

The 60 Best Free SEO Tools [100% Free] By: Cyrus Shepard from Moz

Name	URL	Category
Bing Webmaster Tools	https://www.bing.com/toolbox/webmaster	Analytics
Data Studio	https://datastudio.google.com/	Analytics
Enhanced Google Analytics	https://context.sweetlabs.io/google-analytics-annotations-extension/	Analytics
Google Analytics	https://analytics.google.com/analytics/web/	Analytics
Google Search Console	https://search.google.com/search-console/about	Analytics
Keyword Hero	https://keyword-hero.com	Analytics
MozCast	https://moz.com/mozcast/	Analytics
Beam Us Up	http://beamusup.com/	Crawling / Indexing
Link Redirect Trace	https://chrome.google.com/webstore/detail/link-redirect-trace/nnpljppamoaalgkieecijbcccoph?hl=en	Crawling / Indexing
Redirect Path	https://chrome.google.com/webstore/detail/redirect-path/aomidfkchocckldhbkqgjokdkkebdll?hl=en-US	Crawling / Indexing
Screaming Frog	https://www.screamingfrog.co.uk/seo-spider/	Crawling / Indexing
Screaming Frog Log File	https://www.screamingfrog.co.uk/log-file-analyser/	Crawling / Indexing
SEOlyzer	https://seolyzer.io/	Crawling / Indexing
Xenu	http://home.snafu.de/tilman/xenulink.html	Crawling / Indexing
Answer the Public	https://answerthepublic.com/	Keyword Research
Keyword Explorer	https://moz.com/explorer	Keyword Research
Keyword Planner	https://ads.google.com/intl/en_in/home/tools/keyword-planner/	Keyword Research
Keyword Shitter	https://keywordshitter.com/	Keyword Research
Keyword Surfer	https://surferseo.com/keyword-surfer-extension/	Keyword Research
Ubersuggest	https://neilpatel.com/ubersuggest/	Keyword Research
Backlink Checker	https://ahrefs.com/backlink-checker	Links
Detailed	https://detailed.com/links/	Links
Disavow Tool	https://www.google.com/webmasters/tools/disavow-links-main	Links
Link Explorer	https://moz.com/link-explorer	Links
Link Miner	https://chrome.google.com/webstore/detail/linkminer/ogdhdpiclkaeiccamopfohidjokoom?hl=en	Links
Google My Business	https://www.google.com/business/	Local SEO
Google Review Link Generator	https://whitespark.ca/google-review-link-generator/	Local SEO
Local Search Results Checker	https://www.brightlocal.com/local-search-results-checker/	Local SEO
Moz Local Check Listing	https://moz.com/local/search	Local SEO
Mobile First Index Checker	https://zeo.org/seo-tools/mfi/	Mobile
Mobile SERP Test	https://mobilemoxie.com/tools/mobile-serp-test/	Mobile
Mobile-Friendly Test	https://search.google.com/test/mobile-friendly	Mobile

Chrome DevTools	https://developers.google.com/web/tools/chrome-devtools/	Multi-tool
Marketing Miner	https://www.marketingminer.com/en	Multi-tool
MozBar	https://moz.com/products/pro/seo-toolbar	Multi-tool
SEMrush	https://www.semrush.com/	Multi-tool
SEO Minion	https://seominion.com/	Multi-tool
SEOquake	https://www.seoquake.com/index.html	Multi-tool
Sheets for Marketers	https://sheetsformarketers.com/	Multi-tool
Small SEO Tools	https://smallseotools.com/	Multi-tool
Varvy	https://varvy.com/	Multi-tool
Natural Language API	https://cloud.google.com/natural-language/	On Page
Rich Results Test	https://search.google.com/test/rich-results	On Page
Structured Data Testing	https://search.google.com/structured-data/testing-tool	On Page
Tag Manager	https://tagmanager.google.com/	On Page
View Rendered Source	https://chrome.google.com/webstore/detail/view-rendered-source/eignqohbdedoabanmclafpkooqegdpob/	On Page
Bulk Domain Checker	https://rankz.io/tools/bulk-domain-availability-checker	Research
BuzzSumo	https://buzzsumo.com/	Research
Hunter	https://hunter.io/	Research
SimilarWeb	https://www.similarweb.com	Research
Wappalyzer	https://www.wappalyzer.com/	Research
Wayback Machine	https://archive.org/	Research
Cloudflare	https://www.cloudflare.com/	Speed
GTmetrix	https://gtmetrix.com/	Speed
Lighthouse	https://developers.google.com/web/tools/lighthouse/	Speed
Page Speed Insights	https://developers.google.com/speed/pagespeed/insights/	Speed
Speedmonitor.io	https://speedmonitor.io/	Speed
Webpage Test	http://webpagetest.org/	Speed
RankMath	https://rankmath.com/	Wordpress
Yoast SEO	https://wordpress.org/plugins/wordpress-seo/	Wordpress