



10 SEO Resources

Google AdWords and Keyword Tools

1. GoogSpy

GoogSpy allows you to type in a keyword to find out the top companies bidding on that keyword in their Google AdWords campaigns. <http://www.googspy.com>

2. Search Engine Preparedness Tool

Type in your domain name and a keyword you use on your website and it will give you a score out of a 100 on how you are doing with your Search Engine Optimization for that keyword. <http://www.web-inspect.com/search-engine-preparation.php>

3. Keyword Density Analyzer

Use this tool to see how your website is doing with specific keywords. You can compare your competitor's website with yours in a comprehensive table. http://www.keyworddensity.com/free_density_analyzer.html

4. Google Zeitgeist

What people are searching for at Google and its associated specialty services in a variety of categories. There are versions for various countries, as well. <http://www.google.com/press/zeitgeist.html>

5. Yahoo Keyword Selector Tool

Formerly called the Overture Keyword Selector Tool and the Overture Search Term Suggestion Tool before that, this free service is primarily designed to help advertisers who wish to select terms to target with ads on the Yahoo network. But you can use it to see how popular particular terms are. <http://inventory.overture.com/d/searchinventory/suggestion/>

6. AOL Hot Searches

Top current queries, or see those in the last hour, last day and within particular categories. <http://hot.aol.com/hot/hot>

7. AdWords CTR Validity Tool

Not sure if your first ad is really outperforming the second or your competitors ad? This handy tool will tell you whether or not you should eliminate one of your Google AdWords ads. <http://www.vertster.com/adwords-tool/>

8. Link Popularity Tool

Want to find out who is linking to you? Type in your domain name and this tool will generate a list of who is linking to you, including search engines. <http://www.linkpopularity.com/>

9. Compare your link popularity

Want to find out who is linking to you? Type in your domain name and this tool will generate a list of who is linking to you as well as who your competitors are getting linked from. <http://www.linkpopularity.com>

10. Keyword Comparison Price Tool

Type in a keyword you are interested in purchasing from any of the top Pay-per-Click search engines including FindWhat, Bay9, Ah-ha, Brainfox, GoClick, ePilot, Kanoodle, PageSeeker and Espotting and it will give you click prices for the top six positions. <http://www.compareyourclicks.com>