

SEO Analysis Tools

SEO analyzing tools can help you to show pain points with their current website, by pointing out errors and underperformance. I think one of these tools can be worth investing in. I would try them out for free and commit to the one you like.

<https://www.seoptimizer.com/> -- favorite so far and reasonable price.

Here are several affordable tools for analyzing website performance, including:

For existing clients to track and troubleshoot...

- **Google Analytics:** A free, popular tool that provides real-time data on traffic, such as page views, sessions, and bounce rates. It also has a mobile version for iOS and Android.

<https://marketingplatform.google.com/about/analytics/>

- **Google PageSpeed:** A tool that helps websites meet Google's Web Performance Best Practices. <https://pagespeed.web.dev/>
- **Chrome extensions for your Chrome browser:** https://chromewebstore.google.com/search/web%20performance?hl=en-US&utm_source=ext_sidebar
- **Hotjar:** A tool that offers automatic data capture, visual data presentation, and user interviews. *Interesting for quick analysis in a video to send a client.* <https://www.hotjar.com/product/heatmaps/>
- **Uptrends:** A tool that offers fast website speed tests.
- **Crazy Egg:** A tool that offers heatmaps, session recordings, A/B testing, and features for tracking ad traffic.