013 - SEO Tools You Definitely Need

Prologue 0:00
Competitor research, keyword research etc isn't everything. We need to make sure our content is optimized. And here I want to mention a tool I personally really like because it's extremely simple, but extremely effective. And this tool is called Surfer SEO. So Surfer SEO helps you with content planning, creation, and optimization. By the way, we are not affiliated with any of these tools. These are tools we use on a daily basis. Tools I use on a daily basis and I really think you should be checking out.

Intro Music 0:36
SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:44
Welcome to the SEO Leverage podcast. This is Gert Mellak episode 13. Today, it's going to be all about tools, and SEO. So very often I get asked by clients, which tools they should get, what are the tools we use, what are the tools they should really be looking into. And we all know, tools these days are usually on a monthly paid subscription. So you want to be really sure that you know how to use this tool, that you're really actually going to need it. And that everybody on your team gets some training to know how to use them. Today, I'm going to introduce the three tools I think most companies should get in priority. So if you can only get one, that's they're going to be the first one, if you can get two, the first two, if you can get three, the third one is going to give you a competitive advantage. So let's jump right in. The first tool I would recommend everybody to get who is trying to grow their business through SEO is Ahrefs or A-H-Refs as they call it very often. And this is a very general tool I really like. We use it all the time. It's like a pocket knife for an SEO these days. And it has a few features that are really, really interesting. So first of all, Ahrefs gives you a lot of capabilities to do keyword research. Keyword research is important to know how many people are searching for specific terms, how are they searching, what are their phrases. And then also gives you an idea about how competitive those keywords are. Why do they want to rank for certain pages and directly on Ahrefs, you're going to see what are the pages that are ranking. How difficult it is to rank for those keywords, and also get additional insights. Another feature I really like is competitive analysis. We're researching competitors of our clients all the time on our Erica consulting. So on an ongoing basis when we send the periodic video updates that attend lineup, the next tasks in our app for our clients, we run analysis Ahrefs for competitors. We know what they are ranking for, where did they get the traffic from, which URLs they depend upon, and things like those. Ahrefs makes this really easy. And the good thing about Ahrefs is that even if you haven't had too much experience with SEO, they have a lot of training. So you can hand this over to your team, have a VA go through this training, train them on the product, train them on some tactics that seemed to work really well based on Ahrefs and applied a tool for your website. The third feature I want to highlight is the backlink analysis, you want to know and be aware of what backlinks are pointing to your site, which backlinks might be negative, which backlinks might

come from a negative background or context or unrelated context. So being able to check the latest backlinks, Ahrefs has a huge database of backlinks and knows most of them and can show most of the backlinks that exist is going to be valuable. You also want to make sure you know what backlinks get lost. So which pages to no longer link to your site, or which backlinks are broken. And this refers to links that point to your URLs, but on where your URL is not available anymore. And also it doesn't redirect properly. So this is a very quick win. By the way, if you want to recover lost link choose to take which URLs have links on your domain. But those URLs don't exist anymore, so then you can redirect them to an appropriate place. The fourth feature of many, many features this tool has I want to highlight is the site audit. So what this does is it crawls your site as if Ahrefs was Google and gives you a list of the main technical issues that can be found within automatic tool. There's always a manual analysis recommended but some of the issues are really only based on them machine are possible. So you get a report about which links are broken with images need to be fixed. Where you link to an old HTTP. Version of a URL instead of HTTPS. And things like those. And if you do this audit periodically and keep an eye every week on protecting the status, you already have one part of the race. Competitor research, keyword research, etc, isn't everything, we need to make sure our content is optimized. And here I want to mention a tool I personally really like because it's extremely simple, but extremely effective. And this tool is called Surfer SEO. So Surfer SEO helps you with content planning, creation, and optimization. By the way, we are not affiliated with any of these tools. These are tools we use on a daily basis tools I use on a daily basis. And I really think you should be checking out. So Surfer SEO helps you to create content, they have an editor feature where you can create content and in real time have this content be compared to top ranking pages, and you see what you're missing. They have a content planner tool, they have a content audit tool, wher you can audit your page against the top ranking sites and find where are the differences. So definitely worth checking it out. It also provide some training, and definitely worth taking a look. I know many of our clients use this tool. We use it on a daily basis as well. And definitely worth spending some time to get to know it and decide if this makes sense. So so far, we have talked about two tools, if you only can get one, my recommendation would be Ahrefs. If you can afford a second one, Surfer SEO for content optimization is a very good tool and is going to save you a lot of time. Because otherwise, gap analysis between where your article is, what is ranking out there, etc, is going to take hours and hours and hours. And a machine learning tool like Surfer or the next one we're going to talk about make the job easier. Also for content optimization, I want to mention a tool that is a little bit advanced and needs has a probably a stronger learning curve as it is right now. But it's extremely powerful. And this tool is called InLinks. Inlinks is a tool that dissects really the content translates it to so called entities, meaning it shows you essentially the knowledge graph, which is how can we tries to make sense of the text and gives you an idea what is the difference between the analysis of your article and the analysis of top ranking sites out there. It's also possible to compare your article with those pages by an editor. So definitely check out this tool. InLinks CEO Dixon Jones is probably one of the smartest SEOs out there. He has done a really good job in diving as deep as it gets into the neural linguistic processing of articles with this tool, and has a lot of high level material on his site. So if you want to dive into content analysis, getting an idea how machines analyze content with NLP, this is the right tool for you and especially also the right material to study. So let me wrap this up, Ahrefs is probably the pocketknife among these three tools,

giving you a little bit of everything. Surfer SEO is for quick content optimization, making sure you cover all the keywords, making sure you cover the main topics etc. And also you can plan out content for the future. And then we have inLinks, inLinks is going to be the most advanced tool going to take a while to learn it. But it's probably going to give you the highest level insights when it comes to content optimization. If this was helpful, please share this episode with your team, with your friends with whoever tries to grow their site and is looking for SEO tools that make sense for them. I'm also happy to orientate you if you want, as I'm saying we're not affiliated with any of these tools, but they are genuinely good tools and solid tools we're using every day. So I think it also makes sense for you to check them out. I really appreciate you listening to the show. This is Episode 13. You can listen to it on our website as well. Seoleverage.com/podcast. My name is Gert Mellak. I'm the founder of SEOleverage.com. Have a great day.