

The Best Search Engine Optimization Tools

Author:
Resale Rights

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When you're trying to better your website and be sure more people are seeing it whenever they search for your product, there are search engine optimization tools that can help you go about using SEO (search engine optimization) techniques without overdoing it. You can use them to see where your site stands in the eyes of a search engine and even look into how your competitors are doing with their search engine optimization. Just remember, that if you can look at your competitor's techniques, then they can look at yours; so use these tools wisely and to make your website the best!

With so many websites that pertain to almost exactly the same thing, knowing that your website is different enough from others to show up on search engine results can be difficult. Repeating yourself too much on your own site is also very unappealing to customers, but how do you know how much is too much? SEO tools can help!

A similar page checker will compare two pages to each other and see the percentage of similarity: the lower the percentages the better off you are. While some search engines (SEs) may be more lenient to similar pages, every search engine has different percentages they allow so just keep yours as low as possible.

There are two different types of URLs for sites, dynamic and static, and depending on which one your web page's URL would be described as could be negatively affecting you. Dynamic URLs are long and sloppy with a lot of extra characters or random symbols and SEs™ dislike them. Static URLs are neat with limited symbols and they tend to have a very organized pattern as to how they are written. If you find that your URL is the dynamic kind then a good type of search engine optimization tools to look into are URL rewriting tools.

Just because you know the proper name of your product or service doesn't mean that your consumers don't have a different general name that they use instead of the one you use. Even if your keywords are appropriate for your product they may not be showing up in search engines because people don't know to use that certain phrase. You may not even know that you're using keywords in your site so you wouldn't know how to change anything. A keyword playground can search through your site and pick up on keywords and then see how often these keywords are searched for during each month, letting you know whether or not you should change the keywords on your web page.

Are you curious to see how much business your competitors are getting from backlinks, how many backlinks they have, or even who they have supporting their site? A backlink summary will give you all the information you need on who is hosting links to any given site.

Now that you've learned about the search engine optimization tools that are available and have a better understanding of them, it's time to blow your competition out of the water!

The best tool recommended by Resale Enterprises is [Internet Business Promoter](#) - It has all of our websites at the top of the search engines.