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IaaS 4 DR

Market Research

SEO Tools for Small and Middle-Sized Business Owners

Meeting

Seventh IaaS4DR Training:
Market research
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OBJECTIVE:

Introduce practical SEO tools for business owners with basic SEO knowledge to enhance their website's visibility and performance efficiently.

Google Keyword Planner

Google Keyword Planner is a free tool provided by Google Ads. It helps you find the right keywords that potential customers are typing into Google. It's perfect for planning website content or SEO strategies based on real search data.

Google Keyword Planner

Key Benefits:

Discover Keyword Ideas: Enter a product, service, or website URL to get keyword suggestions related to your business.

Analyze Search Volume: See how often people search for a specific keyword each month.

Understand Competition: Identify how competitive a keyword is in paid search, giving insight into its overall SEO value.

Location & Language Targeting: Customize results by targeting specific countries, regions, or languages.

💡 Pro Tip:

Focus on **medium-competition** keywords with **moderate to high search volume** to increase your chances of ranking faster, especially if your site is new.

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Keyword Research with Google Search Autocomplete

Google Autocomplete is a feature that predicts and displays search suggestions as you type into the Google search bar. These suggestions are based on real-time, popular search queries from users worldwide, making it a simple yet powerful tool for keyword discovery.

Keyword Research with Google Search Autocomplete

Key Benefits:

Instant Keyword Inspiration: See what people are actually searching for in your niche.

Current & Trending Queries: Results reflect live search behavior—great for spotting new trends.

No Tools Needed: Works directly in your browser—fast, free, and beginner-friendly.

Long-Tail Keyword Discovery: Get more specific, intent-driven search terms that are easier to rank for.

💡 Pro Tip:

Try typing different letters after your keyword (e.g., “city tour a...”, “city tour b...”) to uncover more suggestions alphabetically.

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Google Search Console

Google Search Console (GSC) is a **free tool** by Google that gives you deep insights into how your website performs in search results. It helps you understand how Google sees your site, which pages are indexed, and where there's room for improvement.

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Google Search Console

Key Benefits:

Track Performance: View how many people see your site in Google (impressions), how many click (clicks), and how effective your titles and descriptions are (CTR – click-through rate).

Indexing Status: Check which pages are indexed by Google and which are blocked or have issues.

Fix Errors: Identify and fix crawl errors, mobile usability issues, and security problems.

Boost Visibility: Use data to improve rankings and attract more organic traffic.

💡 Pro Tip:

Check your “Top Queries” regularly to see which keywords drive the most traffic—and where you can improve.

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Keywordtool.io

Keywordtool.io is a **user-friendly keyword research tool** that builds on Google's autocomplete feature. It helps generate hundreds of **long-tail keyword ideas** quickly—ideal for creating blog content, SEO campaigns, or targeting niche audiences.

Keywordtool.io

Key Benefits:

Discover Long-Tail Keywords: Get highly specific keyword phrases that reflect real user search intent.

Explore Variations Fast: Easily see related keyword combinations, questions, and comparisons (e.g., “best,” “vs.,” “how to”).

Multi-Platform Support: Besides Google, it also supports YouTube, Bing, Amazon, Instagram, and more.

No Login Required (Free Version): Basic keyword lists available instantly without creating an account.

💡 Pro Tip:

Use the “**Questions**” tab to find content ideas that answer real user queries — perfect for blog posts and FAQ sections.

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Seositecheckup.com

Seositecheckup.com is a **free and beginner-friendly SEO audit tool** that quickly analyzes your website and delivers a clear report with scores and actionable fixes. It's ideal for identifying **basic SEO problems** without technical knowledge.

Seositecheckup.com

Key Benefits:

Quick Site Audits: Scan your website in seconds and receive a comprehensive SEO report.

Detect Common Issues: Identify problems with meta tags, mobile responsiveness, page speed, image optimization, and more.

Actionable Fixes: Get plain-language recommendations on how to improve weak areas.

Visual Scorecard: The tool provides an easy-to-read overall SEO score (e.g., 75/100) and breakdowns by category.

💡 Pro Tip:

Repeat the checkup monthly to track progress and catch new issues early—especially after a website redesign or content update.

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Gtmetrix.com

GTmetrix.com is a **free website performance tool** that measures how fast your site loads and identifies technical elements that slow it down. Since **loading speed is a key SEO ranking factor**, this tool helps ensure your site meets modern performance standards.

Gtmetrix.com

Key Benefits:

Analyze Loading Speed: Get a full breakdown of how quickly your site loads on desktop or mobile.

SEO Relevance: Google favors fast-loading websites—better speed = better rankings and user experience.

Actionable Recommendations: Find simple fixes like optimizing images, reducing large files, enabling caching, or cleaning up code.

Visual Reports: GTmetrix provides grade scores (A–F), load times, and waterfall charts for detailed insights.

💡 Pro Tip:

Focus first on **image optimization and browser caching** — these are often the easiest and most effective ways to improve load speed without a developer.

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Wordcounttools.com

Wordcounttools.com is a **simple yet powerful online tool** that helps you analyze your website text. It checks the **length, keyword usage, and readability** of your content—three essential elements for SEO-friendly writing.

Wordcounttools.com

Key Benefits:

Optimize Text Length: Ensure your content isn't too short or too long for your target keyword or topic.

Check Keyword Density: Avoid keyword stuffing while making sure your target terms appear often enough.

Improve Readability: Analyze sentence structure, word frequency, and flow to make content easier to read and scan.

No Sign-Up Needed: Fast and free—you just paste your text and get results instantly.

💡 Pro Tip:

Aim for **1–2% keyword density** and keep paragraphs short to boost both readability and SEO performance.

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SEMrush

SEMrush is a **premium SEO platform** used by professionals to conduct in-depth keyword research, monitor website performance, and analyze competitors. While it's a paid tool, even a basic understanding of what it offers can guide smarter SEO strategies.

SEMrush

Key Benefits:

Keyword Research: Discover high-performing keywords, search volumes, and difficulty scores.

Competitive Analysis: See which keywords your competitors rank for, analyze their traffic sources, and explore backlink profiles.

Rank Tracking: Monitor how your site ranks over time for chosen keywords—track progress or drops in visibility.

Site Audits: Perform detailed audits to uncover technical SEO issues affecting performance.

💡 Pro Tip:

Even if you don't have a SEMrush subscription, you can often request **free trials** or use free limited reports for basic research.

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Ahrefs

Ahrefs is a **premium SEO tool** widely known for its **robust backlink analysis** and competitive research features. It helps you understand your website's authority, discover keyword gaps, and spy on what's working for your competitors.

Ahrefs

Key Benefits:

Backlink Analysis: See which websites link to yours, the quality of those links, and where you may be missing out.

Keyword Research: Find keyword suggestions, search volumes, and difficulty scores across multiple countries and languages.

Competitor Monitoring: Analyze how your competitors rank, what content brings them traffic, and what links boost their visibility.

Site Health Audits: Identify technical issues that may harm your rankings.

💡 Pro Tip:

Ahrefs offers **free tools** like Ahrefs Webmaster Tools – a great starting point for basic backlink and SEO health analysis without a paid subscription.

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Thank you for your attention!

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