

BRUCE
CLAY®



7 FREE SEO TOOLS & TIPS

To Help You Boost Your Business

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FOREWORD

SEO is done when Google stops changing things and all of your competition dies.

Until then we must contend with algorithm changes each day, a million competitors for every separate keyword, and technology upgrades that if not done show us as out of date and not worthy. SEO is forever.

And with this constant change comes the constant need for competitive tools and training. We move in the right direction or we are defeated by more agile competitors.

In this document, we will cover two great and frequently used tools: Google Search Console and Google Analytics.

You will also find mentioned five free tools that offer help with important SEO issues. They're similar (although lightweight) to our SEOToolSet®. Please use them... free works until you need more power.

Happy optimizing!

Bruce Clay

Bruce Clay
President, Owner, & SEO Expert, Bruce Clay, Inc.



ESSENTIAL TOOLS

Google Analytics

Google Analytics: Get Started

For instructions on setting up and using Google Analytics to better understand your site performance, click the button or visit <https://www.bruceclay.com/blog/getting-started-with-google-webmaster-tools-and-analytics/>.

GET STARTED WITH
GOOGLE ANALYTICS

Using Google Analytics

Analytics

Accounts >

Try searching "Users today"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Google Ads

Search Console

Social

Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis

Behavior

Filter Rows

Secondary dimension

Sort Type

Default

Acquisition

Behavior

Conversions

Goal 1

Landing Page

Users

New Users

Sessions

Bounce Rate

Pages / Session

Avg. Session Duration

Completions (Goal 1 Conversion Rate)

Completions (Goal 1 Completions)

Completions (Goal 1 Value)

12,004

10,793

16,906

38.59%

4.46

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104

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37.68% (31,857)

36.10% (29,899)

39.08% (43,257)

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Ang for View: 3.56 (12.79%)

Ang for View: 00:03:03 (19.12%)

Ang for View: 2.93% (4.76%)

% of Total: 42.94% (254)

% of Total: 0.00% (30.00)

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8,716 (51.56%)

13.84%

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GA's Organic Keywords report by Landing Page lists your most popular pages and how they are performing.

Google Analytics is free yet robust software that every site should install. It lets you track all visitors to your site, where they came from, and what they do. You can compare date ranges and see how your site performance changes over time. And custom reports and dashboard views let you monitor almost whatever data you need.

Analytics is like a marketer's best copilot. It provides the crucial data that helps you navigate your internet marketing course.

ESSENTIAL TOOLS

Google Analytics

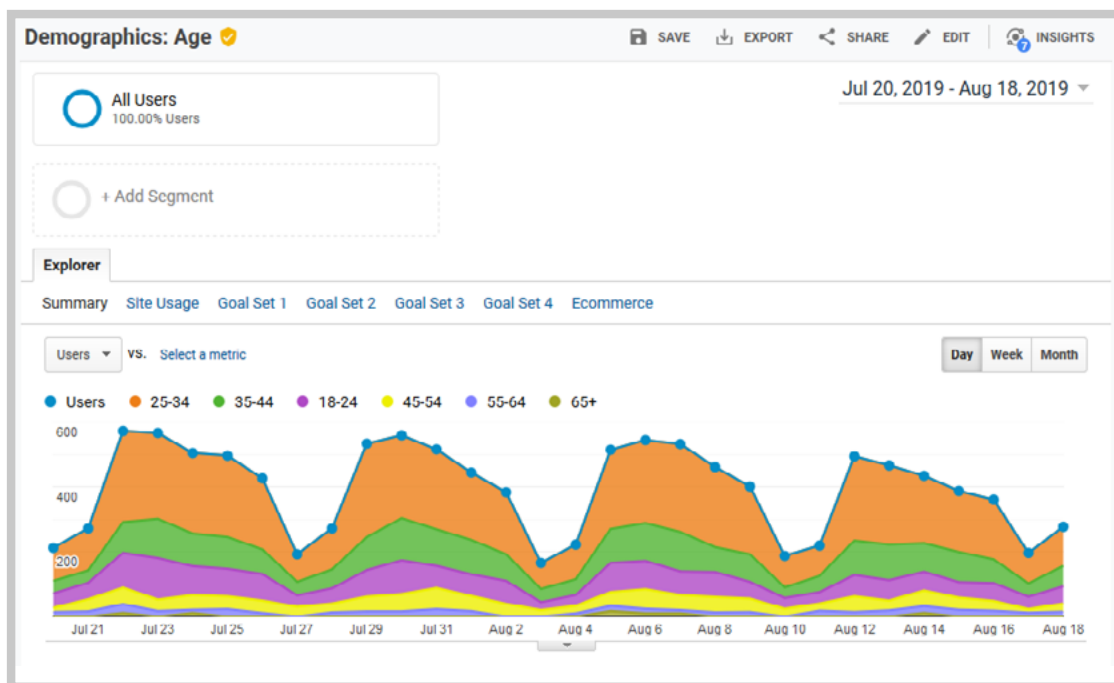
Using Google Analytics (cont.)

You can also use GA to help with conversion rate optimization (CRO). Set up custom conversion goals — such as purchases or newsletter signups. From there, you can gather data on visitor traffic to discover what's working and where you may be losing people.

GA's unique machine learning abilities allow you to generate new insights from your data. You can ask questions in plain English, and Analytics Intelligence pulls together the data you need. It can also surface opportunities, like a landing page that's attracting more visitors than usual, so that you can respond.

"Yes, GA is an obvious step for most site owners, but essential. You will use it often."

Bruce Clay



Analytics reports like this Audience Demographics report by age reveal what types of people are visiting your site, allowing you to better focus your marketing efforts.

ESSENTIAL TOOLS

Google Search Console

Google Search Console

Google Search Console is an SEO's indispensable friend. Its tools and reports target your website's SEO health and performance in Google Search.

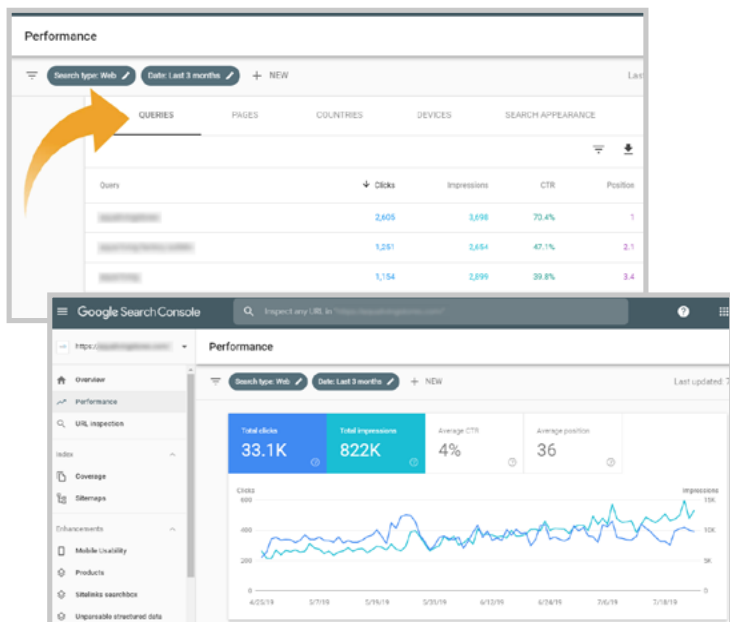
GSC also acts as a communication center between Google and you if something goes wrong with your site. It's where Google may notify you of errors or penalties. And you'll need the diagnostic SEO tools offered there to keep your site in good health. Once you install this free app from Google on your website, it starts collecting data. You can see a wealth of information about your site (especially with Google Analytics set up, too).

Particularly useful is the Performance on Search results report, which shows how many clicks and impressions your site has achieved in Google Search over the past 3 months. When you look at the data by Queries, you can even see what search terms are bringing up your webpages in Google searches.

Here are a few additional [useful features](#) to pay close attention to:

1

Performance report



The Queries view shows keyword queries that people searched for (in Google searches only) that returned your webpages in the results.

The data shows the number of clicks, impressions (views), CTR (percentage of people who clicked through), and/or position (where your site ranked on average for that search query).

Choosing the Pages view lets you see which specific pages ranked in the search results.

Watch this report when you're rolling out new content pages, trying to rank for new keywords, or just keeping an eye on your search engine results page (SERP) rankings in Google.

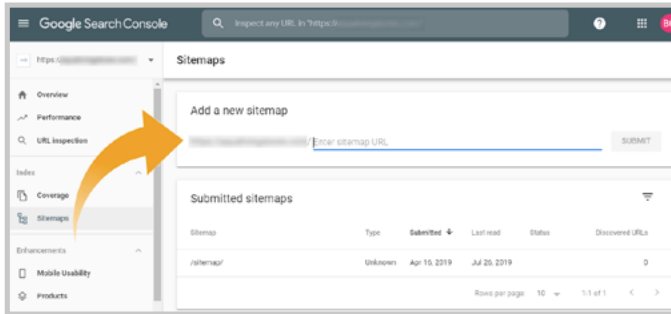
GSC's Performance report reveals how your site is doing in Google Search.

ESSENTIAL TOOLS

Google Search Console

2

Sitemaps

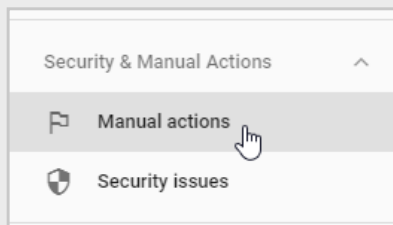


This page, located under the Index menu, shows XML sitemaps that Google is aware of for your site and gives you a way to upload a new one.

[Creating an XML sitemap](#) and submitting it is like giving the search engine spiders a map. With it, they can more efficiently find their way around your site and index more of your webpages for search.

3

Manual Actions



All manual penalties levied against a website are reported in Google Search Console.

This is where Google's webspam team might leave the kind of news you hope to never get — that they suspect the site of foul play and have applied a manual penalty.

Note: Most penalties are algorithmically applied, without notification.

If you suspect your site has been demoted in the SERPs, check this page for a possible manual action.

If so, this is also the place where you'll submit a reconsideration request, but only after you're confident your site meets search engine guidelines again.

4

Much more to explore

GET STARTED WITH
GOOGLE SEARCH CONSOLE

There are many more useful features in Google Search Console. It was difficult to pick just a few to highlight. For a more thorough tour once you get these webmaster tools set up, browse the [Help Center](#) or visit <https://www.bruceclay.com/blog/set-up-google-search-console/>.

ESSENTIAL TOOLS

Keyword Suggestions Tool

Keyword Suggestions Tool: Get Started

Looking for additional keywords that will bring more traffic to your site?

SEO and keyword research go hand in hand. It's a constant quest to find phrases that people are searching for that relate to your topics.

Once you find a potential golden goose keyword, then what? You may be able to optimize a current page or pages to include it. Or you could build new content. Either way, make sure to optimize your page to be the best answer for people searching for the keyword.

Try our Keyword Suggestions tool by clicking the button or visiting <https://www.bruceclay.com/seo/keyword-research/> to learn more.

"We have a very comprehensive SEO Guide on our site filled with free tools we designed for you. Visit by clicking the buttons to run our tools."

Bruce Clay

USE THE KEYWORD SUGGESTIONS TOOL NOW

The Keyword Suggestions Tool — Step 1 from our Guide

Take advantage of free keyword research tools to find additional keywords. Our Keyword Suggestions Tool shows you keyword ideas that are related to any seed word you enter.

Benefits include...

- Average CTR (click-through rate) information
- Average CPC (cost per click) information, which is helpful for advertisers bidding on keywords
- How many webpages contain those words in their title tag (not necessarily as an exact phrase) under AllInTitle

The above data points help you determine how competitive a keyword is.

ESSENTIAL TOOLS

Keyword Suggestions Tool

SEO Tools – Use our free Keyword Suggestion Tool:

beach vacation

Get Suggestions

Keyword	Activity	CPC	CTR
beach front vacations	0	\$1.00	0.00%
beach vacation com	283	\$0.00	0.00%
beach front vacation rentals	12524	\$1.00	0.00%
popular beach vacation destinations	113385	\$0.08	0.37%
beaches resorts	262117	\$0.45	31.36%

To use the Keyword Suggestion Tool, type in one word or phrase at a time. The resulting suggestions come from actual search query data.

Select keywords that match your website content and add them to your keyword list for further research. Also save suggestions that would require new content as long as they are closely aligned with your site themes.

The Activity column shows the approximate number of monthly searches for that keyword (also known as “search volume”).

CAUTION: Don’t get greedy looking at keyword activity counts.

Record this activity number with the keyword in your spreadsheet. But keep in mind that a keyword’s search volume should not overly influence your choices, especially at the brainstorming stage.

You want to select keywords for SEO only if they reflect what your website is truly about. Going after high-volume keywords that don’t relate to the rest of your content would be deceptive and even punishable as spam.

ESSENTIAL TOOLS

Single Page Analyzer

Single Page Analyzer Tool: Get Started

Improve SEO now by clicking the button or visiting <https://www.bruceclay.com/seo/competitive-analysis/> to learn more.

USE THE SINGLE PAGE
ANALYZER NOW

The Single Page Analyzer — Step 3 from our Guide

The most popular search engine optimization tool in our entire SEOToolSet® is our Single Page Analyzer. It lists any webpage's keywords plus a whole lot more.

Search engines examine hundreds of factors to determine a page's relevance to a search query. Two essential ingredients are having content that's focused on the right keyword topic and satisfying what searchers are looking for.

For that reason, as you look at the top-ranking websites' keywords, you may find clues to additional supportive words and phrases you need on your site. Don't miss out on these keywords that could help bring converting traffic to your site. Spy them out and add them to your keyword list!

Using the Single Page Analyzer

Ready to start sleuthing? First, you'll use our Single Page Analyzer tool.

Running the Single Page Analyzer shows you the density for your keywords in the various categories: title, meta description, meta keywords, image alt attributes, heading levels, first 200 words, and total body copy.

It also analyzes the reading level and other metrics, so make sure those are appropriate for the audience you're targeting.

ESSENTIAL TOOLS

Single Page Analyzer

Using the Single Page Analyzer (cont.)

This is a free version of the most popular of [our SEO tools](#). Here's what you need to do:

SEO Tools - Single Page Analyzer

<https://www.bruceclay.com/seo/training/>

Run Page Analyzer

HTML Tag Information

Tag	Used	Words	Length	Contents
title	6	56		BruceClay - SEO Training in Classroom and Onsite Classes
description	18	166		Get your SEO training with Bruce Clay's SEO classes! This classroom search engine optimization training course is face-to-face learning. Discounts available.

1. Enter the URL of a competitor's webpage that is ranking for your desired keyword phrase.
2. Scan the reports to identify the keywords that appear frequently or prominently on the page.
Note: Page keywords may be truncated in the free version of the Single Page Analyzer to preserve a fast site for everyone. There is a full version of this tool in the SEOToolSet® that provides all of a page's keywords and a lot more data. You can subscribe to the SEOToolSet if you need in-depth page analysis.

One Word Phrase Usage								
Keyword	Title (6)	Description (18)	Keywords (0)	Headings (45)	ALTs (24)	First (200)	Body (626)	All (719)
seo	1	2	0	6	2	13	29	40
training	1	2	0	7	0	6	19	29
bruce	0	1	0	1	4	3	14	20
clay	0	1	0	1	4	3	14	20
course	0	1	0	2	0	6	14	17
search	0	1	0	1	0	4	7	9

3. Keep track of the top keyword phrases the competitor uses if they are new to your keyword research list and applicable to your site.

ESSENTIAL TOOLS

SEO Multi-Page Info Tool

SEO Multi-Page Info Tool: Get Started

Want to hit the ground running? Click the button or visit <https://www.bruceclay.com/seo/optimize-your-content/> to learn more.

USE THE SEO
MULTI-PAGE TOOL NOW

Using the SEO Multi-Page Info Tool — Step 7 from our Guide

As you're writing the title, meta description, and other elements critical to your webpage optimization, you may find it helpful to compare what your top competitors have written.

Using our free SEO Multi-Page Information tool, you'll be able to read the all-important title tag, meta tags, and H1 heading tag for many pages all at once, as well as whether the page has a rel="canonical" tag.

SEO Tool: SEO Multi-Page Information Tool
<https://www.sunset.com/travel/california/california-beaches>
<https://www.travelandleisure.com/slideshows/best-beaches-in-california>
<https://www.californiabeaches.com/california-beach-weekend-getaways/>
<https://www.tripadvisor.com/HotelsList-California-Beach-Resorts-zfp3887.html>
Get Data

Get Data
https://www.sunset.com/travel/california/california-beaches

Tag	Content
Title	Best of California Beaches for a Quintessential Coastal Getaway - Sunset Magazine Best of California Beaches for a Quintessential Coastal Getaway
Description	Think you know California beaches? Take it from us: There are still lots of surprises. Here are the best places to eat, hike, and more.
Keywords	
H1	20 Best California Beach Vacation Spots
Canonical	https://www.sunset.com/travel/california/california-beaches

https://www.travelandleisure.com/slideshows/best-beaches-in-california

Tag	Content
Title	Best Beaches in California - Beach Holidays for Couples, Singles and Families Travel + Leisure
Description	Whether you're into sunbathing, baywatching, surfing or hiking, California's diverse beaches have something for everyone. Read on for our roundup of
Keywords	California,U.S.,U.S. + Canada,Gap
H1	The 15 Best Beaches in California
Canonical	https://www.travelandleisure.com/slideshows/best-beaches-in-california

Seeing what competing pages have may help you improve your meta tags and optimize your site throughout. Make your tags unique and even better.

ESSENTIAL TOOLS

Check Server Page Tool

Check Server Page Tool: Get Started

Ready to run a quick diagnostic on your website? Click the button below or visit <https://www.bruceclay.com/seo/submit-website/> to learn more.

USE THE CHECK SERVER PAGE TOOL NOW

Using the Check Server Page Tool — Step 8 from our Guide

In order for your content to show up in search results, it must first be indexed by the search engines.

Search engine spiders crawl the web by following links. One important technical SEO task is to make sure that when the spiders come crawling your website, they can discover your new and changed pages without hitting any blocks along the way.

Use the free Check Server Page tool to detect any redirects (a 301 is OK, but other types are **not recommended**) and any technical issues that may prevent your site from appearing in search results.

SEO Tools – Check Server Page

<https://www.bruceclay.com>

Check Response Headers

Header	Value
Status	200 - https://www.bruceclay.com/
Connection	Upgrade, close
Content-Type	text/html; charset=UTF-8
Date	Wed, 31 Jul 2019 00:14:39 GMT

A 200 status means OK, page found.

ESSENTIAL TOOLS

SEO Cloaking Checker Tool

SEO Cloaking Checker Tool: Get Started

Click the button or visit <https://www.bruceclay.com/seo/optimize-your-content/> to learn more about the Cloaking Checker tool.

USE THE SEO
CLOAKING CHECKER NOW

Using the SEO Cloaking Checker Tool — Step 16 from our Guide

For ranking success, search engines must be able to find, crawl and index your website properly. This means you have to keep your site free from cloaking, which means showing one version of a page to users but a different version to search engines.

Search engines want to see the identical results users are seeing and tend to be very suspicious. Technically, any hidden text, hidden links, or cloaking should be avoided. These types of deceptive web practices frequently result in penalties.

You can check your site for cloaking issues using our free SEO Cloaking Checker tool. We suggest you run your main URL through it on a monthly or regular basis.

Free Tool – SEO Cloaking Checker

Enter your website's URL below.

URL:

[Check for Cloaking](#)

✓ indicates No Cloaking Found

URL	Google	Bing	Firefox	IE	Opera	Chrome
https://www.bruceclay.com	✓	✓	✓	✓	✓	✓

MORE RESOURCES

Critical If Not Essential Tools & Info

Run an SEO Audit

Free audit tools can take you a long way toward identifying problems on your site. Check out the five good SEO audit tools I reviewed in “SEO Audits and Tools: The Good, The Better, and The Best”:

<https://www.bruceclay.com/blog/seo-audits-tools-good-better-best/>

Use a Checklist

Checklists can validate your work. It’s critical that your checklists are up to date. Bookmark these pages so you’ll always use the latest versions:

The Always Up-to-Date SEO Checklist - <https://www.bruceclay.com/blog/seo-checklist/>

Local SEO Checklist - <https://www.bruceclay.com/blog/local-seo-search-ranking-factors/>

SEO Copywriting Checklist - <https://www.bruceclay.com/blog/seo-copywriting-checklist/>

Mobile SEO Checklist - <https://www.bruceclay.com/blog/mobile-seo-checklist/>

Onboarding a Search Agency Checklist - <https://www.bruceclay.com/blog/how-to-onboard-an-seo-agency/>

Be Informed

I recommend these sources to keep you updated on the ever-changing world of search.

Bruce Clay Blog - <https://www.bruceclay.com/blog/>

Bruce Clay “Ask Us Anything” video series - <http://bit.ly/BruceClayAUA>

Google Search Blog - <https://blog.google/products/search/>

Google Small Business Blog - <https://smallbusiness.googleblog.com/>

Google Webmaster Central Blog - <https://webmasters.googleblog.com/>

Search Engine Journal - <https://www.searchenginejournal.com/>

Search Engine Land - <https://searchengineland.com/>

Search Engine Roundtable - <https://www.seroundtable.com/>

Search Engine Watch - <https://searchenginewatch.com/>

Take Training

One of the best ways to grow as a skilled marketer is to attend in-person trainings and events. When you’re ready to go beyond free tools, use the links below. You can find a marketing conference near you or take our SEO training course:

Digital Marketing Conference Calendar - <https://www.bruceclay.com/blog/internet-marketing-conference-calendar/>

Bruce Clay SEO Training - <https://www.bruceclay.com/seo/training/>



CONCLUSION

SEO Is Never “Done.”

Algorithms change constantly, your competitors adapt, and you’ve got to keep pace. Fortunately, this is easier to do with advanced tools, and BCI is here to help with two affordable SEO tools.

The Bruce Clay SEO plugin for WordPress lets you access powerful page analysis and keyword targeting functions without leaving the WordPress editor. Unlike other SEO plugins, it gives you recommendations based on real-time analysis of your keyword competitors. You can also see how your published pages are doing in Google, and much more. It’s also fully compatible with Yoast SEO and takes your WordPress SEO to the next level! You can see a demo and try [Bruce Clay SEO for WordPress](#) with a 7-day free trial.

The power behind our WordPress plugin is our [SEOToolSet®](#), a full suite of search engine optimization power tools. Now in its sixth generation, the SEOToolSet is software built by SEOs, for SEOs. Best yet, a single subscription lets you have both the SEOToolSet AND the integrated Bruce Clay SEO plugin for one low monthly fee.

It’s true that you can’t ever “beat” SEO, but you can learn to adapt intelligently. If you need professional assistance with your SEO efforts, contact the skilled team here at Bruce Clay. We’re happy to help.



Bruce Clay, Inc.
2245 First St., Suite 101
Simi Valley, CA 93065
Toll-free: 1-805-517-1900

ABOUT BRUCE CLAY INC.

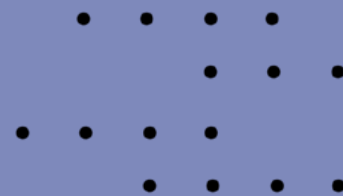
Since January 1996, Bruce Clay Inc. has been helping websites rank in search engines.

Founder and president Bruce Clay is known as the “father of SEO” and credited with coining the term search engine optimization.

Today, Bruce Clay Inc. (BCI) is a leading search marketing company providing SEO services and consulting, pay-per-click (PPC) advertising management, content development, and social media marketing services. The BruceClay.com website has become a trusted source for how-to information and insights about search marketing.

More than 5,000 attendees worldwide have learned SEO from Bruce Clay’s acclaimed SEO Training courses, which are offered several times a year in Southern California as well as at search conferences and through the Bruce Clay international offices.

Headquartered in Southern California, Bruce Clay Inc. also has offices serving markets around the world.



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