

Top 250+ Free SEO Tools 2018 – The Complete List of SEO Analysis Tool



Top (Free) SEO Tools 2018 – Why to go for paid? If you have option to use free SEO analysis tools then you must go for it. The Digital Land provides you the complete list of free SEO Analysis Tools. There are approximately 270 Free SEO Tools are provided below.

Why to use Free SEO Tools?

To analysis the client or your own website, you can use the free tools. These free [SEO](#) websites/tools give you limited access or full access according to their policy. You can create a free SEO report of your analysis and give to your client.

There are a number of online SEO tools that are provided in this page. Read the use of given tools below:

[WordPress](#) Plugins, Analytics Dashboards, Spreadsheet Tools, Validation Tools, Social Media Tools, Web Utilities, Site Analysis, Resource Generators, Productivity Tools, SEO Analysis, Search Analysis, Advanced Search Query Tools, Mobile Apps, Keyword Research,

Email, Link Analysis Tools, Desktop Applications, Competitive Analysis, Browser Extensions, Conversion Rate Optimization, Content Optimization tool

Check the complete List of Free SEO Tools 2018.

1. SEO Tools – [Top Free WordPress Plugins](#)

WordPress Plugins

Yeast WordPress SEO Plugin	Optimize your entire wordpress site and its content and automatically generate sitemaps
WP Social SEO Booster	Adds Facebook Open Graph, Twitter Card, and Google Rich Snippets to pages and posts for better social share appearances
WordPress schema plugin	Generate the schema.org markup for your wordpress site
Squirrly	Checks your blog content for elements of SEO and makes recommendations for changes
SEO Ultimate	Optimizes several areas of your WordPress site for SEO
SEO Friendly Images	Automatically adds alt and title attributes to all wordpress images
Open Graph plugin for Facebook	Optimize metadata for properly displaying your posts and pages on Facebook
Internal Link Builder	Allows you to designate certain keywords and phrases on your wordpress site to automatically be linked to internal pages
Headspace2	Adjust every element of each post and page of a WordPress website
Google Sitemap Plugin	Adds a sitemap to Google Webmaster Tools from WordPress
Google Analyticator	Easy install javascript for Google Analytics and displays data on the WordPress dashboard
Basic SEO Pack	Easy WordPress site optimization for SEO

2. Free SEO Tools –Analytics Dashboards

Analytics Dashboards

YouTube	Provides data and statistics on YouTube videos
W3Counter	It Displays reports on who found your website and how they got there
StatCounter	Provides a basic interface for your website statistics
Piwik	Piwik Gives you full control of analytics on your PCs (Desktop) and on mobile
Panguin Tool	Shows Google Analytics in relation to major Google algorithm updates
Google Analytics	Track analytics of your website
GeoRanker	Real time analytics and reports geared towards

Clicky	local SEO
Clickmeter	Monitor traffic to your website in real time
	Monitor marketing campaigns and conversions
	all in one dashboard

3. FREE SEO Tools - Spreadsheet Tools

Spreadsheet Tools

SEOGadget Extension for Excel	Allows you to conduct advanced Excel commands on SEO data with APIs from several different services
SEO Tools for Excel	Gives your excel document various SEO tools for better number crunching
Seer Toolbox	Spreadsheet that pulls in data from multiple SEO tools and services including Moz, Google Analytics, Google Scraper, Twitter, Klout, and more
Distilled's Video Sitemap Guide	Video Sitemap Generator for self-hosted videos
Content Strategy Generator	Assists you in developing content with generating ideas and showing recent content currently trending on certain topics and keywords

4. Free SEO Tools - Validation Tools

Validation Tools

XML Sitemap Validator	Validate current website's sitemap
Robots.txt syntax checker	Robots.txt validator
Robots.txt Checker	Checks syntax of robots.txt files
Frobee Robots.txt Checker	Validates a website's robots.txt files
Bing's Markup Validator	Bing markup validator analyzes your sites markup and validates proper markup code.

5. Free SEO Tools - Social Media Tools

Social Media Tools

Youtube Reputation Checker	Checks your brand name for Youtube videos and shows you videos, views, and ratings
Twitter Feed	Feed your blog or RSS feed directly to your Facebook, Twitter, or LinkedIn profile
Twitter Counter	Get basic Twitter stats on you and your followers

Tweriod	Tells you when your tweets will receive the most exposure
Twellow	Find industry leaders and other Twitter users according to category
TweetDeck	Manage multiple social media accounts and monitor interactions on Twitter
Topsy	Search tweets for links, photos, videos and keywords and see how that topic is trending over time
subredditfinder.com	Find a relevant subreddit to share your content
Social Mention	Discover social mentions about a given URL
Social Media Image Resizer	Resizes your images to be optimized for various social media accounts
Social Media Count	Checks a link for how many social shares it has across several different channels
Social Media Analyzer and Tracker	View statistics for your various social media shares and have them tracked over time
Social Crawlytics	Provides social metrics for you and your competitors
SharedCount	Check the number of social shares a certain URL has received
Panalytics	Displays stats behind Pinterest pins as well as its influence across other social media channels
Hootsuite	Manage your social media presence across multiple accounts and schedule posts
Google SERPs Social Media Power	Analyze social media power of the domains ranked on SERPs
Get Listed	Displays local business accounts that your company can easily obtain and/or does not currently have
followerwonk	Multiple tools for Twitter-like bio search, user analysis, and analytics
Facebook Page Insights	Insights on your audience and analytics on their interactions
Counting Tweets	Display the number of tweets a certain page has received
CircleCount	Provides insights on Google+ accounts
Buffer	Allows you to schedule posts to major social networks ahead of time
Blog Social Analyzer	Input your blog's RSS feed and it will return every blog post with how many social shares each one has

backtweets	Searches for links on twitter
Author Backlink Crawler	Checks authorship of a URLs backlinks and displays how prominent those authors are
Alternion	Links all of your social media and email accounts, displaying them all in one place.

6. Free SEO Tools - Web Utilities

Web Utilities

IFTTT	Automate many different services to automatically perform different time-saving tasks
Wistia	Video hosting with complete control over video settings with advanced features like email forms and heatmaps
Wayback Machine	Internet archive of websites in the past allowing you to historically go to websites at a certain point in time.
URL Opener	Open a list of URLs in separate tabs
TextCleanr	Clean up text from formatting along with find and replace functionality
Smart URL List Cleaner	Ultimate list trimmer and combiner for deduplicating and combining multiple URL lists together
SimilarSites	Discovers similar websites to a given URL
SEO Cloaking Checker	Checks for search engine cloaking on given domains
Ping-o-Matic	Lets search engines know you have updated your website or blog
NetComber	Displays the various websites owned by the same company
MX Toolbox	Shows domain MX records for websites you type in
moreofit.com	Finds websites similar to the one you point it to
Link Prospector	Uses a special algorithm to discover potential link building opportunities
Last Modified Date	View the date a website was last modified
KnowEm	Check for username, domain name, and patent availability for new brand names
HTTP Header Viewer	HTTP header viewer for analyzing/diagnosing website issues
HTML Encoder/Decoder	Encodes/Decodes text into HTML friendly

	formats
Google Correlate	Find correlations in data according to Google search keyword phrases
Google Alerts	Get email updates for various alerts of new content
GA Checker	Checks websites for missing Google Analytics and Adwords code
Extract Title and Metas	Extracts Titles and Metas from a batch of URLs
Extract Page Names from URLs	Extracts the page name from batches of URLs and exports into CSV
Extract Links from HTML	Pulls links from HTML and exports the links in CSV
Domain Report Tool	Shows domain pagerank and additional indexing data for giving domains
Domain Extractor	Extracts the domain from a batch of URLs and exports into CSV
Domain Dossier	Investigate domains and IPs with Whois info and DNS records
DNS Tool	DNS/Whois lookup tool
CloudFlare	Speed up website load times with CDN and other web performance services
Bulk HTTP Header Response Tool	Check multiple HTTP headers and compare them at once
Bitly	Shortens URLs and provide analytics on clicks

7. Free SEO Tools - Site Analysis

Site Analysis

WooRank	Gives your website a complete analysis of visitors, local, social, mobile, SEO, usability and technologies used
WebCEO	Allows your to research, promote, and track SEO elements of you and your industry
W3C Feed Validation Service	Validate a website's markup and provide correction suggestions
The Reaction Engine	Complete site analysis of on-page SEO
Spider Simulator	Shows you exactly how Googlebot views your website
Sitemap Validator	Validate sitemaps and check them for errors
Sindice Web Inspector	Inspects/validates HTML against w3c.org validator
SimilarWeb	Presents data and analytics on a given website

SeoSiteCheckup	Detailed report on a site's SEO
SEOptimer	Reviews and analyzes your site's SEO efforts
SEOMastering.com's SEO Audit	Performs a site worth analysis and SEO evaluation for a given URL
SEO Crawler	Finds errors on your website and your competitors for best SEO practices
Rob Hammond's SEO Crawler	Crawls an entire website for potential SEO issues and displays relevant SEO information about each page
Request Checker	Shows how many requests and services a webpage makes each time it loads
Pingdom	Test page speed and determine exactly what is causing bottlenecks
Nibbler	Gives your website a report card for the various elements that a website has
Keyword Density Analysis Tool	Determines what the keyword density is for a certain URL
Hubspot Marketing Grader	Check various areas of your website and grades you on your marketing efforts
GTmetrix	Scans your website giving you a detailed performance evaluation
Google's Safe Browsing tool	Website diagnostics for malware
Google Webmaster Guidelines Check	Analyzes a site against Google Webmaster guidelines and provides suggestions for improvement
Google Webmaster	Google's site analysis for optimizing various elements of your website
Google Structured Data Testing Tool	Check website for structured data for search appearance
Google PageSpeed Insights	Analyze how long it takes your website to load
GoingUp	Easily check the on-page SEO of any website including the keyword optimization for that page
Cuutio	Monitors you website's statistics and compares them to competitor's
BuiltWith	Gives you valuable information as to what technologies are used on certain websites
BROWSEO	Quick and easy tools allows you to analyze your site and view it like a search engine would crawl it.
Bing Webmaster Tools	Bing's Webmaster Tools for analyzing your site in Bing searches
Alexa	Detailed analytics displayed for any website on

the internet

8. Free SEO Tools - Resource Generators

Resource Generators

XML-Sitemaps	Generate sitemaps for your website
XML Sitemap Inspector	Validates and corrects sitemaps
Title & Meta Tags Generator	Generates titles and metas html markup
Schema Creator	Automatically generates schema.org markup for different types of webpages
Robots.txt Generator	Generates a robots.txt file for your website based on parameters you determine
Microdata Generator	Schema.org markup generator for local businesses
Local Search Resource Generator Tool	Generates GEO Meta tags, GEO Sitemaps, hCard, and KML Location Code for local search optimization
Local PPC Adwords & Keyword List Creator	Generate local AdWords and keyword lists
Local Business Schema (NAP)	Local business schema.org markup generator
Good Relations Rich Snippet Generator	Rich snippet generator for online businesses and stores online
Geo Sitemap Generator	GeoSitemap and KML generator for local SEO
Embed Code Generator	Generates an embed code for your content
Convert Word Documents to Clean HTML	Paste word document text into this tool and clean it up for HTML

9. Free SEO Tools - Productivity Tools

Productivity Tools

Yahoo Pipes	Automates common activities for saving lots of time
Remove Duplicate Items	Remove duplicate items from a list of things
Ontolo's URL Reviewer	Open an entire list of URLs all at once in their own browser tabs
Ontolo's Remove URLs by Hostname	Remove URLs from a list that contain hostnames in another list
Ontolo's Remove Duplicate Hostnames	Removes duplicate hostnames from a list of URLs by keeping the first instance of the hostname
Ontolo's Extract Unique Hostname	Extracts the unique hostnames from a list of URLs

Ontolo's Count URLs and Hostnames Returns the number of URLs or hostnames in a list of URLs

10. Free SEO Tools - SEO Analysis

SEO Analysis

Whitespark Local Citation Finder	Discovers additional search phrases for local SEO that your pages can easily be optimized for
Web Page Test	Provides an in depth evaluation of SEO elements on your website
Side-by-Side SEO Comparison Tool	Evaluates your on-page SEO efforts in comparison to up to 4 other websites
Search On-Page SEO Tool	Gives in depth analysis of a website's on and off page SEO
Image SEO Tool	Analyzes images for best SEO practices in image optimization
Bing SEO Analyzer	Bing's SEO analyzer that provides reports and analysis of your website's on page SEO
Analytics SEO	Analytics and SEO analysis all compiled into one large SEO utility suite

11. Free SEO Tools - Search Analysis

Search Analysis

Soovle	Quickly search across multiple searching platforms
Google SERP Snippet Optimization Tool	Previews what your Google search result will look like in Google
Google Places Tool	Analyzes Google Places listings and compares them to top competitors in the area
Free Keyword Rank Checker	Keyword rank check for specified domains and keywords
Cygwin	Compare rankings between you and your competitors for certain keywords
Compare Search Rankings	Compare the rankings of a website across multiple search engines for designated keywords

12. Free SEO Tools - Advanced Search Query Tools

Advanced Search Query Tools

Search Latte	Search query generator geared towards international SEO searches
Outdated Content Finder	Provides search queries tailored to find outdated content that you can easily update
Ontolo's Link Building Query Generator	Generate link building search queries automatically based on your keyword suggestions
Link Building Query Generator	Search query generator for finding link building opportunities
DropMyLink	Search query generator for finding link building opportunities
Chase the Footprint	Search query generator for finding link building opportunities

13. Free SEO Tools - Mobile Apps

Mobile Apps

Woopra	Google Analytics dashboard for iOS devices
WebRank SEO	Display SEO ranking data on your Android device
SiteRank Lite	Displays Google PageRank and Alexa Rank for website URLs
SEO watcher	Rank Tracking for Android devices
SEO SERP APP	Displays keyword rank data and social shares for URLs
SEO & Link Analyzer	Analyzes link and SEO data for website URLs
mAnalytics	Android App for viewing Google Analytics
Analytics Tiles App	Dashboard for iOS devices that creatively displays analytics data

14. Free SEO Tools - Keyword Research

Keyword Research

YouTube Keyword Tool	YouTube keyword tool for finding keyword ideas for your YouTube videos
YouTube Keyword Suggestion Tool	Provides keyword suggestions and monthly search volume for YouTube promoted videos
Wordpot	Provides keyword suggestions with related daily searches
Ubersuggest	Input a query and ubersuggest will return a long list of ideas and suggestions on keywords and content topics

Trellian's Keyword Discovery	Compiles keyword search statistics for your keyword research
Term Explorer	Bulk keyword research and statistics tool
Search Engine Optimization/KSP Tool	Provides convenient keyword statistics and search data
Ontolo's Keyword Generator	Generate keyword combinations from two lists of keywords
Negative Keyword Finder	Provides suggestions for negative keywords based on a given keyword
Microsite Masters	Rank tracking, automation, and ROI calculating for keywords and domains
Meta Keyword Research Tool	Get keyword suggestions from Google, Bing, and Youtube and email them to yourself.
Keyword Suggestion Tool	Searches for relevant suggestions for any given keyword
Keyword Niche Finder	Discover niches within a given keyword
Keyword Eye	Provide in depth keyword research and reporting on your and your competitors
Keyword Density Analyzer	Analyzes URLs for on page keyword density among boxy text, links, and images
Keyword Cloud Tool	Visual representation of the different keywords on a given webpage
Google Trends	Searches and keywords that are trending on Google at the moment
Google Places for Business Category Tool	Assists you in finding the correct Google Places category.
Bing Keyword Research	Bing's Keyword Research tool with query volumes and suggestions

15. Free SEO Tools – Email Marketing

Email Marketing

Rapportive	Shows additional information about a contact from their email address right in gmail
Peepmail	Email finder for common contacts online
Outreachr	Finds a list of websites and contacts according to what keywords you select
Ontolo's Prospect Filter	Filters previously already approached contacts from new prospect lists
MailTester	Validates if email address exists or not
Linksy.me Email Guesser	Guesses email addresses and matches them to Rapportive in Gmail

Email Research Tool	Input the name and company of an individual and it will provide several search queries for finding their email address
Email Format	Shows probable email address formats for large websites and companies
Boomerang	Email scheduling and followup for quick responses
Banana Tag	Allows you to track emails, get open email notifications, and provides analytics on your sent emails.

16. Free SEO Tools - Link Analysis Tools

Link Analysis Tools

Site Explorer	Checks for backlinks and provides additional link details
Remove'em	Checks URLs for over optimized anchor text
Open Site Explorer	Backlink Checker that shows links, linking domains, anchors, and best pages of a domain.
Majestic SEO	Backlink profile analysis and link database
Majestic SEO	Site explorer and backlink history checker
Linkstant	Find out immediately when you receive new links to your website
Link Reporter	Displays how many links are on a page and separates internal, external, and nofollow links
Link Analysis Tool	Displays every link on a given URL with its anchor text and whether it is nofollow or not
Fresh Link Finder	Discover fresh links to your website
Disavow Link Analysis	Analyzes your Google backlinks for finding potential disavowed links
Bing Link Explorer	Discovers backlinks for any website
Ahrefs	Backlink Checker that shows links, linking domains, anchors, and best pages of a domain.

17. Free SEO Tools - Desktop Applications

Desktop Applications

Xenu's Link Sleuth	Checks websites for broken links
URL Explorer	Analyze your site for duplicate content, missing pages, and many other elements throughout your website
Traffic Travis	Complete SEO and PPC dashboard

SEO PowerSuite	Reviews and analyzes your site's SEO efforts
Screaming Frog	Performs extremely indepth analysis on website SEO elements
Keyword Pad	Batch process keywords for in depth keyword analysis
IIS SEO Toolkit	Toolkit for analyzing websites along with robots and sitemap features
Good Keywords	Manage keywords and create long tail keywords and keyword phrases

18. Free SEO Tools - Competitive Analysis

Competitive Analysis

SpyFu	View competitor adwords campaign information and keyword data
SEMrush	Indepth analysis of competition keywords and search data
Searchmetrics Visibility Charts	Analyze competitor SEO performance and keyword information
Quantcast	Show traffic data for any website

19. Free SEO Tools - Browser Extensions

Browser Extensions

Sharemetric – Chrome Extension	Displays page social share count in toolbar
SEOquake	Provides helpful background information on websites you are visiting or websites in the SERPs
SEO Toolbar	View many different SEO related elements of a website all in the web browser
SEO SERP – Chrome Extension	Quickly lets you find what SERP position a webpage is for certain keywords
SEO Rank Checker	Check site rank position for designated keywords from your browser
SEO Doctor Firefox Plugin	Provides easy SEO diagnosis and troubleshooting for your website
SenSEO Firefox Plugin	Gives your webpage an on-page SEO report card
SearchStatus	Displays important site SEO performance data about a website
Scraper – Chrome Extension	Scrapes lists and fields of data on any website and exports them into a spreadsheet

PageRank – Chrome Extension	Displays the current website's pagerank in the toolbar
Page Monitor – Chrome Extension	Monitors webpages in the background for changes done to the page
MozBar	Displays pagerank, page authority, and domain authority of a website in the browser toolbar
Live HTTP Headers	Displays the HTTP headers of a webpage while browsing the website.
LinkChecker plugin Firefox Plugin	Analyzes links on a webpage and highlights whether they are live or dead links
Kgen Firefox Plugin	Analyzes webpages for dominant keywords with content improvement suggestions
Google Results Bookmarklet	Compiles search results into easier to manage lists of URLs
Google Analytics Opt Out – Chrome Extension	Tells Google to not track your visits in Google Analytics
Get URLs from Search Results	Returns just a list of URLs from a search query
GA Debugger – Chrome Extension	Debugs Google Analytics javascript code on websites
Firebug	Gives you a technical view of webpages with css, html, and javascript
Check My Links – Chrome Extension	Checks webpages for dead links

20. Free SEO Tools - Conversion Rate Optimization

Conversion Rate Optimization

Visual Website Optimizer	Perform a/b testing and multivariate testing on your website
Usability Hub	Shows people your site for 5 seconds and asks them questions about it to help you improve conversions
Optimizely	Apply and monitor A/B tests to your website
Click Tale	Analyze customer experience with visualized and measured in-page behavior

21. Free SEO Tools - Content

Content

Plagiarism Checker	Checks text for plagiarism across the web
Piktochart	Allows you to quickly and easily generate infographics without a designer
nTopic	Analyzes your website's content and makes

The Digital Land

Digital Marketing, SEO, SEO, SMM, SEM, YouTube

<http://www.thedigitalland.com>

MyBlogGuest	improvements according to your keyword Connect with blogs and bloggers for guest blogging
Infogr.am	Create good looking infographics quickly and without a designer
Help a Reporter Out (HARO)	Connects reporters with sources that might be featured in high authority sites
Google Public Data	Public data search resource for finding various statistics
Copyscape	Check for duplicate content on your website across the web