

Types of SEO Tools

01



CONTENT WRITING

Use tools to improve the keyword effectiveness and structure of your SEO writing. AI is becoming a strong possibility.

02



COMPETITOR RESEARCH

Use tools to understand why the competition is doing well; this includes research on content performance, backlinks and even paid advertising.

03



CONTENT PLACEMENT

The quality of off-site content depends on where it is placed. Access high DA/DR metrics sites to place your content - and SEO value will improve. Both PR, Guest Posting and media outreach are important channels.

04



SAFE LINK EXCHANGE

Direct link exchange is dangerous. But communities that can safely facilitate indirect link exchange between top brands represent a game changer.

05



TECHNICAL ANALYSIS

Now that CORE WEB VITALS have become an important ranking factor, tools like the Google Search Console shows you exactly which technical and speed matters are holding you back.

Find out more at:

[HTTPS://WWW.SITETRAIL.COM/SEO-TOOLS/](https://www.sitetrail.com/seo-tools/)