

The Best SEO Tools for Beginners | Neil Patel

Introduction:

Do you find SEO confusing and hard? Don't worry-- we've all been there.

But what if I told you that there's a handful of tools that are amazing for beginners and they'll solve all of your SEO problems?

Hey everyone! I'm Neil Patel and today I'm gonna be sharing with you the best SEO tools for beginners.

Before we get started, make sure you subscribe to this channel. Subscribe, follow, like, share-- I appreciate anything you do, and by doing that when you subscribe, each week as I release these kinds of marketing videos you'll be able to get notified when they come out.

Links:

- Video URL: <https://www.youtube.com/watch?v=jbB-ZZ4k8X0>
- Neil Patel's YouTube channel: <https://www.youtube.com/user/neilvkpatel/featured>
- Neil Patel's SEO blog: <https://neilpatel.com/blog/>

- Moz: <https://moz.com/>
- Ubersuggest: <https://neilpatel.com/ubersuggest/>
- BuzzSumo: <https://buzzsumo.com/>
- Keywords Everywhere: <https://keywordseverywhere.com/>
- Ahrefs: <https://ahrefs.com/>
- Google Trends: <https://trends.google.com/trends/>
- AnswerThePublic: <https://answerthepublic.com/>

The Best SEO Tools For Beginners:

1. Moz

Moz is a really simple and easy-to-use SEO tool-- especially for beginners-- that has a really pretty and nice user interface in which when you add your website it'll show you all of the errors.

Those errors will be your on-page errors: do you have duplicate content, or are your title tags messed up? Whatever it may be, Moz will monitor your website and notify you when there's problems. And they'll even tell you which ones are urgent that you should be fixing first and which ones aren't as important.

2. UberSuggest

What UberSuggest allows you to do is find more keywords to go after. The thing with SEO is you need more keywords; the more keywords you're targeting, the more potential traffic you can get.

You'll find that you already ranked for certain keywords over time, or you're going to rank for certain keywords over time.

As you find out what keywords you're ranking for-- what's driving you traffic-- you should put those keywords into UberSuggest. It'll show you all the long-tail variations of those keywords.

For example: I rank for "digital marketing" on page 1 of Google. By putting in "digital marketing" into UberSuggest, it will show me all the other similar terms to digital marketing.

And because I rank for the head term, UberSuggest is providing me the long-tail terms these are three-, four-, five-word phrases.

By integrating these three-, four-, five-word phrases onto my content-- that web page that already ranks for digital marketing-- I'll find that I'll quickly start ranking for all the long-tail terms within 30 days.

To do this, you need to take those keywords that are relevant to your article and integrate them in. Sometimes you can just add in those keywords, other times you'll have to expand upon your content to make it flow and make all sense.

Don't just add keywords just for the sake of it-- it has to flow with your article or webpage that you're doing this with.

3. BuzzSumo

When you're trying to figure out what content to write on, the last thing you want to do is write content that no one wants to read.

But here's the cool part about BuzzSumo: there's already a lot of content within your space. Type in keywords within your space and BuzzSumo will show you all the popular articles that have done well.

You want to take this not to copy those articles but instead to give you ideas of what people like, versus what they don't.

BuzzSumo bases this on social shares, so you know if you create content that's similar to this, you'll do well on the social web-- that's like on sites like Facebook, Twitter, LinkedIn, etc.-- you get the point.

That's why when you want to use BuzzSumo because the last thing you wanna do is write content that no one wants to read.

4. Keywords Everywhere

Keywords Everywhere is a free Chrome extension in which when you perform searches on Google, it'll show you other related keywords, as well as the search volume for all these phrases.

So when you're just doing some Google searches at least you'll find more keywords that you could be going after.

5. Ahrefs

Ahrefs has this cool feature called The Link Intersect. What The Link Intersect does is it shows you who's linking to your top three competitors but not linking to you.

The reason I love using The Link Intersect is if people are linking out to multiple of your competitors, there's a good chance that they'll also be willing to link out to you.

If you reach out to a website that only links to one out of a hundred of your competitors it's gonna be really tough to email them and convince them to link to you. But if someone is linking out to a handful of your competitors, it means that they're continually open to linking to more and more people within your space.

6. Google Trends

Google has continually pushed brands more than anything else over the last year.

You want to build a brand. The reason you want to use Google Trends is it'll show you how well your brand is doing over time.

You go to Google Trends, you type in your name versus a competitor, and it'll show you which brand is bigger. You want it to continually grow (your brand) over time.

And a great way to make it grow is by leveraging the omni-channel approach. That's doing things like content marketing, using tools like Buzzsumo which we talked about. Doing things like link building, which again we talked about, right, using Ahrefs?

Doing things like updating your content, going after more phrases so more people can find you over time. You can do that by using tools like UberSuggest, which again we talked about.

But the cool part about Google Trends is it tracks your brands, not just over time, but it shows you how your brand is doing in different regions and countries.

This is huge if you're not a global company-- that way, you can see which regions are areas you need to improve upon the most.

7. Answer The Public

When people are searching Google, a lot of times they're asking Google questions. You want to make sure you're at the top for all of those questions.

You know that site Quora? Quora gets so much traffic because all it does just answer popular questions. Why can't you answer these questions on your own website?

Answer The Public's like: if you put in a keyword such as marketing it'll show you all the questions related to marketing.

Now you can update your website to cover all these questions that people are searching for so you can get the most amount of traffic from Google.

Closing

So that's it-- those are the tools that you should use as a beginner.

If you have any questions, leave a comment. If you enjoyed the video, like the video or share it with other people.

And make sure you subscribe so that way each and every single week, you can get the latest and greatest when it comes to online marketing advice for free.

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