

# SEO Tools

# and Resources

## For Furthering Your SEO Knowledge

- Learn more about SEO and SEM with this [guide](#).
- Use [this](#) to help build your content marketing strategy.
- With over 300 episodes, [SEO 101](#) is one of the most popular SEO podcasts for beginners.

## For Acing Your Keywords

- [Google's Keyword Planner](#) is an excellent tool for researching high-ranking keywords.
- [Moz](#) is another keyword tool that's popular with marketers.
- [AnswerThePublic](#) is a search listening tool where you can get keyword insights based on search engines' autocomplete data.
- [Keyword Surfer](#) is a free Chrome extension that lets you quickly see the monthly search volume for any given query.

## For Optimizing Your Site

- [Google's PageSpeed Insights tool](#) will review your site speed and offer recommendations.
- Use [Google's Mobile-Friendly Test](#) to see how well your site performs on mobile devices.
- [Google Search Console](#) will inspect your site for crawling or indexing issues.
- [Penguin Tool](#) notifies you if your site becomes impacted by updates to Google's algorithm.

## For Leveling Up Your Content Marketing

- [Headline Analyzer](#) is a tool that'll ensure your headlines are catchy and easily readable (and not just crammed with keywords).
- Use [Ad Copy Cheatsheet](#) as a guide for infusing your content with power words.
- With the [Grammarly browser extension](#), never publish a post with a spelling, punctuation, or grammar mistake again.
- Get ahead of trending topics and hot conversations with the [TrendSpotttr tool](#).