

2019
EDITION

THE HOTH PRESENTS:
THE BEST SEO
TOOLS



TOP SEO Tools Guide

by The HOTH

There are lots of tools we've used over the years to build the HOTH, and many we still use every single day.

We put together our favorite tools in this list so that you can use them to research your competitors, find loads of new keywords, optimize your site, and more!

Some of the tools are paid tools and are WELL worth the money spent, but we also tried to include free or low cost versions of each.

If you have any suggestions about this guide or anything you'd like to see from us, just shoot us an email at support@thehoth.com

-The HOTH

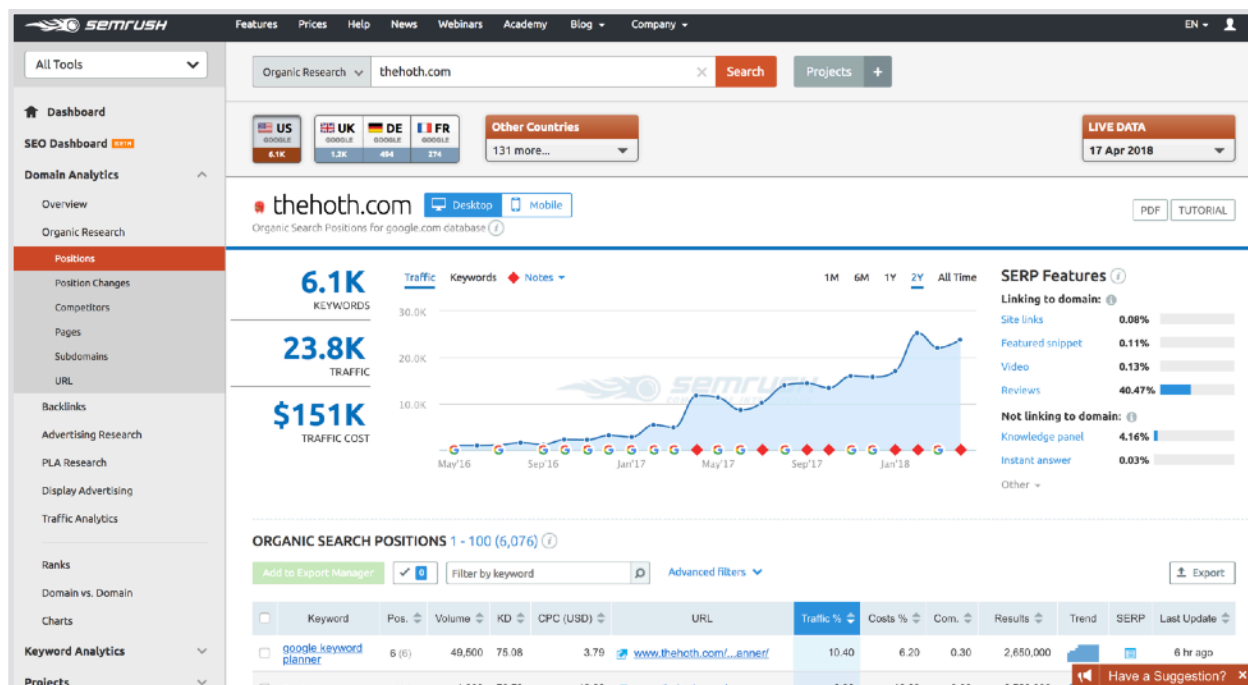
P.S. We also offer 10+ FREE SEO tools on our site if you sign up for a [free HOTH Account here](#).

Table Of Contents

1. Keyword Research Tools
2. Content Optimization SEO Tools
3. Site Enhancement Tools
4. Website Analysis Tools
5. Link Building Tools
6. SEO Analytics & Tracking Tools
7. Local Specific Tools
8. Penalty Research Tools
9. Agency Building Tools

KEYWORD RESEARCH TOOLS

Here are the best tools for keyword research.

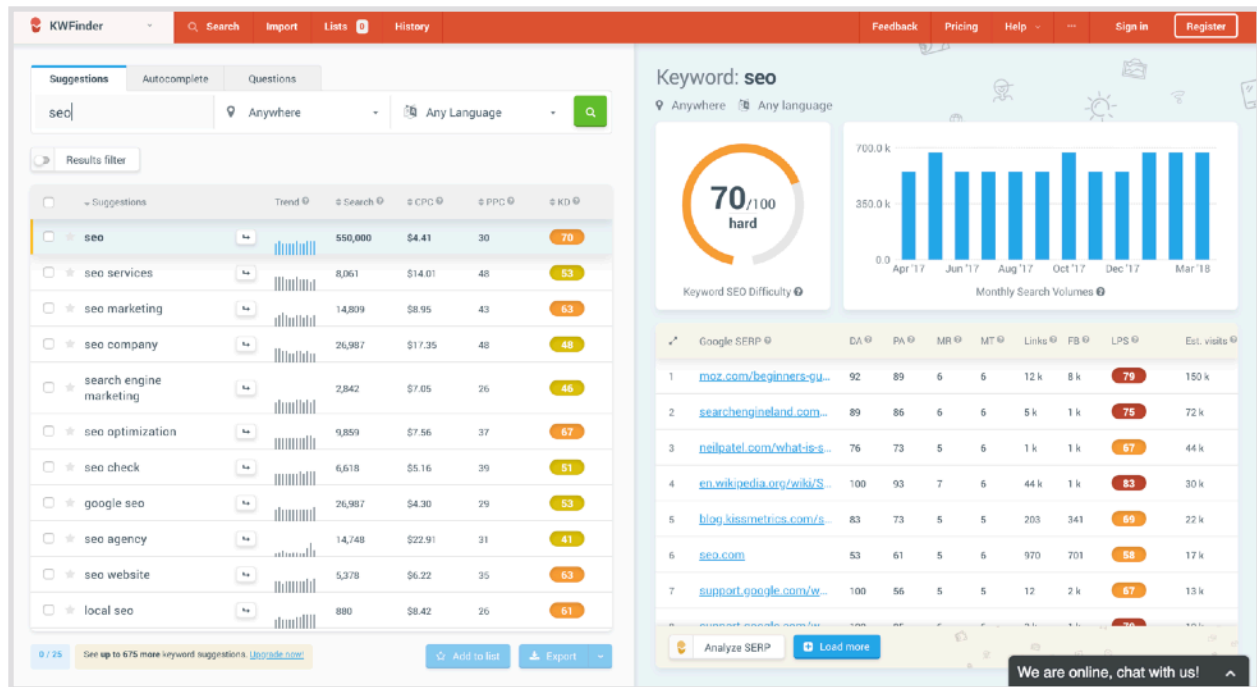


Spy On Competitors With SEMRush

SEMRush is a great website research tool. You can check search engine or PPC stats on any website, see your rankings or your competitors rankings. I love using it for keyword jacking. Here are 2 ways you can use this tool in just a few min:


1. Easy Wins Method: Put in your website URL. Under Organic Research on the left, click positions. See what you're ranking for on page 2, re-optimize your pages or add links (internal or external) to boost your rank.
2. Keyword Jacking Method: Get your competitors domains and run a keyword report on them. Sort the report by kw volume, jack their keywords and either add them to your existing pages or build out new pages. BOOM.

[Here's a quick example video for reference.](#)




Get Fast Keyword Suggestions With KWFinder

Quickest keyword tool ever! This will show you how tough the competition is for keyword (including TF & CF from Majestic), & Unique linking IPs for the top 10 results to give you a nice overview of what each SERP result looks like. You can use this in combination with all the keyword ideas you got from Semrush (item #1).

[START HERE](#)[TOUR](#)[PRODUCTS](#)[SEO TOOLS](#)[BLOG](#)[SEO RESOURCES](#)[CONTACT](#)[LOGIN](#)[SIGN UP](#)


[Home](#) / [Google Keyword Planner](#)




Free Google Keyword Planner Alternative

The HOTH Google Keyword Planner Tool helps find high volume terms that relate to your primary keyword.
Enter a keyword or keyword phrase below to get started.

START

☐ I'm not a robot[Privacy](#) [Terms](#)

Have questions?
Ask me now, I'm online!



Chat now

Get **FREE** Keyword Research With The **HOTH Keyword Research Tool**

This is basically a free version of SEMRush - Just put in a seed keyword and it will give you all kinds of variations as well as traffic, CPC, and more.

Ubersuggest

seo

Web

English / Uni...

LOOK UP

1046 Keyword Ideas Found For seo

KEYWORD SUGGESTIONS

I want to see keyword suggestions from

☒ Google Keyword Planner
 ☒ Google Suggest

FILTER RESULTS

Find Keywords Within Search Results

Clear All Filters

NEGATIVE KEYWORDS

<input type="checkbox"/>	KEYWORD		SEARCH VOLUME		CPC		COMPETITION	
<input type="checkbox"/>	search engines		135000		\$ 1.14		0.14	
<input type="checkbox"/>	seo		110000		\$ 12.56		0.37	
<input type="checkbox"/>	seoul		74000		\$ 0.56		0.0	
<input type="checkbox"/>	sem		40500		\$ 9.72		0.02	
<input type="checkbox"/>	building link		27100		\$ 1.18		0.05	
<input type="checkbox"/>	ppc		18100		\$ 13.34		0.22	
<input type="checkbox"/>	seoul weather		18100		\$ 0.02		0.0	
<input type="checkbox"/>	seo what is		14800		\$ 4.85		0.07	
<input type="checkbox"/>	what is seo		14800		\$ 4.51		0.07	
<input type="checkbox"/>	seo company		12100		\$ 30.78		0.52	
<input type="checkbox"/>	internet marketing		12100		\$ 12.7		0.23	
<input type="checkbox"/>	search engines list		12100		\$ 2.01		0.09	
<input type="checkbox"/>	seo services		9900		\$ 28.17		0.55	

Get Keyword Ideas With “Google Suggest Scraper” UberSuggest

When you go to Google and search a term, Google will often suggest variations to help you complete your search. This tool pulls in all the suggestions and finds related keywords as well. This is a great free tool for finding keyword ideas, volume, and more!



THEHOTH

Keyword Gap Analysis

The HOTH Keyword Gap Analysis Tool is a great way to start research for a search campaign. If you are able to see where you are being outperformed, you can have insight into where you need to shift your focus. This tool allows you to add 3 competitor domains and compare different types of keywords between them.

Enter your domain name.

Enter the domain name of a competitor that you'd like to analyze

Enter an additional competitor's domain (optional)

Enter an additional competitor's domain (optional)

Compare Domains

Research gaps in competitive niche's for FREE with The HOTH Keyword Gap Analysis Tool

Compare your domain with up to 3 competitors to always stay ahead of the curve.

RESULTS FOR SEO (TOP)

QUESTIONS 186

PREPOSITIONS 126

COMPARISONS 30

ALPHABETICALS 511

RELATED 26

Download CSV

Visualisation

Data

what

Image

- what seo means
- what seo stands for
- what seo do
- what seo is
- what seo specialist do
- what seo includes
- what seo is not
- what seo experts do
- what seo services
- what seo analyst do
- what seo principles are you familiar with
- what seo to use
- what seo city is spartan stadium in
- what seo keywords to use
- what seo works
- what's seo writing
- what seo plugin for wordpress
- what's seo tools
- what's seo and sem
- what's seo score

where

Image

- where seo is used
- seo where to start
- seo where to put keywords
- where is seo in wordpress
- where does seo in guk live
- sao paulo
- where are seo linn from
- ongoing seo
- where will seo go this year
- where does seo go
- seo in guk
- seo kang joon
- where to learn seo
- where to add seo keywords
- where to get seo clients
- where to learn seo online
- yoast seo where is my sitemap
- where to study seo
- yoast seo where is meta description
- where to get seo projects

who

Image

- how seo work
- how seo is done
- how seo helps in selling a product
- how seo works in hindi
- how seo affects your business
- how seo and ppc work together
- how seo works 2018
- how seo benefits business
- how seo keywords work
- how seo and sem work together
- how seo helps
- how seo marketing works
- how seo is changing
- how seo helps in business
- how seo your website
- how seo services work
- how seo works 2017
- how seo is done pdf
- how seo works in wordpress
- how seo optimization works

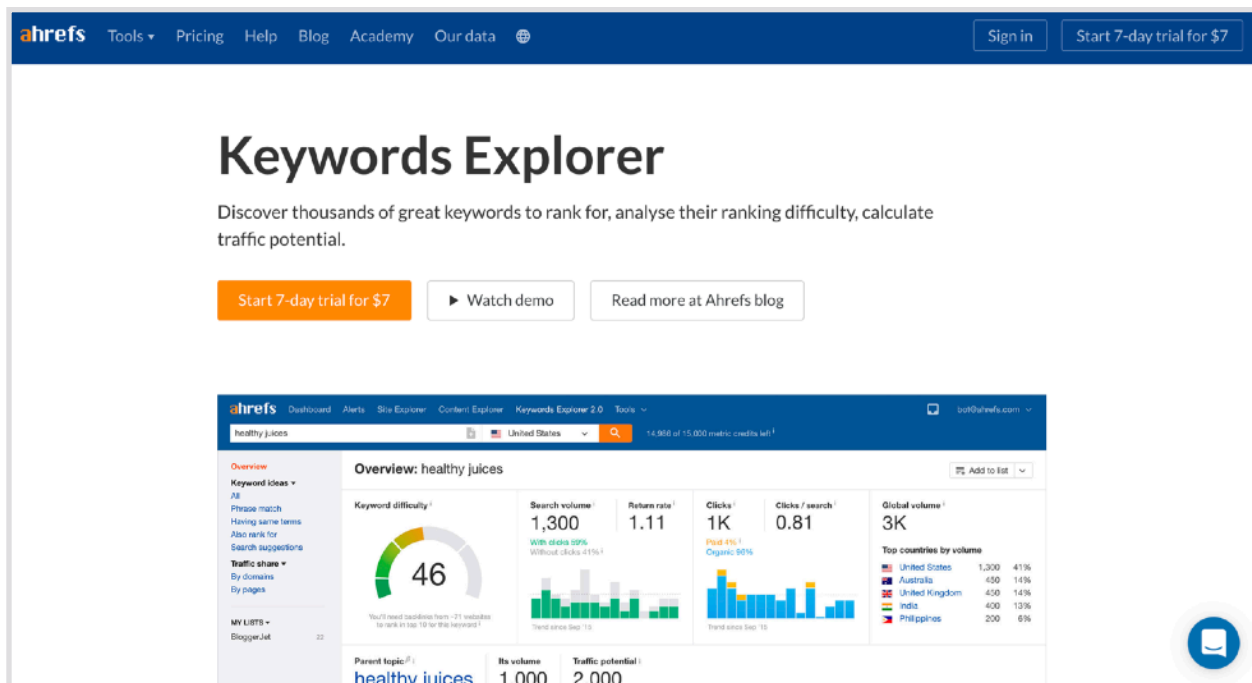
From multiple sources from public

https://answersthepublic.com/reports/1133369d-c0aa-4966-ab5e-612eb0bab42#source_bcd9f6f2-a7eb-4268-b571-3723af66716f_data

Add All Keywords

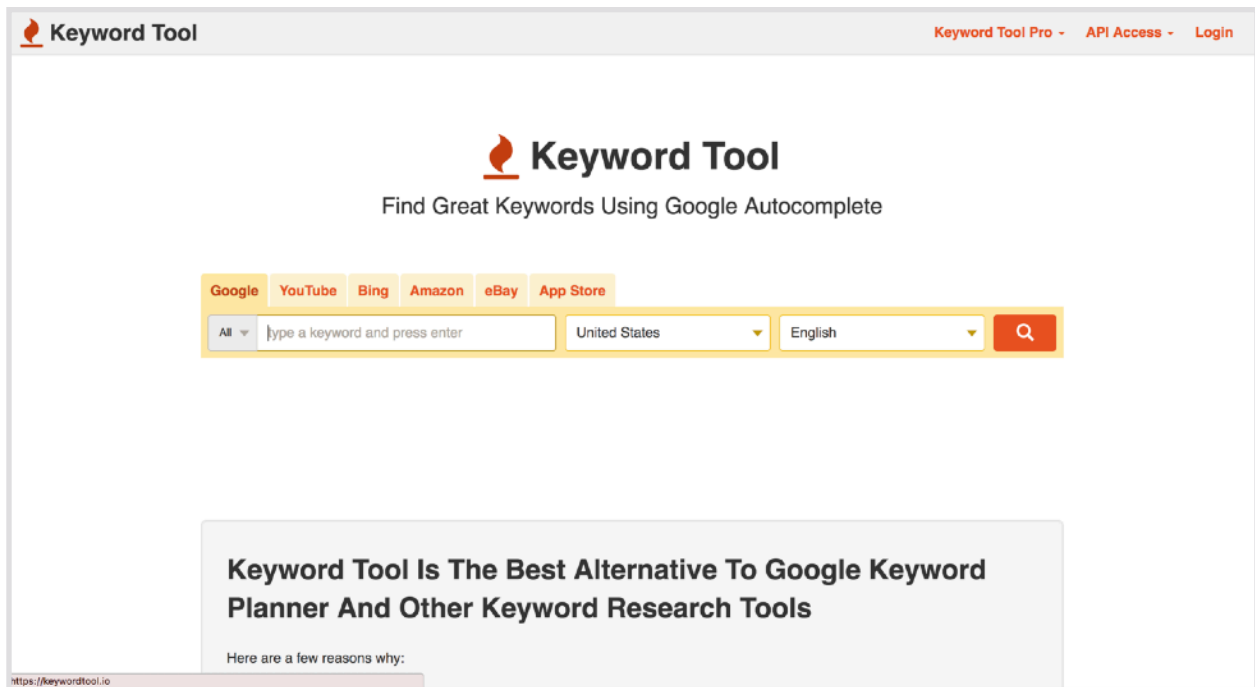
Get Actual Customer Questions Answer The Public

Similar to Ubersuggest, but with even more! You can use this to find out what kinds of questions people are search for.



Do Killer Keyword Research With Ahref's Keyword Explorer

The Ahrefs keyword explorer is great for keyword research. Since ahref's link database is arguably the largest, they have what I consider the most accurate keyword difficulty rating of all the tools. One of the best features of this keyword research tool is that it will tell you approximately how many links you'll need directly to a page to rank for more keywords.



Search For Youtube, Amazon, and Ebay Keywords With KeywordTool.io

This is another very popular tool but the difference here is you can actually get keywords for other major search engines like YouTube.

Uncover Long Tail Keywords in Minutes To Rank Your Pages High in Google

Long Tail Pro helps you easily find less competitive keywords that can get you tons of high-converting online traffic regardless of your niche.

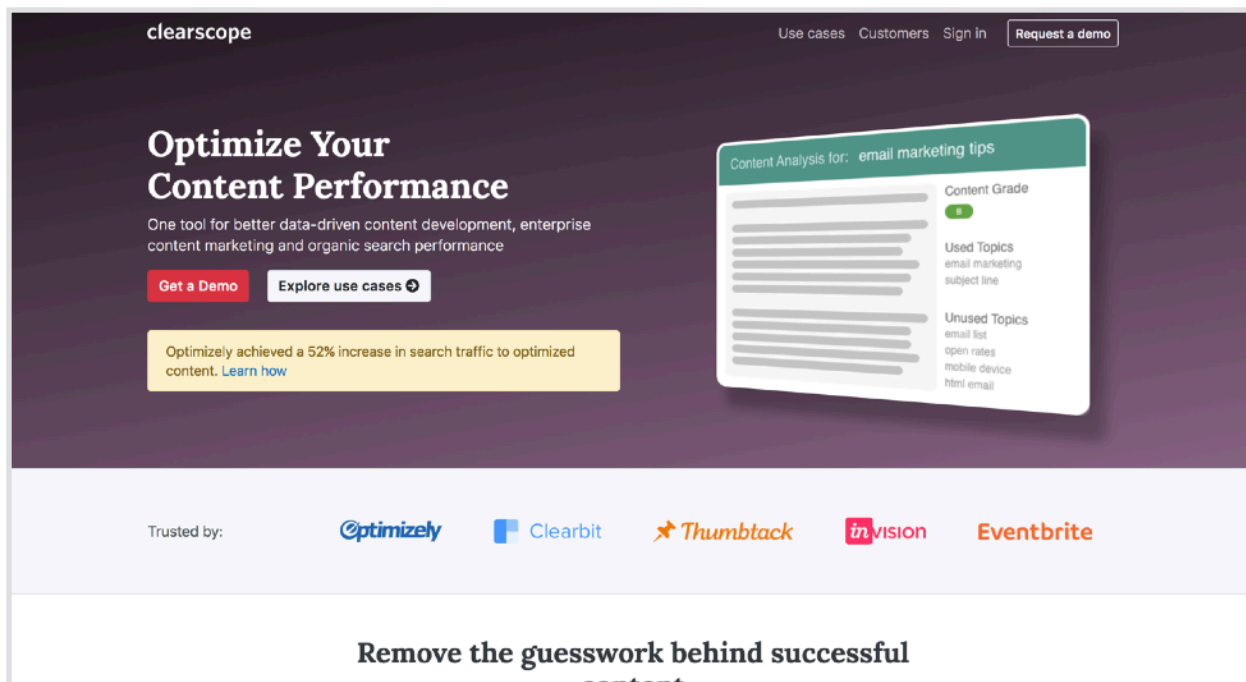


Long Tail Pro

Recently going through an ownership change, Long Tail Pro is even bigger and better. The most significant change is it's no longer a downloaded application. It's now a cloud based tool so you can use it directly in your browser, making it much faster and easier to do your keyword research.

CONTENT OPTIMIZATION TOOLS

Here are the best tools to optimize your website to rank highly in Google.



Fully Optimize Content For Topical SEO With Clearscope

Google is now moving towards looking at topics over keywords - They want to see that you are fully covering a topic in order to rank you. So how do you know what google considers a topic fully covered? Clearscope will analyze the search results and give you suggestions on the types of keywords and content you need to include in your page to make sure it's fully optimized to rank.

This isn't some lame LSI tool that spits out useless variations, this is a killer content analysis tool that will help you capture more traffic and optimize your entire page!

The screenshot shows the Yoast SEO website homepage. At the top, the logo 'yoast SEO for everyone' is on the left, and navigation links 'MyYoast', 'Cart', 'USD (\$)', and 'Search...' are on the right. Below the logo is a horizontal menu with 'Home', 'Yoast SEO plugin' (highlighted), 'SEO courses', 'SEO blog', and 'Support'. The main content area features the heading 'Yoast SEO: the #1 WordPress SEO plugin' and a list of benefits: 'Get more visitors from Google and Bing', 'Attract more visitors from social media', and 'Increase your readers' engagement'. A call to action button 'Get Yoast SEO Premium Now' is followed by 'or download Yoast SEO Free »'. Below this, it states 'Only \$89 (ex VAT) for 1 site – including 1 year free updates and support'. At the bottom, there are two buttons: 'Yoast SEO Premium' and 'Yoast SEO free'. The URL 'https://yoast.com' is visible in the footer.

yoast SEO for everyone

MyYoast Cart USD (\$) Search...

Home Yoast SEO plugin SEO courses SEO blog Support

Home » WordPress plugins » Yoast SEO for WordPress

Yoast SEO: the #1 WordPress SEO plugin

- ✓ Get more visitors from Google and Bing
- ✓ Attract more visitors from social media
- ✓ Increase your readers' engagement

We walk you through every step: no need to be or hire an SEO expert.

[Get Yoast SEO Premium Now](#) or [download Yoast SEO Free »](#)

Only \$89 (ex VAT) for 1 site – including 1 year free updates and support

Compare the Premium and the free version:

[Yoast SEO Premium](#) [Yoast SEO free](#)

https://yoast.com

Get The Golden Standard For OnPage Optimization With The Yoast Wordpress Plugin

This Wordpress plugin will help you make sure your site is properly optimized. It will help you change your title tags and meta data as well as help make sure you use your focus keyword in all the right places. This is probably the most popular and best plugin for on page optimization.



Free Website SEO Checker Audit Tool

Use this tool to get your Website's SEO Report. Just enter a URL below and star the free seo website analyzer!

What's Your SEO Score?

Enter the URL of any landing page or blog article and see how optimized it is for one keyword or phrase.

http://

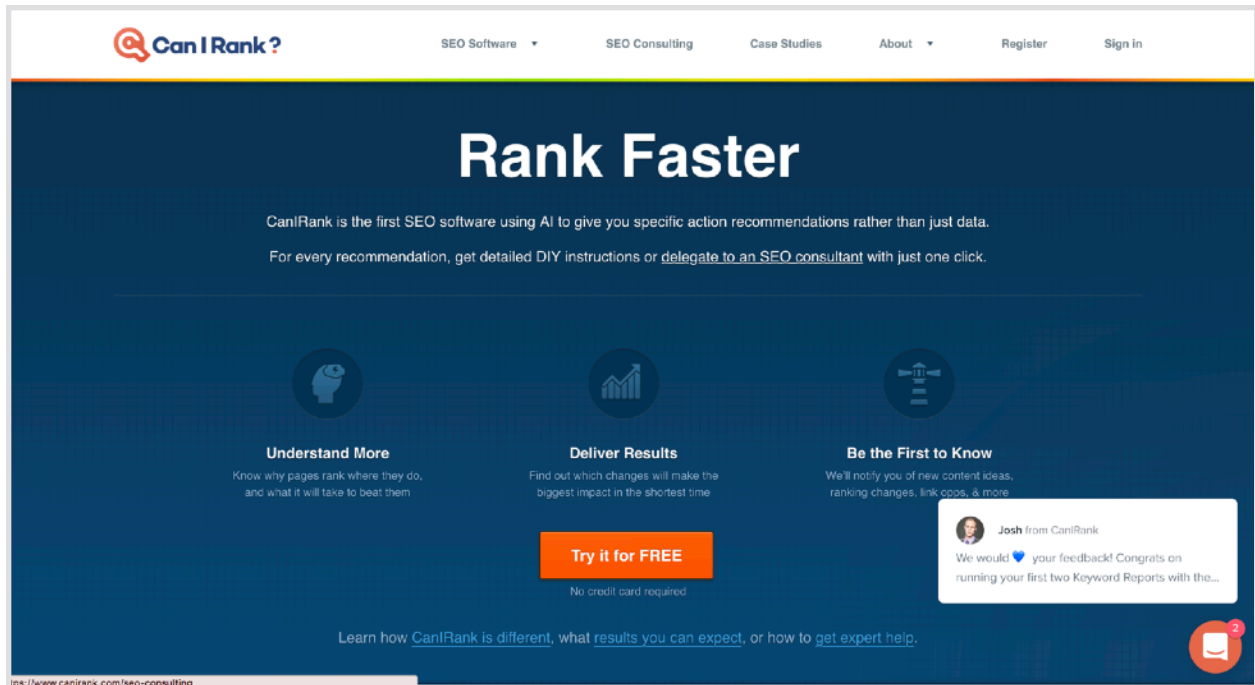
keyword

+ Competitor URL

name

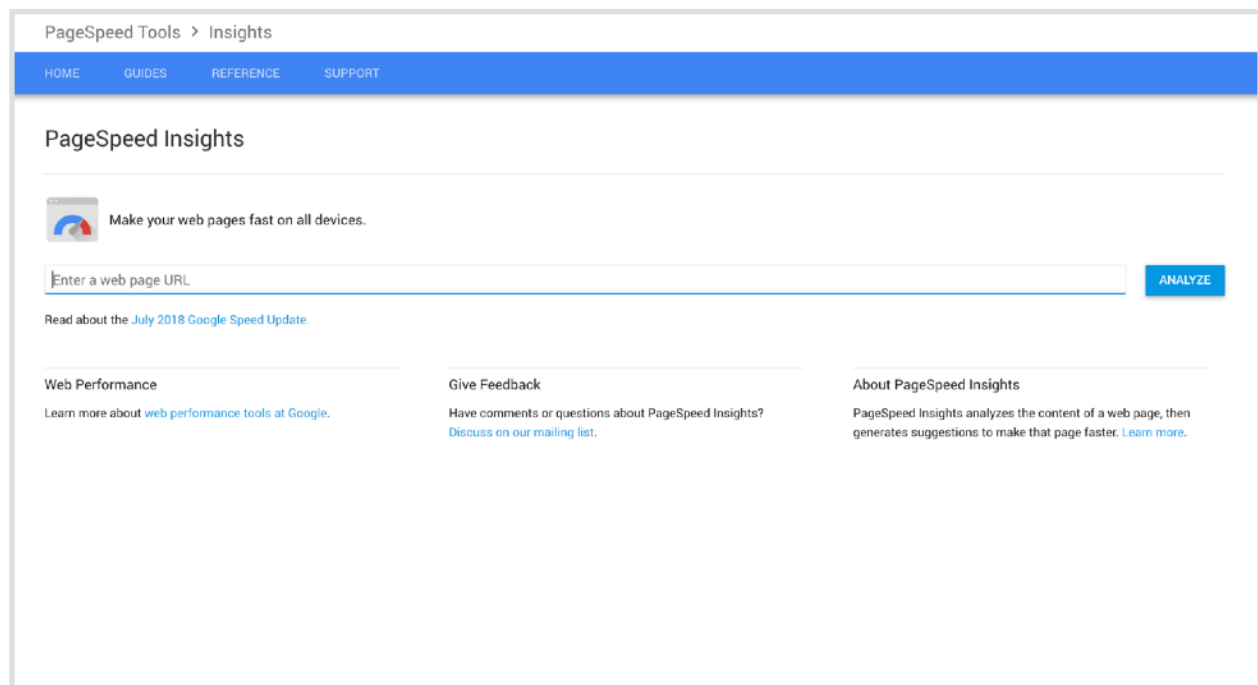
Get A FREE Quick OnPage Analysis With The HOTH Free SEO Analyzer

This free tool will check any page on your site against 10+ points of data and give you suggestions on optimizing your page.



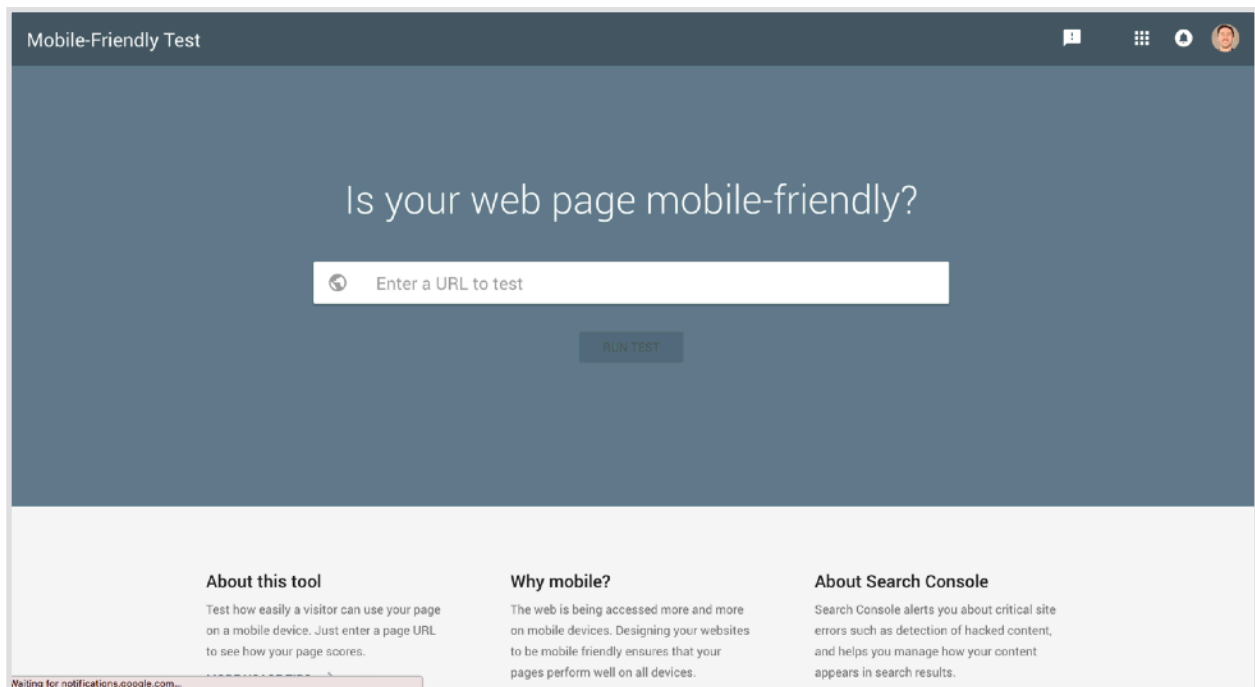
Find Opportunities and Improve Your Traffic With Can I Rank

This tool was a bit hard to categorize because it does a few things. First it will show you big opportunities that you have in terms of where to get links from. It will also show you where your missing out on optimization and ways you could improve.



Check Your Site Speed With Google Pagespeed Insights

See how fast your website loads and how you can improve it.



Make Sure Your Site Is Mobile Friendly With A FREE Google Mobile Friendly Test

Google has put a big See if Google considers your website mobile friendly.



Headline Generator

Get your articles clicked on and read! With a press of a button, you can view several fantastic titles for your next headline and be well on your way to a kickass article.

Enter a keyword relevant to your website to get content ideas

Content idea keyword (example: 'online marketing')

Enter a desired outcome that your audience may search for

Desired outcome (example: 'more sales')

Enter a problem that is common for your target audience

Common industry problem (example: 'low rankings')

Enter the name of your industry

Industry name (example: 'advertising')

Enter the name of your target audience

Target audience (example: 'SEO beginners')

Generate Headline Ideas

Generate blog headlines for FREE with The HOTH Headline Generator Tool

Instantly generate several headlines to choose from that will help guide you towards writing the best content for your site.

Generate the hreflang tags now:

To generate the hreflang annotations, you can either add the URLs to tag in the form below, or upload them through a CSV with only one column (to include the URLs) with a maximum of 50 URLs:

No file chosen

FILL THE FORM WITH DATA FROM THE CSV FILE

thehoth.com

Select the Language of the URL ▾

Select Country of the URL ▾

+ ADD AN ADDITIONAL LANGUAGE / COUNTRY URL VERSION

- REMOVE ALL AND START CLEAN

Generate the hreflang annotations as:

☒ Tags to include in the head area of the pages HTML

☐ Attributes in an XML Sitemap

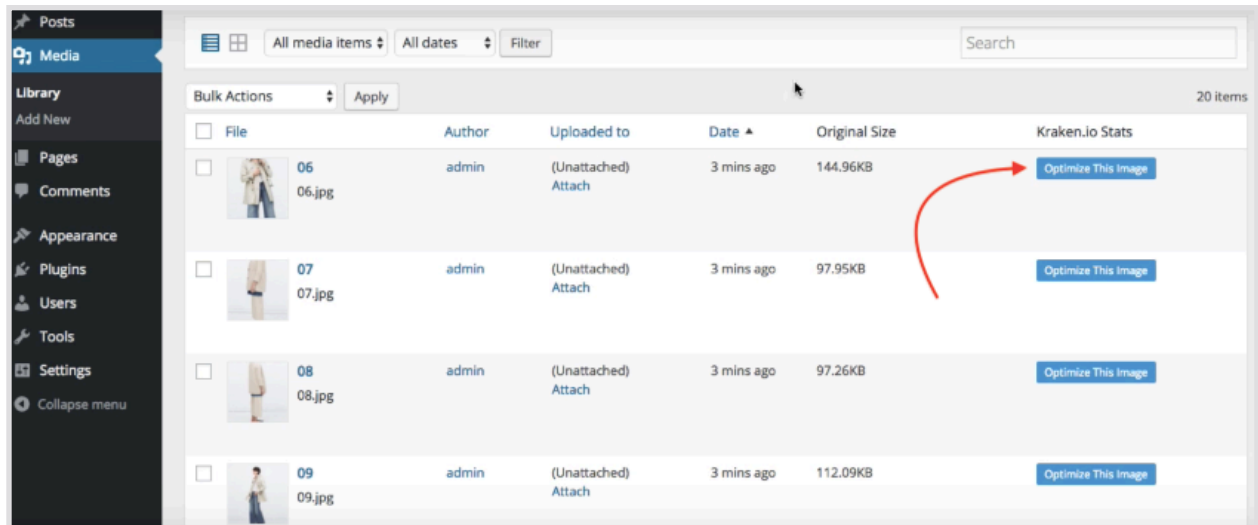
GENERATE THE HREFLANG TAGS FOR THESE URLS

Free Hreflang Tags generator

Generate hreflang tags for free to ensure that your multilingual site reaches its proper audience.

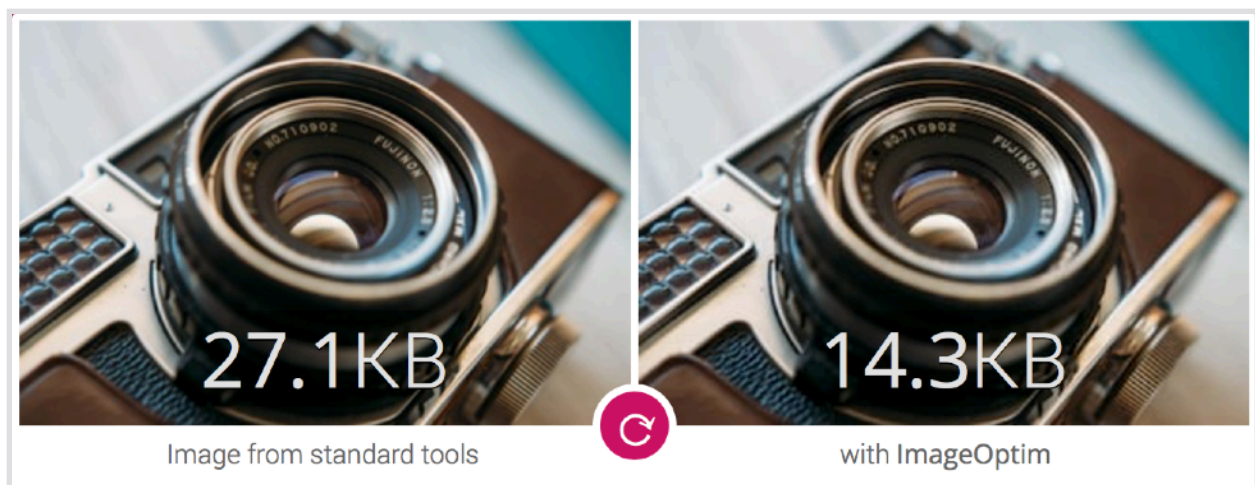
SITE ENHANCEMENT TOOLS













Here are the best tools for enhancing your site.



Kraken

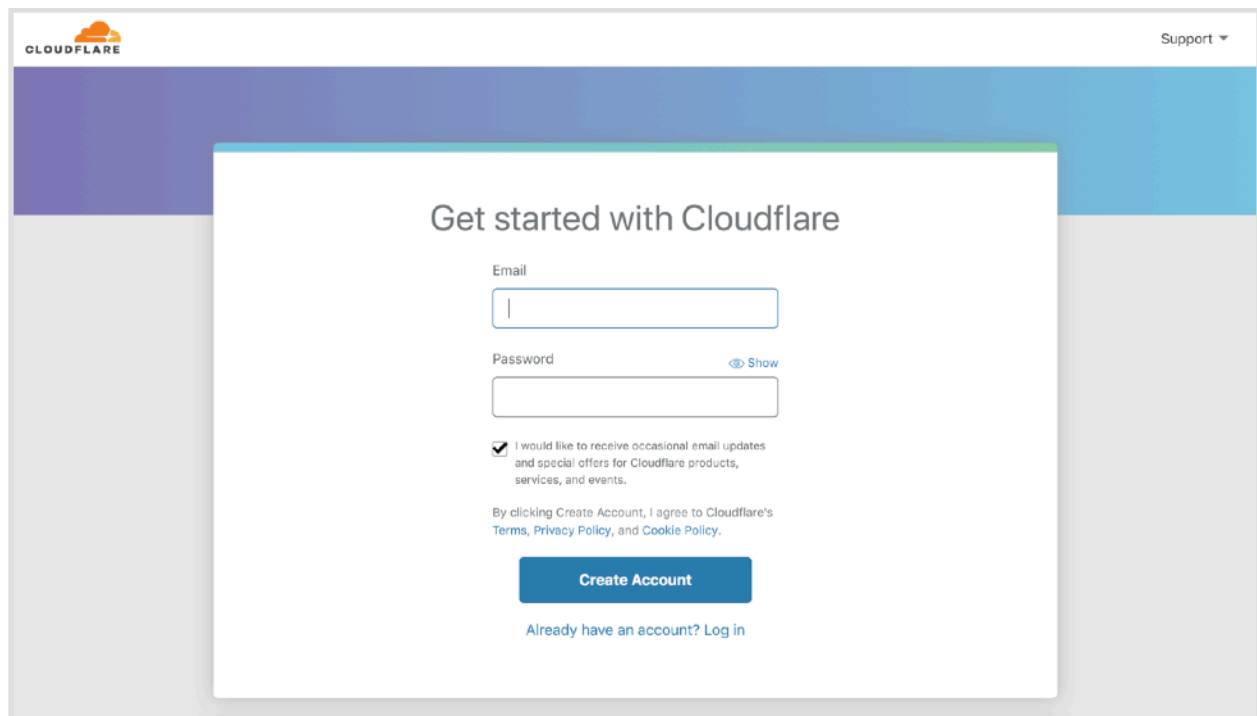
A fast and easy way to optimize images to help speed up your WordPress or Magento website. Once the plugin is installed, all new image uploads will be automatically optimized on-the-fly. You can even optimize existing images with their bulk tool.



ImageOptim			
File		Size	Savings
 Screen Shot 2018-12-19 at 8.45.49 AM		261,682	48.9%
 screenshot-1.gif		2,129,290	
 mailmerge		60,489	23.0%
 Screen Shot 2018-12-19 at 9.23.30 AM		662,028	30.4%
 spp		254,165	
+ Drag and drop image files onto the area above			
  Again			

ImageOptim

While the idea of downsizing your website images is nothing new, with ImageOptim it has never been easier. Simply drag and drop your photos inside the tool and the images automatically downsize with no exporting required. By cutting out metadata, embedded thumbnails, comments, and unnecessary color profiles, ImageOptim drastically reduces image sizes.



The image shows a screenshot of the Cloudflare website's sign-up page. At the top left is the Cloudflare logo, and at the top right is a 'Support' link with a dropdown arrow. The main content is a white modal box titled 'Get started with Cloudflare'. Inside the modal, there is an 'Email' input field, a 'Password' input field with a 'Show' toggle, and a checked checkbox for receiving email updates. Below these is a line of text stating that clicking 'Create Account' implies agreement to the Terms, Privacy Policy, and Cookie Policy. At the bottom of the modal is a blue 'Create Account' button and a link for existing users to 'Log in'.

Cloudflare

Support ▾

Get started with Cloudflare

Email

Password [Show](#)

☒ I would like to receive occasional email updates and special offers for Cloudflare products, services, and events.

By clicking Create Account, I agree to Cloudflare's [Terms](#), [Privacy Policy](#), and [Cookie Policy](#).

Create Account

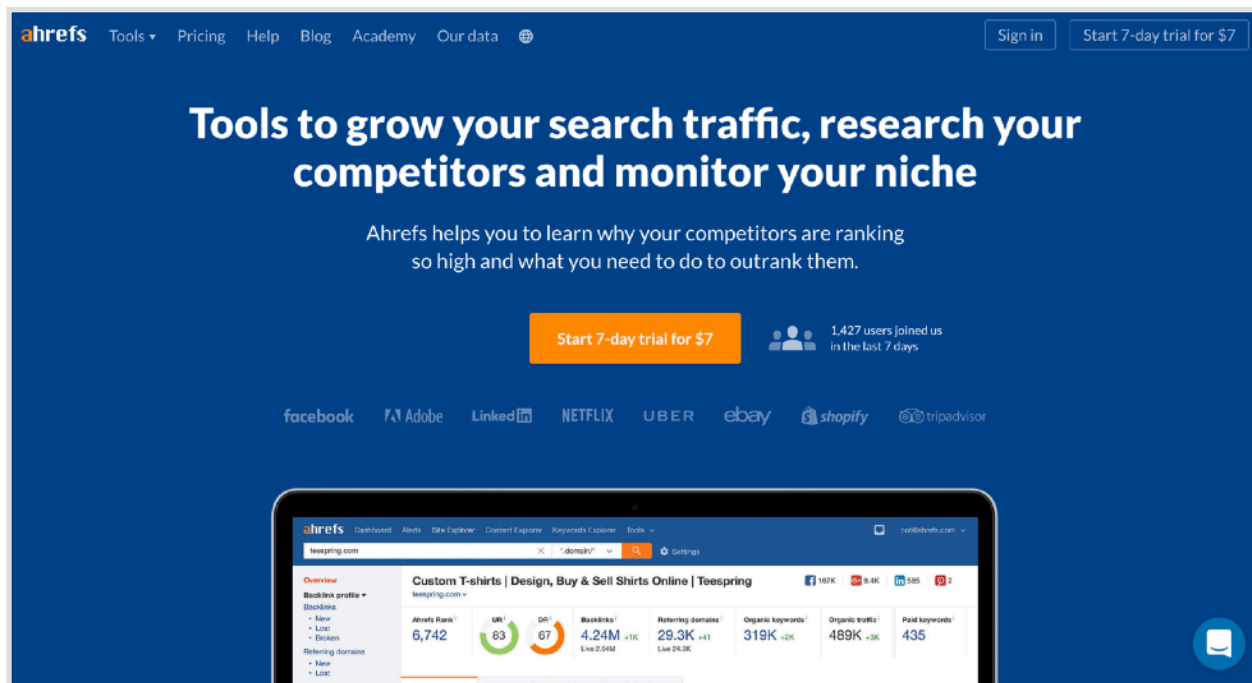
[Already have an account? Log in](#)

CloudFlare

Security and performance software that now offers an SSL and CDN security option. Their new CDN strategies help reduce vulnerabilities by using SSL/TLS encryption and other specialized encryption hardware.

SEO ANALYSIS TOOLS

Here are the top tools to analyze your site and your competitors - from backlinks, to keywords, and more.



Check Your Backlinks With Ahrefs

In my opinion, Ahrefs is the #1 backlink checking tool because they currently have the largest database.

12 / 30

PERFORMANCE

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

PAGE SIZE



6.9_{MB}

Vaster than empires and more slow.

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

[READ MORE >](#)

PAGE REQUESTS



329

Now that's a lot of requests.

The more HTTP requests your website makes, the slower it becomes. Combine files to minimize the number of requests made.

[READ MORE >](#)

PAGE SPEED



4.1_{Sec}

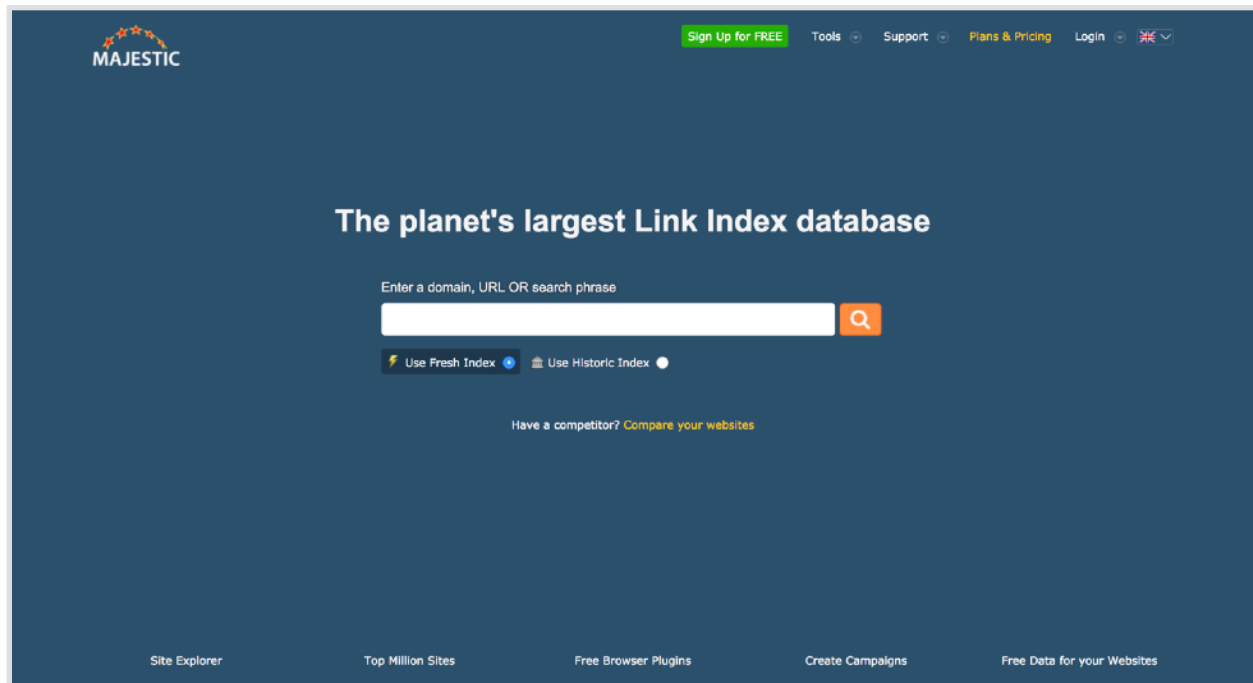
Might try speeding things up a bit.

Best-in-class webpages should load within 3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

[READ MORE >](#)

Check out your sites performance with HubSpot's Website Grader Tool

A free tool from Hubspot that grades your website based on its performance, on-page SEO and mobile optimization.



Majestic

Best for determining websites trust / strength.

The screenshot shows the MOZ SEO Toolbar interface. At the top, there's a header with the MOZ logo, icons for search, edit, and share, and a status bar showing PA: 56, DA: 48, and Spam Score: 0/17. A banner on the right says 'Unlock More Features with MozBar Premium' with a 'Try free' button. Below the header, there are tabs for 'On-Page Elements', 'General Attributes', 'Link Metrics', 'Markup', and 'Http Status (301)'. The 'On-Page Elements' tab is active, displaying a table with the following data:

Tag/Location	Content	# of Characters
URL	https://www.thehoth.com/	24
Page Title	White Label SEO Service - The HOTH • full-logo	46
Meta Description	The best reseller seo program for agencies, affiliates, and consultants. We offer affordable packages and plans for link building, local seo, and more.	151
Meta Keywords	Not found	--
H1	*Are you using the best SEO in the industry?*	45

MOZ SEO Toolbar

This cool toolbar will automatically run stats for you on all the websites you visit and put an overlay in search results if you want. This is the quickest way to check stats as you're browsing around.



Free Bulk Moz Domain Authority DA Checker

The HOTH Bulk Moz Domain Authority Checker will determine the strength of specific pages and the likelihood for a domain to rank well in search engine results. Discover the Domain Authority for multiple URLs from a single domain or compare multiple URLs from different domains.

Enter one URL per line

Enter URL(s) of the page(s) that you would like to check, one URL per line. Limit 20 URL's per check.

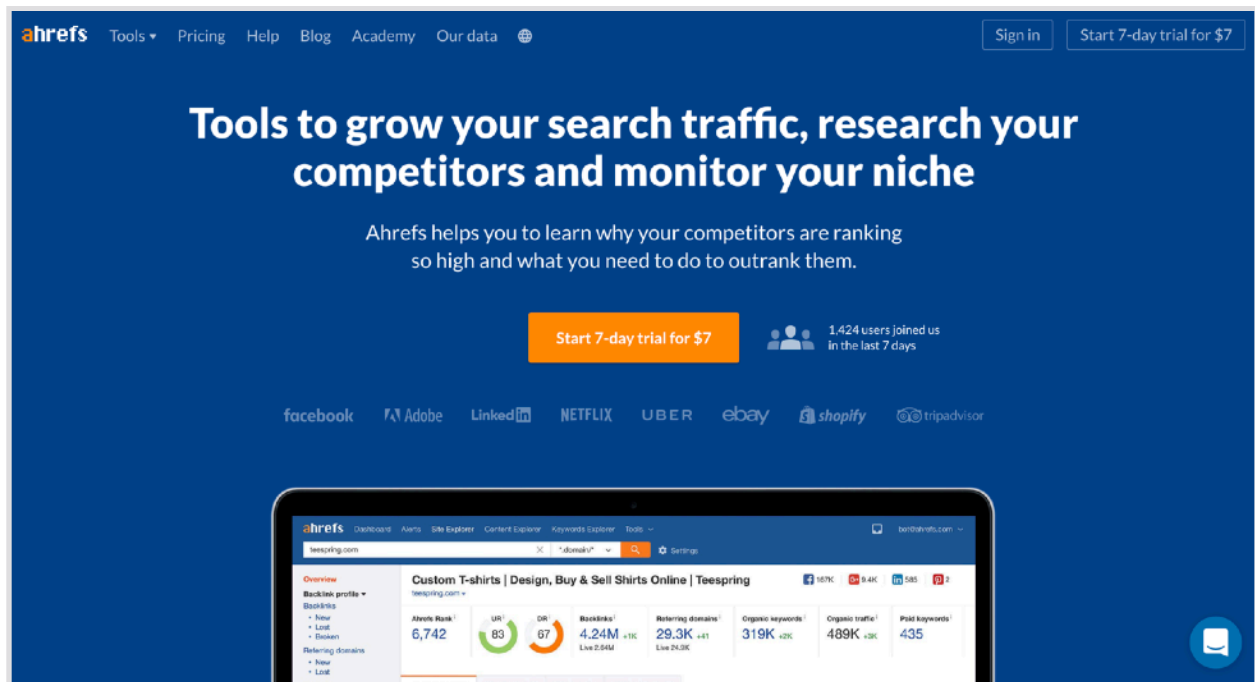
[View Moz Metrics](#)

HOTH Bulk Moz DA Checker

Want to check a bulk group of domains? With this free tool, you can easily check the domain authority of a group of domains at the same time.


LINK BUILDING TOOLS

Here are the best tools for link building.



Ahrefs

I had to include this here because Ahrefs has stepped up so much in the last year. If I were to pick one tool, this might be it.



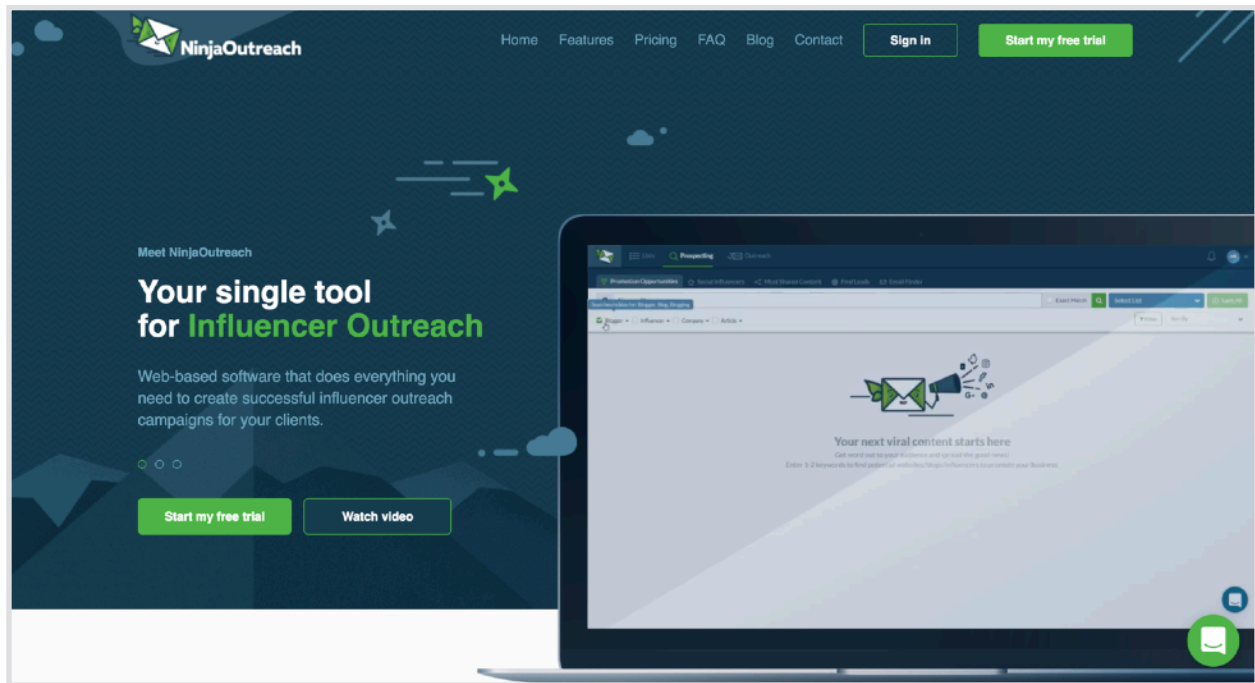
Search Entries:

Blog Category

✦ Blog Name	✦ Blog Category	✦ DA	✦ Cost	✦ Blog URL	✦ Submission URL
Hot In Social	Business, Marketing	31	Free	hotinsocialmedia.com	hotinsocialmedia.com
Honeymoons	Wedding	41	Free	honeymoons.com	honeymoons.com
Home Comfort	Home	29	Free	myhomecomfortcheckup.com	myhomecomfortcheckup.com
Hikers Healthguide	Health	47	Free	mountaineering.ie	mountaineering.ie
CO Schedule	Marketing	77	Free	coschedule.com	coschedule.com
Cold Food	Food	44	Free	refrigeratedfrozenfood.com	refrigeratedfrozenfood.com
Important Women	Fashion, Health, Women	23	Free	meaningfulwomen.com	meaningfulwomen.com
Credit Guide	Finance	43	Free	crediful.com	crediful.com
E- patience	Dental	52	Free	e-patients.net	e-patients.net
✦ Blog Name	✦ Blog Category	✦ DA	✦ Cost	✦ Blog URL	✦ Submission URL

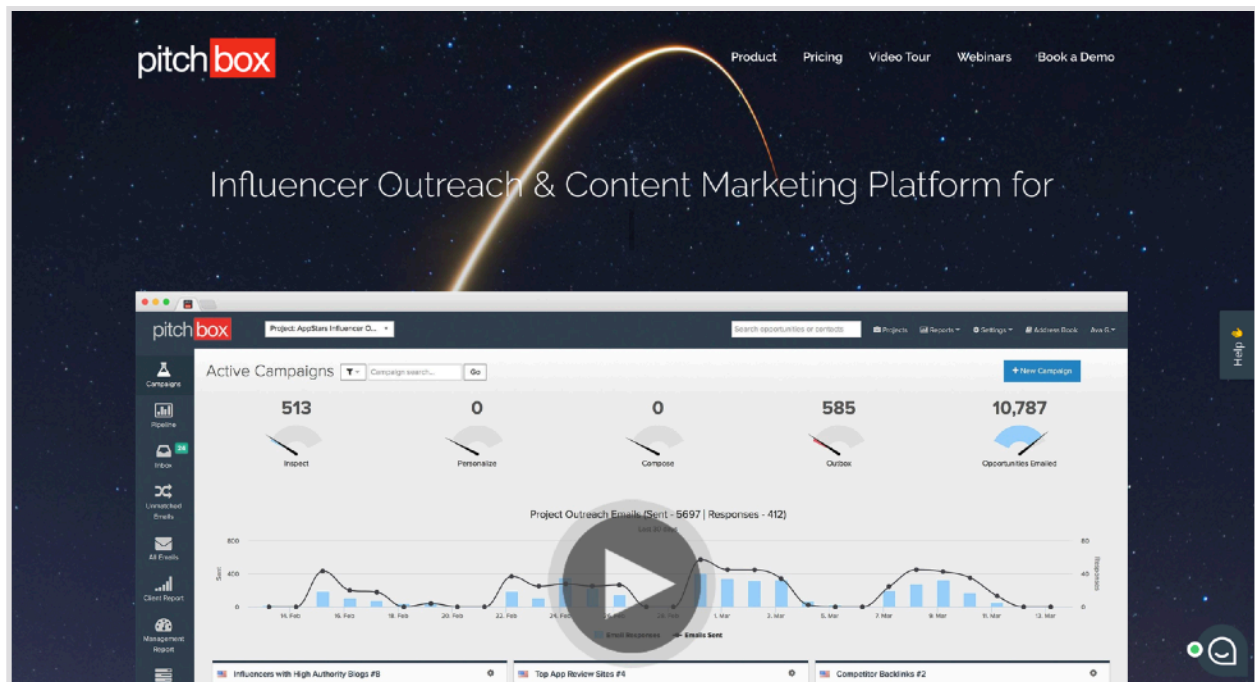
Guest Post Tracker

Need a huge list of websites that accept guest posts? This is it. As of late 2018, they also offer an affordable done for you guest post service if you feel like leaving the writing and outreach to the pros.



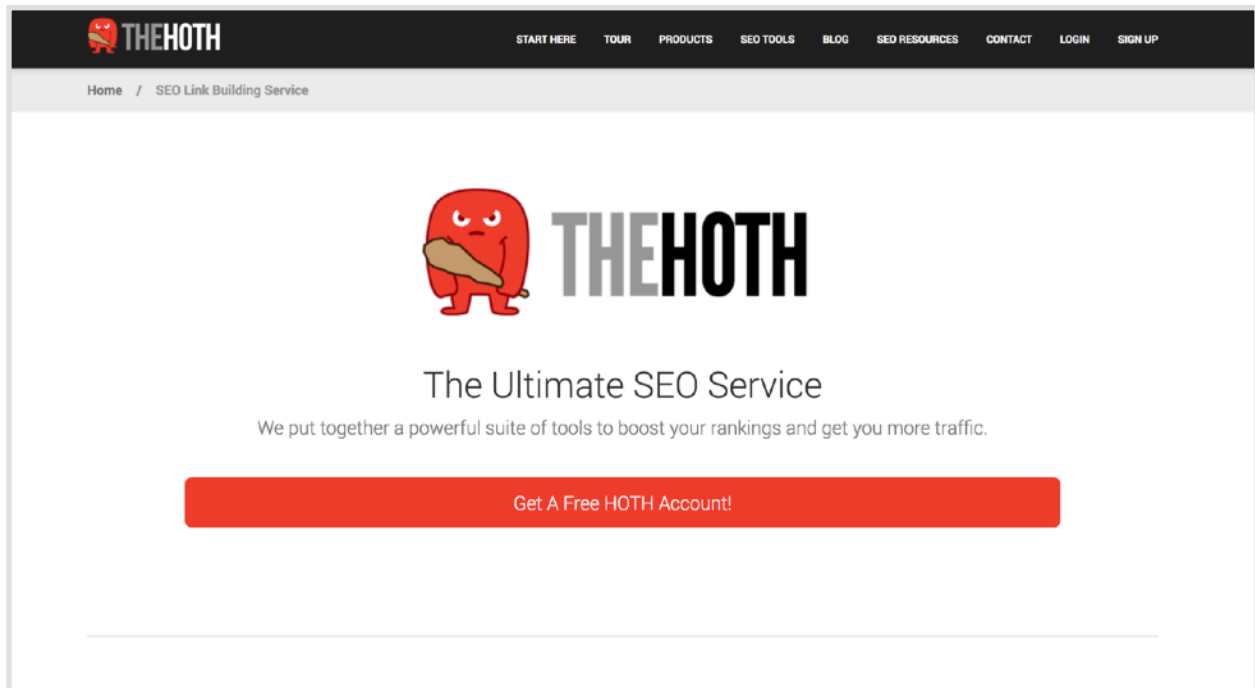
Ninja Outreach

Makes link outreach easy. You can search for influencers and reach out all in one tool.



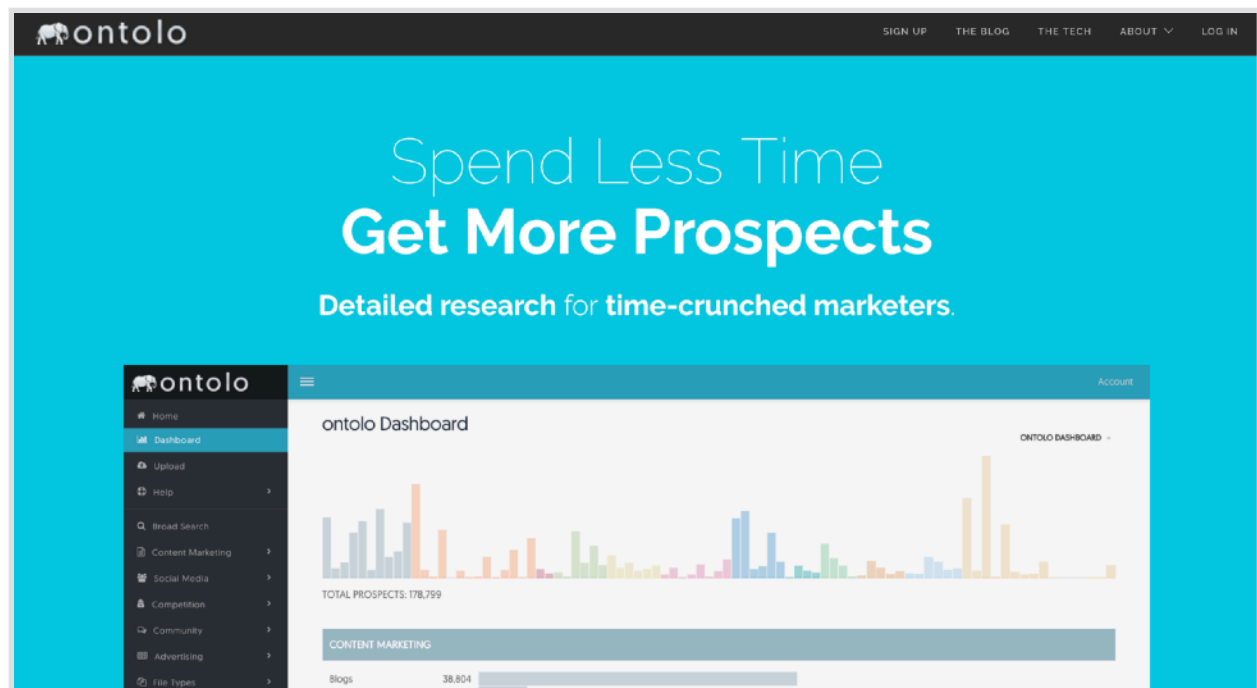
Pitchbox

A very highly rated outreach tool. You can use this to score guest posts, submit to link roundups and more.



Link Building Services

Shameless Plug - If you just want someone to build links for you, we have it all.

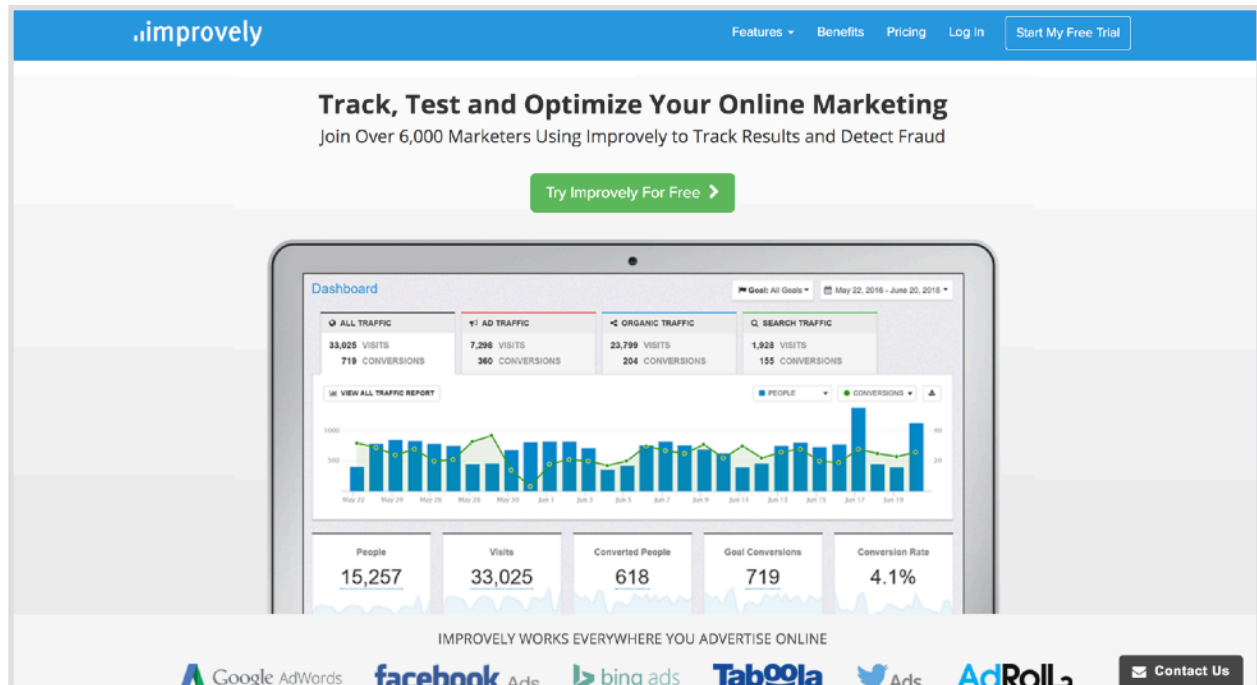


Ontolo

Awesome link prospecting tool.

SEO ANALYTICS & TRACKING TOOLS

Here are the best tools for tracking your results.




Improvely

Use this to track all your campaigns and get a detailed look at what's going on with your visitors.

Google Analytics Solutions

[PARTNERS](#) | [SUPPORT](#) | [SIGN IN](#) ▾

[Analytics](#) | [Tag Manager](#) | [Optimize](#) | [Data Studio](#) | [Surveys](#) | [Attribution](#) | [Audience Center](#) | [Analytics 360 Suite](#)



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

"Google's analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on


Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose. [See details](#) [OK, GOT IT](#)

Google Analytics

The golden standard. I just use it on all my money sites

[Login](#)
[Register](#)

[Help](#)
[Apps & Plugins](#)
[White label](#)
[Translate](#)
[Marketshare](#)
[Terms](#)
[Blog](#)
[Twitter](#)



Real Time Web Analytics


1,112,871 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

Register now

"I'm a huge fan of this real time tracking software. Clicky shows you the best in depth analytics, never seen anything like this before! I will definitely use it on all future websites as well. Highly recommended!"

Bart, [engelsierenonline.com](#) -- [More testimonials](#)

[Login](#)
[Demo](#)
[Learn more](#)
[Compare](#)



Content Countries Referrers Domains Searches

32	Home, Home, Clicky
9	Real-time Analytics in Real Time, Clicky
4	How to install Clicky on your website
5	How to use Clicky
3	Clicky
3	How to use Clicky on your website
2	How to use Clicky on your website

Link

Link	Visitors	Avg. actions	Avg. time	Total time	Bounce	
http://www.clicky.com/real-time-analytics	1,713	4.8%	22.8	40m 30s	94.17%	6%
http://www.clicky.com/real-time-analytics	1,070	3.8%	15.7	40m 30s	44.13%	35%
http://www.clicky.com/real-time-analytics	892	3.4%	25.3	5m 16s	54.17%	7%
http://www.clicky.com/real-time-analytics	833	2.2%	13.5	4m 40s	34.20%	8%
http://www.clicky.com/real-time-analytics	709	1.3%	1.0	10s	40.50m	100%
http://www.clicky.com/real-time-analytics	530	1.4%	22.1	8m 20s	34.2%	0%
http://www.clicky.com/real-time-analytics	499	1.3%	6.2	4m 20s	14.12%	21%


Everything is real time

Every single report in Clicky is up-to-the-minute real time.

Ridiculous detail

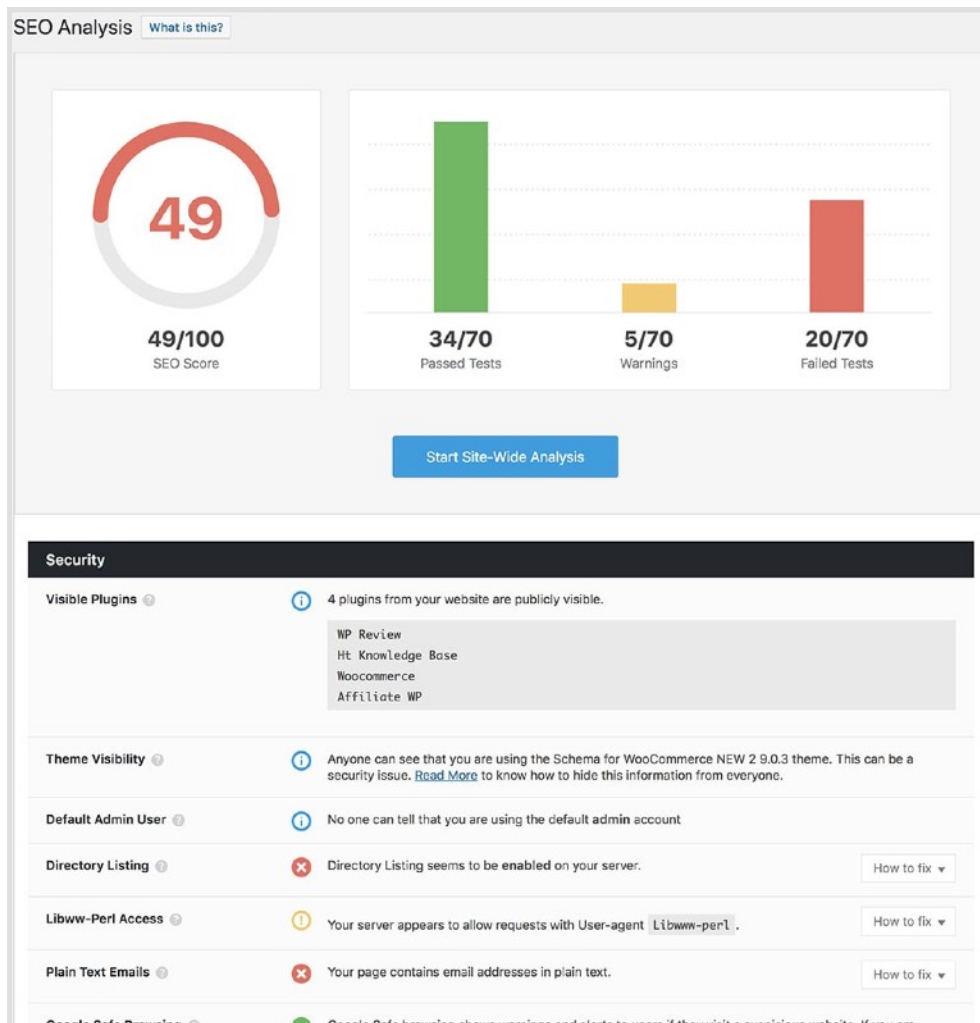
Most reports contain high level of detail on every segment.

2:35pm	199.30.2	2 actions	40m 50s
2:35pm	199.30.2	2 actions	9m 33s
2:35pm	199.30.2	7 actions	8m 7s



Clicky

A Google Analytics alternative.



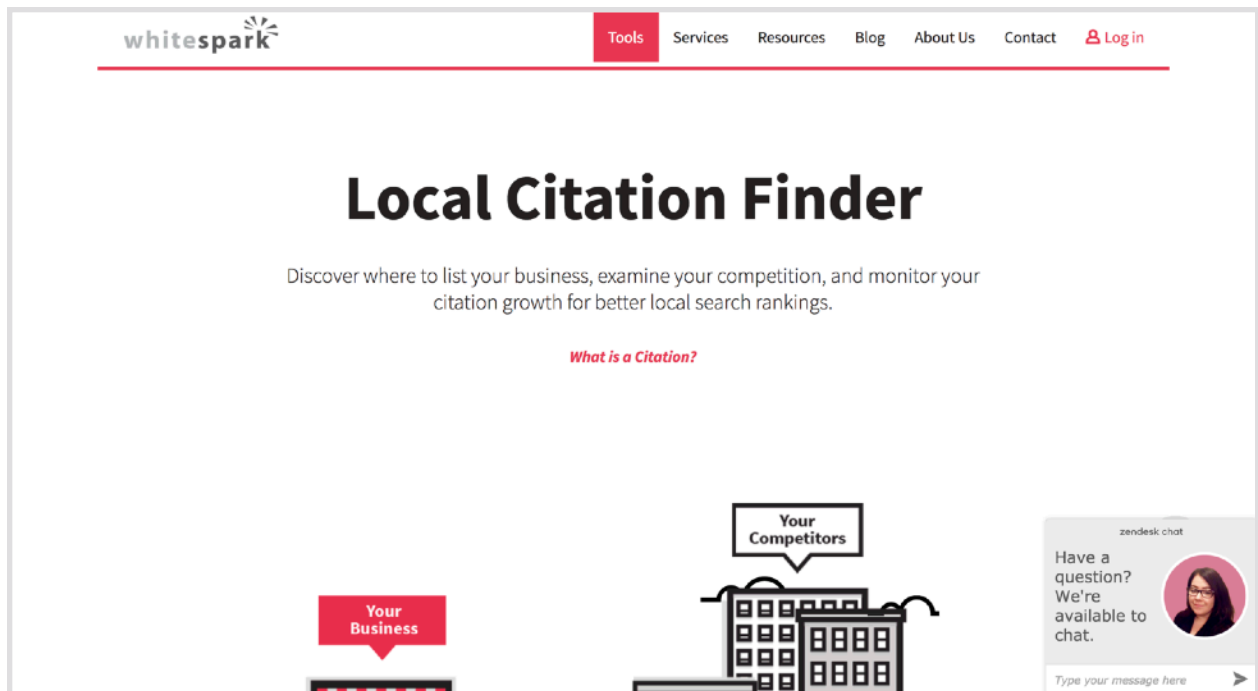
RankMath

The Rank Math all-in-one SEO plugin helps you optimize your website's content for SEO and bring in more traffic to your website.

This plugin makes technical SEO much more user-friendly and is easily applicable for any WordPress user. Compared to other plugins, RankMath is thoroughly detailed and includes new-age features with convenient plugin-UI.

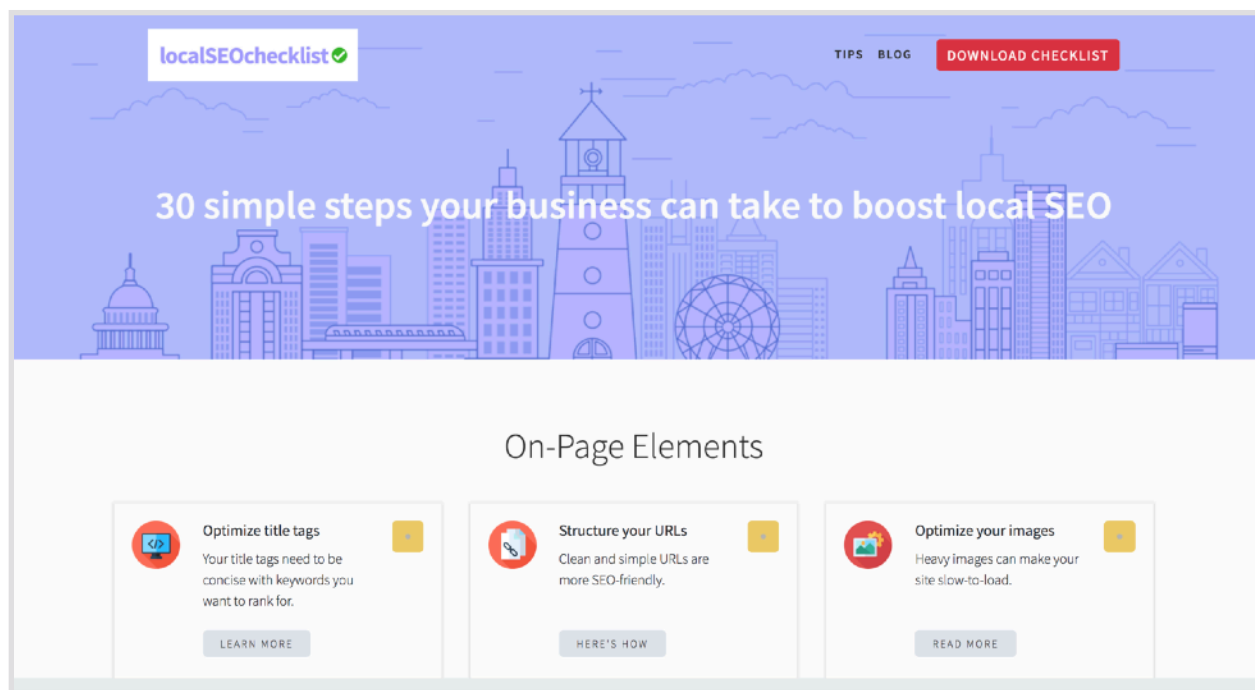
LOCAL SEO TOOLS

Here are the best tools for local SEO specifically.



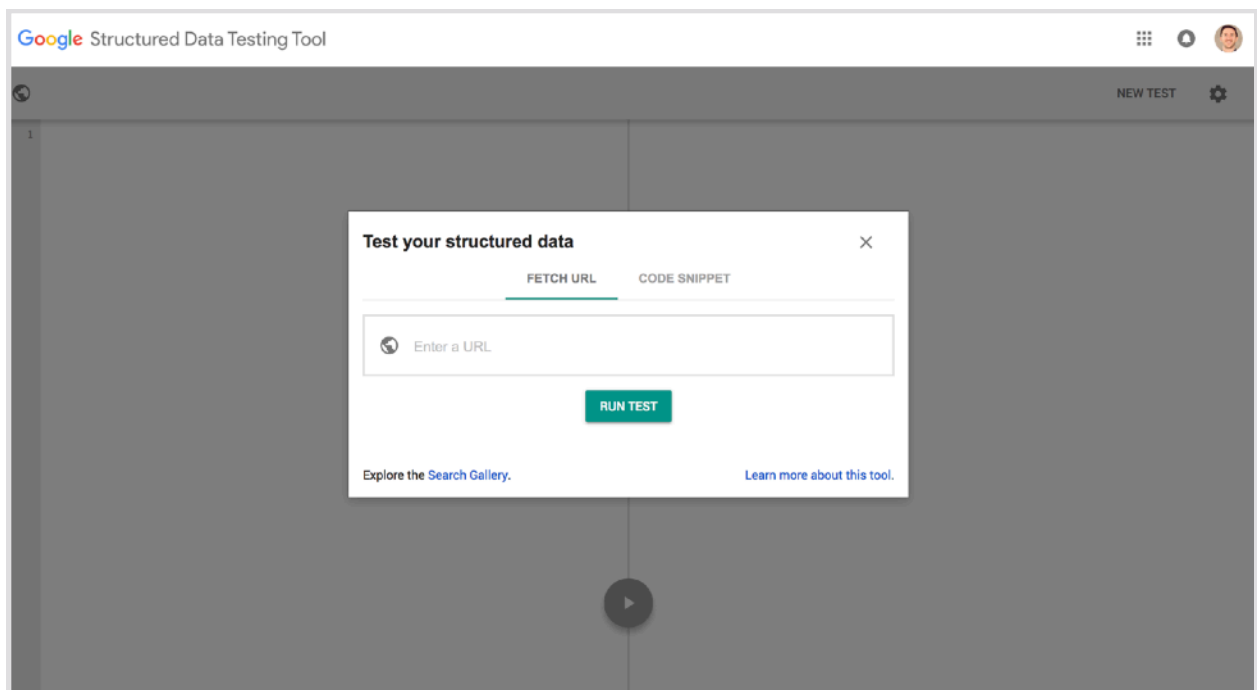
WhiteSpark Local Citation Finder

This is the industry standard tool and it's awesome. Basically you can drop in your main keyword and city, it will go out and find your competitors and see what citations they have, rank the citation sources by DA (Domain Authority) and show you which ones you are missing. This is the tool we use in HOTH Local.




Local SEO Checklist

Nice and easy checklist to make sure you have the bases covered + more.



Rich Snippet Validator (Google)

Validate that rich snippets are working on your local site.



🔍

Learn SEO

Moz Pro

Moz Local

Free SEO Tools

🏠

C

Moz Local

Overview

Check Listing

Small Business

Enterprise

Pricing


Dashboard

?

Can your customers find you online?

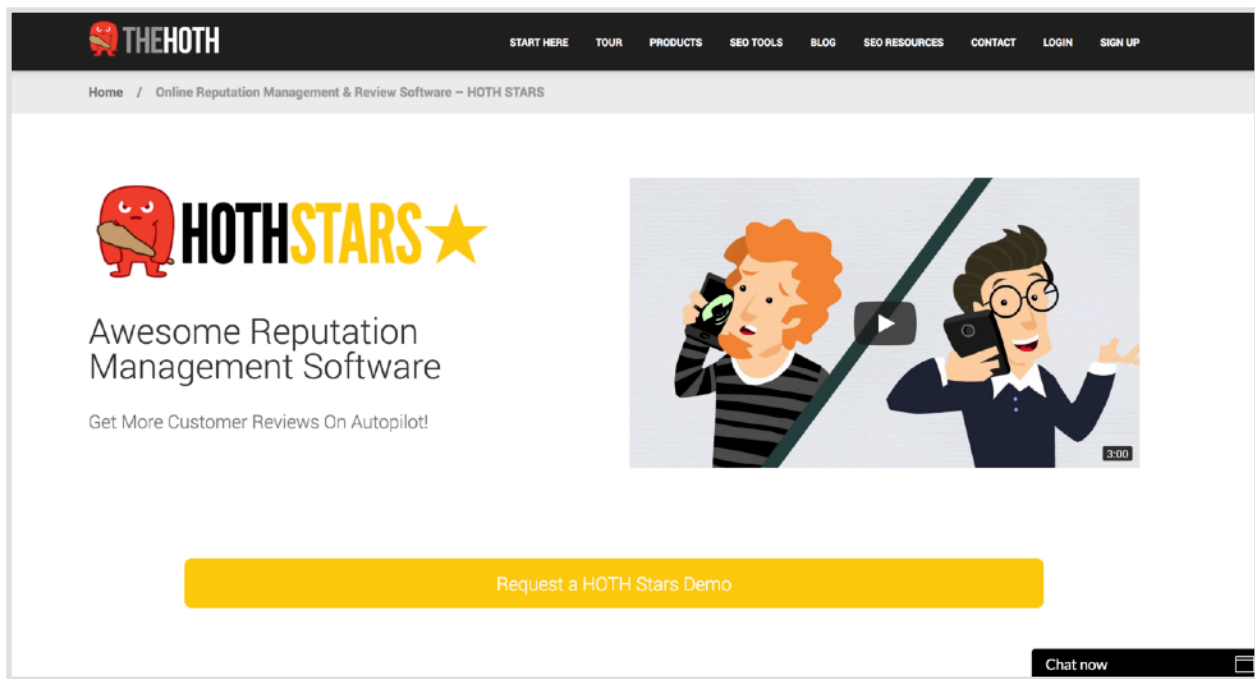
Check your listings on Google, Bing, and other local search engines.

Check my Listing



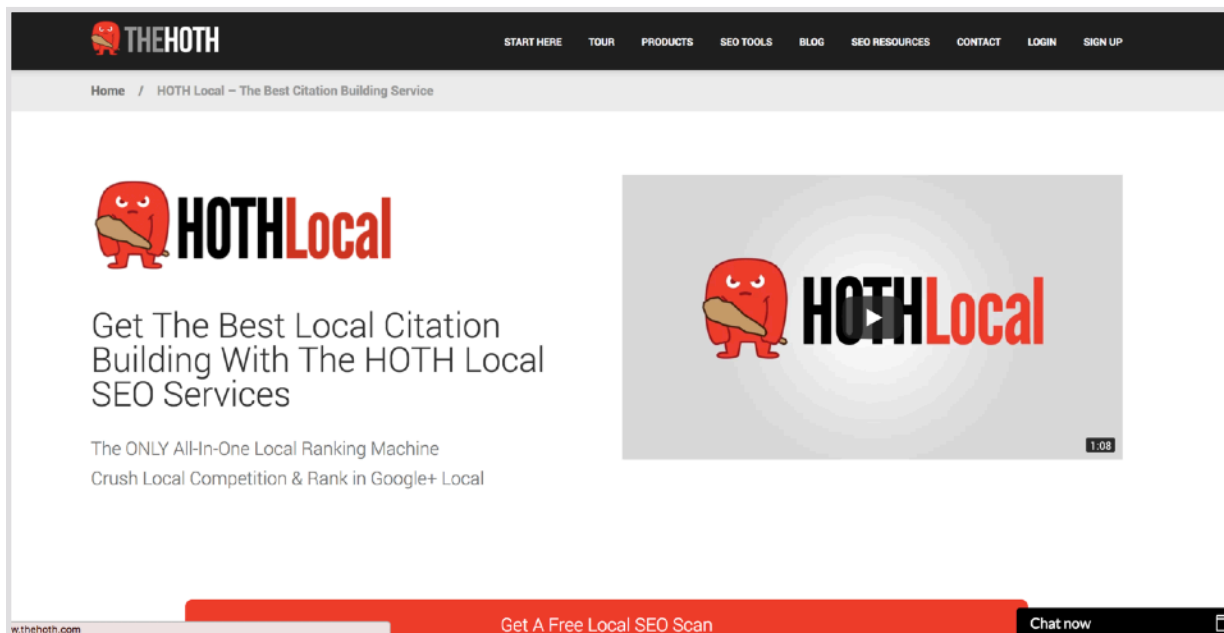
Local SEO Quick Check (Moz)

Quickly check where you stand with citations, duplicates, errors etc.



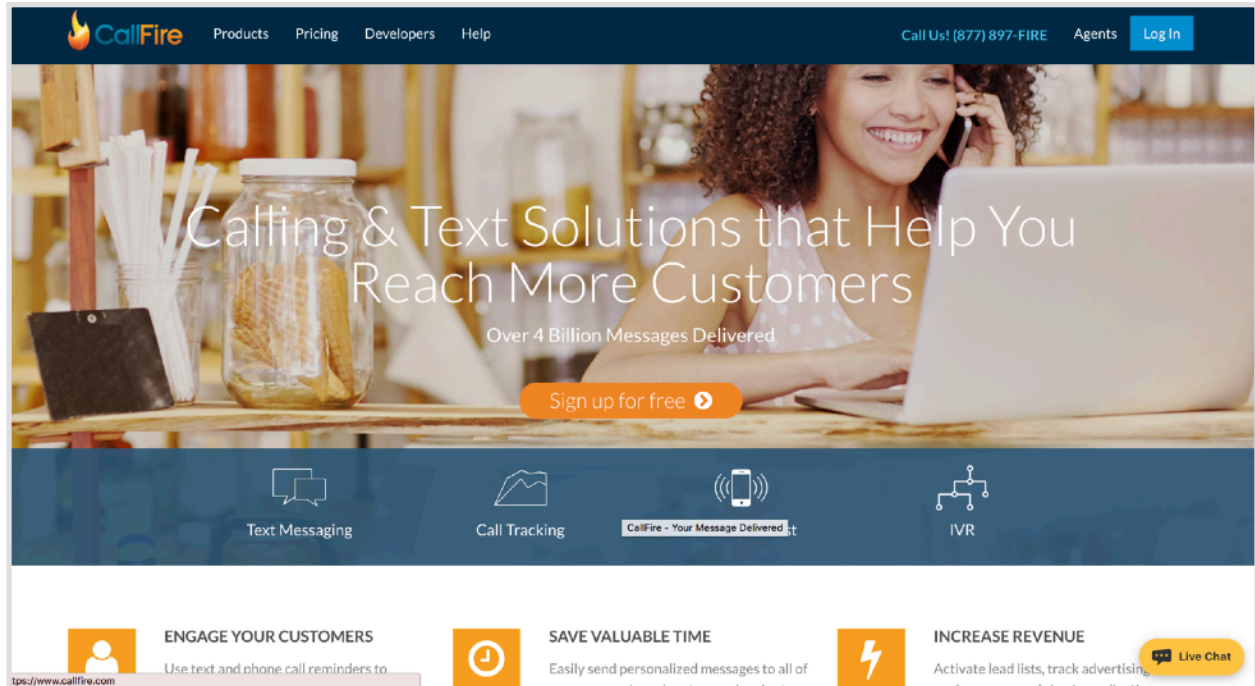
Get More Reviews With HOTH Stars

This software will help you acquire, monitor, and promote your reviews. This is the same software we use at The HOTH for our own reputation.



Local Citation Audits & Custom Citation Building

Doing local the right way. No cookie cutter solutions. Every campaign is customized and researched. As close to push-button local as you can get.



Call Fire

Call tracking, text messaging, voice response, and more.



Free Business Reputation Audit Tool. See Below To Get Started.....

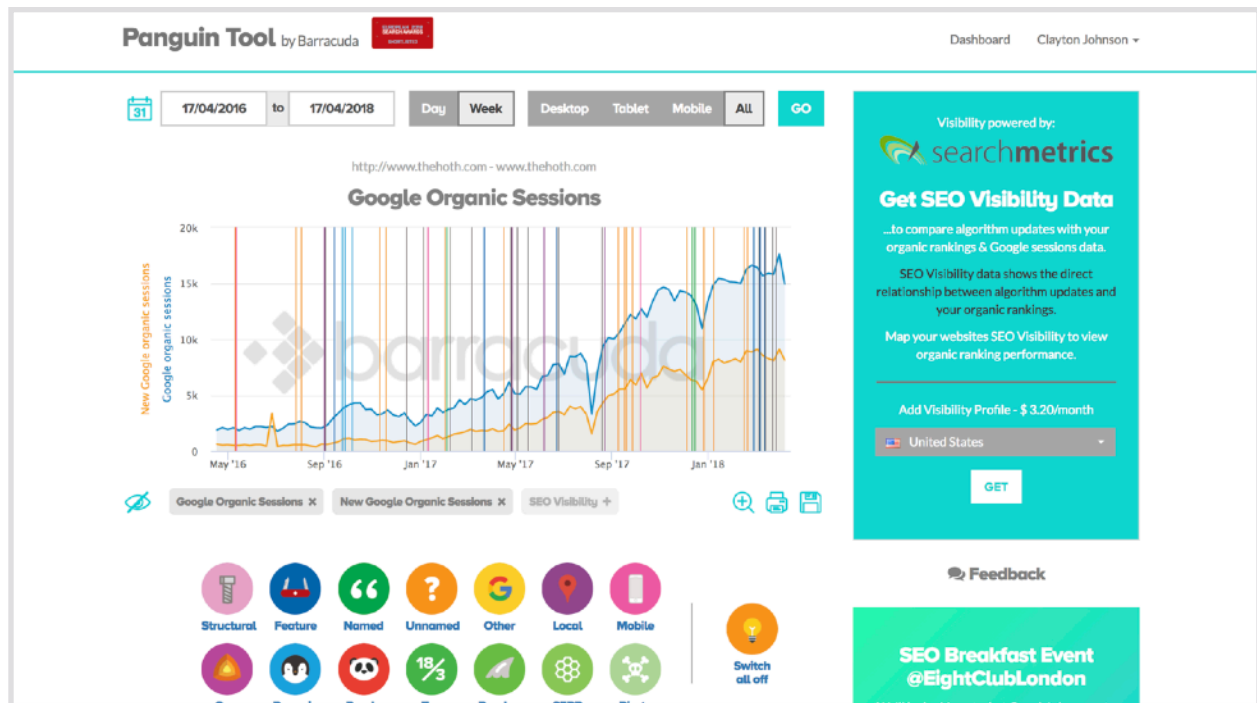


Free Review Checker

Check your reputation with this free customer review audit!

PENALTY RESEARCH TOOLS

Here are the best tools for checking and reversing penalties.




Panguin Tool

You can connect your Google Analytics account and it will display when google updates happened so you can see if drops in traffic match any Google updates.



Ultimate Guide To Google Update History

All of the Google updates + what really happened + case studies.

remove'em

Get Started!Link Removal ServicesFeaturesPricingContact UsLogin

Do you have anchor text over optimization issues?

This tool is used to identify your anchor text diversity and highlight those areas where you are at risk for anchor text over optimization. If you find that you are over optimized for specific keywords or keyword phrases, you should consider modifying the anchor text of specific links to focus more on your brand or [remove backlinks](#) that are using that specific anchor text.

Get Started Today!

Below is the anchor text break down for www.GOOGLE.COM

We have provided values for root domains (unique linking domain), total links (unique links), and mozRank (authority measurement) for each anchor text used in links to your site. Items highlighted in pink are moderately over optimized and those in red are strongly over optimized. Bear in mind that if you are highly optimized for your own brand terms, it is a good thing. You should be most concerned if valuable keywords are over optimized. Over-optimization can sometimes result in your site being penalized algorithmically for that specific anchor text.

#	Anchor Text	Root Domains	Root Percentage	External Links	Link Percentage	Inbound mozRank	mozRank Percentage
1	google	139059	42%	13689334	55%	8.4	52.3%
2	no anchor	66039	20%	5512837	22%	7.94	14.02%

Removeem Anchor Text Over Optimization Checker

You can check to see if you're over optimized for any of your anchors.

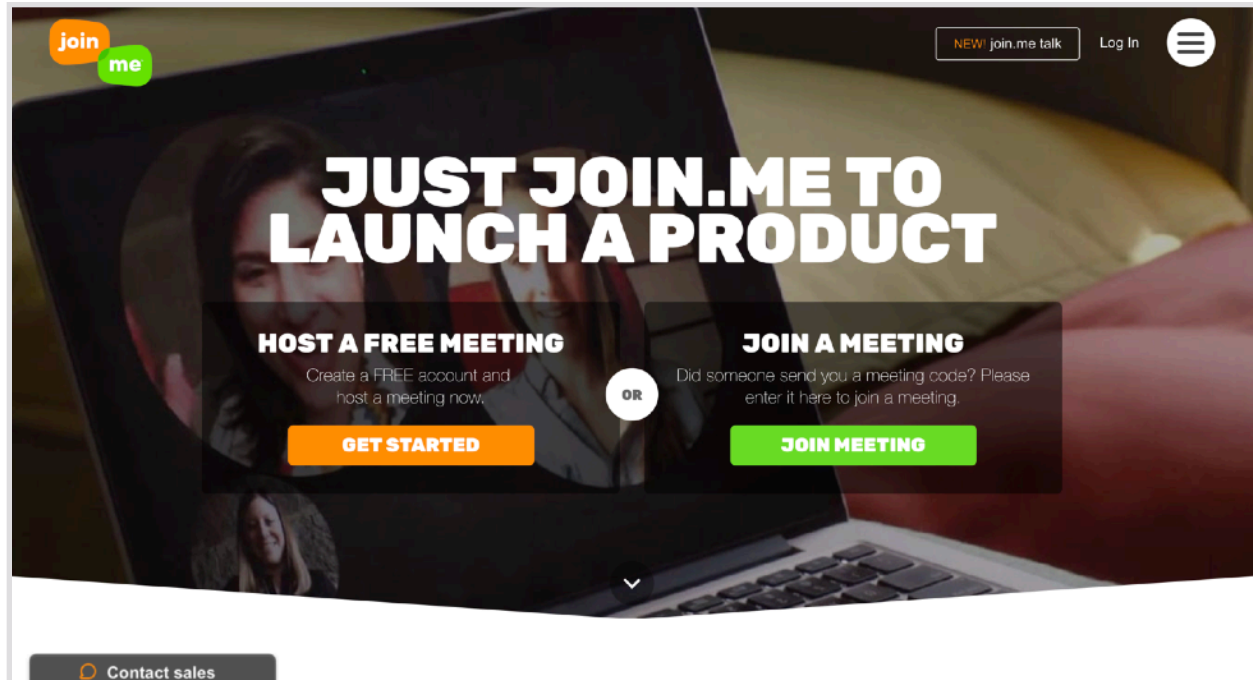
AGENCY BUILDING TOOLS

Here are the best tools for building your agency.

<div>Agency</div> <div>ACTIVITY</div> <div>Dashboard</div> <div>Orders</div> <div>Clients</div> <div>Tickets</div> <div>BILLING</div> <div>Invoices</div> <div>Subscriptions</div> <div>MARKETING</div> <div>Discounts</div> <div>Affiliates</div> <div>SETUP</div> <div>Services</div> <div>Order forms</div> <div>Modules</div>	<div> <div>Q Search...</div> <div> <div>Settings</div> <div>Support</div> <div>Admin</div> </div> </div>			
	<div> <div>Orders</div> <div>Filter 1</div> <div>Add order</div> </div>			
	<div> <div>1 Overdue</div> <div>3 Submitted</div> <div>6 Working</div> <div>2 Pending</div> <div>Canceled</div> <div>Complete</div> <div>All</div> </div>			
	<div> <div>CLIENT</div> <div>STATUS</div> <div>UPDATED / ADDED</div> <div>ORDER</div> </div>			
	<div> <div> <div>Andy Bernard</div> <div>Requires Setup</div> <div>2,000 Word Blog Post (\$450.00)</div> </div> <div>Submitted</div> <div>Nov 29</div> <div>1 day overdue</div> <div>52C7789C</div> </div>			
	<div> <div> <div>Toby Flenderson</div> <div>Recurring</div> <div>Authority PBN Links (Monthly) (\$290.00)</div> </div> <div>Submitted</div> <div>Nov 28</div> <div>due in 3 days</div> <div>8CD5FE0E</div> </div>			
	<div> <div> <div>Kevin Malone</div> <div>3</div> <div>Affiliate Site Setup (\$840.00)</div> </div> <div>Submitted</div> <div>Nov 26</div> <div></div> <div>0C99CC93</div> </div>			
	<div> <div> <div>Erin Hannon</div> <div>2</div> <div>Admin</div> <div>Production started</div> <div>Unanswered</div> <div>Guest Post Outreach (\$1,500.00)</div> </div> <div>Working</div> <div>Nov 25</div> <div></div> <div>7A5A5574</div> </div>			
	<div> <div> <div>Angela Martin</div> <div>Admin</div> <div>Report Sent</div> <div>In Review</div> <div>SEO Link Audit (\$177.00)</div> </div> <div>Working</div> <div>Nov 25</div> <div></div> <div>36A91D9D</div> </div>			
	<div> <div> <div>James Conor</div> <div>1</div> <div>Premium Editorial Link (\$650.00)</div> </div> <div>Working</div> <div>Nov 25</div> <div></div> <div>D6D1179F</div> </div>			
	<div> <div> <div>Jimothy Halpert</div> <div>Feedback</div> <div>Social Media Verification (\$2,000.00)</div> </div> <div>Working</div> <div>Nov 25</div> <div></div> <div>7207639D</div> </div>			
	<div> <div> <div>Andy Bernard</div> <div>Michael S.</div> <div>Wikipedia Link Acquisition (\$395.00)</div> </div> <div>Working</div> <div>Nov 22</div> <div></div> <div>9AF48F53</div> </div>			
	<div> <div> <div>Dwight Schrute</div> <div>4</div> <div>Michael S.</div> <div>Recurring</div> <div>30-minute onboarding call (\$150.00)</div> </div> <div>Working</div> <div>Nov 22</div> <div></div> <div>7437D8C0</div> </div>			

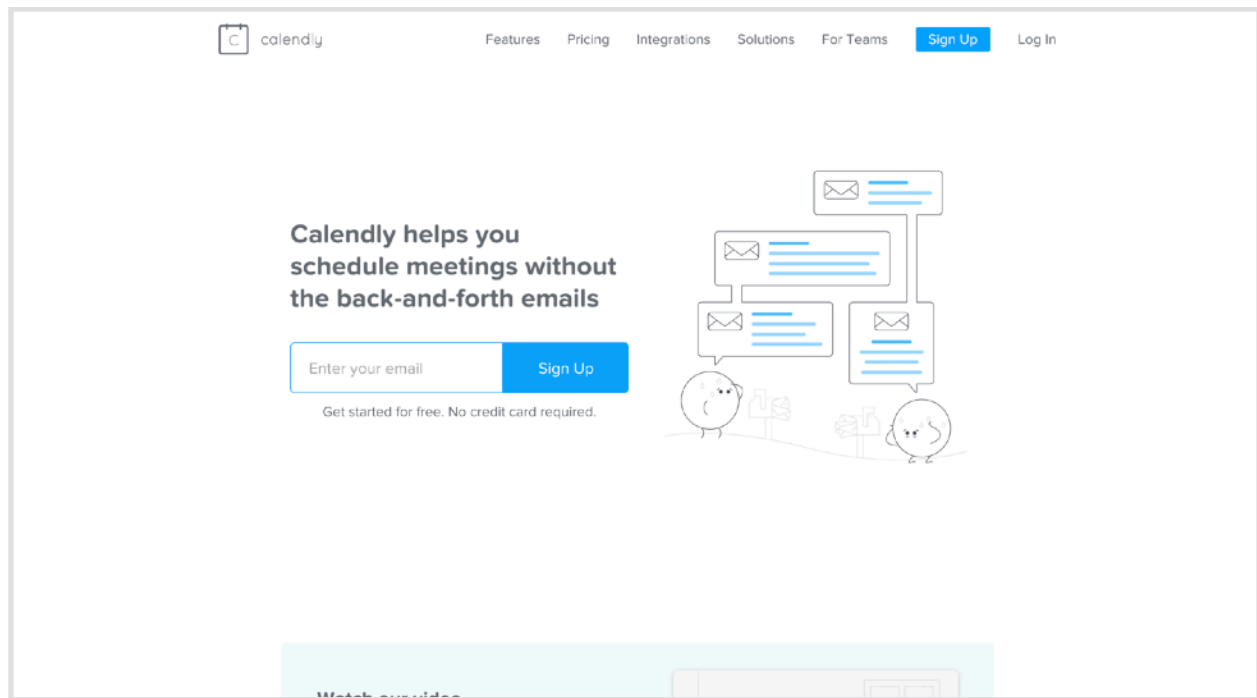
Service Provider Pro

If you're selling services, you know it's one of the most difficult kinds of businesses to grow because it requires several different components. SPP combines the best features into one platform including Shopping Cart, Helpdesk & Messaging, Client Management, Form Builder, and more! This platform is perfect because it's designed specifically for SEO and other productized services.



join.me

The easiest online screensharing app. Once you have the app, you can just give the client the link and they don't have to download anything (wow... right?)



Calendly

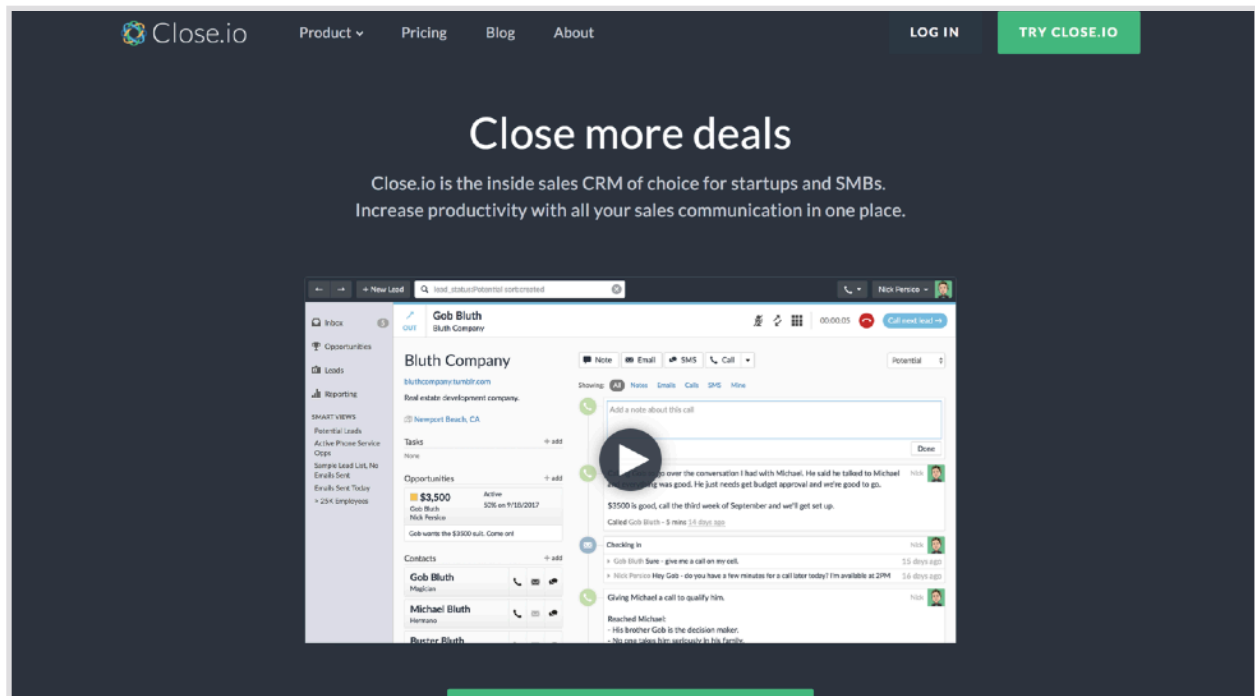
You can use this to avoid the dreaded back and forth of finding a time to meet. This will let clients book meetings with you.



Create Landing Pages and Funnels Quickly With ClickFunnels

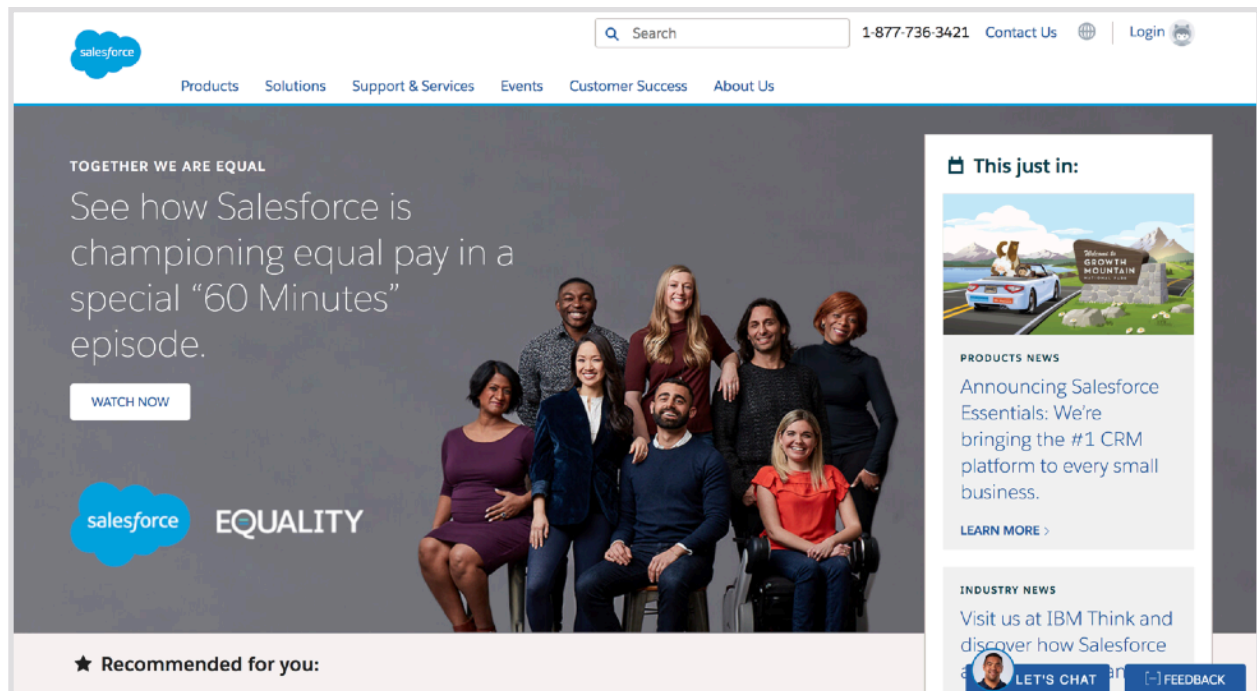
I love this tool and we use it constantly to create quick landing pages, collect emails, create courses and more. This has probably the best page builder I've ever seen and it's 100% worth every penny.

Additionally, you should check out Russel Brunson's [DotCom Secrets Book](#) because it's some of the best marketing advice out there and my #1 favorite book I've ever read on marketing.



close.io

This is the CRM we use at The HOTH after checking out a bunch of different ones. It can be expensive, but this has the features you're looking for. One of the best things about this is that it creates a very customizable searchable database.



Salesforce

The industry standard CRM in the cloud. Integrates with lots of other apps as well.



The Ultimate Guide To Attracting Clients & Selling SEO Services

You'll learn everything there is to know from attracting clients, to what to say on the phone, to pricing your services, closing the deal, and keeping clients.

Want To Get Access To 10+ FREE SEO Tools From The HOTH?

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Bulk Domain Authority Checker and more!

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Want to speak to us 1 on 1 about your SEO?

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Thanks for reading!

We're looking forward to getting to know you.

Do you have tools that you love that you want to add to this list?

Just email tools@thehoth.com