

2022
EDITION

THE HOTH PRESENTS:
THE BEST
SEO AND PPC
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

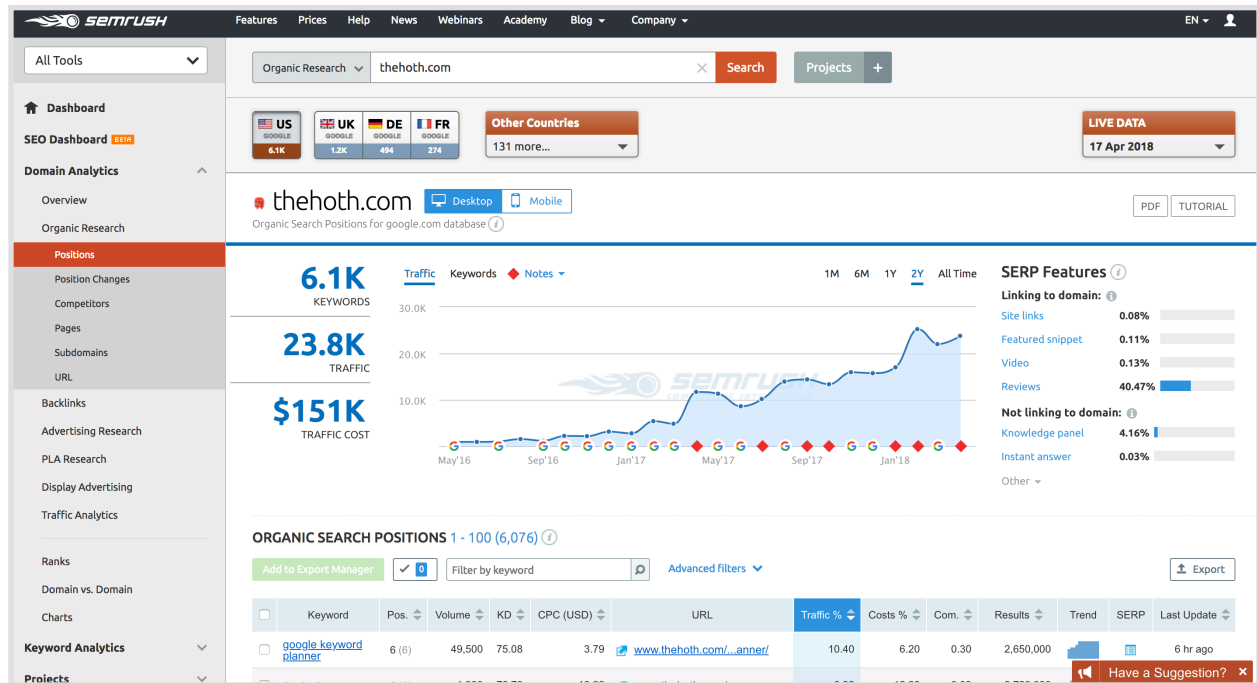
P.S. We also offer 10+ FREE SEO tools on our site if you sign up for a [free HOTH Account here](#).

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
10. PPC Advertising Tools

KEYWORD RESEARCH TOOLS

HERE ARE THE BEST TOOLS FOR KEYWORD RESEARCH.

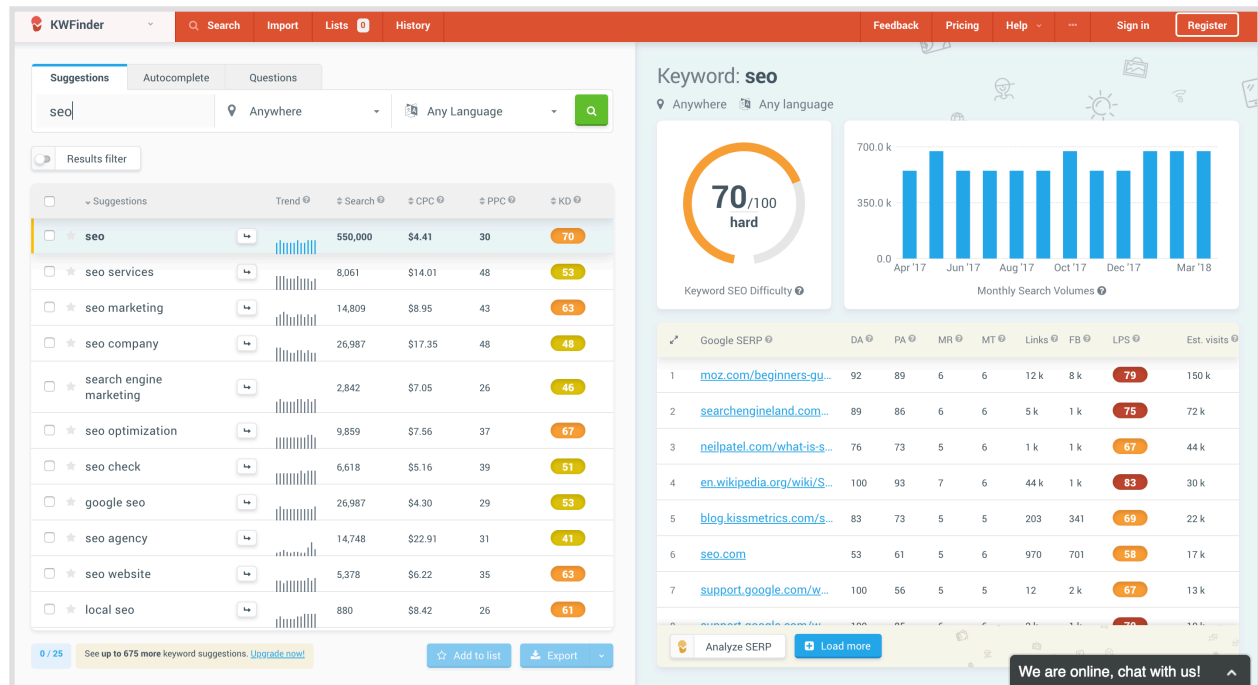


Spy On Competitors With SEMRush

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


reCAPTCHA
[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		8800		\$ 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 188

PREPOSITIONS 120

COMPARISONS 93

ALPHABETICALS 511

RELATED 20

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

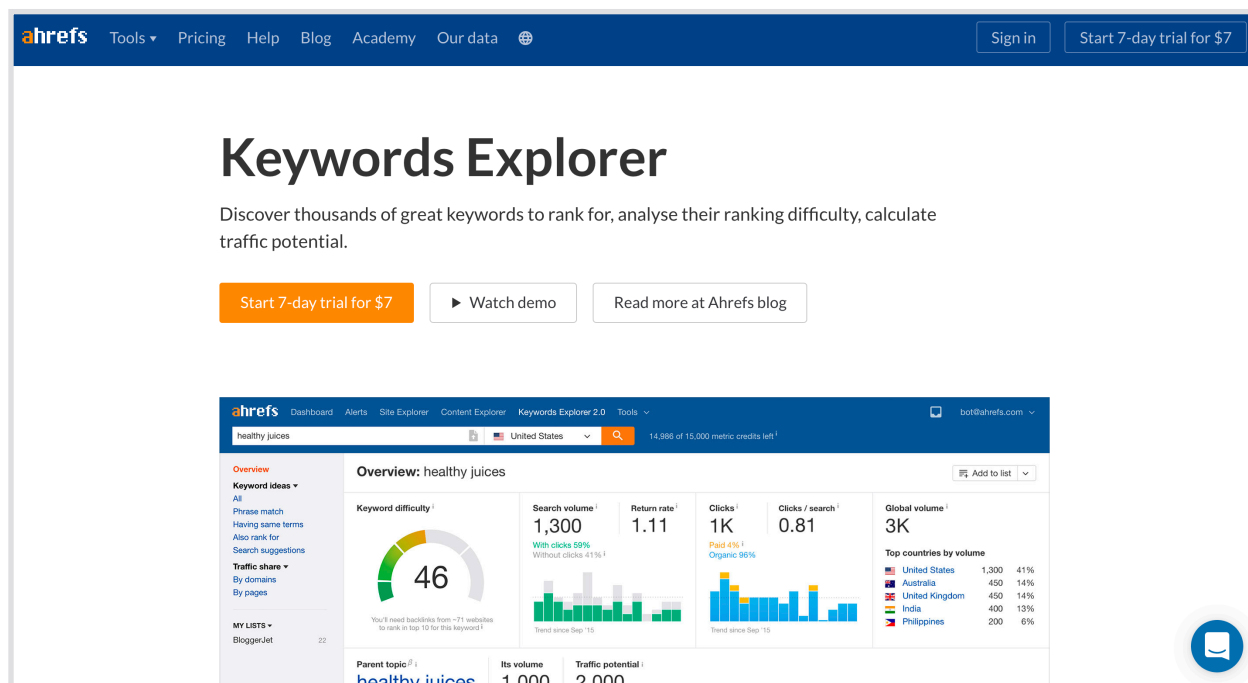
Free email course from us

https://answerthepublic.com/reports/1133369d-c0aa-4986-ab5e-612eb0babf42#source_bad9f5f2-a7ab-4268-b571-3723af86716f_data

Add All Keywords

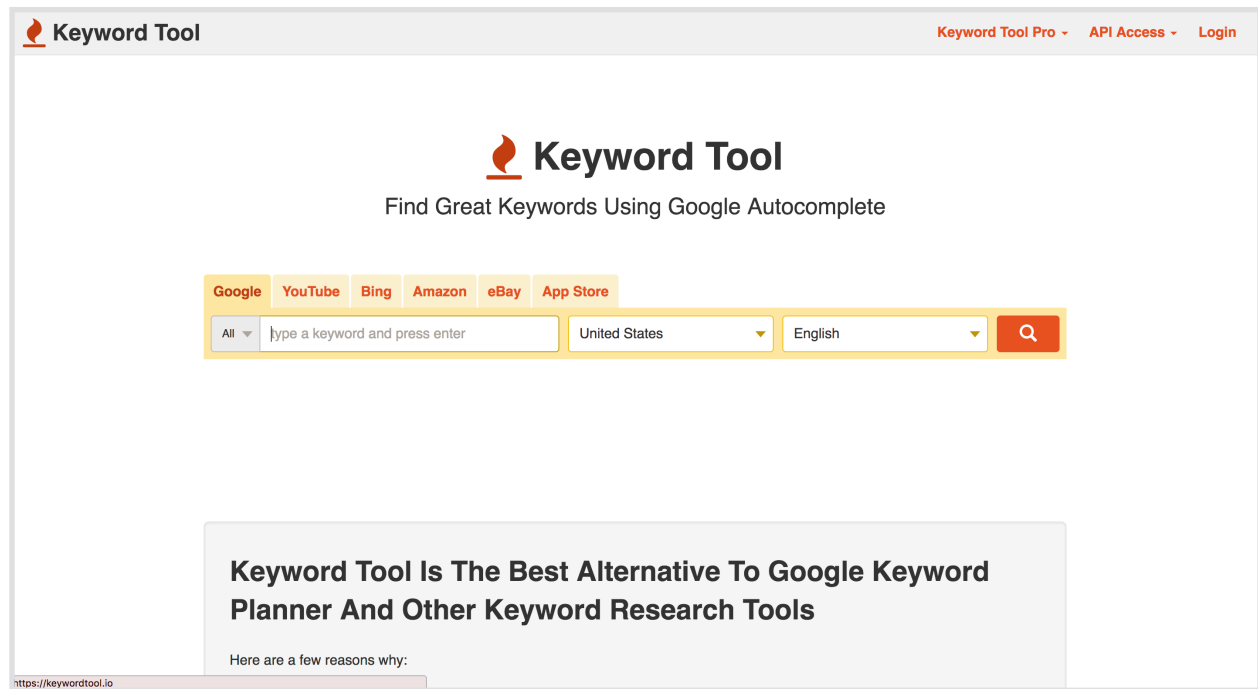
Get Actual Customer Questions Answer The Public

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.

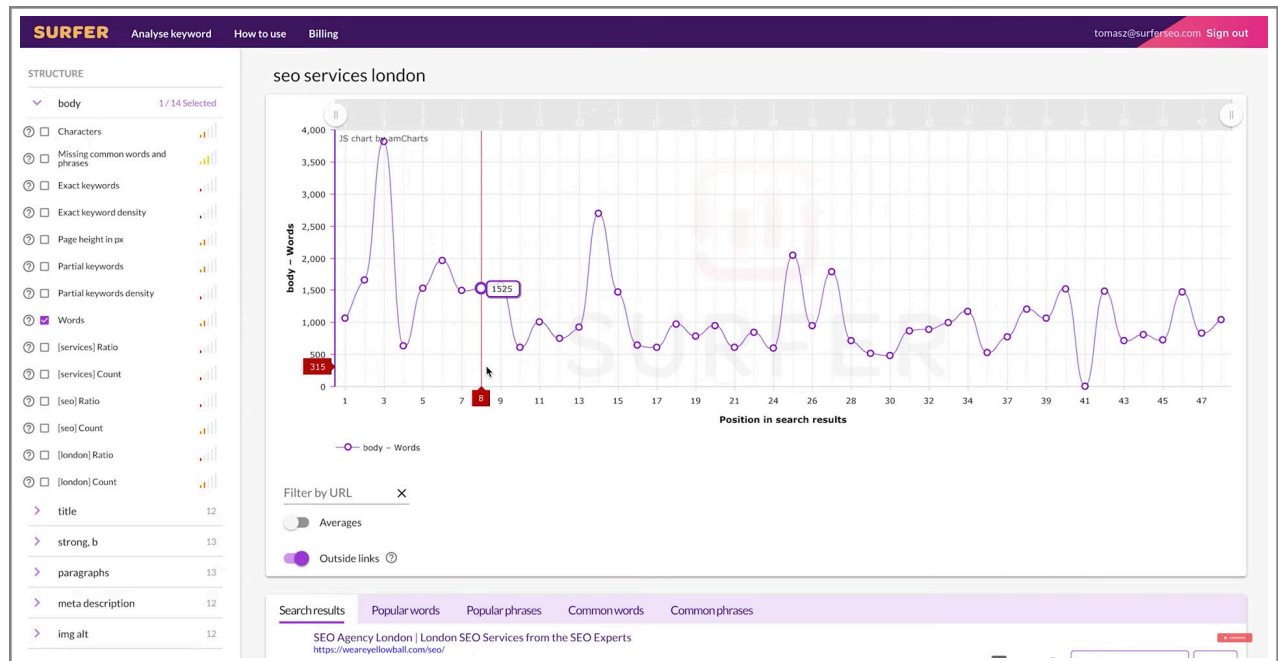


Search For Youtube, Amazon, and Ebay Keywords With KeywordTool.io

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

CONTENT OPTIMIZATION TOOLS

HERE ARE THE BEST TOOLS TO OPTIMIZE YOUR WEBSITE TO RANK HIGHLY IN GOOGLE.



Surfer SEO

Surfer SEO has quickly become the new favorite throughout the SEO community. It's the easiest way get a plethora of 500+ on-page SEO data points. But don't let that overwhelm you: they display the data in an easily digestible manner, showing you exactly what needs to be fixed on your site.

The screenshot shows the Unbounce website with a Chrome extension overlay. The extension displays a 'SUMMARY' tab with the following information:

- Title:** Use the 7 Deadly Sins for More Persuasive Copy (46 characters)
- Description:** There's no refuting that emotions drive actions. Learn how the seven deadly sins can help you channel emotions that'll strengthen your landing page copy. (153 characters)
- Keywords:** Keywords are missing!
- URL:** http://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/?utm_source=twitter&utm_medium=social&utm_content=direct-ongoing&utm_campaign=blog
- Canonical:** <http://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/>
- Robots Tag:** NOODP,NOYDIR
- Author:** Author is missing.
- Publisher:** <https://plus.google.com/+Unbounce>
- Lang:** en-US

Below the summary, there is a table showing the distribution of headings and links:

H1	H2	H3	H4	H5	H6	Images	Links
1	8	1	12	2	0	29	159

At the bottom of the extension, there are four buttons: CONTENT MARKETING, CONVERSION OPTIMIZATION, COPYWRITING, and EMAIL MARKETING.

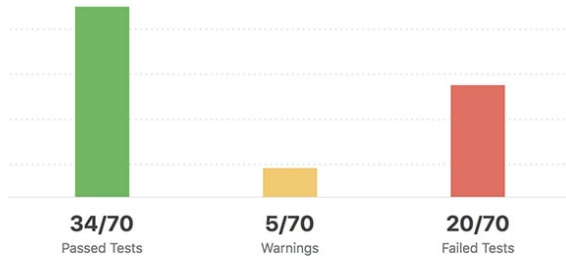
SEO Meta in 1 Click

This Google Chrome extension effortlessly displays all meta tag data and general SEO information in the dropdown. Install this free extension to better manage your on-page, improve your rankings, and grow your visibility across the Internet.

SEO Analysis [What is this?](#)



49/100
SEO Score



[Start Site-Wide Analysis](#)

Security

Visible Plugins [?](#)

[i](#) 4 plugins from your website are publicly visible.

WP Review
Ht Knowledge Base
Woocommerce
Affiliate WP

Theme Visibility [?](#)

[i](#) Anyone can see that you are using the Schema for WooCommerce NEW 2.9.0.3 theme. This can be a security issue. [Read More](#) to know how to hide this information from everyone.

Default Admin User [?](#)

[i](#) No one can tell that you are using the default admin account

Directory Listing [?](#)

[x](#) Directory Listing seems to be enabled on your server.

[How to fix](#) ▼

Libwww-Perl Access [?](#)

[!](#) Your server appears to allow requests with User-agent Libwww-perl.

[How to fix](#) ▼

Plain Text Emails [?](#)

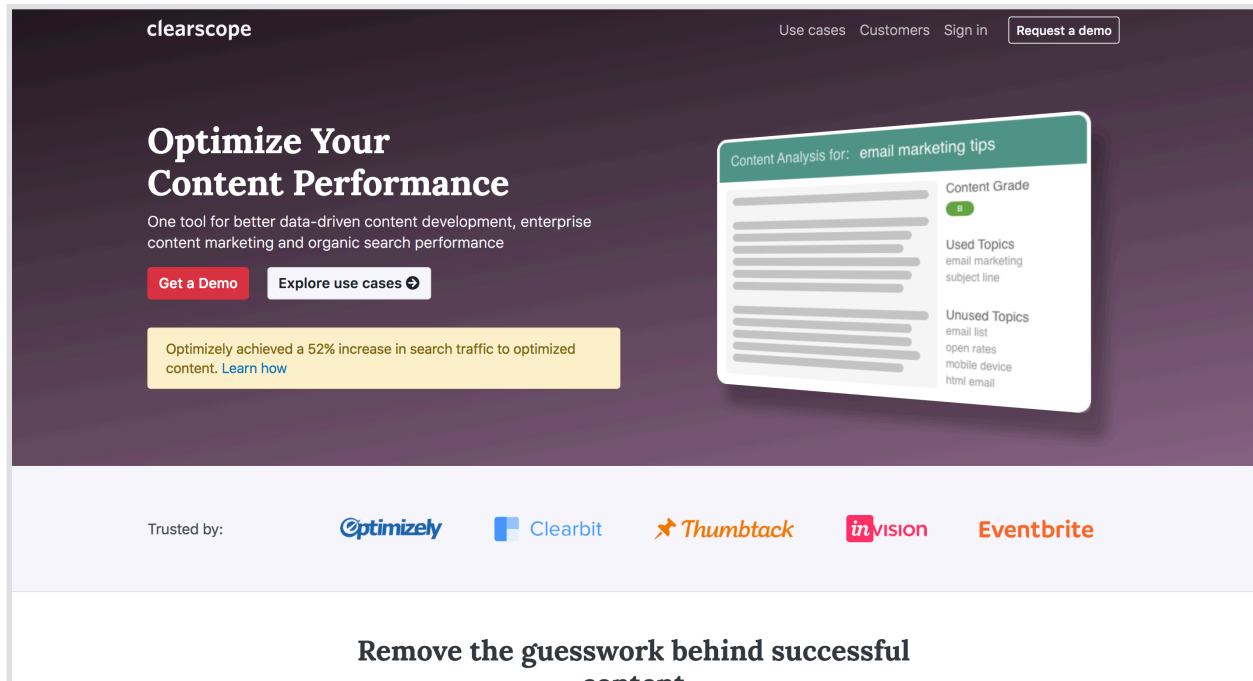
[x](#) Your page contains email addresses in plain text.

[How to fix](#) ▼

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.



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!

How fast does your website load? Find out with GTmetrix


See how your site performs, reveal why it's slow and discover optimization opportunities.

[Test your site](#)

Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. [Log in to change options](#)

GTmetrix Site Speed

Google is wanting your site to be performing at optimal speeds for both Desktop and Mobile users. GTMetrix is a free tool to analyze your site's speed and find areas of improvement!


 **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!

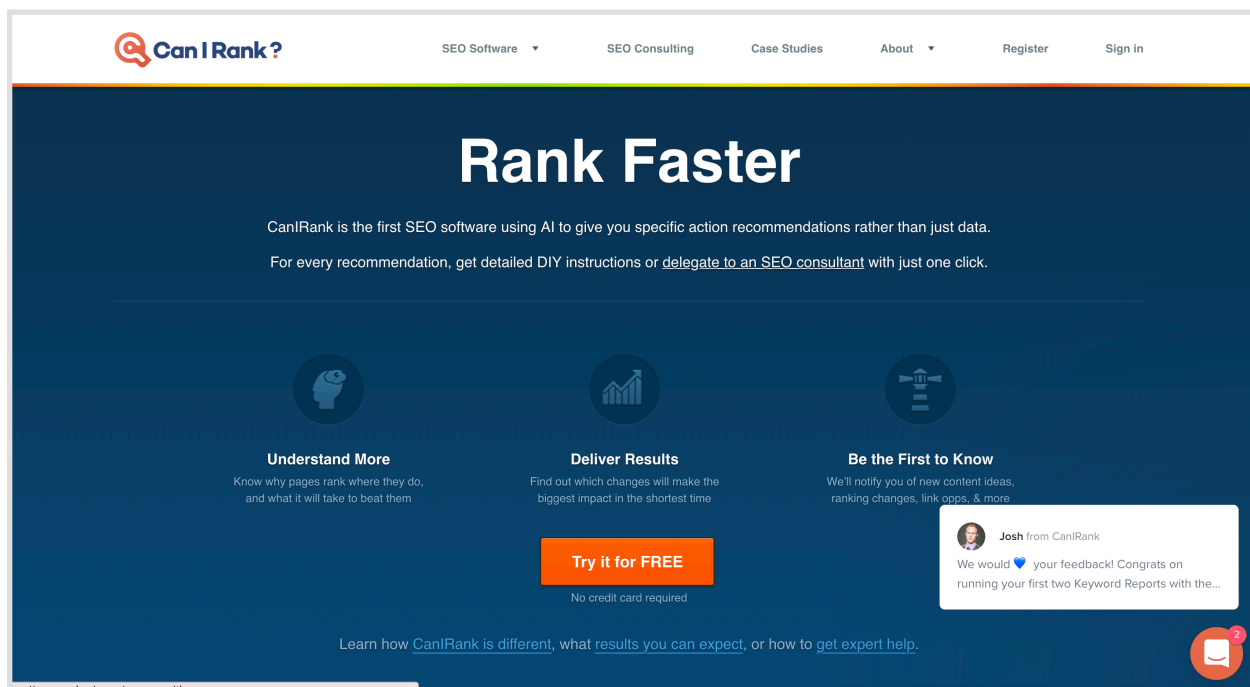
What's Your SEO Score?

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

+ Competitor URL

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.

PageSpeed Tools > Insights

HOMEGUIDESREFERENCESUPPORT

PageSpeed Insights

 Make your web pages fast on all devices.

ANALYZE

Read about the [July 2018 Google Speed Update](#).

Web Performance

Learn more about [web performance tools at Google](#).

Give Feedback

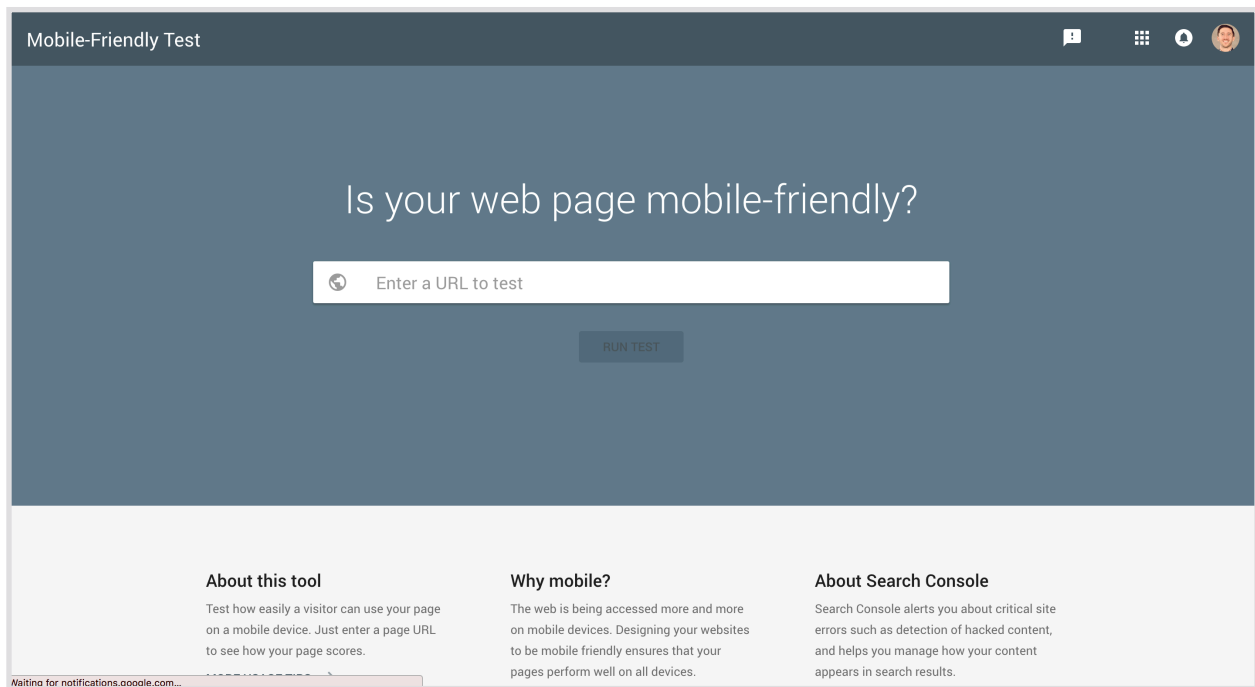
Have comments or questions about PageSpeed Insights?
[Discuss on our mailing list](#).

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

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.

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

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.

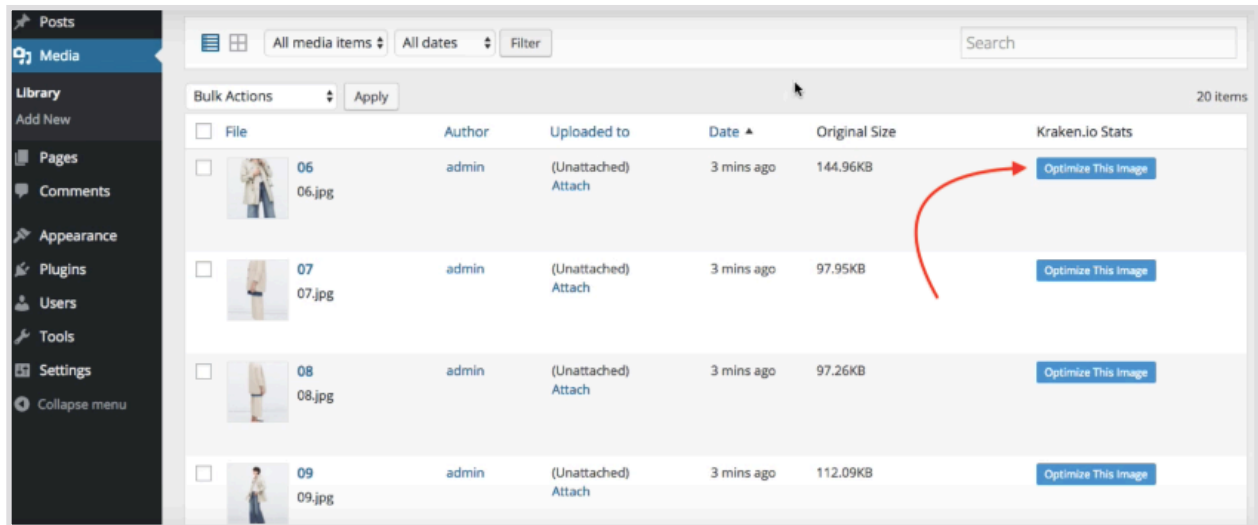
SITE ENHANCEMENT TOOLS

HERE ARE THE BEST TOOLS FOR ENHANCING YOUR SITE.

BROKEN LINK CHECKER		EASILY MANAGE LINKS ACROSS YOUR SITE	
Detected Links (8) <div> All (8) Broken (1) Warnings (0) Redirects (2) Dismissed (0) </div>		Screen Options ▾ Search »	
Bulk Actions ▾ Apply		[List Icon] [Grid Icon]	
<input type="checkbox"/> URL	Status	Link Text	Source
<input type="checkbox"/> https://wordpress.org/	200 OK	A WordPress Commenter	A WordPress Commenter — Hi, this is a co...
<input type="checkbox"/> https://gravatar.com	200 OK	Gravatar	A WordPress Commenter — Hi, this is a co...
<input type="checkbox"/> https://smushy.wpmudev.host/wp-admin/	200 OK	your dashboard	Sample Page
<input type="checkbox"/> https://smushy.wpmudev.host/wp-content/uploads/2018/12/C...	200 OK	Image	Hello world!
<input type="checkbox"/> https://smushy.wpmudev.host/wp-content/uploads/2018/12/C...	200 OK	Image	Hello world!
<input type="checkbox"/> https://smushy.wpmudev.host/wp-content/uploads/2018/12/B...	200 OK	Image	Hello world!
<input type="checkbox"/> https://smushy.wpmudev.host/wp-content/uploads/2018/12/B...	200 OK	Image	Hello world!
<input type="checkbox"/> https://smushy.wpmudev.host/wp-content/uploads/2012/butt... Edit URL Unlink Not broken Recheck	404 Not Found Details	Image	Hello world! Edit Trash View

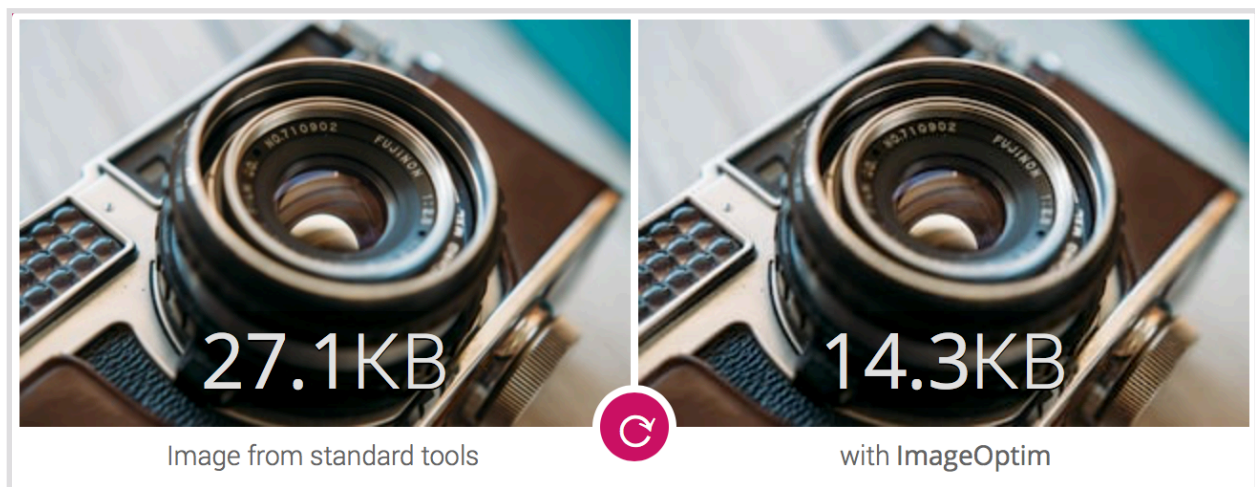
Broken Link Checker WordPress Plugin

Broken links can drastically effect a site's SEO. It's important to monitor any broken links and make any necessary fixes. This WordPress plugin is the easiest way to audit broken links and fix them in a few clicks.



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.

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.

COMPETITOR.COM

Technology Profile

Detailed Technology Profile

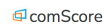
Meta Data Profile

Relationship Profile

Redirect Profile

Analytics and Tracking

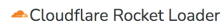
[View Global Trends](#)



[comScore Usage Statistics](#) · [Download List of All Websites using comScore](#)

Market research company that studies internet trends and behavior.

Advertiser Tracking · Audience Measurement · Conversion Optimization · Site Optimization · Visitor Count Tracking



[Cloudflare Rocket Loader Usage Statistics](#) · [Download List of All Websites using Cloudflare Rocket Loader](#)

Automatically optimizes your pages to minimize the number of network connections and ensure even third party resources won't slow down page rendering.

Application Performance

Widgets

[View Global Trends](#)



[Pinterest Usage Statistics](#) · [Download List of All Websites using Pinterest](#)

Content from the social image sharing website Pinterest.



[Twemoji Usage Statistics](#) · [Download List of All Websites using Twemoji](#)

Twitter Emoji for Everyone



[Google Tag Manager Usage Statistics](#) · [Download List of All Websites using Google Tag](#)

...

Profile Details

[Change Layout](#)

Last technology detected on 29th December 2020.
We know of 55 technologies on this page and 175 technologies removed from competitor.com since 3rd January 2011. [Link to this page.](#)

Festive Sale

Unlimited detailed lookups - normally
\$144 / year.

\$99 / year

[Buy Now](#)

[Learn more about Advanced](#)



Add BuiltWith to Chrome for free! Get lookups easily and quickly.

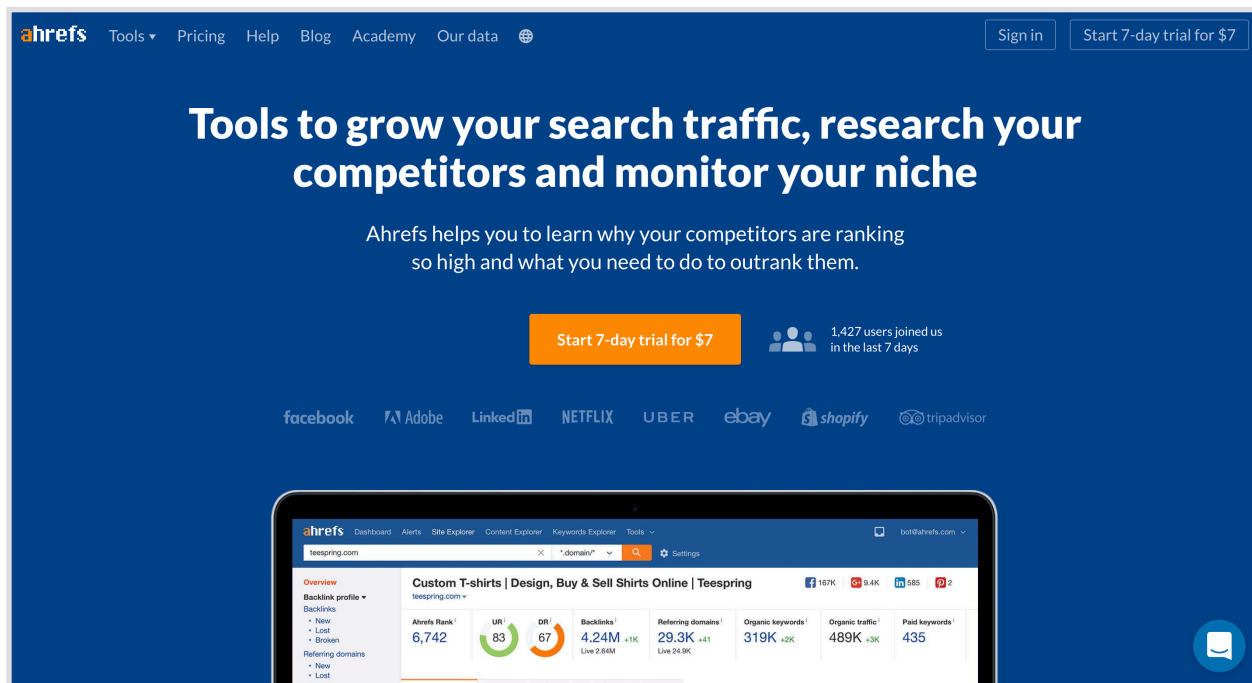
[Add to Chrome](#)

BuiltWith

BuiltWith is a web site profiler tool that allows you to spy on your competitors website. Input a URL and BuiltWith will return a list of all technologies in use on that page including tracking, widgets, frameworks, and more.

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. It's the perfect solution to audit your website, explore competitors, research keywords & backlinks all in one place. It's powered by some serious big data & trusted by top SEOs all around the world.

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.

The screenshot shows the MOZ SEO Toolbar interface. At the top, there's a header with the MOZ logo, icons for search, edit, and export, and site statistics: 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.

thehoth.com

Enter URL(s) of the page(s) that you would like to check, one URL per line. Limit 10 URL's per check.

View Moz Metrics

Moz Results - Domain Authority, Page Authority, MozRank and External Links

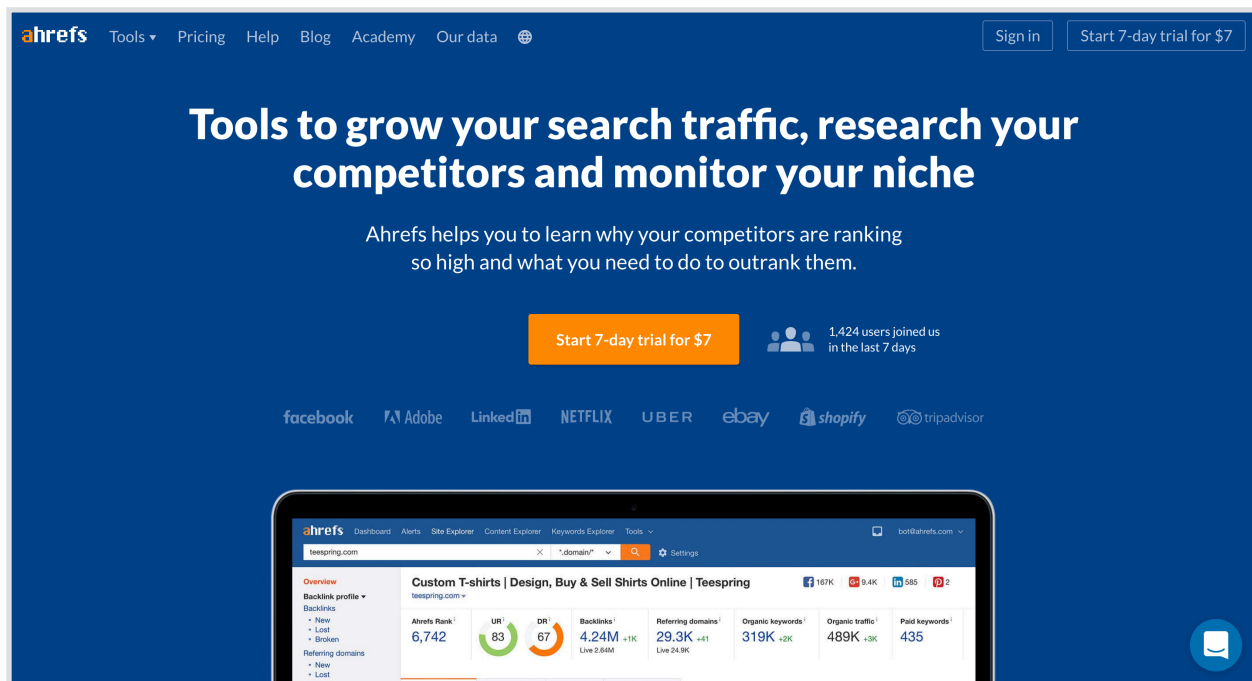
URL	Moz DA	Moz PA	MozRank	External Links
thehoth.com	48 / 100	45 / 100	4.50	517

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.

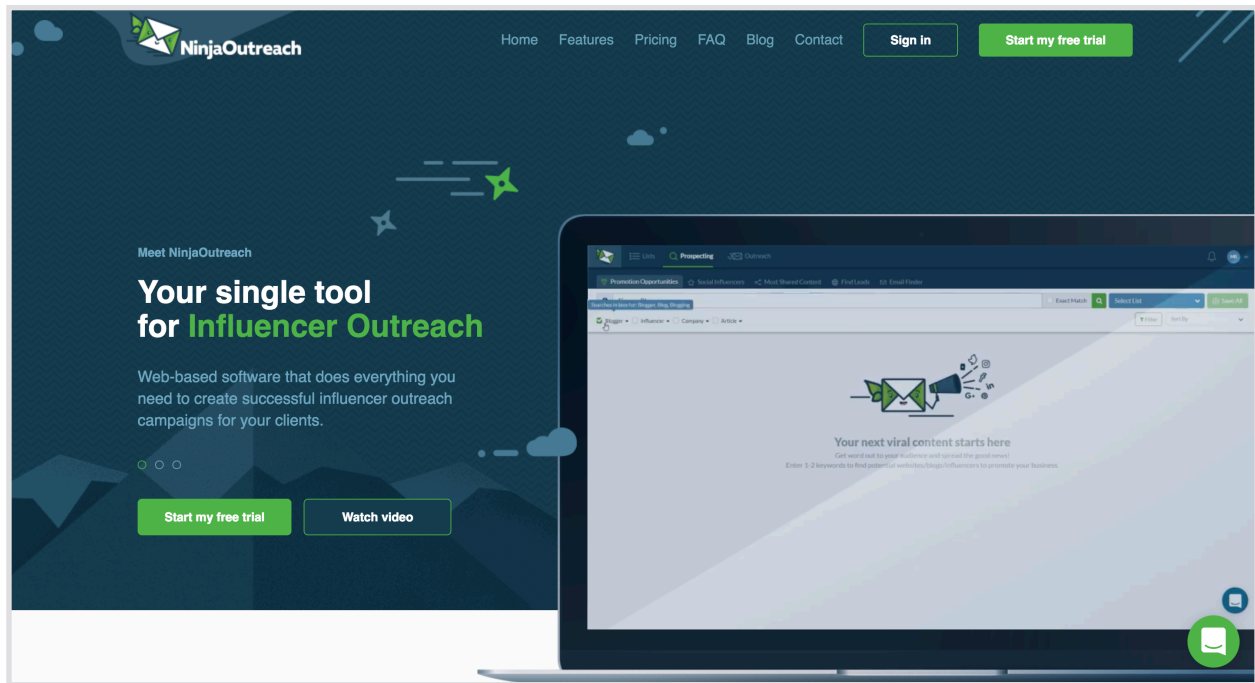
LINK BUILDING TOOLS

HERE ARE THE BEST TOOLS FOR LINK BUILDING.



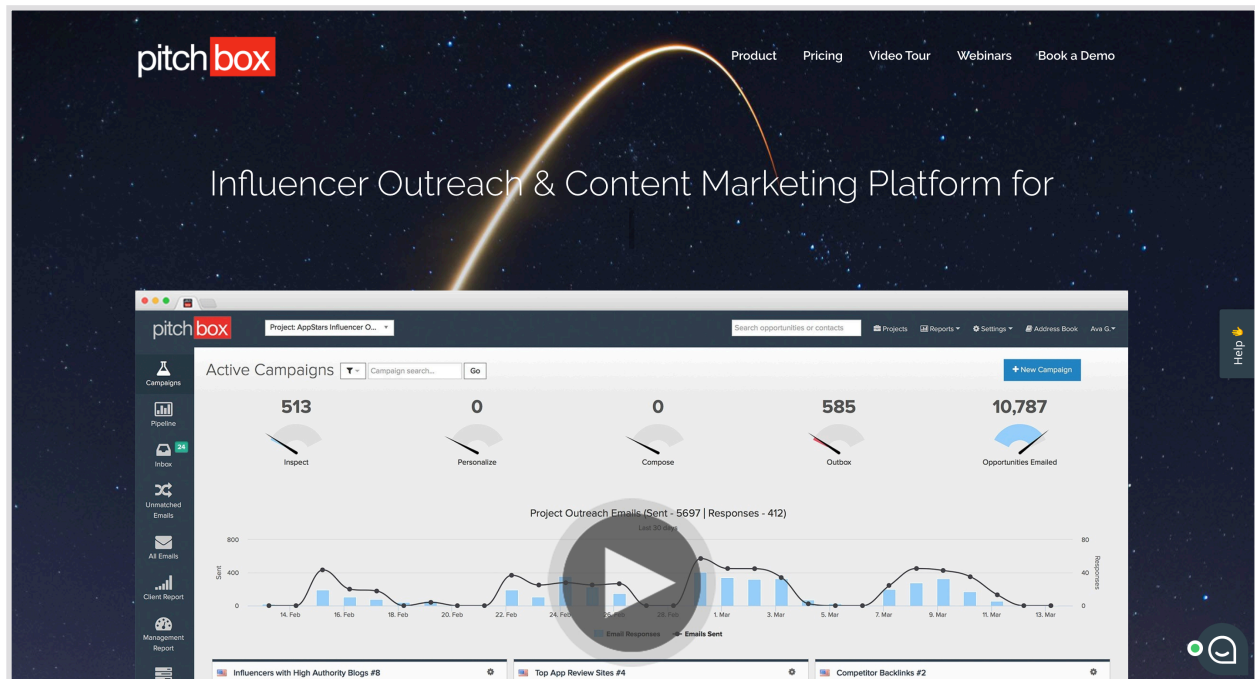
Ahrefs

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. They are trusted by SEO's all around the world and they even have an extensive library for all aspects of SEO including the best link building techniques.



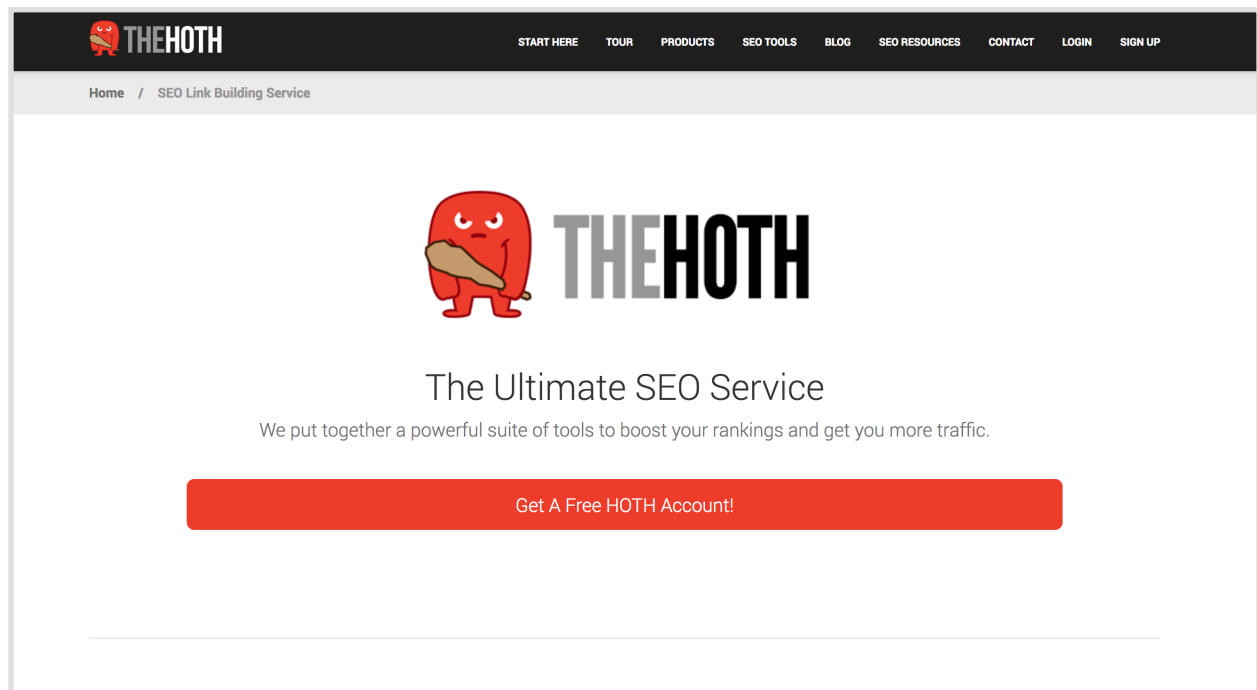
Ninja Outreach

This tool makes link outreach very easy. Ninja Outreach specializes in influencer marketing and blogger outreach software that streamlines your lead generation process with automated outreach and organization. It makes it super convenient to search for influencers and reach out to them, all in one tool.



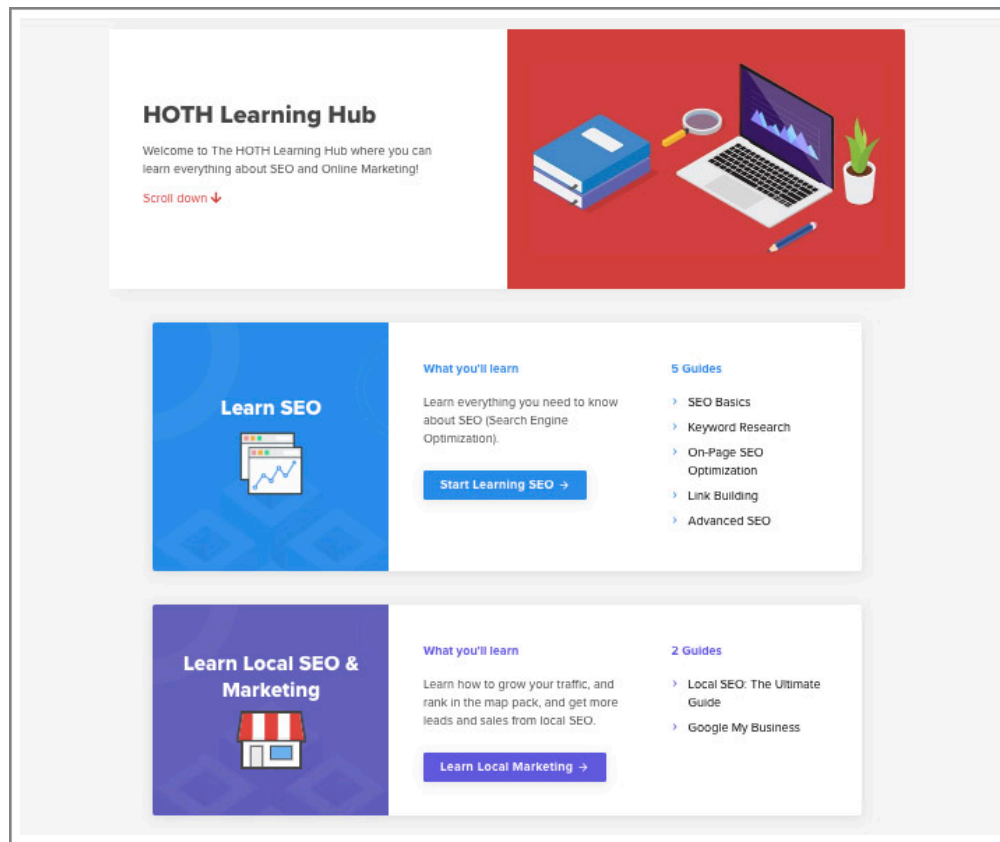
Pitchbox

A very highly rated outreach tool. Use Pitchbox to help with link building, influencer outreach and content promotion if you're an agency, publisher, and brand. 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. Over the years we've created a suite of 16+ products and services to help with all facets of getting your business ranking in the search engines. Browse our products today if you'd like to leave the SEO to the pros!




HOTH Learning Hub

The HOTH Learning Hub packs over 30,000 words of pure marketing training for free on SEO, Local Marketing, Content Marketing & more! Pick the chapter you're interested in and start working your way through all the modules and lessons.

SEO ANALYTICS & TRACKING TOOLS

HERE ARE THE BEST TOOLS FOR TRACKING YOUR RESULTS.



FeaturesBenefitsPricingLog InStart My Free Trial

Track, Test and Optimize Your Online Marketing

Join Over 6,000 Marketers Using Improvely to Track Results and Detect Fraud

Try Improvely For Free

Dashboard

Goal: All GoalsMay 22, 2016 - June 20, 2016

ALL TRAFFIC33,025 VISITS719 CONVERSIONS


AD TRAFFIC7,298 VISITS360 CONVERSIONS

ORGANIC TRAFFIC23,799 VISITS204 CONVERSIONS

SEARCH TRAFFIC1,928 VISITS155 CONVERSIONS

VIEW ALL TRAFFIC REPORT

PEOPLECONVERSIONS



People15,257

Visits33,025

Converted People618

Goal Conversions719

Conversion Rate4.1%

IMPROVELY WORKS EVERYWHERE YOU ADVERTISE ONLINE

Google AdWordsfacebook Adsbing adsTaboolaTwitter AdsAdRoll

Contact Us


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

AnalyticsTag ManagerOptimizeData StudioSurveysAttributionAudience CenterAnalytics 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



Daily Rank Tracking For All Your Keywords

The easiest way to see where your website and keywords rank

What Is HOTH Rank Tracker?

Knowing where you stand in search results is essential to know how

HOTH Rank Tracker

Nice & easy tool for rank tracking. Just plop in your URL, keywords and location and it will do all the tracking for you. They have a free plan as well if you're just getting started.

LOCAL SEO TOOLS

HERE ARE THE BEST TOOLS FOR LOCAL SEO SPECIFICALLY.

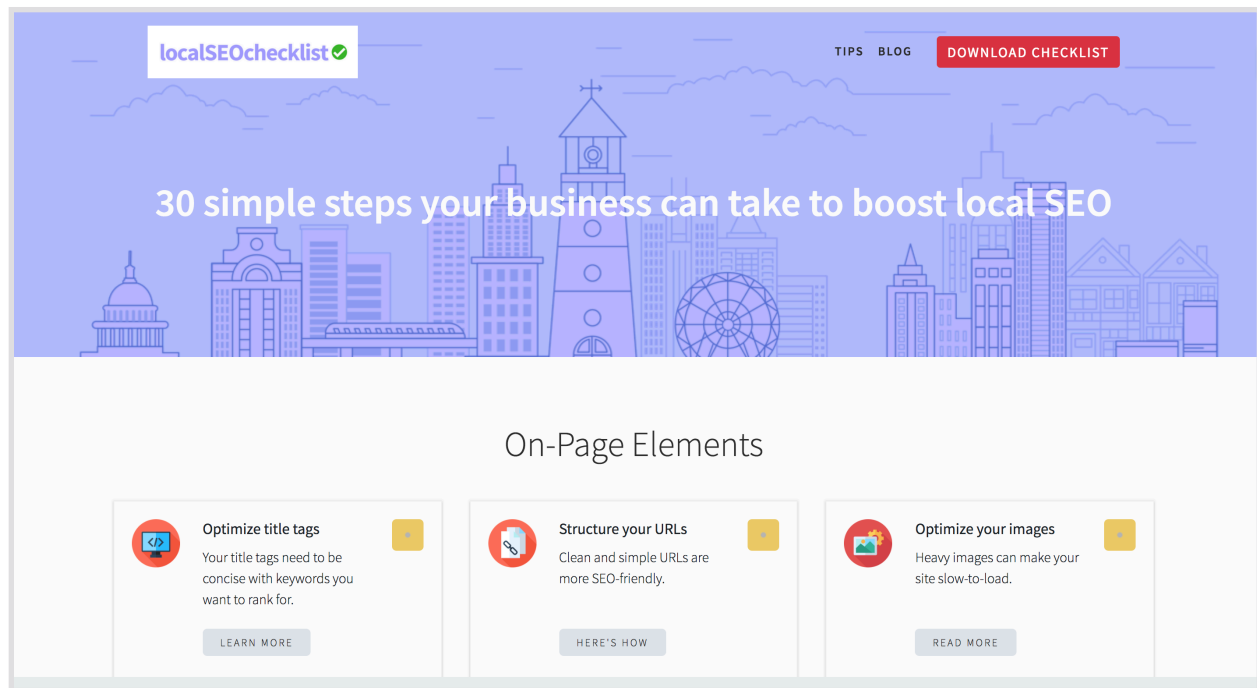
Local Citation Finder

Discover where to list your business, examine your competition, and monitor your citation growth for better local search rankings.

What is a Citation?

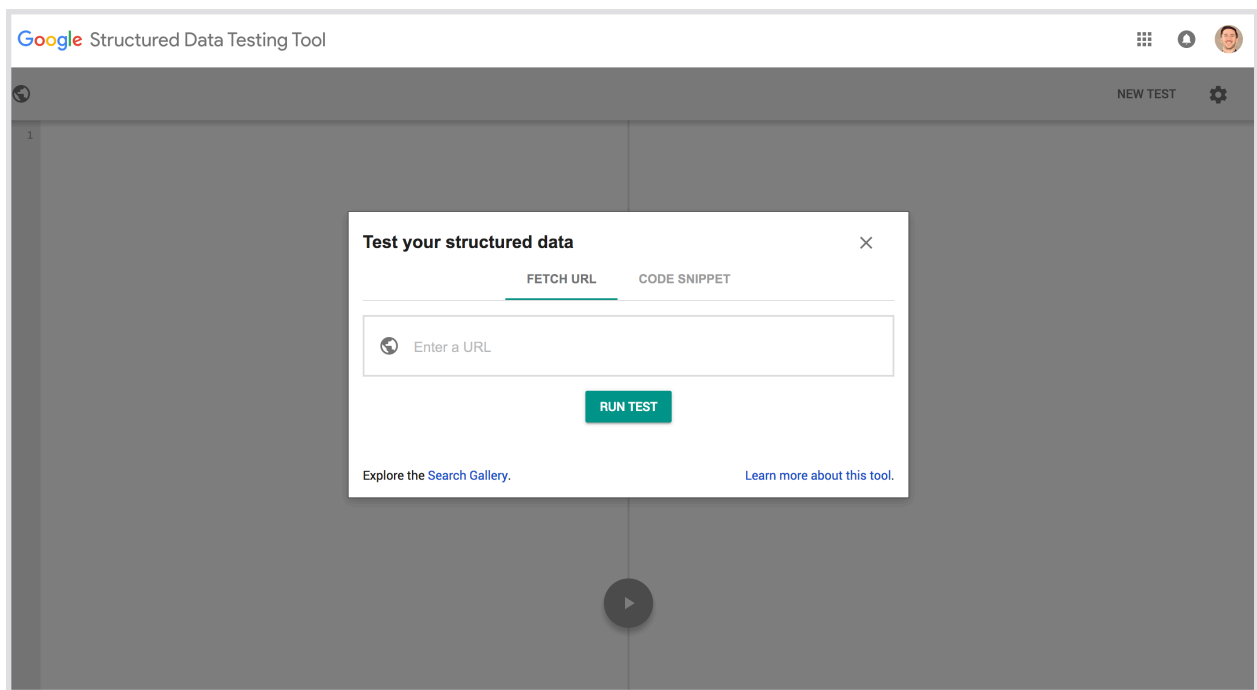


This is the industry standard tool and it's awesome. Basically you can drop in your main keyword and city, it will go out and find your competitors and see what citations they have, rank the citation sources by DA (Domain Authority) and show you which ones you are missing. This is the tool we use in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


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

Home / Online Reputation Management & Review Software – HOTH STARS



Awesome Reputation Management Software

Get More Customer Reviews On Autopilot!

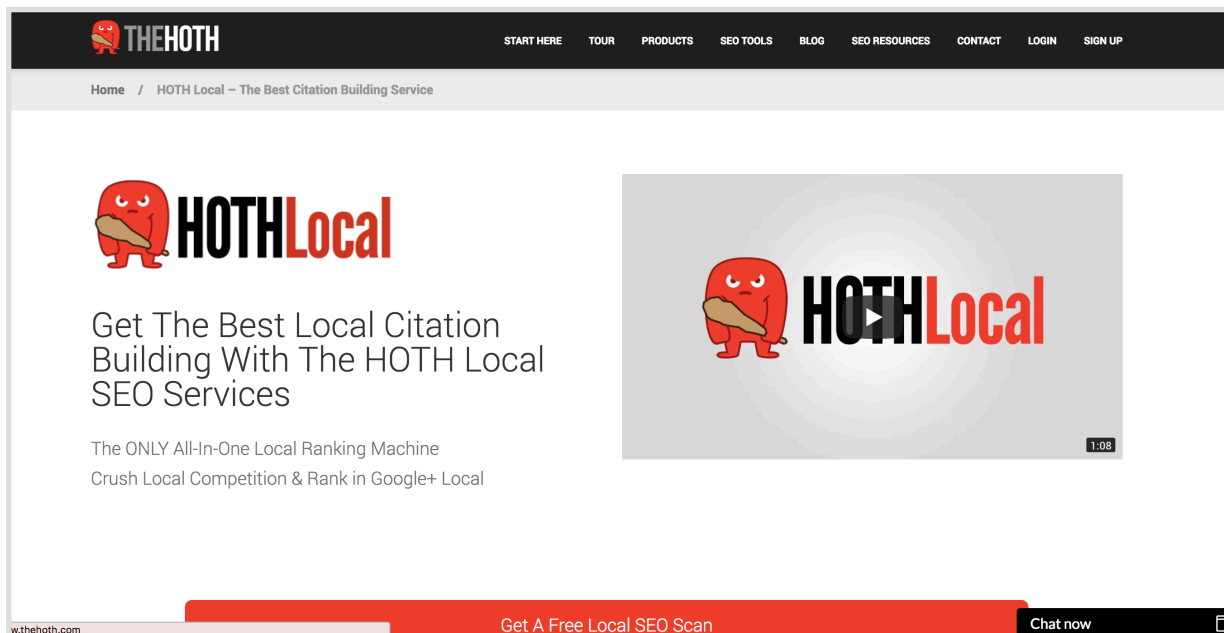


Request a HOTH Stars Demo

Chat now

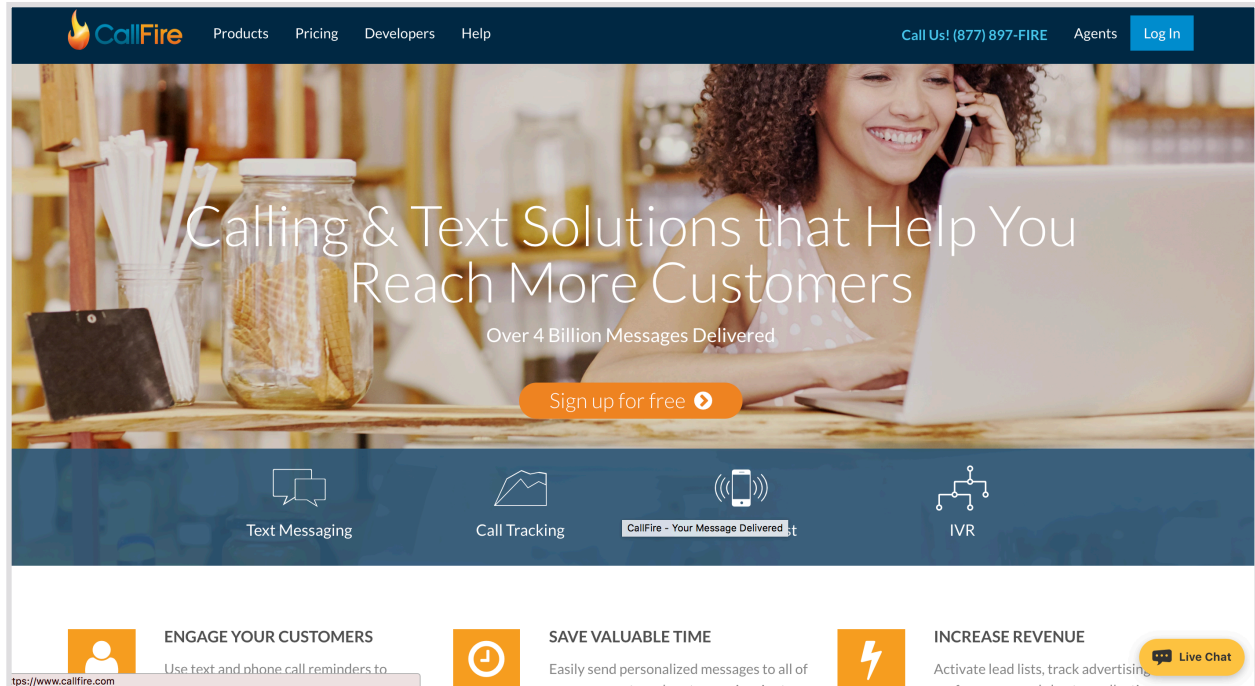
Get More Reviews With HOTH Stars

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.....

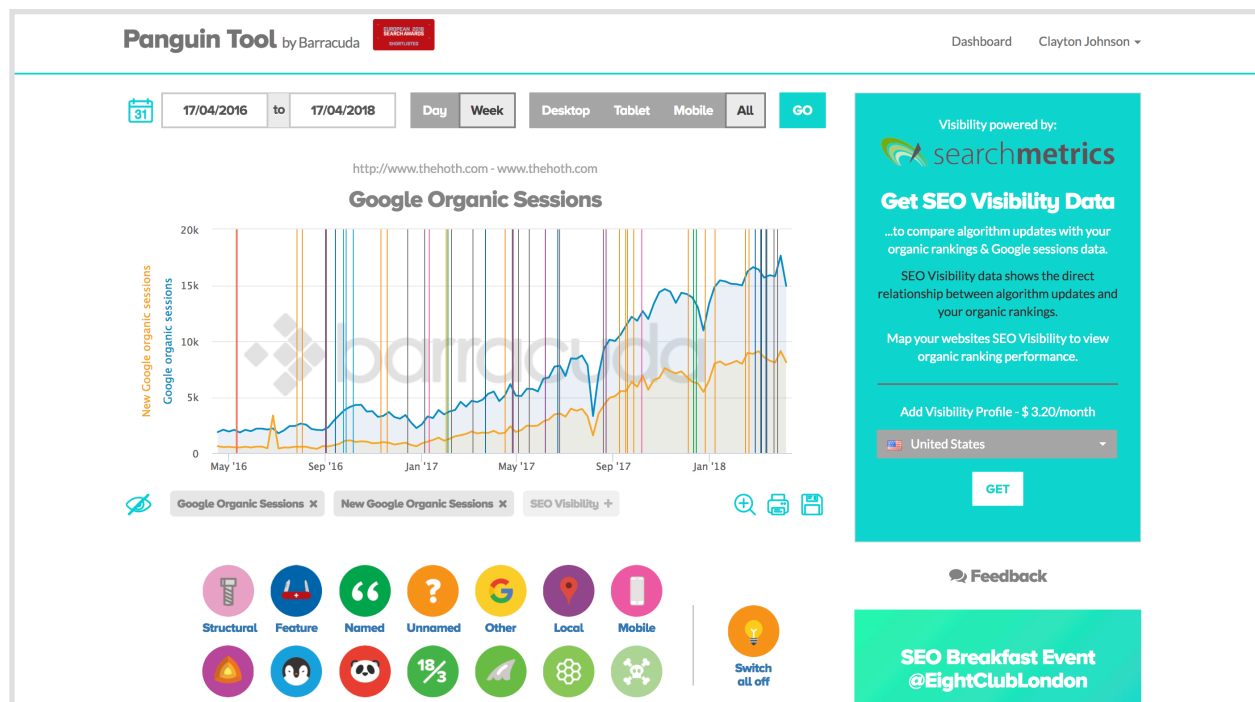


Free Review Checker

Check your reputation with this free customer review audit!

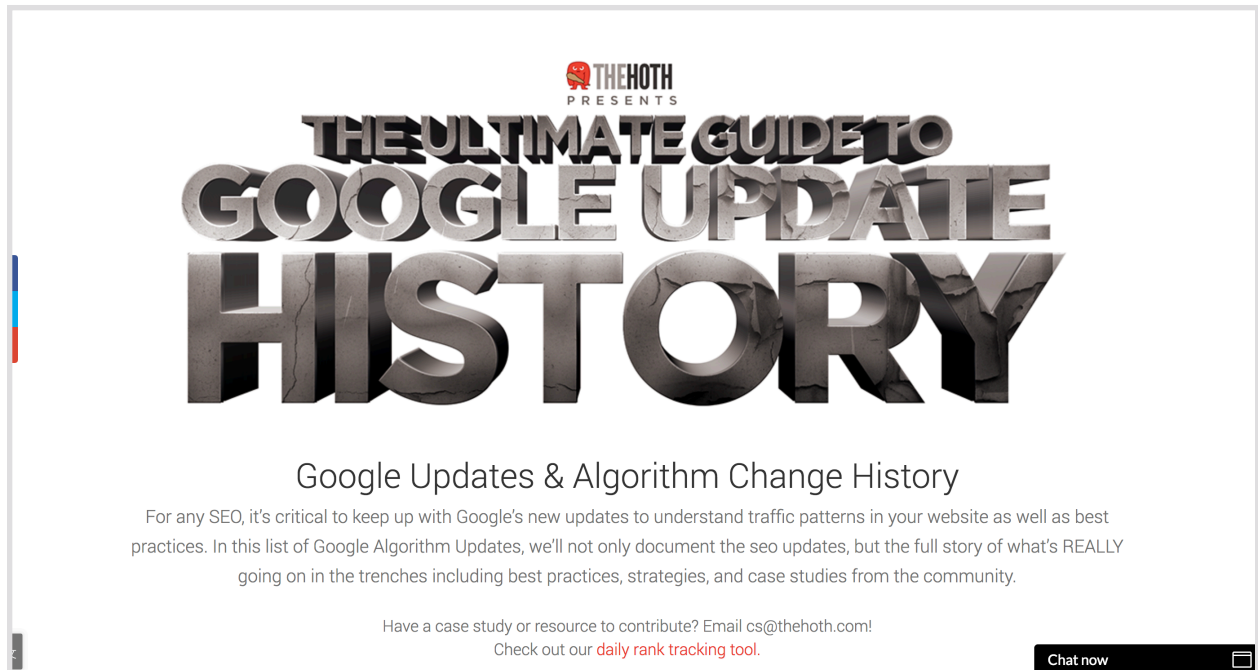
PENALTY RESEARCH TOOLS

HERE ARE THE BEST TOOLS FOR CHECKING AND REVERSING PENALTIES.



Penguin 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.



THEHOTH
PRESENTS

THE ULTIMATE GUIDE TO GOOGLE UPDATE HISTORY

Google Updates & Algorithm Change History

For any SEO, it's critical to keep up with Google's new updates to understand traffic patterns in your website as well as best practices. In this list of Google Algorithm Updates, we'll not only document the seo updates, but the full story of what's REALLY going on in the trenches including best practices, strategies, and case studies from the community.

Have a case study or resource to contribute? Email cs@thehoth.com!
Check out our [daily rank tracking tool](#).

Chat now

Ultimate Guide To Google Update History

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

Agency

ACTIVITY

Dashboard

Orders

Clients

Tickets

BILLING

Invoices

Subscriptions

MARKETING

Discounts

Affiliates

SETUP

Services

Order forms

Modules

Search...

Settings

Support

Admin

Orders

Filter 1

Add order

1 Overdue

3 Submitted

6 Working

2 Pending

Canceled

Complete

All

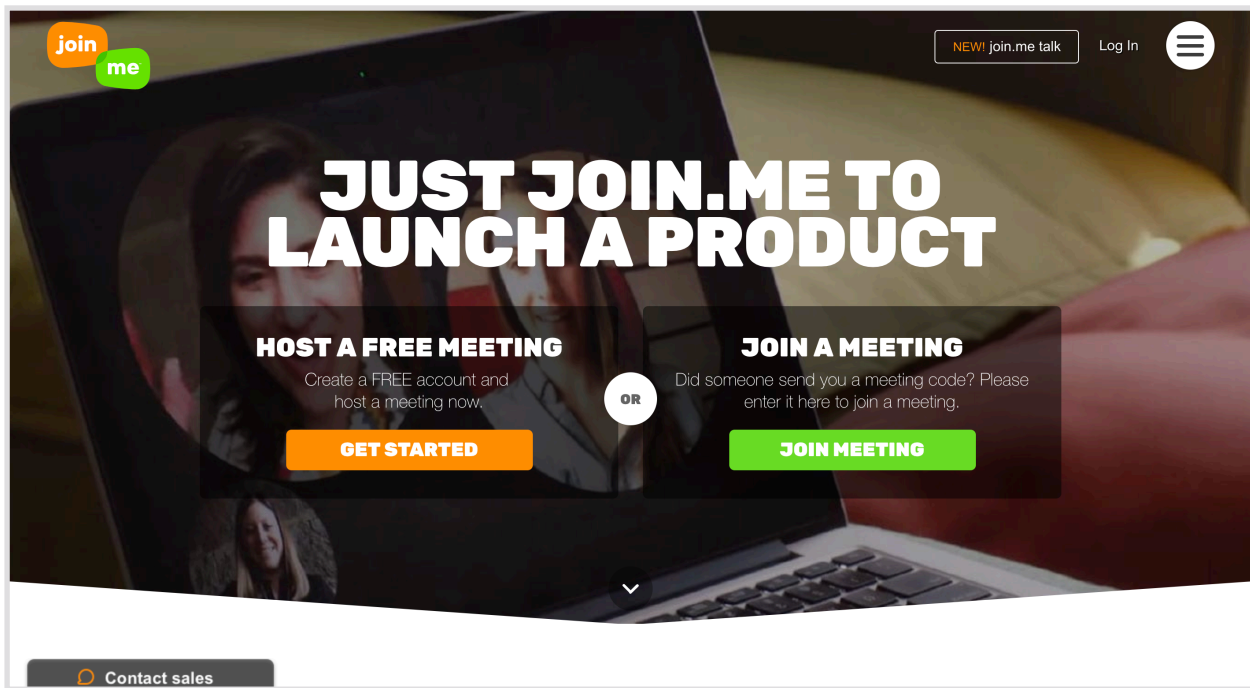
CLIENT	STATUS	UPDATED / ADDED	ORDER
<input type="checkbox"/> Andy Bernard Requires Setup 2,000 Word Blog Post (\$450.00)	Submitted	Nov 29 1 day overdue	52C7789C
<input type="checkbox"/> Toby Flenderson Recurring Authority PBN Links (Monthly) (\$290.00)	Submitted	Nov 28 due in 3 days	8CD5FE0E
<input type="checkbox"/> Kevin Malone 3 Affiliate Site Setup (\$840.00)	Submitted	Nov 26	0C99CC93
<input type="checkbox"/> Erin Hannon 2 Admin Production started Unanswered Guest Post Outreach (\$1,500.00)	Working	Nov 25	7A5A5574
<input type="checkbox"/> Angela Martin Admin Report Sent In Review SEO Link Audit (\$177.00)	Working	Nov 25	36A91D9D
<input type="checkbox"/> James Conon 1 Premium Editorial Link (\$650.00)	Working	Nov 25	D6D1179F
<input type="checkbox"/> Jimothy Halpert Feedback Social Media Verification (\$2,000.00)	Working	Nov 25	7207639D
<input type="checkbox"/> Andy Bernard Michael S. Wikipedia Link Acquisition (\$395.00)	Working	Nov 22	9AF48F53
<input type="checkbox"/> Dwight Schrute 4 Michael S. Recurring 30-minute onboarding call (\$150.00)	Working	Nov 22	7437D8C0

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.

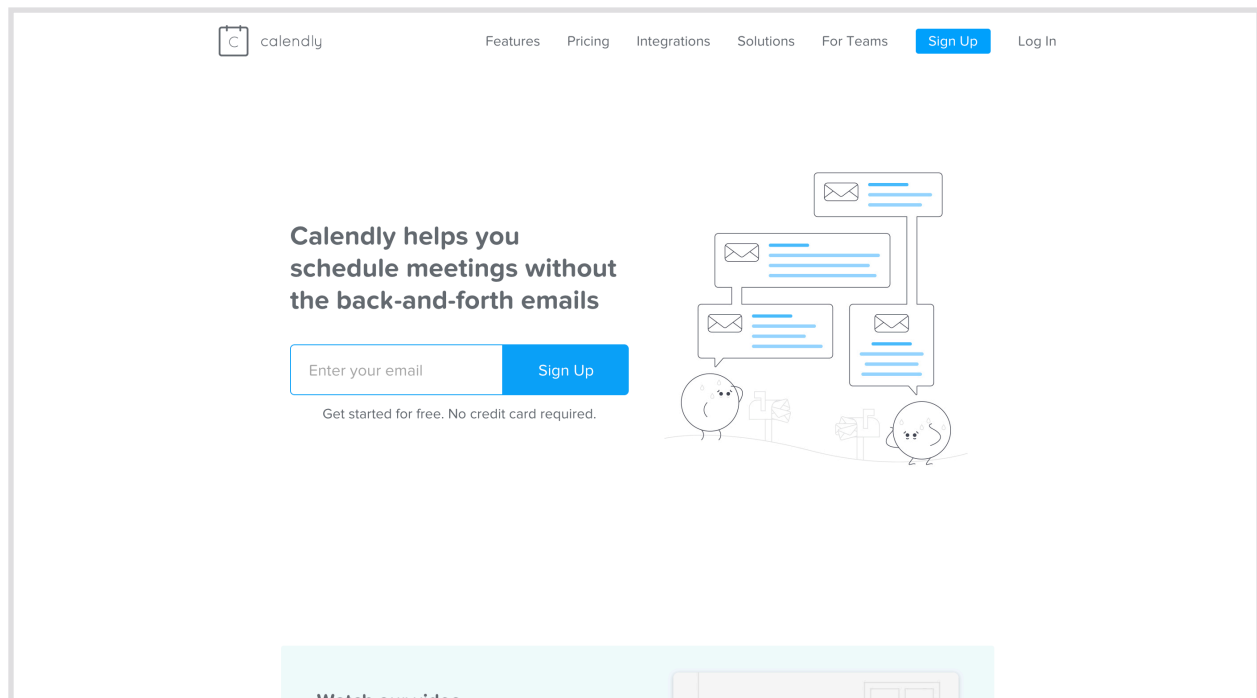


Service Provider Pro

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.

Ever Had A Million Dollar Idea... But It Never "Panned Out"?



Get Help

clickfunnels

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.

PPC ADVERTISING TOOLS

HERE ARE THE BEST TOOLS TO HELP WITH YOUR PPC CAMPAIGNS.

ADWORDS WRAPPER



Enter Keywords:

Wrap Keywords

ppc agency
ppc services

2 Lines

Options (Wrap keywords to update changes)

☐ Change to lowercase
☐ Remove bids
☐ Remove URLs

Broad, +Modified +Broad, "Phrase" & [Exact] Match

ppc agency
+ppc +agency
"ppc agency"
[ppc agency]
ppc services
+ppc +services
"ppc services"
[ppc services]

8 Lines

Copy

+Modified +Broad, "Phrase" & [Exact] Match

+ppc +agency
"ppc agency"
[ppc agency]
+ppc +services
"ppc services"
[ppc services]

6 Lines

Copy

BACK

Salesforce

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

Projected Monthly Spend

Normally we recommend you start with a minimum of \$1,000 for ad spend to begin with

\$ 500

\$500

\$50k

Expected CPC

An average CPC (Cost Per Click) varies by each industry but can range on average from \$2-\$8.

\$ 1

\$1

\$50

Target Conversion Rate

A great, campaign will generate anywhere from 10-15% conversion rate.

1 %

1%

100%

Calculate ROI

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.

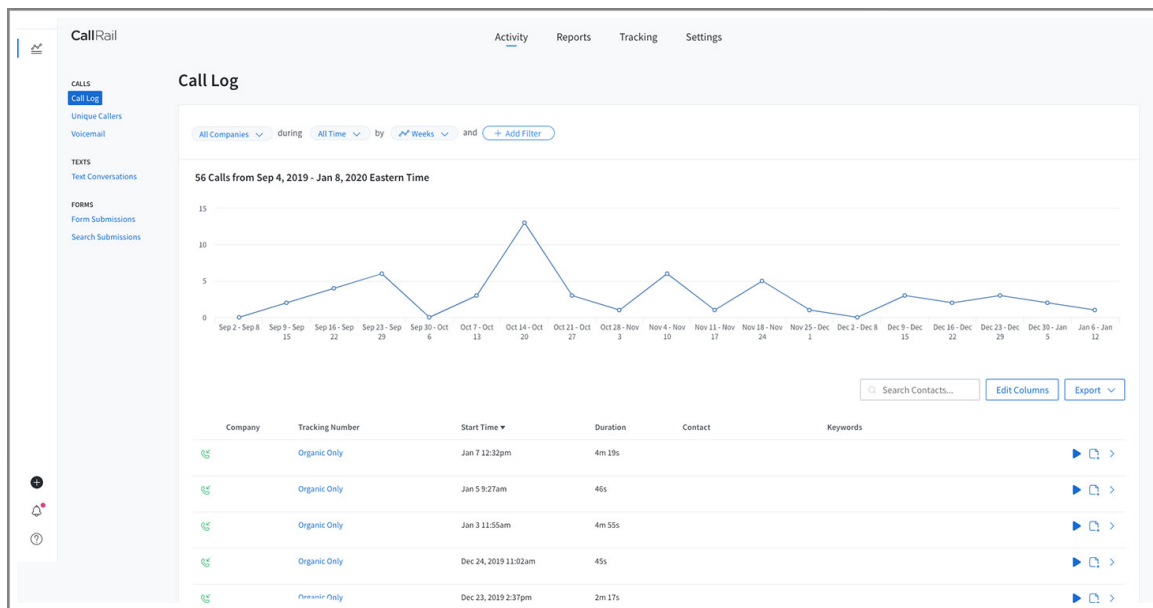


Adwords Wrapper

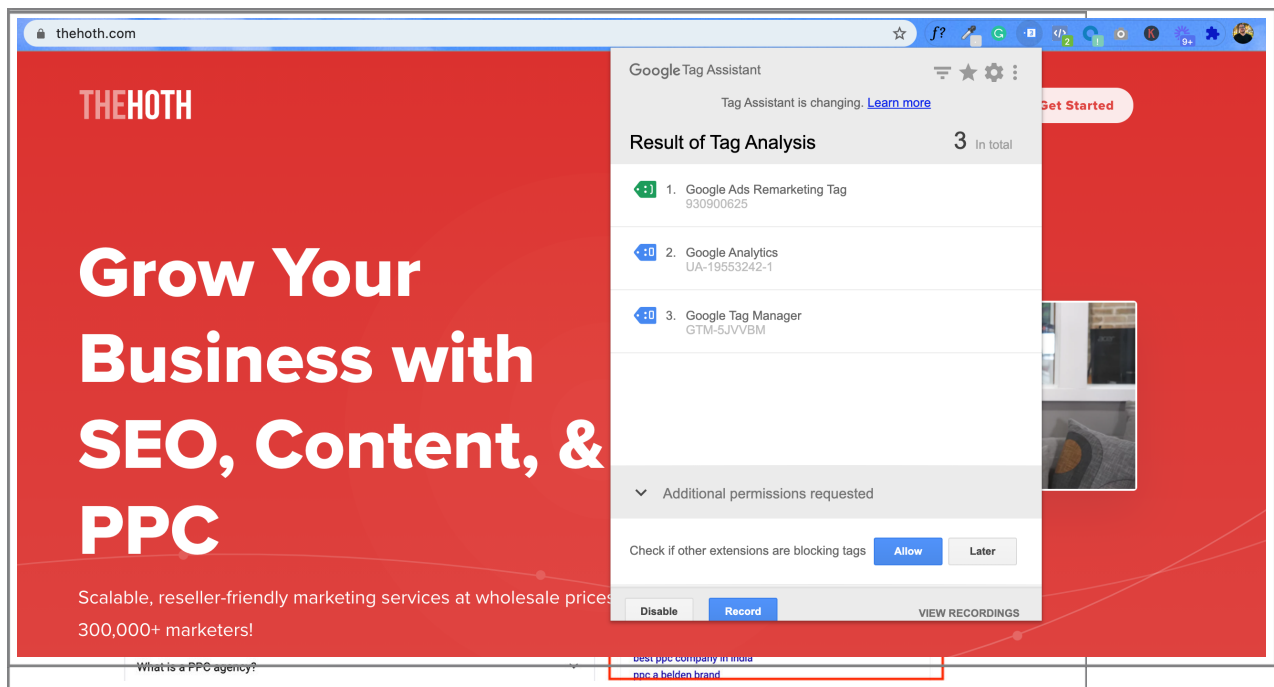
This is hands down the best and easiest way to wrap keyword phrases in quotation marks (phrase match) and square brackets (exact match). Speed up your campaign planning and execution with Adwords Wrapper.

HOTH PPC Calculator

Use this tool to calculate the return on your PPC campaigns. Simply adjust the sliders to match the details of your campaign and the calculator will do the rest!



Call Rail



Call Rail is your one stop tool for all tracking and analytics when running call and form fill campaigns. Optimize your marketing and increase ROI by seeing which ads, keywords, and campaigns bring in the most leads.

Keywords Everywhere

Keywords Everywhere is a Google Chrome extension that lets you easily see search volume, cost per click, and competitor data. Save time in your campaign research and planning by using this awesome extension.

Google Tag Assistant

Google Tag Assistant is a great free plugin to have when checking on tracking. This tool allows you to make sure codes like Google Analytics and Google Tag Manager are properly installed on your site.

Want To Get Access To 20+ FREE SEO & PPC Tools From The HOTH?

**Including Keyword Research, Backlink Checker,
Bulk Domain Authority Checker and more!**

[Sign up for a FREE HOTH Account here!](#)

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

[Click here to book a Free SEO consultation with The HOTH!](#)

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