External SEO Tools by Joe Vangsness for the Fox Valley Drupal Meetup Group 1-22-14

KEYWORD TOOLS

Seobook Keyword Density Analyzer
http://www.seobook.com/

Sign up for a free account and get access to this tool. It will allow you to check your competitors or your own site for keyword density in the page title, description, body text and heading tags.

It will show keyword density counts and percentages for keywords and 2 and 3 word keyphrases.

Screaming Frog SEO Spider
http://www.screamingfrog.co.uk/seo-spider/

Register for a free account, download and install a program on your machine that you can run anytime. The free version has some limitations but is still very useful.

You can analyze your own site or competitors' sites and save the data for later use. I use
It to analyze keywords in page titles, descriptions, body text and heading tags. Also shows you the number of characters and word counts for some items.

INBOUND LINKS TOOLS

Open Site Explorer
www.moz.com

Log in and sign up for a free account and get access to the free version of Open Site Explorer and other free stuff. (Paid version has more stuff).

Once log in, you can get to Open Site Explorer, www.opensiteexplorer.org

Put in your URL or a competitors URL and get all the sites linked to along with Seomoz's rating which they call page authority and domain authority.

I use this to find potential link candidates from top performing sites on the search engines and to check my own sites links.

I sometimes use Majestic SEO which is similar. http://www.majesticseo.com/

Getlisted.org
from Seomoz

This is another free tool from Seomoz that allows you to claim your local U.S. business listings on Google+ Local, Bing Local, Yelp, and other prominent local search engines.

Local Business Directories
Get listed in several local business directories from this list created by Peter Kent, SEO consultant and author of SEO for Dummies.

http://www.peterkentconsulting.com/search-engine-optimization-dummies/local-sites.html