

How To Crush It With These Awesome SEO Tools, Tips & Resources.

OK, apologies in advance for 'stealing' the title of this blog post from [Gary Vaynerchuk's 'Crush It!'](#) book, but it just seemed like a good idea at the time! Anyway, what prompted a 'need' for this post was the absolutely bewildering array of information, services and resources (good and bad) out there, in fact search Google for SEO and they will return upwards of 800M results. Phew.

Learn To Love The Google

Fittingly, it isn't an SEO company that returns the top result either but the [Wikipedia entry for SEO](#) followed by Google's own '[Search Engine Optimization \(SEO\) – Webmaster Tools Help](#)'.

What else? Well, I sifted through a whole bunch of good and bad stuff and came up with a pretty effective reading list for those of you who either want to set about doing your own SEO, or, read up on as much background as possible so you're not completely bamboozled when that SEO guru you were recommended tells you how quickly he can dominate Google's SERP's.

Call it your very own SEO bullsh*t detector if you like. And when you think of SEO results, think long term not short term gains, there's [a few SEO horror stories](#) that'll make you think twice (or should make you think twice!) about using any 'black hat' methodology or any kind of the more nefarious short cuts.

Here's some quotes pulled directly from Google's own [SEO for webmasters](#) page.

- Be wary of SEO firms and web consultants or agencies that send you email out of the blue.
- No one can guarantee a #1 ranking on Google.
- Be careful if a company is secretive or won't clearly explain what they intend to do.
- Choose wisely.

Where To Start With SEO



OK, it's a little bit geeky and it will test you to the limit, but definitely worth a try is the [SEOMoz SEO Expert Quiz](#). According to SEOMoz, "The SEO Expert Quiz has 75 action-packed questions and takes 30 minutes to complete." It was pretty tough and I missed the ball with several answers in my rush to finish but the great thing is there's a post-score analysis where they tell you where you went

wrong. Brilliantly useful and educational.

Needless to say, all webmasters should heed to the 'law of the Google' and a good primer on what you should be doing and shouldn't be doing to help position your website as high as possible in the search results is both Google's own [webmaster resources](#) page and this [PDF download](#) on the basic's of SEO, from choosing the right title tags, improving the structure of your URLs, Optimizing Content and even SEO for mobile phones.

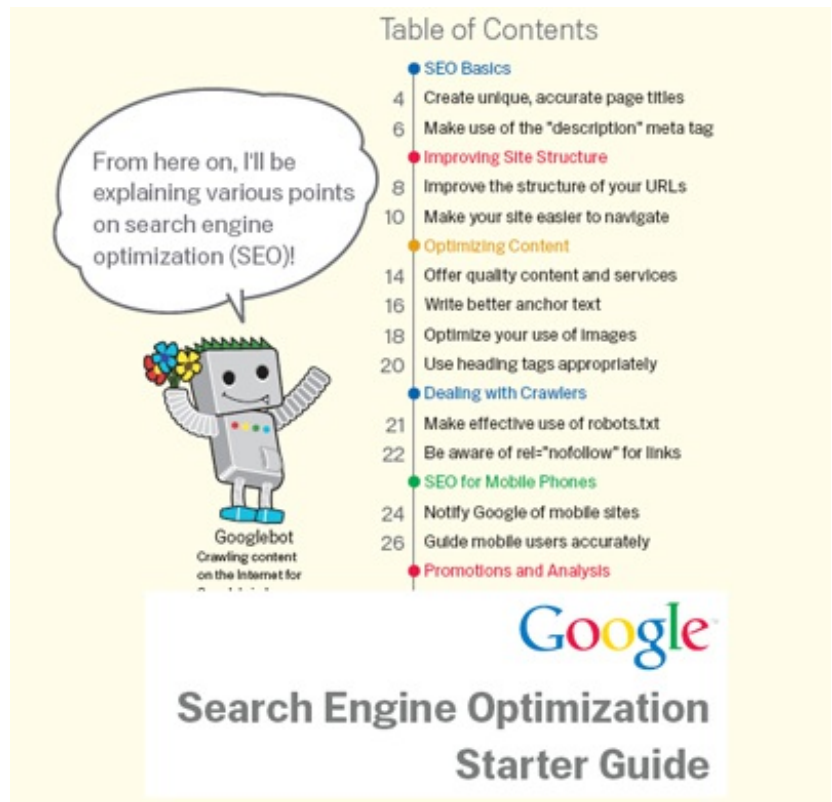
Bing also have a thriving [webmaster resources](#) page, including detailed instructionals on [SEO best practices](#).

Another bulging arsenal of SEO resources is from SEO Book and their [Search Engine Optimization Tools](#) page which features a pile of free and premium SEO tools from

Firefox extensions through to web based SEO tools including things like a keyword suggestion tool and meta tag generator.

SEOrgy

The authoritative Search Engine Watch have the concise guide, '[Back to Basics – SEO 101](#)' whilst SEOMoz get a little more indepth with their '[The Beginners Guide to SEO](#)' which digs deep into every corner over ten very extensive chapters which you can follow in the web based version or hand over your email for [the PDF](#) download. Superb.





Other essential and detailed resources include, [‘SEO 101 Resources: Beginner’s Guides and Tutorials’](#) from Search Engine Journal, which is a roundup of the best resources from around the web (and which mirror’s some of my choices here).

ArtDriver.com have another brilliantly curated list of tools [‘38 Free Online SEO Tools’](#) which put me onto the [Screaming Frog SEO Spider Tool](#). Basically a killer little desktop app which, to quote the website itself:

”spiders websites’ links, images, CSS, script and apps from an SEO perspective. It fetches key onsite page elements for SEO, presents them in tabs by type and allows you to filter for common SEO issues, or slice and dice the data how you see fit by exporting into Excel.”

Very handy, oh and there’s a great free version too (actually I’ve concentrated on free resources all round in this piece). Very simple and easy to use.

SEO Glossaries & Title Tags

If you’re baffled by the terminology and search engine definitions (hell, I still am) then SEOBooks, [‘The Search Engine Marketing Glossary’](#) should be a massive relief as should be the HighRankings [‘SEM/SEO Glossary’](#) A to Z.

Dont forget the importance of your title tags with this [‘Title Tag SEO Best Practices’](#) guide from SEOMoz either. Search Engine Watch also have a brilliant guide, [‘How to Write Title Tags For Search Engine Optimization’](#) and sum things up well here:

“Title tags are part of the meta tags that appear at the top of your HTML inside the < head> area. Think of title tags like the title of the chapter of a book. It tells people and search engines what your page is about.

Title tags are also part of what makes people decide whether to visit your site when it shows up in the search results. The title tag should contain important keywords to help the search engine determine what the page is about.”

Desktop SEO & WordPress Tools

A few more desktop based tools that are worth trying are the browser extension/toolbar [SEOquake](#) which is available for Firefox (where it hold top spot for most SEO downloads), Chrome, Opera & Safari. [SEO Doctor](#) is another popular SEO extention (for Firefox only), there's a [detailed overview here](#).

Full list of SEO extensions for [Chrome here](#) and [Firefox here](#).

If you're using WordPress (and millions are) then the 'Best WordPress SEO Plugins For 2012' guide from iBlogZone is a great roundup, there's even a 'Part 2' and it covers all those SEO plugins you've heard of and some you haven't. Nice.

Of course [Yoast](#) have one of the best and most popular WordPress SEO plugins around and their official SEO guide is equally as comprehensive, 'The Definitive Guide To Higher Rankings For WordPress Sites'.

SEO Audit Checklist

And, where would we be without an infographic . Search Engine Journal have a '20 Minute (Or Less) SEO Audit Checklist'. Put together by [Inmotion Hosting](#).



The guide is broken into the following components:

- Adjusting your browser
- Evaluating your homepage
- Testing the site's global navigation
- Reviewing category and subcategory pages
- Checking for optimized content
- Analyzing your site's off-page SEO

And finally (phew!) from Kunocreative.com is their neat PDF printout 'The Search Optimization Cheatsheet'.

SEO (Search Engine Optimization)
C H E A T S H E E T

SEO TIPS

Search Engine Optimization (**SEO**) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

5 Reasons to Use **SEO**

- 1 HIGH RETURN ON INVESTMENT**
On average SEO carries the highest return on investment of any form of marketing.
- 2 MINIMAL RISK**
There's no such thing as click fraud in SEO.
Pay per click on the other hand is strife with click fraud.
- 3 BRAND AWARENESS**
By being at the top of the search engines your company name will be seen much more frequently.
- 4 TARGETED TRAFFIC**
If your website comes up for keyword phrases that are highly relevant to your business your traffic will be very qualified potential customers.
- 5 AFFORDABILITY**
Compared to other forms of marketing SEO is cheap. Once the on-page factors are set the only reoccurring cost is link building.

Top **SEO** Resources

- SE0Book.com
- SearchEngineLand.com
- SE0moz.org
- SE0TrainingDojo.com

Top **SEO** Tools

- SE0Quake.com
- RavenTools.com
- SEMRush.com
- MajesticSE0.com
- Link-Assistant.com
- SpyFu.com
- Quantcast.com
- Adwords.Google.com/select/KeywordToolExternal
- Google.com/Webmasters/Tools
- WordTracker.com
- XML-Sitemaps.com
- WebsiteGrader.com

PS. Just as I was finishing, came across this, '33 Free SEO Tools You Should Know About' from WebGnomes. Great stuff. As always, please leave recommendations for all those hundreds of things I've probably missed in the comments. Enjoy!

Further Related Reading

[SEO, Why You Are Doing it Wrong](#) (Search Engine Watch)

[The Power of Keywords](#) (SEO Book)

[Five Common SEO Mistakes \(and Six Good Ideas!\)](#) (Google Webmaster blog)

[Free SEO Advice & Marketing Tips for the Music Industry](#) (SEOMoz)

[Some Key SEO Tips From The Top](#) (Area239.com)

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