate Guide To Google Update History

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

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.

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.
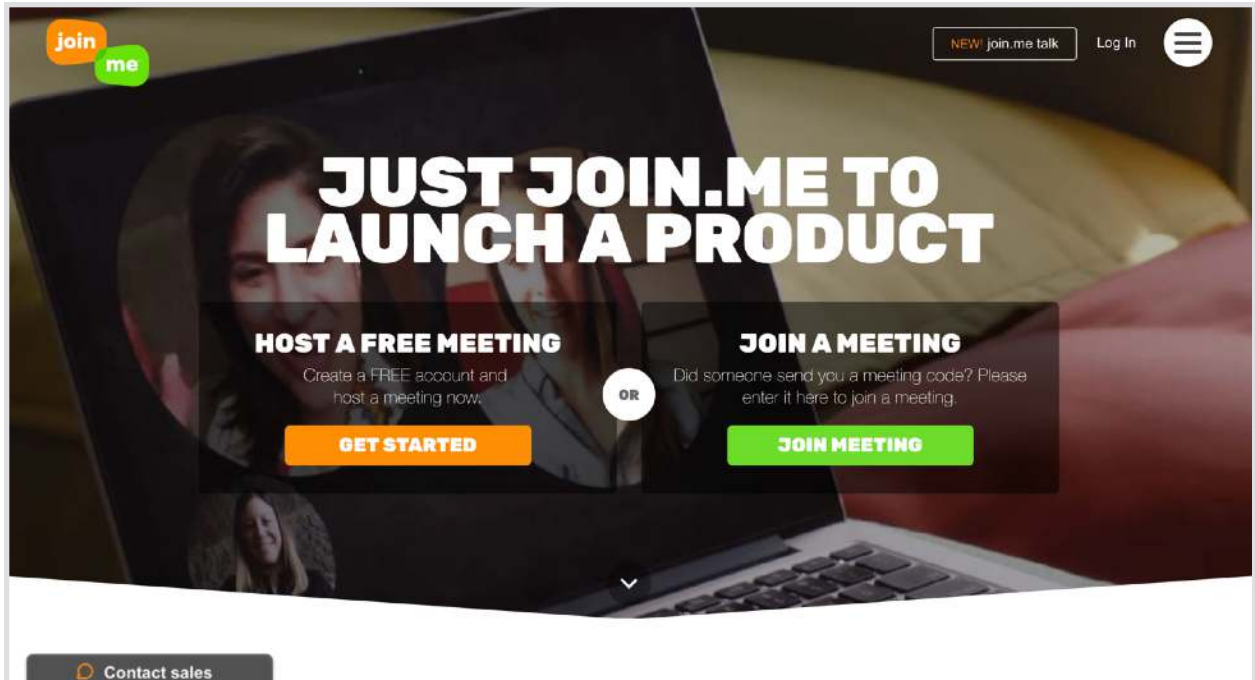
join.me

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?)
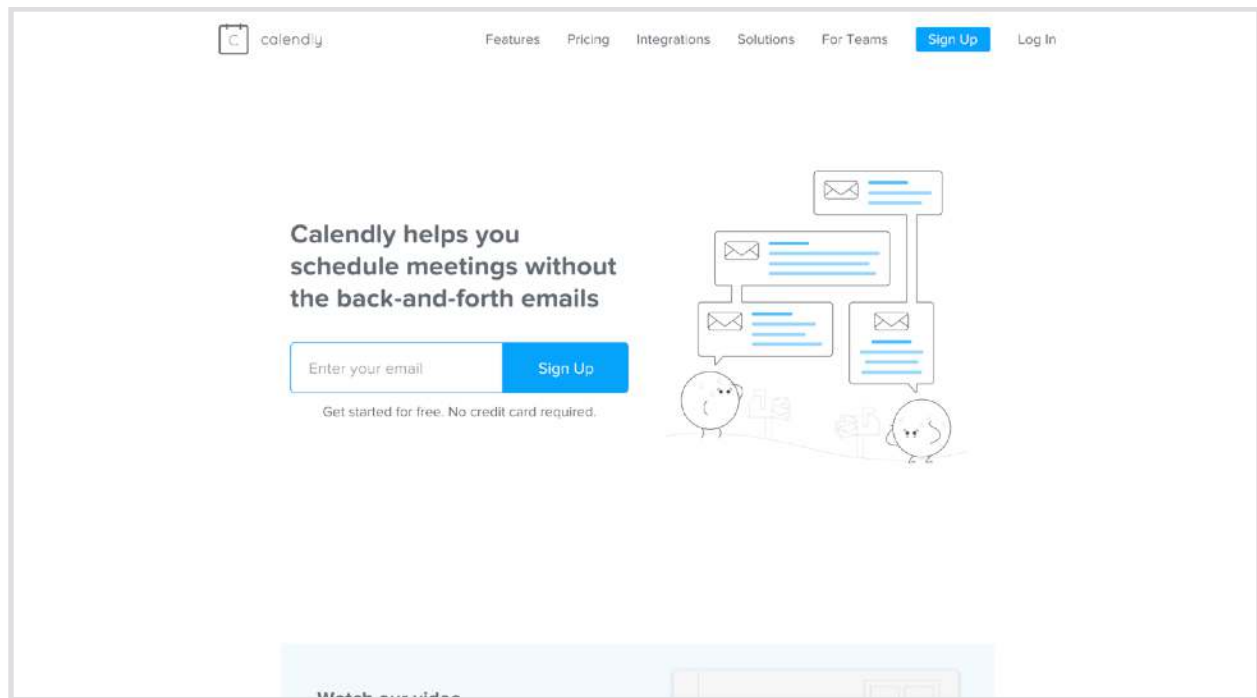
Calendly

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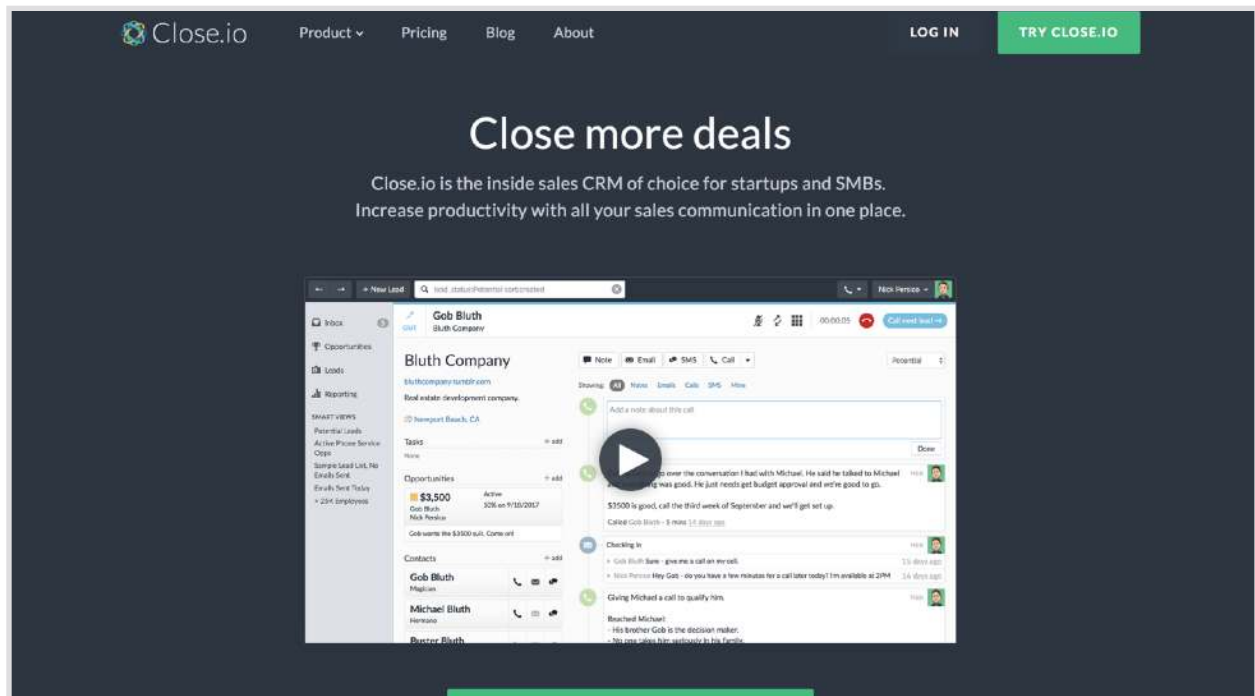
close.io
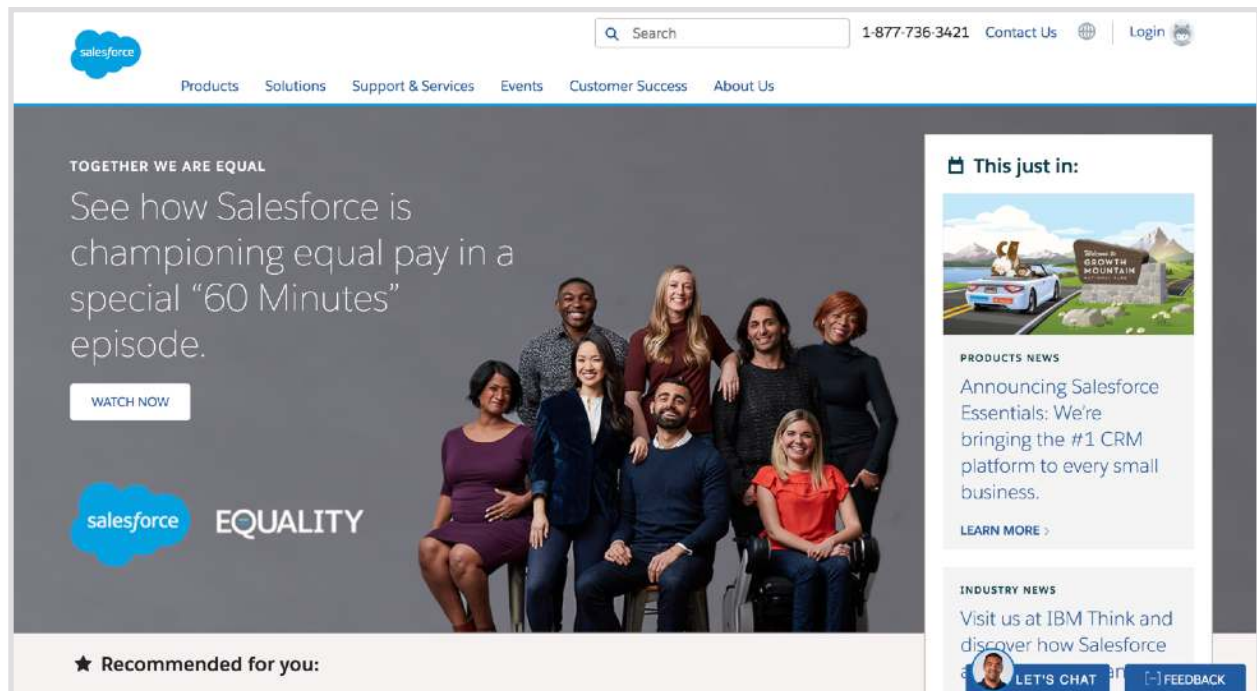
This is the CRM we use at The HOTH after checking out a bunch of different ones. It can be expensive, but this has the features you're looking for. One of the best things about this is that it creates a very customizable searchable database.

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

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.
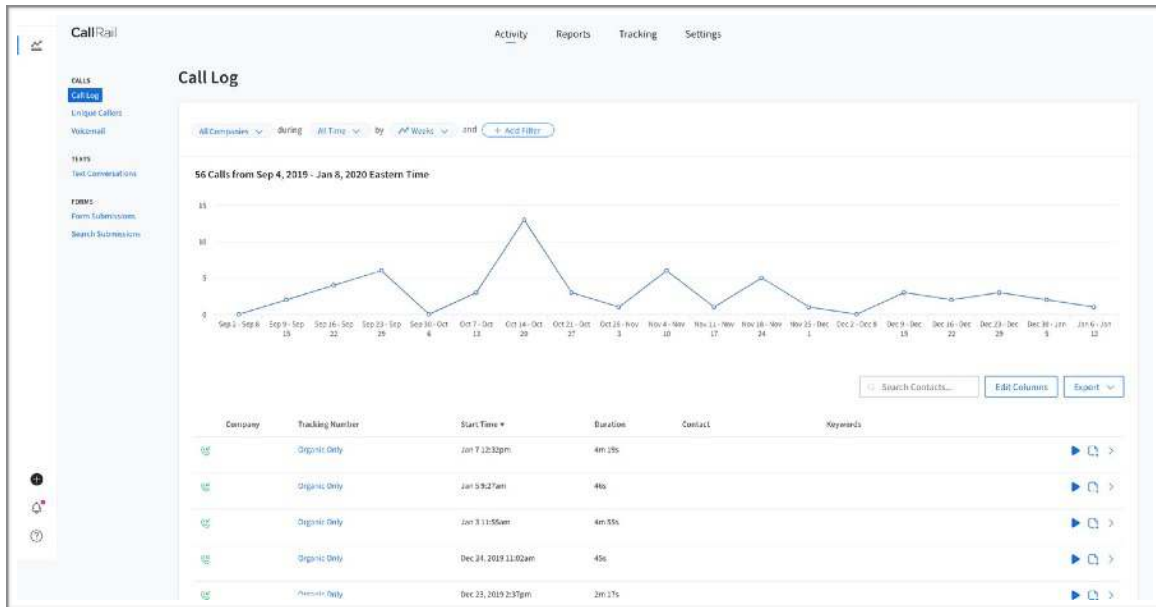
HOTH PPC Calculator

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.
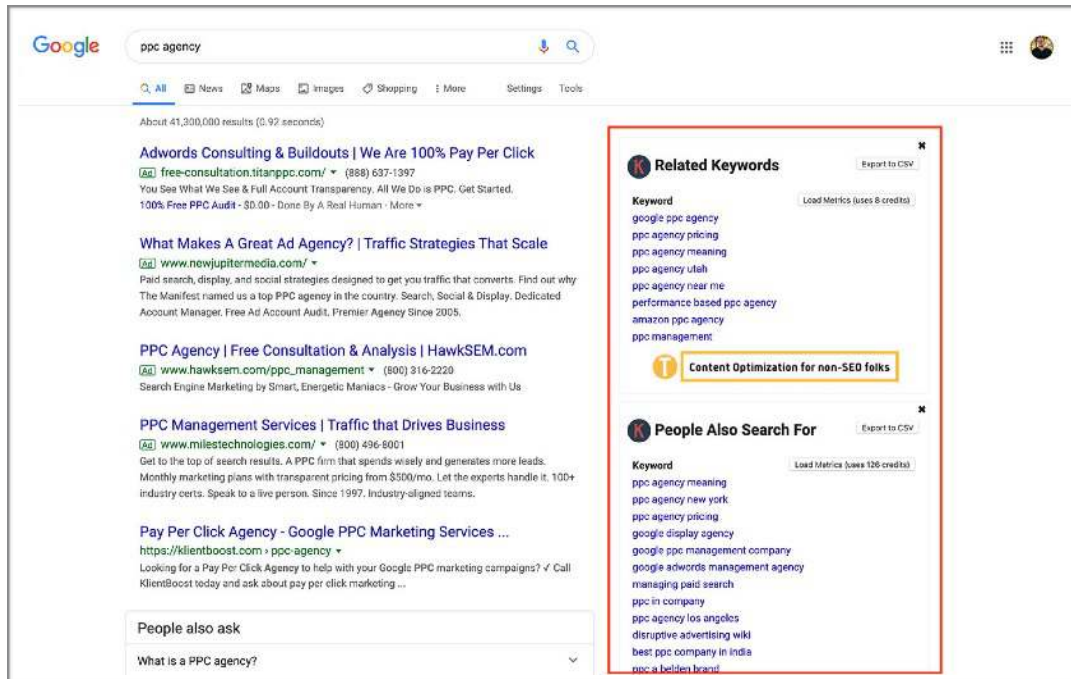
Keywords Everywhere

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