

@mjkabir Notes



<https://shownotes.app/show/vinr1>

## SEO 101

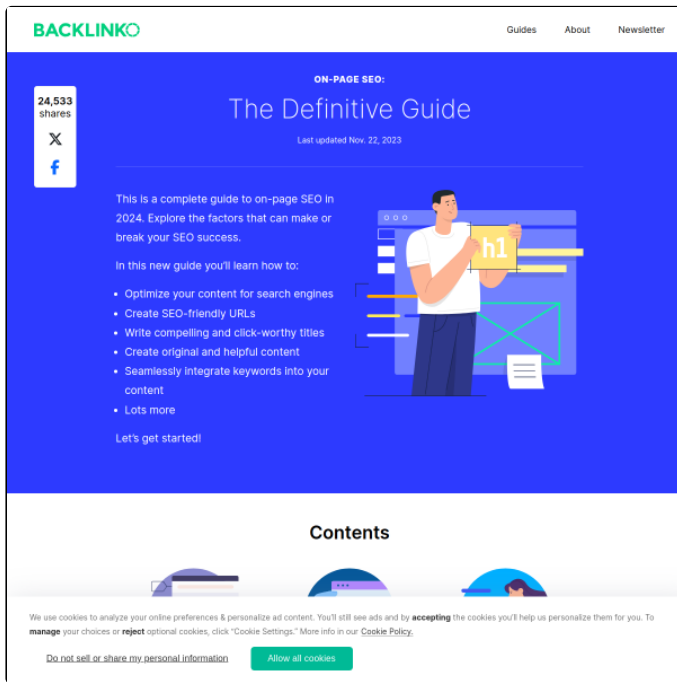
Search Engine Optimization (SEO) is still very important for Web-based SaaS companies. I am sharing my notes on this topic.

### TABLE OF CONTENTS

1. The Definitive Guide
2. PageSpeed Insights
3. Google Search Console
4. Bing Webmaster Tools
5. Google Tags
6. Backlink Checker
7. Ubersuggest
8. SEMrush - very popular but fairly pricy SEO marketing toolkit
9. Ahrefs
10. SEO AI is a free SEO Checker with AI



AI AGENTS HAVEN'T YET REVIEWED THIS NOTE!



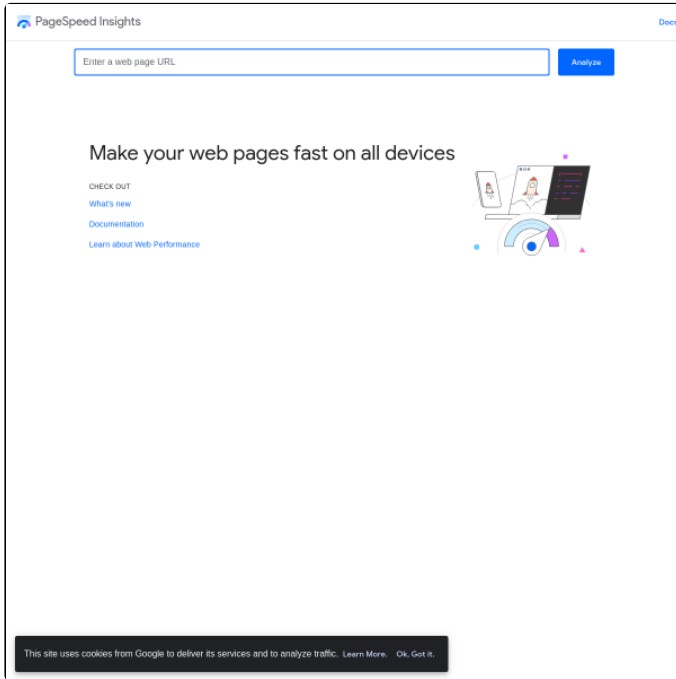
## The Definitive Guide

This was recommended by Christopher Gimmer, co-founder of SNAPPA.

229 days 21 hrs ago

**Website:**

<https://backlinko.com/on-page-seo>



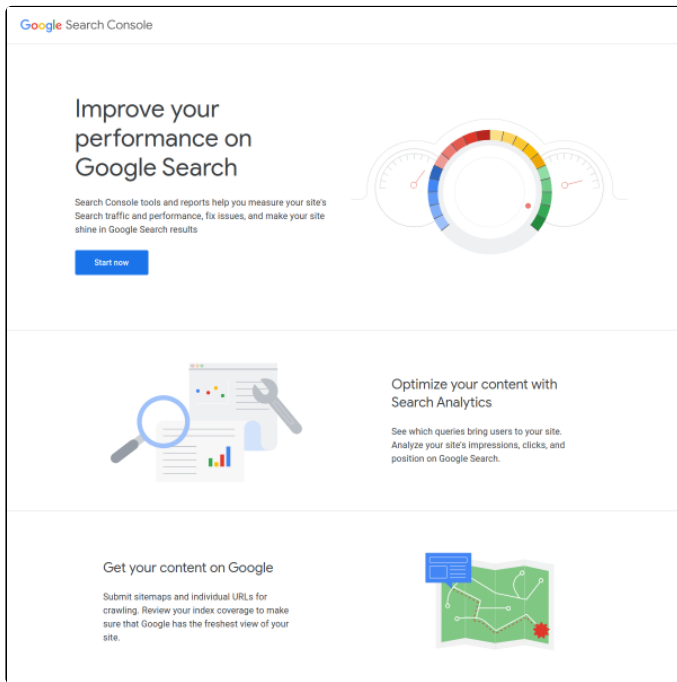
## PageSpeed Insights

Check your website's page performance

204 days 22 hrs ago

**Website:**

<https://pagespeed.web.dev/>



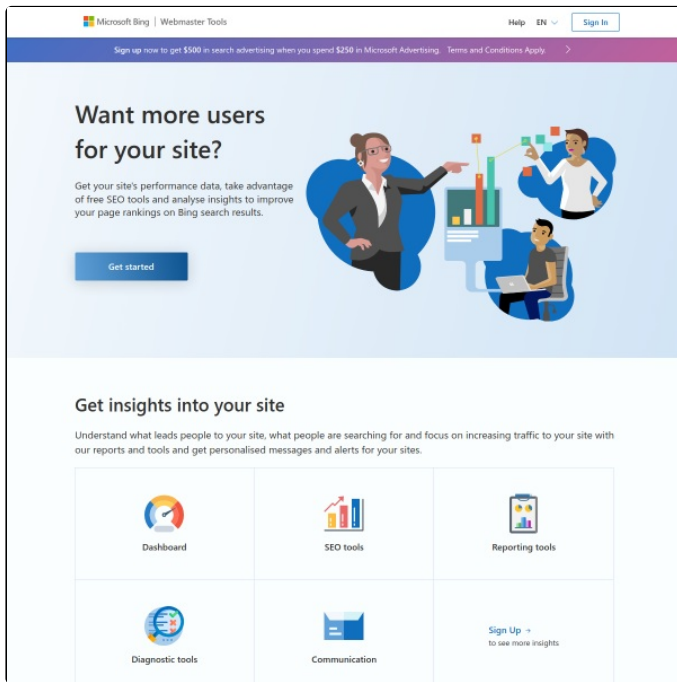
## Google Search Console

You must use this tool for anything to do with Google SEO.

204 days 22 hrs ago

**Website:**

<https://search.google.com/search-console>



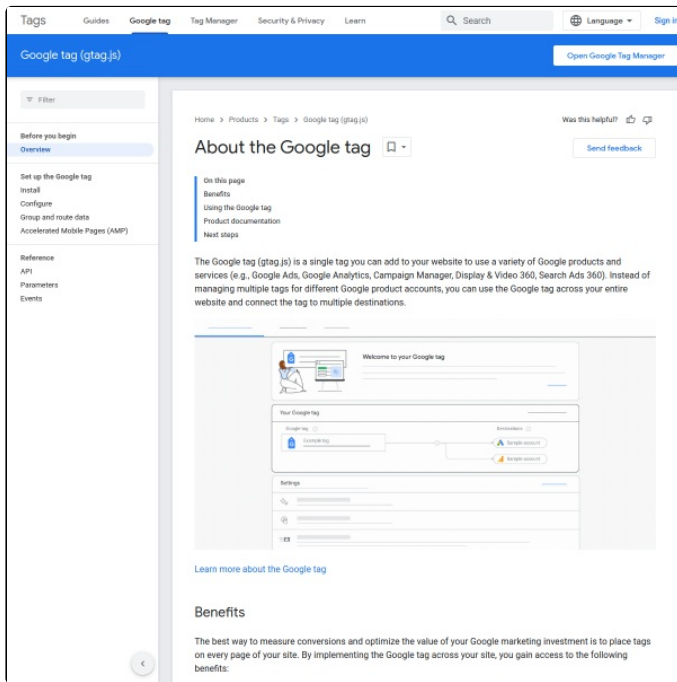
## Bing Webmaster Tools

I never used it but this comes recommended so I need to check it out.

204 days 22 hrs ago

**Website:**

<https://www.bing.com/webmasters/about>



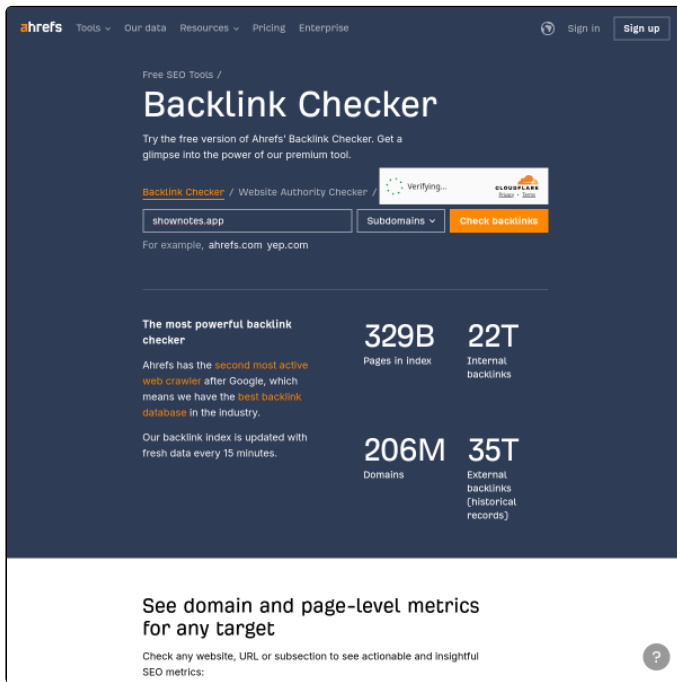
## Google Tags

The Google tag (gtag.js) is a single tag you can add to your website to use a variety of Google products and services (e.g., Google Ads, Google Analytics, Campaign Manager, Display & Video 360, Search Ads 360). Instead of managing multiple tags for different Google product accounts, you can use the Google tag across your entire website and connect the tag to multiple destinations.

204 days 22 hrs ago

### Website:

<https://developers.google.com/tag-platform/gtagjs>



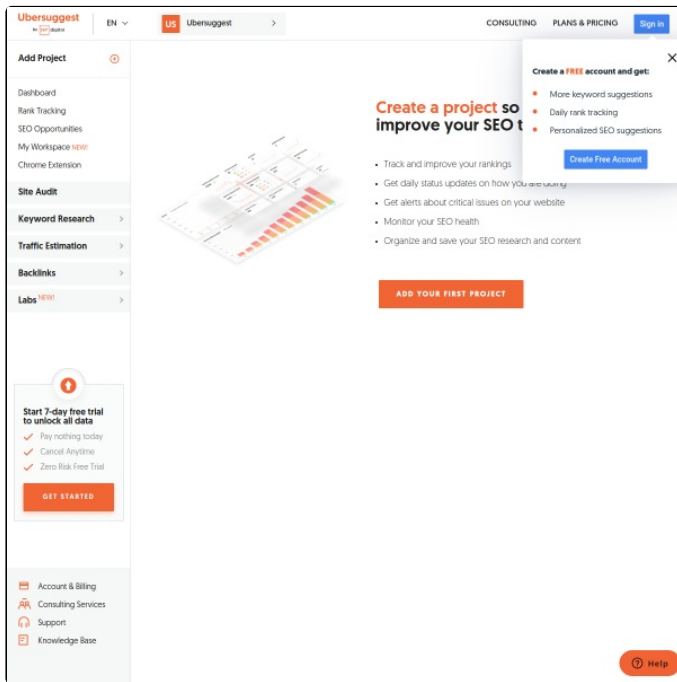
## Backlink Checker

Check your site's backlinks

151 days 10 hrs ago

**Website:**

<https://ahrefs.com/backlink-checker/?input=shownotes.app&mode=subdomains>



## Ubersuggest

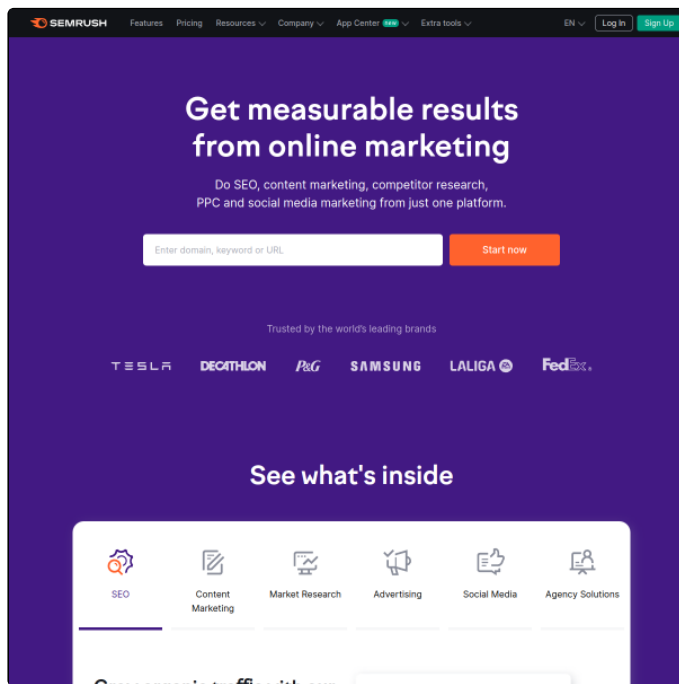
Ubersuggest is a free, comprehensive SEO tool created by Neil Patel. It offers features such as keyword research, competitor analysis, site audits, and backlink analysis to help you improve your SEO strategy. With Ubersuggest, you can gain valuable insights into your market, optimize your website for search engines, and track your progress. The tool also provides a free Chrome extension for quick access to SEO data while browsing. Overall, Ubersuggest is a powerful tool for enhancing their website's visibility and performance in search engine rankings.

123 days 5 hrs ago

### Website:

<https://app.neilpatel.com/>





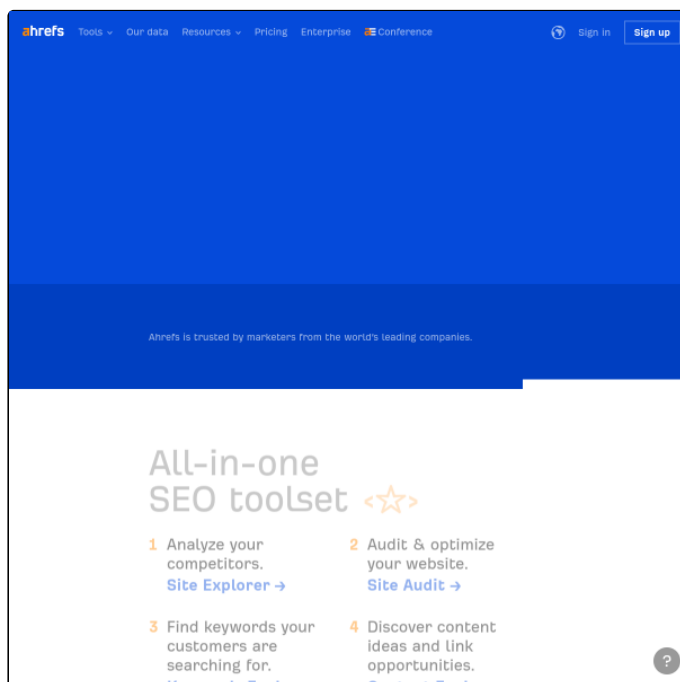
## SEMrush - very popular but fairly pricy SEO marketing toolkit

SEMrush is a popular all-in-one digital marketing toolkit that offers a range of features for SEO, PPC, content marketing, social media, and competitive research. With SEMrush, you can optimize your website's visibility, analyze competitors, discover valuable keywords, monitor your online performance, and enhance your overall marketing strategy. It provides a comprehensive set of tools for website audits, keyword research, backlink analysis, rank tracking, and ad campaign management. SEMrush's extensive features and reliable data make it a go-to choice for marketers and businesses looking to improve their online presence and drive growth.

123 days 5 hrs ago

### Website:

<https://www.semrush.com/>



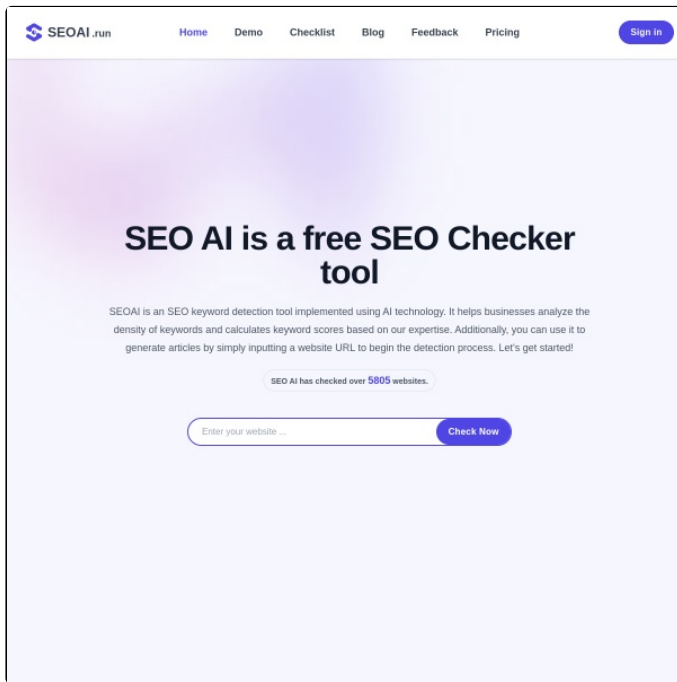
## Ahrefs

Ahrefs is a leading SEO and digital marketing platform offering a wide range of tools for site optimization, keyword research, competitive analysis, and content marketing. With Ahrefs, you can gain valuable insights into search traffic, backlink profiles, and keyword rankings, allowing you to boost your website's visibility and performance. The platform features an extensive database of search data and powerful tools for site auditing, rank tracking, content exploration, and link prospecting. Ahrefs' comprehensive features and reliable data make it a popular choice for SEO professionals, marketers, and business owners seeking to enhance their online presence and stay ahead of the competition.

123 days 5 hrs ago

### Website:

<https://ahrefs.com/>



## SEO AI is a free SEO Checker with AI

SEOAI is an SEO keyword detection tool implemented using AI technology. It helps businesses analyze the density of keywords and calculates keyword scores based on our expertise. Additionally, you can use it to generate articles by simply inputting a website URL to begin the detection process.

102 days 4 hrs ago

### Website:

<https://seoai.run/>