



Best SEO tools & resources for photographers

BEFORE AND AFTER YOU WORK ON YOUR SITE'S SEO, IT'S A GREAT IDEA TO RUN THE SITE THROUGH A SERIES OF TOOLS TO KNOW WHERE YOU STAND.

These tools can help you diagnose common SEO problems and improve your site's "indexability" and rankings in search engines.

Google

First of all, let's not forget the obvious.

You can use Google directly to find out two important things:

1. How many of your site's pages have been indexed so far. Search for "site:" followed by your domain name (e.g. site:johndoe.com) to get the total number of pages.
2. How well your site ranks for your target keywords/phrases. Be sure to perform this search in a private/incognito browser tab (otherwise, the results will be skewed by your search history, and you'll probably see your own site rank higher than what the public sees).

SERPs Rank Checker (free)

The screenshot shows the SERPs Keyword Rank Checker tool interface. At the top, the SERPs logo is on the left, and navigation links for FREE TRIAL, PRICING, TOOLS (highlighted), and LOG IN are on the right. Below the navigation bar, a breadcrumb trail reads HOME > TOOLS > KEYWORD RANK CHECKER. The main tool area has a dark blue header with 'Keyword Rank Checker' and a 'Tool Instructions' link. The form includes a 'Search for this keyword' field with 'keyword' entered, a 'Filter for a specific domain (leave blank for all 250 results)' field with 'domain.com' entered, a 'Select search engine and location' section with 'United States - English' selected, a 'Select device' section with a desktop icon selected, and a 'Search from exact location (optional)' field with 'eg 'Portland, OR' or '97209'' entered. A large blue 'Go!' button is at the bottom of the form. Below the form are two links: '← Google Location Changer' and 'Keyword Research Tool →'. The footer is dark grey and contains four columns of links: 'Connect with SERPs' (About, Case Studies & Testimonials, Blog, Help Desk, SEO How-Tos), 'Designed For' (SEO Agency Software, Mobile Keyword Rank Tracking, Local Rank Tracking Software, Local SEO Software for Franchises), 'SERPs Features' (SERPs Dedicated, SEO Testing Software, SEO API, Bulk Rank Checker, White Label SEO Software, DataLab), and 'Featured Articles' (Guide to Google Keyword Planner for SEO, Scroll Depth Tracking in Google Analytics, More Resources). A copyright notice '© SERPs, Inc 2017 | Privacy Policy' is at the bottom center.

SERPs [FREE TRIAL](#) [PRICING](#) [TOOLS](#) [LOG IN](#)

HOME > TOOLS > KEYWORD RANK CHECKER

Keyword Rank Checker [Tool Instructions](#)

Search for this keyword:

Filter for a specific domain (leave blank for all 250 results):

Select search engine and location:

Select device:

Search from exact location (optional):

Go!

[← Google Location Changer](#) [Keyword Research Tool →](#)

Connect with SERPs
About
Case Studies & Testimonials
Blog
Help Desk
SEO How-Tos

Designed For
SEO Agency Software
Mobile Keyword Rank Tracking
Local Rank Tracking Software
Local SEO Software for Franchises

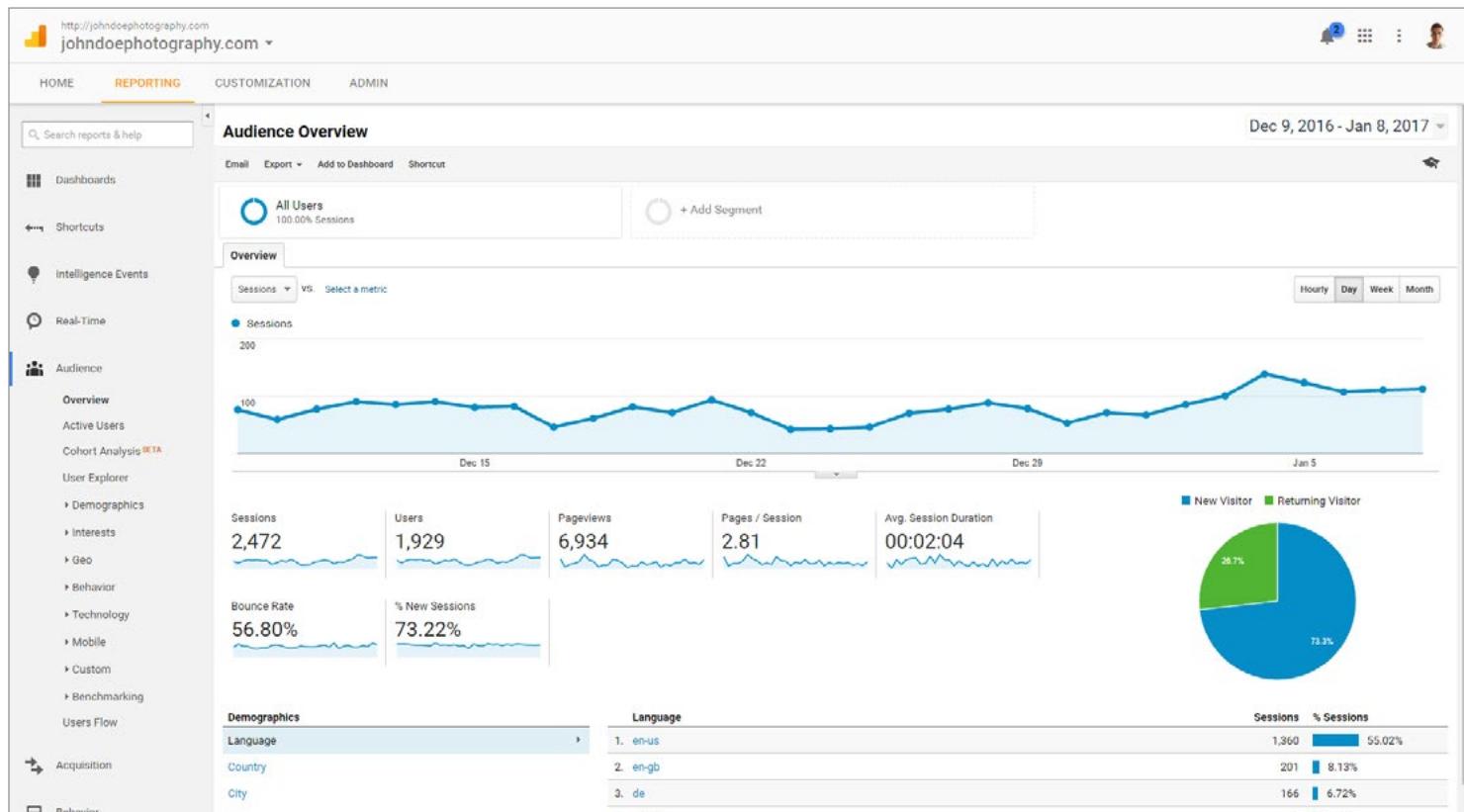
SERPs Features
SERPs Dedicated
SEO Testing Software
SEO API
Bulk Rank Checker
White Label SEO Software
DataLab

Featured Articles
Guide to Google Keyword Planner for SEO
Scroll Depth Tracking in Google Analytics
More Resources

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This is a more powerful tool for checking your site's rankings (than using Google in an incognito tab), allowing you to also simulate searches: in other languages, from other locations, from mobile devices.

Google Analytics (free)

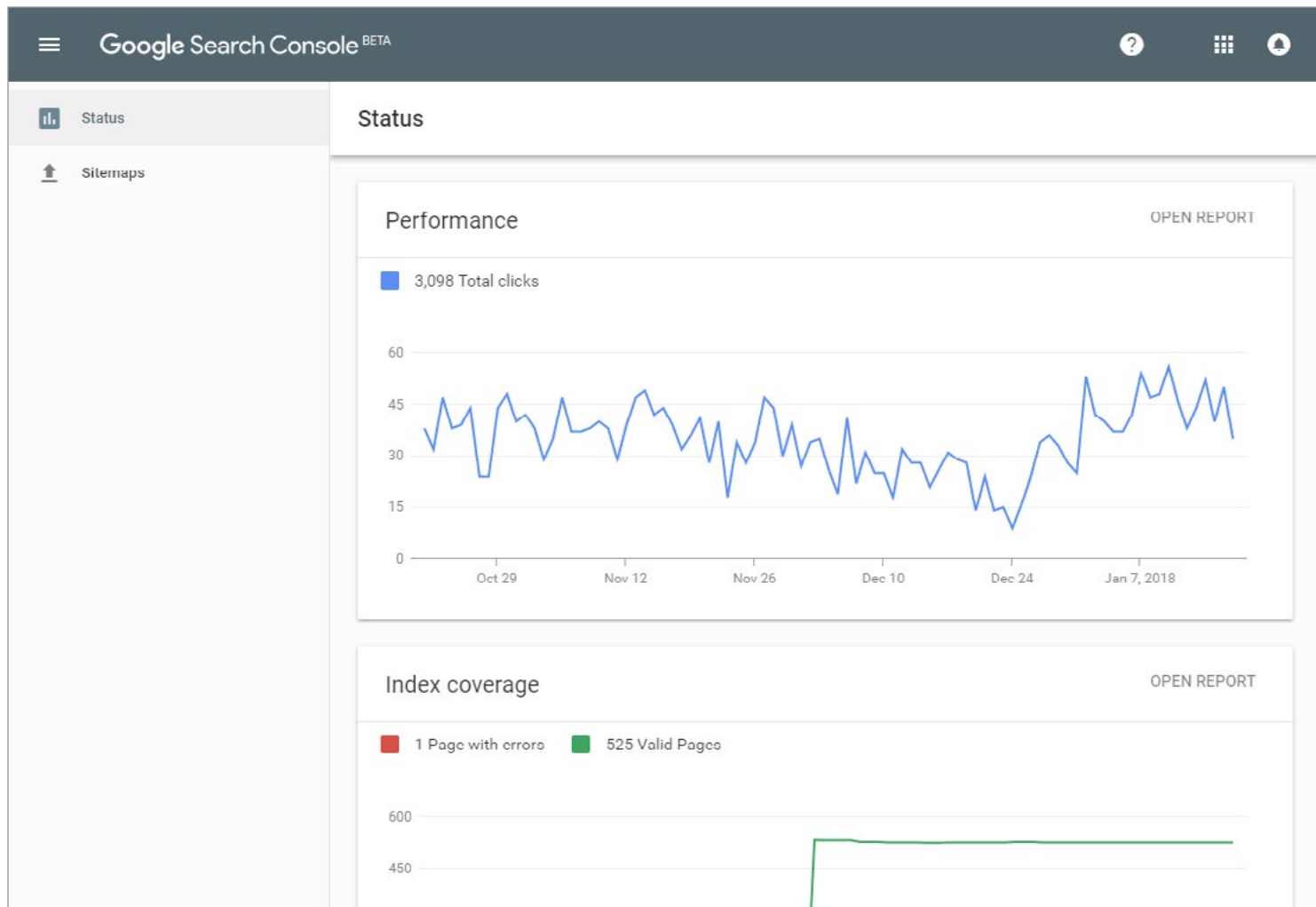


You can't be serious about SEO and not use a good analytics tool.

Unless you need very advanced reports (heat-maps, scroll-maps, mouse tracking etc.), Google Analytics is powerful and detailed enough to keep you covered.

More info on how you can set-up and leverage GA reports for SEO can be found [here](#).

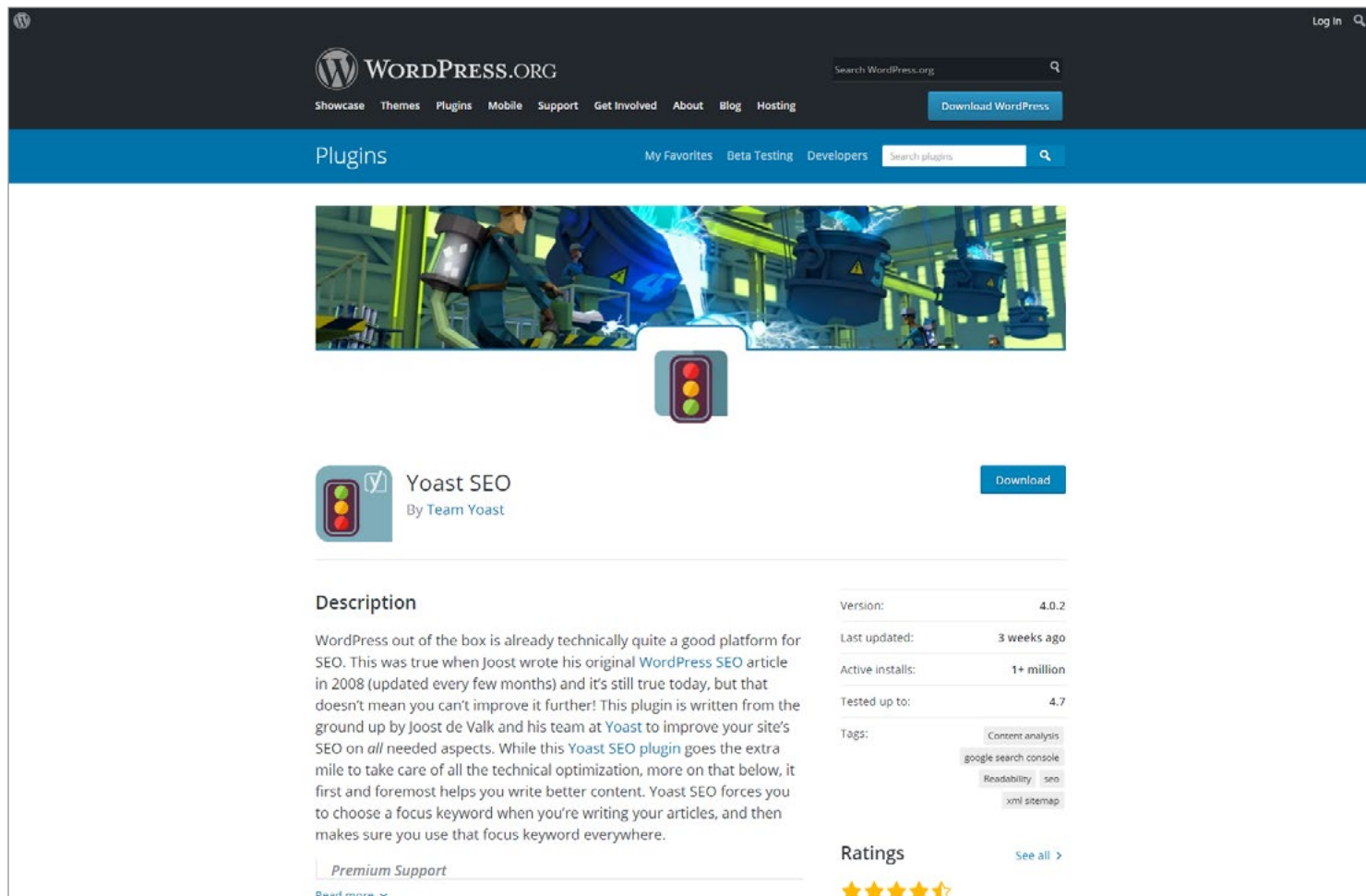
Google Search Console (free)



This is a must-have. Google's Search Console tool can give you some useful insights into your site's general health, and how well Google is crawling & indexing your site.

A round-up of some of the most important Search Console reports can be found [here](#).

Yoast SEO (if using WordPress) (free)



The screenshot shows the WordPress.org website interface. At the top, there's a dark header with the WordPress logo and 'WORDPRESS.ORG' text. Below this is a navigation bar with links like 'Showcase', 'Themes', 'Plugins', 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. A search bar is also present. The main content area is titled 'Plugins' and features a large banner image of a factory. Below the banner, the 'Yoast SEO' plugin is highlighted. It includes a 'Download' button, a description, and a list of tags. The description states that WordPress is already a good platform for SEO, but Yoast SEO goes the extra mile to improve technical optimization and content quality. The plugin is developed by Team Yoast and has a version of 4.0.2. It was last updated 3 weeks ago and has over 1 million active installs. The tags include 'Content analysis', 'google search console', 'Readability', 'seo', and 'xml sitemap'. The ratings section shows a 5-star rating.

Yoast SEO
By Team Yoast

[Download](#)

Description

WordPress out of the box is already technically quite a good platform for SEO. This was true when Joost wrote his original [WordPress SEO](#) article in 2008 (updated every few months) and it's still true today, but that doesn't mean you can't improve it further! This plugin is written from the ground up by Joost de Valk and his team at Yoast to improve your site's SEO on *all* needed aspects. While this Yoast SEO plugin goes the extra mile to take care of all the technical optimization, more on that below, it first and foremost helps you write better content. Yoast SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere.

[Premium Support](#)

[Read more](#)

Version: 4.0.2
Last updated: 3 weeks ago
Active installs: 1+ million
Tested up to: 4.7

Tags: Content analysis, google search console, Readability, seo, xml sitemap

Ratings [See all](#)

★★★★★

Yoast SEO is the best plugin out there (better than All in one SEO Pack, in my experience).

Besides allowing you to define your title & meta description tags for all pages and posts, the plugin can do a lot more behind the scenes, including social media sharing tags, XML sitemap, page analysis and various other technical stuff.

If you're consider it, their [pro version](#) is worth it (especially for their redirect manager which ties in with Google Search Console).

XML-Sitemaps (free)

The screenshot shows the XML-Sitemaps.com website. The header includes the logo, navigation links (Free Online Sitemap Generator, Unlimited Sitemap Generator, Online PRO Service, About Sitemaps, Forum, Testimonials, SEO Tools, Contact), and social media links (Google+, YouTube, Facebook). The main heading is 'Build your Site Map online (XML, ROR, Text, HTML)'. Below this, a list of features is provided: 'This website's goal is to let you: Create an XML sitemap that can be submitted to Google, Bing and other search engines to help them crawl your website better. Create a Text sitemap to have a plain list of all your pages. Generate an HTML site map to allow website visitors to easily navigate on your site.' A section titled 'Get it done in 4 Simple Steps' lists the process: 1. Enter your full website URL and some optional parameters in the form below. 2. Press 'Start' button and wait until the site is completely crawled. 3. You will be redirected to the generated sitemap details page, including number of pages, broken links list, XML file content and link to a sitemap file. Download the sitemap file using that link and put it into the domain root folder of your site. 4. Go to your Google Webmaster account and add your sitemap URL. Below this is a form titled 'Please enter details for sitemap generation' with fields for 'Starting URL', 'Change frequency', 'Last modification', and 'Priority'. A 'Start' button is at the bottom of the form. To the right of the form, there is a 'Get into Google in 48 hours Guaranteed' section with a testimonial from Luke Aldworth Davis. Below that is a 'News' section with various links to updates and features.

XML-Sitemaps.com
Sitemap Generator

Free Online Sitemap Generator | Unlimited Sitemap Generator | Online PRO Service | About Sitemaps | Forum | Testimonials | SEO Tools | Contact

Build your Site Map online
(XML, ROR, Text, HTML)

This website's goal is to let you:

- Create an XML sitemap that can be submitted to Google, Bing and other search engines to help them crawl your website better.
- Create a Text sitemap to have a plain list of all your pages.
- Generate an HTML site map to allow website visitors to easily navigate on your site.

Get it done in 4 Simple Steps

- Enter your full website URL and some optional parameters in the form below.
- Press 'Start' button and wait until the site is completely crawled.
- You will be redirected to the generated sitemap details page, including number of pages, broken links list, XML file content and link to a sitemap file. Download the sitemap file using that link and put it into the domain root folder of your site.
- Go to your [Google Webmaster account](#) and add your sitemap URL.

Please enter details for sitemap generation

Starting URL
Please enter the full http address for your site, only the links within the starting directory will be included.

Change frequency

Last modification
☐ None
☒ Use server's response
☐ Use this date/time:

Priority
☒ None ☐ Automatically Calculated Priority

Check your settings and click button below
 Maximum 500 pages will be indexed in sitemap

Need to index more? Check our [Standalone version of Google sitemap generator](#) with unlimited number of pages for crawler.

Get into Google in 48 hours Guaranteed

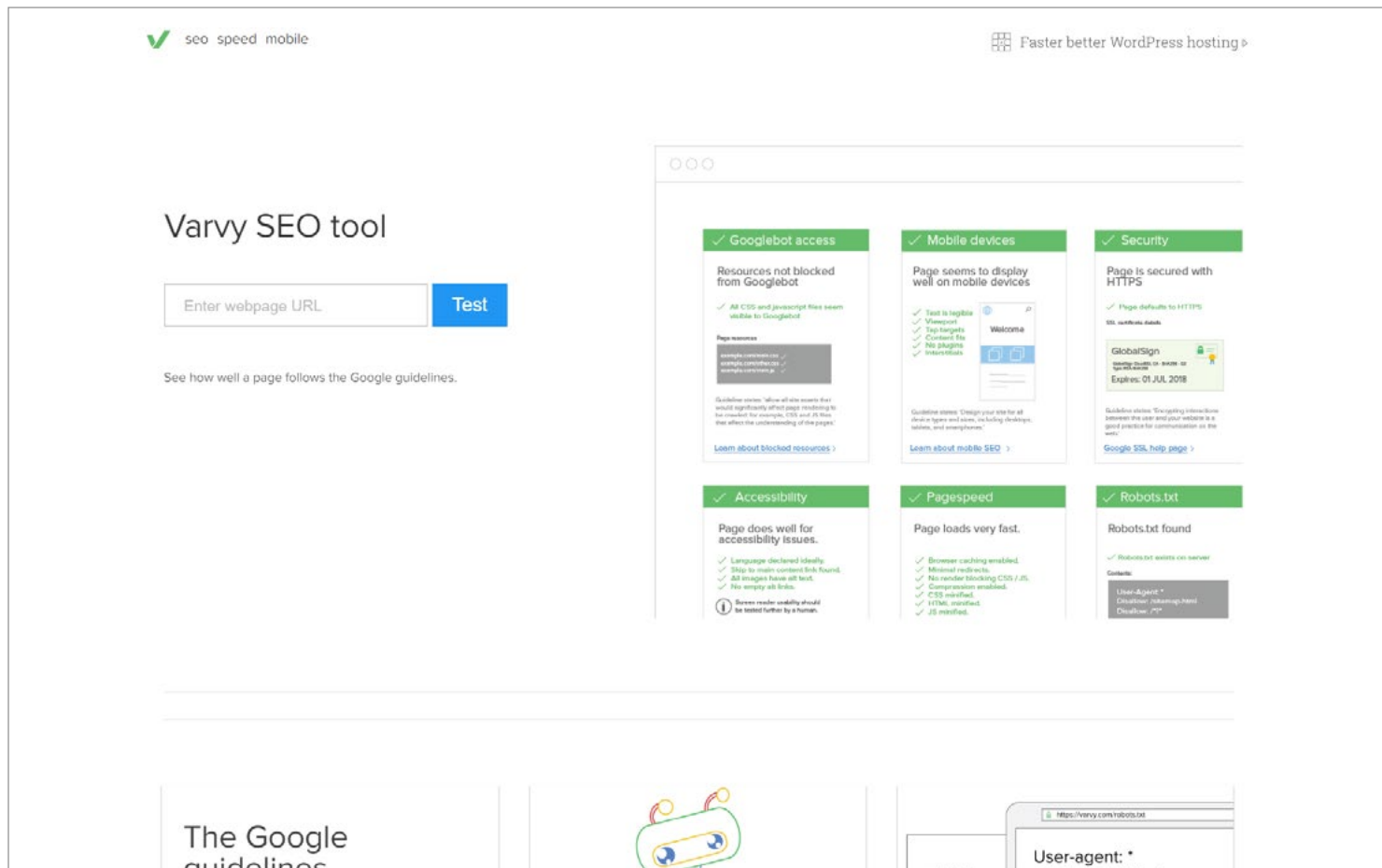
"That's amazing! So simple, so easy... I was close to giving up on a google sitemap before I found your website.
Good stuff!"
Luke Aldworth Davis
[more testimonials](#)

News

[Parse javascript links and new Youtube API support - Sitemap Generator v7.1](#)
[Pro-Sitemaps - Added support for Yandex.Webmaster](#)
archive:
[Track referring pages and include hreflang in sitemap - Sitemap Generator v7.0](#)
[Include subdomains in sitemap - Sitemap Generator script v6.1](#)
[Pro-Sitemaps Mobile App to manage your sitemaps](#)
[RSS Feeds and AJAX content crawling in Sitemap Generator v6.0](#)
[PRO Sitemap Generator Service launched! Video Sitemaps and News Sitemaps](#)
[Images in sitemaps.xml stylesheet](#)
[Mobile-sitemaps, config presets, http support](#)
[Email notifications, html sitemap customization](#)
[Live.com is now pinged](#)
[Google Sitemaps with Automatic priority](#)
[More search engines are pinged](#)
[Sitemap protocol v0.9 is supported](#)

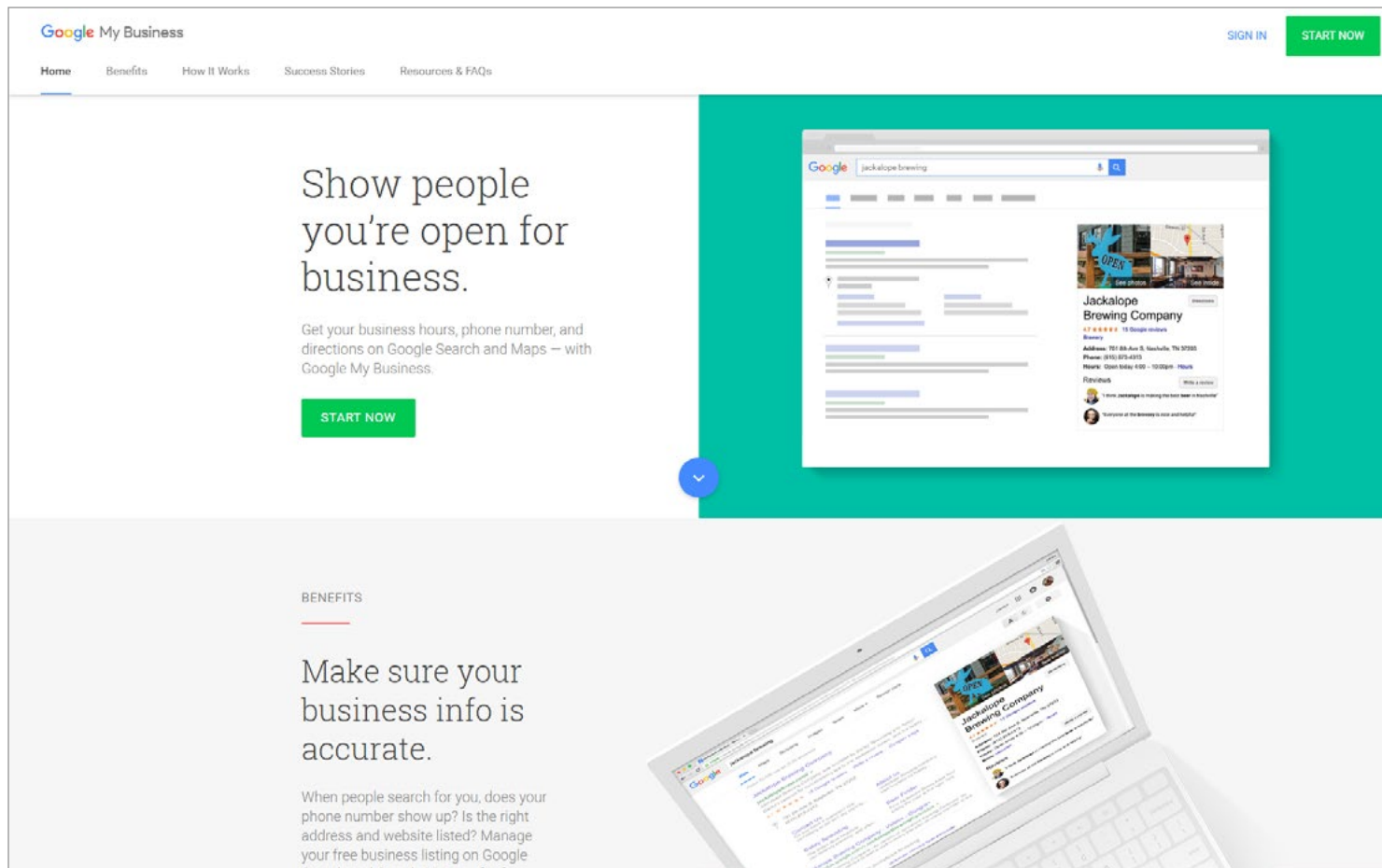
If you're not using WordPress, then you need an external tool to crawl your site and generate an XML sitemap for it (that you can then submit in Google Search Console to speed up indexing). XML-Sitemaps is a reliable sitemap generator.

Varvy SEO tool (free)



This straight-forward tool analyses your site and checks to see if it follows Google's guidelines. It provides a great SEO overview, detecting problems like accessibility, mobile-friendliness, security, performance, sitemaps and more.

Google My Business (free)



Google sometimes display full photographer or business listings (to the right of search results). That's prime real-estate. Create your free Google My Business profile (even if you don't have a regular office or a fixed location, it still helps).

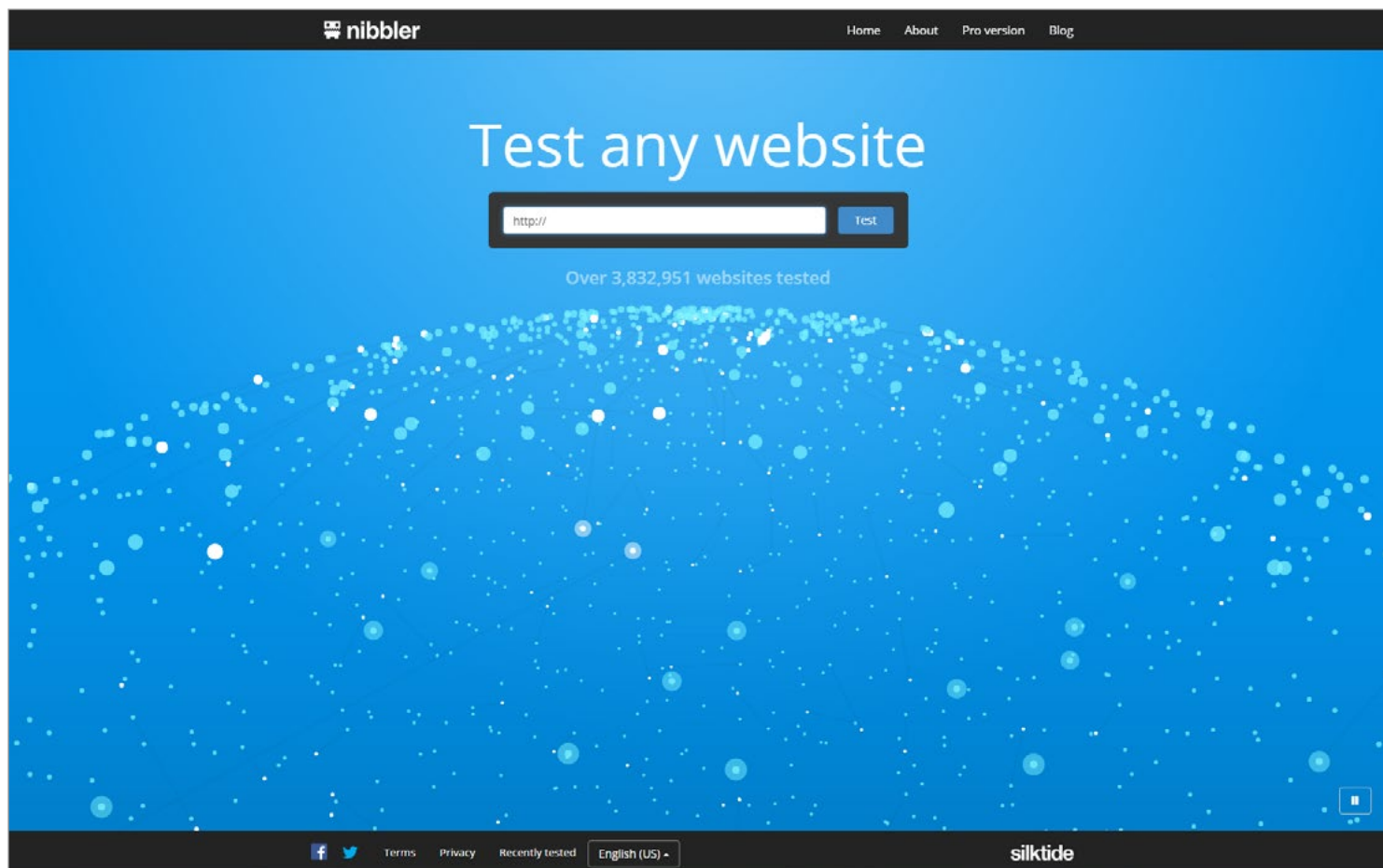
GTmetrix (free)

The screenshot shows the GTmetrix website homepage. At the top, there's a navigation bar with the GTmetrix logo, links for Features, Resources, and GTmetrix PRO, and buttons for Log In and Sign Up. The main heading reads "Analyze your site's speed and make it faster." Below this, a subtext states: "GTmetrix gives you insight on how well your site loads and provides actionable recommendations on how to optimize it." A large input field prompts "Enter URL to Analyze..." with an "Analyze" button to its right. A "Latest News" section follows, containing three items: a 2017 update, a server load notice, and a CDN detection notice. Below the news is a row of logos for various companies including PayPal, Spotify, GoDaddy, Nordstrom, Nike, Travelocity, HP, NBC, and ASOS. To the right of these logos, it says "154,038,581 pages analyzed so far." and "Join thousands of people and companies around the world committed to making the web consistently fast." The bottom section features the text "GTmetrix tells you a lot about your website performance." and "Our Report gives you the full picture on how your site loads and helps you detect where bottlenecks are." To the right of this text is a thumbnail of a performance report for https://gtmetrix.com/.

Regular visitors hate slow websites. Photo buyers hate slow sites. Google does too.

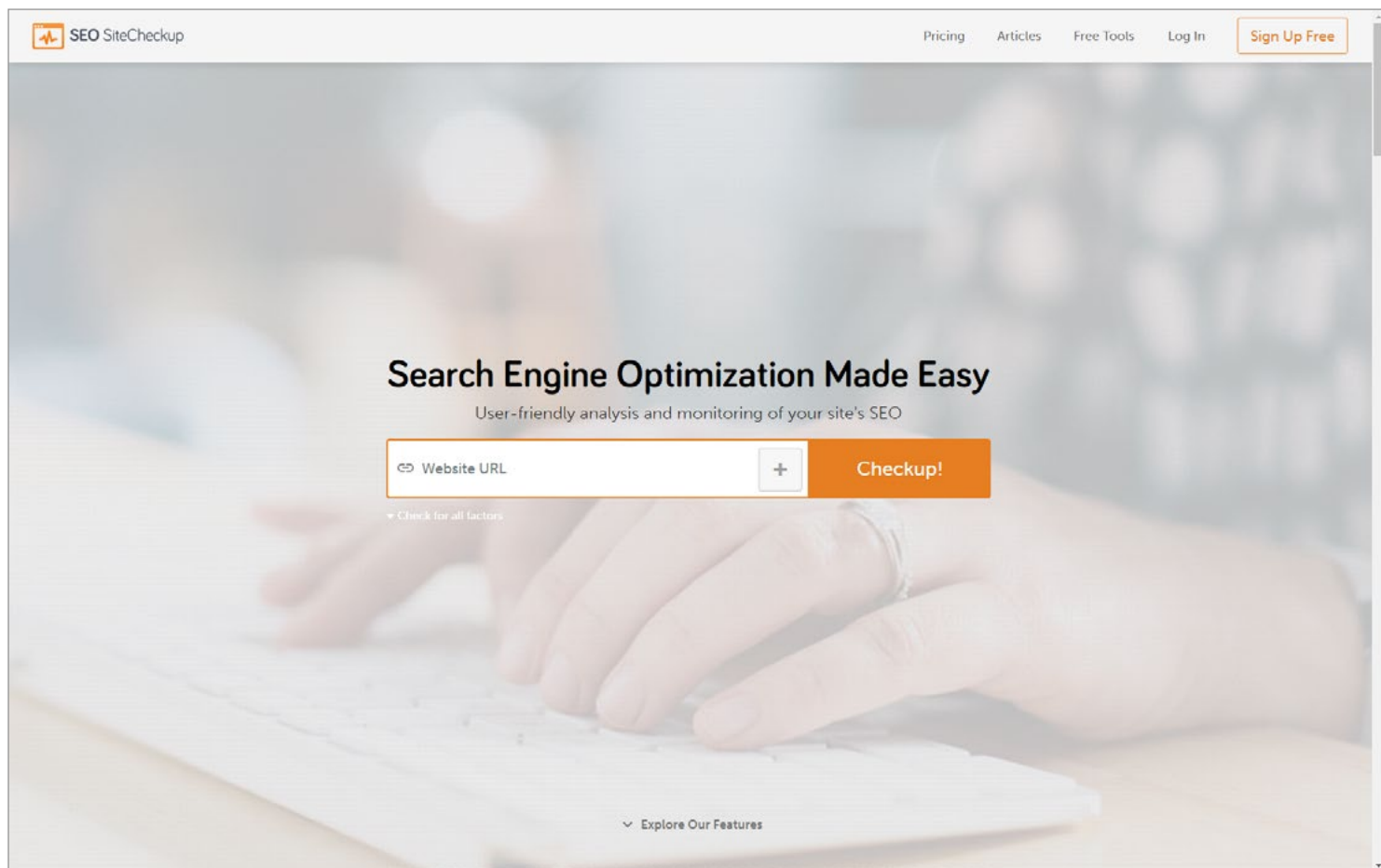
This excellent speed-test tool (which factors in Google's PageSpeed score as well) will show you where you can improve your site's performance.

Nibbler (free)




Excellent free tool for reviewing your entire site. Not just SEO, but also user experience, code quality, mobile-friendliness, social media integration, etc.

SEO SiteCheckup (free)



Fast and detailed SEO report for your site, with tips on how to improve any problems it finds.

Screaming Frog SEO Spider tool (free)



[About](#)
[Services](#)
[Our Work](#)
[Log File Analyser](#)
[SEO Spider](#)
[Blog](#)
[Contact](#)
[Log In](#)

Screaming Frog SEO Spider Tool

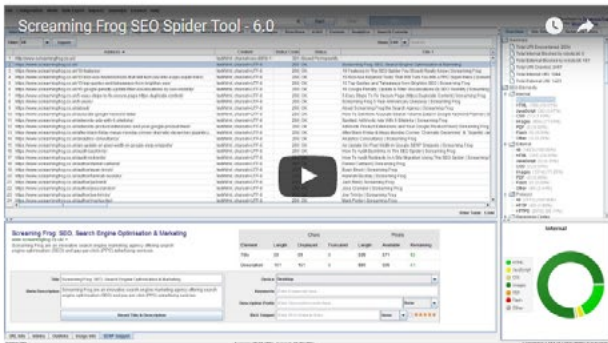
The SEO Spider is a desktop program you can install locally on PC, Mac or Linux which crawls websites' links, images, CSS, script and apps to evaluate onsite SEO.

[Overview](#)
[User Guide](#)
[FAQ](#)
[Support](#)
[Terms & Conditions](#)
[Download](#)
[Pricing](#)
[Buy & Renew](#)

SEO Spider Tool

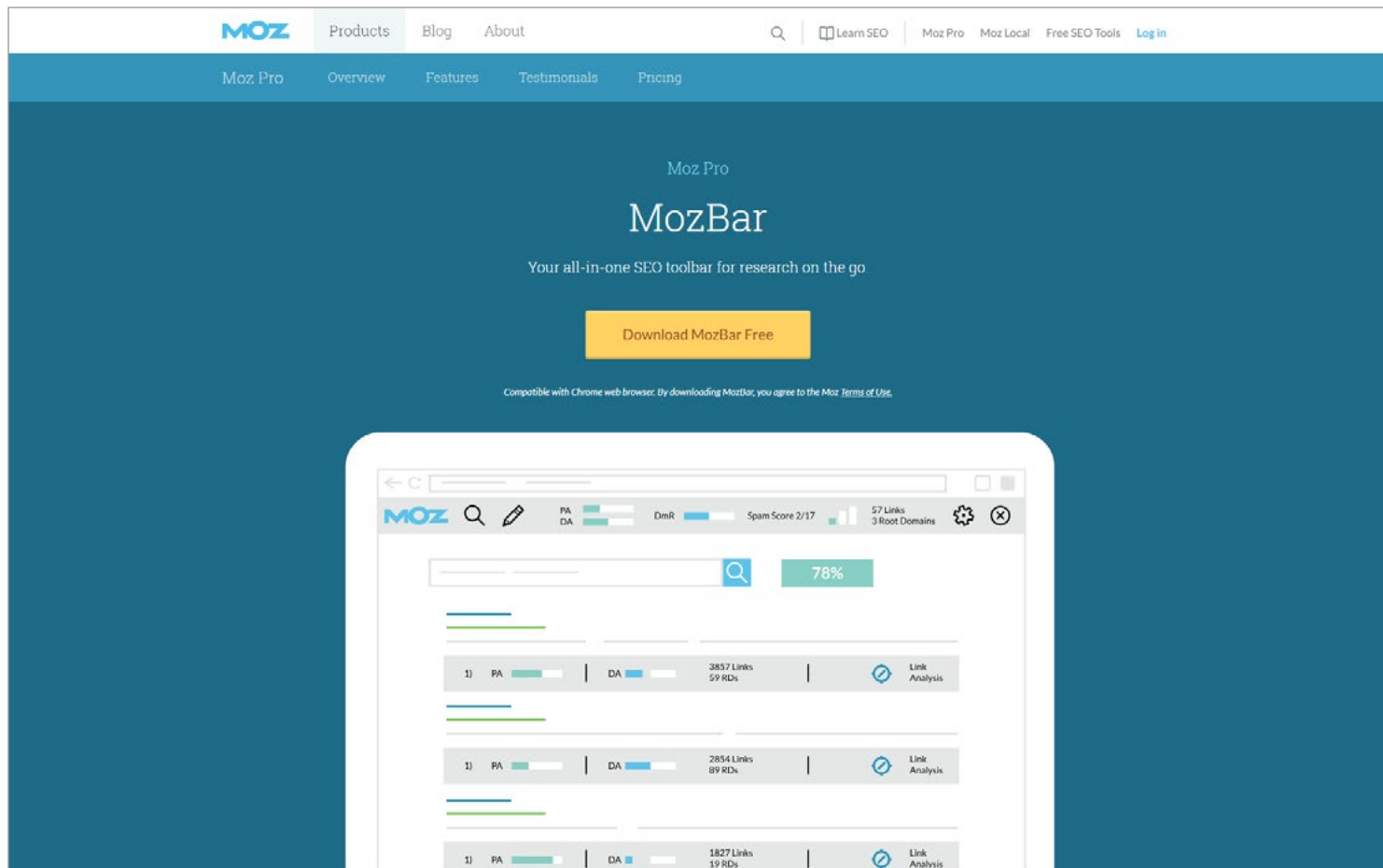
The Screaming Frog SEO Spider is a website crawler, that allows you to crawl websites' URLs and fetch key onsite elements to analyse onsite SEO. Download for free, or purchase a licence for additional advanced features.

[Compare Versions](#)
[Download](#)



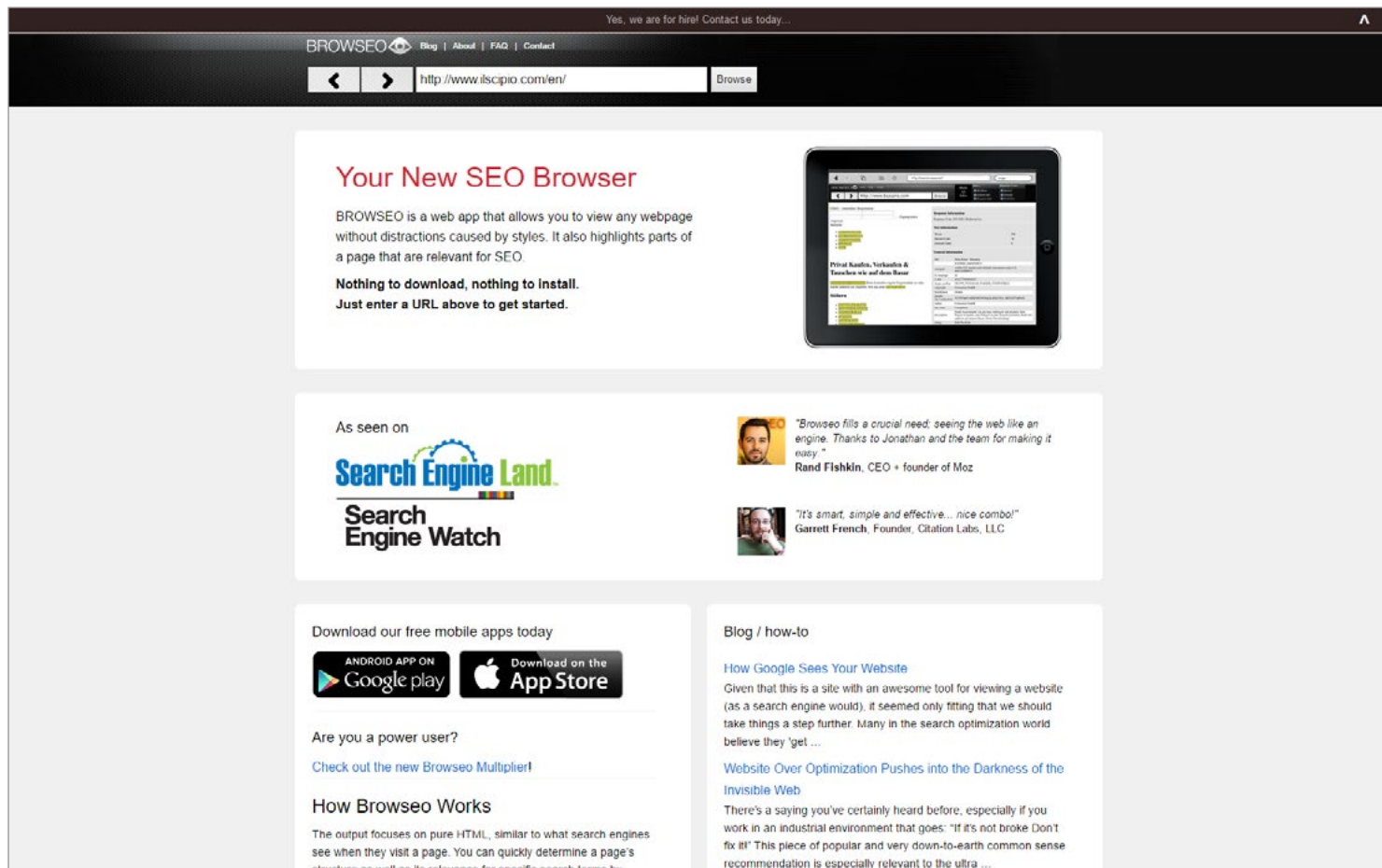
ScramingFrom has been around for ages, it's a comprehensive SEO spider & analysis tool (so it's for the more technically-inclined people), helping you: find broken links, testing redirects, reviewing page meta data and detecting duplicate content, and much more. They have a paid version that unlocks all features, but you should get useful results from the free version as well.

MozBar from Moz (free)



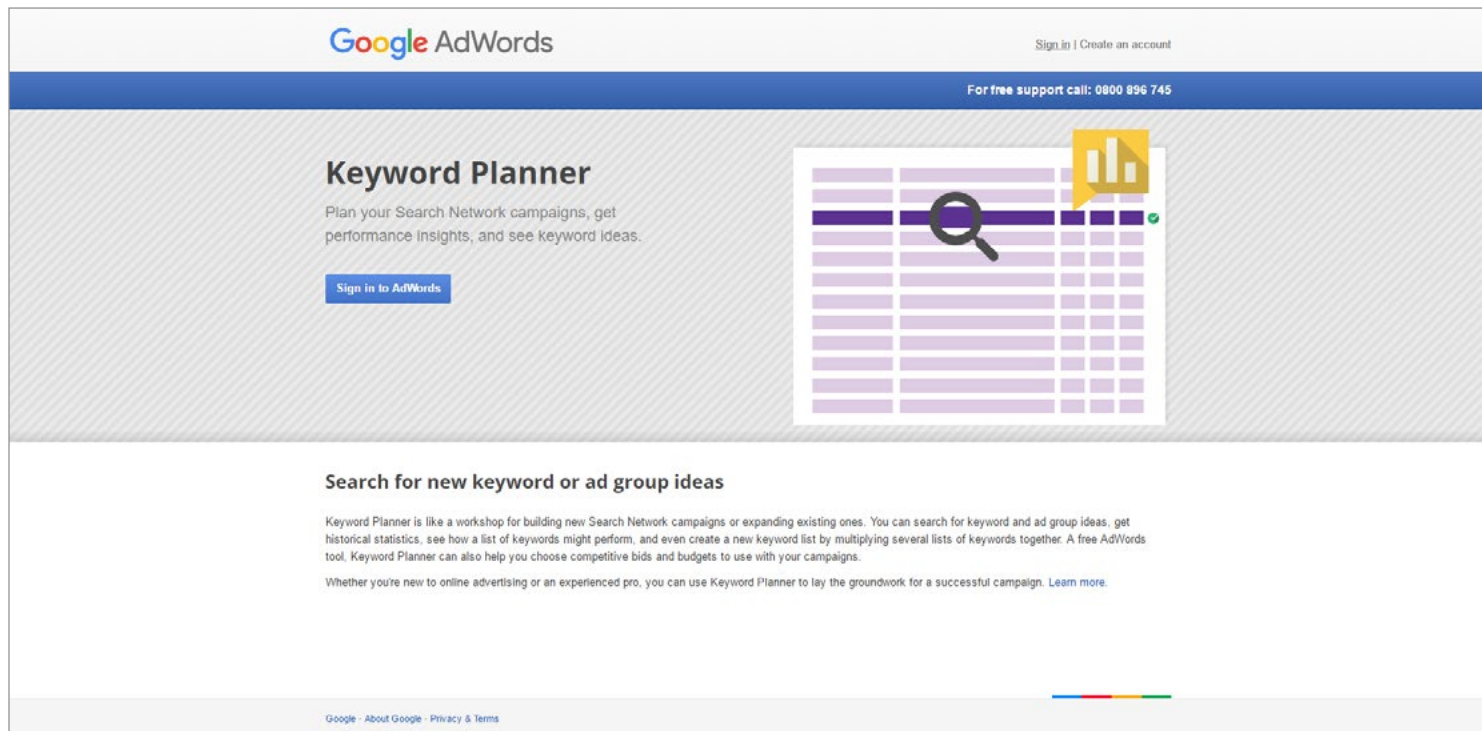
This is a cool browser extension that give you interesting metrics in search results (for comparing link metrics) and when browsing you (or your competitors') sites.

Browseo (free)



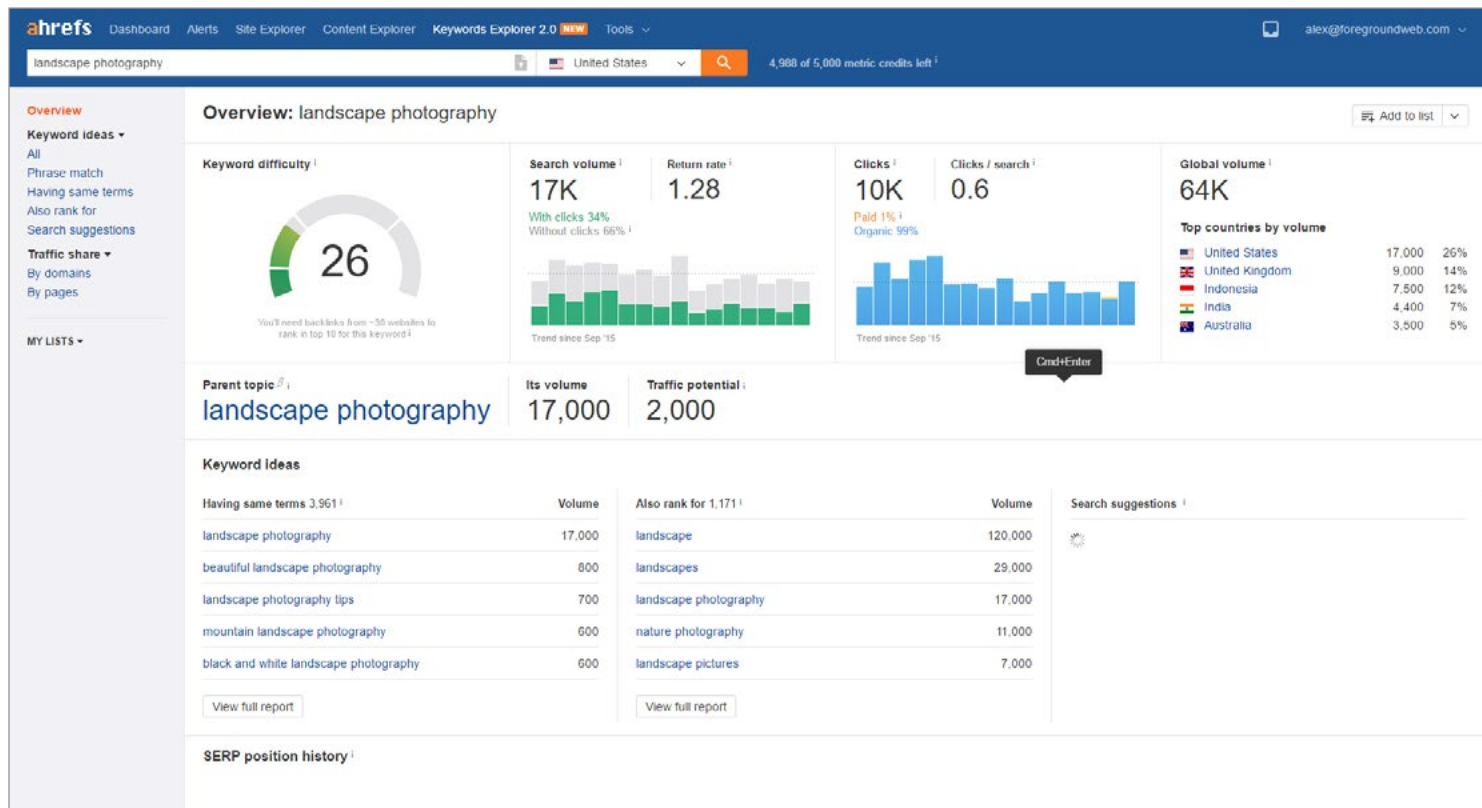
Simulate how search engines view your site (including a SERP preview, the number of internal and external links, a list of headings & more). This will really make you see the importance of content quality, structure and image ALT tags.

Google Adwords Keyword Planner (free)



The most popular (free) keyword planning tool, helping you find keyword ideas and search-volume metrics.

ahrefs (\$99/mo)



This is probably the most powerful keyword research tool out there, giving you relevant keyword ideas for your content (along with search volume, keyword difficulty & much more).

Coupled with their Site Explorer and Content Explorer tools, you reach content-marketing and SEO heaven. But it comes with a hefty price tag, so only invest in it if you get a ton of traffic and can quantifiably turn SEO improvements into income.

Moz Pro (\$99/mo)

The screenshot shows the Moz Pro website homepage. The top navigation bar includes the Moz logo, links to Products, Blog, and About, a search icon, and links to Learn SEO, Moz Pro, Moz Local, Free SEO Tools, and Log in. Below this is a secondary navigation bar with links to Moz Pro, Overview (which is highlighted), Features, Testimonials, Pricing, and Resources. The main hero section has a dark blue background with the text 'Moz Pro' in large white letters, followed by 'Improve rankings and search engine visibility with the complete SEO toolset.' Below this is an illustration of a laptop with a line graph and a coffee cup. A yellow button with the text 'Start My Free 30-Day Trial' is centered below the illustration. The bottom section has a light blue background and is divided into two parts. On the left is a screenshot of the 'Open Site Explorer' tool interface, showing various SEO metrics like Authority, Page Rank, and Inbound Links. On the right is a testimonial section titled 'Unique data you can trust.' which states that Moz is powered by industry-leading SEO metrics and includes a quote from Will Critchlow, Founder and CEO of Distilled.

Moz Pro
Improve rankings and search engine visibility with the complete SEO toolset.

Start My Free 30-Day Trial

Unique data you can trust.
Powered by our industry-leading SEO metrics – including Page Authority and Domain Authority – Moz Pro gives you the highest quality data to do your job.

Moz is the only data source that gives us real insights into link equity. There is nothing like the MozRank and Domain Authority metrics on the market. We refer to them constantly.

Distilled
Will Critchlow | Founder and CEO

Moz Pro is the most powerful SEO tool you can have in your arsenal. Checking rankings, doing keyword research, analyzing inbound links, plus many more advanced optimization tools and reports, all part of the same complete (but expensive) package. If you have the income and website traffic for it, it's worth it.

Moz's [Open Site Explorer](#) can be used for free (but displays limited results), it's a fantastic link explorer.

Need even more tools than these?

Check out these other round-up lists:

- [54 Of The Best Free SEO Tools That Don't Require A Credit Card or Registration \(Sustained Surge\)](#)
- [24 Simple and Free SEO Tools to Instantly Improve Your Marketing \(Buffer\)](#)
- [The 100 Best Free SEO Tools & Resources for Every Challenge \(Moz\)](#)
- [On-Site SEO Audit Checklist \(SEMrush\)](#)
- [SEO tools curated by Saijo George](#) *(All the tools you can ever need. Go crazy!)*

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