SEO / GOOGLE TOOLS WORKBOOK

The Best Free Search Engine Optimization Tools

PREVIEW ONLY



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SEO / Google Tools Workbook: Best Free SEO tools by Topic

2nd Edition

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by Jason McDonald, Ph.D.

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Introduction

This *SEO / Google Tools Workbook* is a companion to our popular *SEO Fitness Workbook*. Whereas the *Fitness Workbook* guides you step-by-step through the process of getting your website "**SEO fit**," this guide identifies the best free tools for search engine optimization available on the Internet. Google is so important that I devote an entire section just to navigating that company's maze of tools for SEO.

To get the most out of this guide, you will need some background in SEO. Many of you will have taken my online class (http://www.jm-seo.org/) or my San Francisco class in SEO at AcademyX (http://www.academyx.com/) . If not, I recommend that you do. If you can't, I recommend a second best option: Peter Kent's *Search Engine Optimization for Dummies* (For Dummies, 2010).

This second edition is published in Spring, 2011, and reflects extensive new research into the best free SEO tools available.

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To Do List:

- Understand How this Workbook Works
- Bookmark Links for Help and More Information
- Acknowledge the Copyright and Disclaimer

» Understand How This Workbook Works

First and foremost, this workbook is meant as a companion to my classes on SEO and my *SEO Fitness Workbook*. As such, it assumes you have some background in SEO. This guide does not put the tools in a conceptual framework. It merely identifies the best tools, organizes them by category, and provides the briefest of descriptions of each tool. Second, this book emphasizes only **free** tools. Although there are many *paid* SEO tools out there, none are any better than the free tools identified in this workbook. In today's tight economy, why pay when you can get them for free?

This workbook follows the seven steps to effective SEO that I teach, online, and in my classes in San Francisco.

1. **Keywords** - tools to identify and measure your keywords... pg. 4
2. **Page Tags** - tools to help analyze your on page HTML tags... pg. 11
3. **Link Building** - tools to identify link targets... pg. 15
4. **News** - tools to publish your news, for free, on the Internet... pg. 20
5. **Rank** - tools to measure your rank on Google searches... pg. 25
6. **Website Structure** - tools to create the most effective SEO website structure... pg. 29
7. **Metrics** - tools to help you measure (and understand) your inbound web traffic... pg. 34
8. **Google** - tools and resources by Google, on Google... pg. 37

Note that the eighth chapter focuses on Google alone. Google is so important to SEO that it deserves a special chapter just to guide you through the maze of tools, blogs, videos, and web-based tools that Google provides so well yet organizes so poorly.

Let's get started!

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» Bookmark Links for Help and More Information

Wait! Before you get started, here are some important links for help and more information.

- Jasonmcdonald.org (http://www.jasonmcdonald.org/) - my personal website, full of SEO blogs posts, information, and how to contact me. Especially for students who have taken my online or San Francisco classes, do not hesitate to contact me! If you have purchased this book from Amazon.com, do not hesitate to contact me! If you just have a free copy, buzz off! (Just kidding, I do try to answer all the questions I get, but I do prioritize them based on our relationship.)

- The JM Internet Group (http://www.jm-seo.org/) - our corporate training site. Don't miss the blog, the SEO tutorial, and the SEO tips section. All have lots of good insights into SEO, and you can subscribe to our monthly newsletter as well, or take our free monthly webinar "Top Ten Free SEO Tools for Google / SEO Rank."

» Acknowledge the Copyright and Disclaimer

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Search engine optimization is an art, and not a science. So please make any changes to your own website at your own risk. Neither Jason McDonald nor the JM Internet Group assume any responsibility for the effect of any changes you may, or may not, make to your website based on the (perceived) recommendations of this workbook. You are on your own, baby!

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1

KEYWORDS

Keywords are fundamental to SEO. Your customers start their quest to "find you" by typing in **keywords** or **keyphrases** into Google, Yahoo, or Bing. Therefore, identifying and organizing **customer-centric keywords** is the foundation of effective SEO. Your best keywords match your **unique value proposition** with **high volume keywords** used by your customers. Think **volume** plus **value** as you chart out your keyword worksheet.

Here are the best **free** SEO keyword tools on the Internet, ranked with the best tools first!

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Google Keyword Tool - https://adwords.google.com/select/KeywordToolExternal

If you are setting up a pay-per-click advertising campaign, and/or working on your own SEO strategy, this free tool from Google is very helpful. Enter a keyword and Google will show you the number of recent searches by that keyword as well as related keywords, by which you can determine adjacent interesting keywords for your efforts. As of Summer, 2010, the tool is undergoing an interface update. Stay tuned!

Rating: 5 Stars | **Category:** tool

Google Wonder Wheel and Related Searches - http://www.google.com/

From the Google home page, enter a target keyword phrase such as 'Flower Shop.' Then on the far left, click on 'More search tools.' Select Wonder Wheel for a fantastic keyword thesaurus. Select 'Related Searches' to see other related searches to your search term. Both are fantastic ways to identify potential target keywords and keyphrases!

Rating: 5 Stars | **Category:** tool

Keyword Spy - http://www.keywordspy.com/

KeywordSpy currently operates in USA, United Kingdom, Australia and Canada. Through this keyword tool and keyword software, you can perform advanced keyword research and keyword tracking to study what your competitors have been advertising in their Adwords campaigns and Other PPC campaigns. You can now get complete in-depth analysis, stats, budget, affiliates & ad copies of your competitors.

Rating: 5 Stars | **Category:** tool

SEM Rush - http://www.semrush.com/

Similar to keywordspy, this tool allows you to enter a domain or a competitor, and it gives back a list of AdWords keywords that they are running under as well as their organic keywords. Use it to track a competitor, as well as to generate a keyword list (keyword discovery).

Rating: 5 Stars | **Category:** tool

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PAGE TAGS

HTML is the language of Google, and you must "speak HTML" to propel your pages to the top of Google, as well as the other search engines. It isn't enough to just write your pages in HTML; all web pages are in HTML, after all. Rather, you must **weave** your priority **keywords** into strategic page tags such as your <TITLE> tag, <H1>, or <A HREF> tags. Page tags communicate to Google what your page is "about" on a priority basis.

Here are the best **free** Page Tags tools on the Internet, ranked with the best tools first!

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Meta Tag Analyzer from SEOCentro - http://www.seocentro.com/tools/search-engines/metatag-analyzer.html

SeoCentro designed this Meta Tag analysis tool to help webmasters analyze their web pages. This tool analyzes not only the Meta Tags but analyzes where your keywords are positioned, plus gives you information on keyword density. When using Firefox, use CTRL+F to highlight your keywords in the result. In doing so, you can quickly check to see if a target keyword is well positioned vis-a-vis important tags like the TITLE or META DESCRIPTION tag.

Rating: 5 Stars | **Category:** tool

SEOCentro's Keyword Density Tool - http://www.seocentro.com/tools/seo/keyword-density.html

One element critical to SEO success is having good keyword density. A page that has a nice density - such as three to seven percent for a keyword - will beat out a page with lower density, all things considered. You also don't want to go over the top and have too many keywords. Input a web URL into this tool and it generates a cool 'keyword cloud' as well as helps you see the density.

Rating: 5 Stars | **Category:** tool

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SpyderMate - http://spydermate.com/

SpyderMate is a web-based search engine optimization analysis tool. Users must simply enter their web site's URL and SpyderMate will return a very detailed analysis of the web site's current internet marketing state.

Rating: 5 Stars | **Category:** tool

PageRank.net - Keyword Density Analyzer - http://www.pagerank.net/keyword-density-analyzer/

Plug in your URL. Out comes your density for your keywords. If your keywords are on the list - fantastic. If not, Houston we have a problem! This free tool gives a nice list of your keywords by percent density. In order to succeed at SEO, you must write 'keyword heavy' text. This is a double-check on that task.

Rating: 4 Stars | **Category:** tool

Popuri.us - http://www.popuri.us/

A tool to check at-a-glance the link popularity of any site based on its ranking (Google PageRank, Alexa Rank, Technorati etc.), social bookmarks (del.icio.us, etc), subscribers (Bloglines, etc) and more!

Rating: 4 Stars | **Category:** service

Open Site Explorer - http://www.opensiteexplorer.org/

Worried about the potential demise of the Yahoo site explorer? This new tool hopes to occupy that niche if or when Yahoo pulls the plug. Enter a URL and the tool will then identify the backlinks to that URL. Similar to Yahoo's site explorer and linkdiagnosis.com. A great new addition to the fleet of link analysis tools.

Rating: 4 Stars | **Category:** tool

SEO Profiler - http://www.seoprofiler.com/analyze/

This free tool measures not only backlinks, but also attempt to measure the 'value' of these inbound links.

Rating: 4 Stars | **Category:** tool

SEOCentro's PageRank Checker - http://www.seocentro.com/tools/search-engines/pagerank.html

PageRank is Google's measurement of your web page's authority. The higher the better. Input your web page URL (one or several), and those of competitors and this nifty tool will spit back at you a comparison of their relative PageRanks. You can do the same manually with the Google Toolbar, but this speeds up the process.

Rating: 4 Stars | **Category:** tool

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Touch Graph's Link Tool - http://www.touchgraph.com/TGGoogleBrowser.html

Based on Java, this visual tool allows you to input a domain or a keyword and see the top sites. It uses the 'related' syntax in Google search to find related websites to a keyword or domain. Technically the information retrieved isn't different than what you would get with the Google toolbar or the related syntax command... But a picture can say a thousand words. Visually stunning.

Rating: 4 Stars | **Category:** tool

Blogs.com - http://www.blogs.com/

Blogs.com is (yet another) service that tracks the Blogosphere. Enter keywords and you can find blogs that fit your targets - possible blog and/or link building targets.

Rating: 3 Stars | **Category:** portal

PageRank Graphing Tool - http://pagerankgraph.com/

Not well named, this tool does not rate your PageRank. Rather, you input your website (or that of a competitor) and it gives you a nice visual picture of your inbound links.

Rating: 3 Stars | **Category:** tool

PRChecker - PageRank Checker - http://prchecker.info/

You can check PageRank with the Google toolbar, but you can also check it with PRChecker. PageRank is Google's opinion of how popular you are - how much authority your website has. Use it also to chart and target sites that might link to you and whether they are worth pursuing in a link strategy.

Rating: 3 Stars | **Category:** tool

Backlink Watch - http://www.backlinkwatch.com/

Another checker of backlinks. Enter a website URL and this tool gives you a list of inbound links, after quite a few annoying ads. But still a useful tool.

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Rating: 2 Stars | **Category:** tool

How much is Your Website worth? - http://blogsbusiness.net/us/

Well, that begs the question. But this slick little tool can give you a lot of quick (and dirty) information on link-building targets. Pop a link target in to gain a very rough idea of its monthly traffic, visitor profile, etc.

Rating: 2 Stars | **Category:** tool

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News

News is the "new kid on the block" in terms of SEO. With the advent of "real-time search" and free syndication services like PRLOG.org, Google now heavily rewards sites that have frequent news releases and blogs. First, it rewards them with links from the Google search page directly to their news - especially if it is created in an SEO-friendly way. Second, news can be part of your "link-building" strategy. And third, Google rewards sites with frequent, keyword-heavy news with a "better reputation" and thereby more frequent spidering. It's a three-for-one benefit!

Here are the best **free** news syndication tools on the Internet, ranked with the best tools first!

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Rating: 3 Stars | **Category:** service

Free Press Release Distribution (FPRD) - http://free-pressrelease-distribution.com/

Free-PressRelease-Distribution.com (short for FPRD) is a free press release distribution center. The site runs via Word Press and is rather low budget. It's rather hard to use if you do not have a familiarity with Wordpress. That said, it does show up on some Google searches and so may be worth a look.

Rating: 3 Stars | **Category:** service

Free Press Release.com - http://www.free-press-release.com/

Another free service, for just $1 you can have an active web url in your release.

Rating: 3 Stars | **Category:** service

Google News Search - http://news.google.com/

News and news releases are an important SEO opportunity - both as examples of good content and as sources for link building. Every important website should also have its own news page. Thankfully, Google has a powerful news search. Access it directly or from the main Google page, click on 'news' on the top header. Enter your target keywords to find publications that cover your industry's news.

Rating: 3 Stars | **Category:** service

Online PR News - http://www.onlineprnews.com/

Online PR News - in its own humble words - is the premier source for publishing SEO press releases. After years of research, - again in their own humble words - we've combined all of the features that internet marketers, business owners, and journalists have asked for in an online press release distribution site. Has a limited free service.

Rating: 3 Stars | **Category:** service

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Press About - http://www.pressabout.com/

Yet, another free press release service. PressAbout.com is a Free Press Release Distribution service in the form of a blog. This unique service allows you to distribute press releases to search engines, newswires and websites to help increase awareness company or personal products and services for free.

Rating: 3 Stars | **Category:** service

PressRelease Point - http://www.pressreleasepoint.com/

PressReleasePoint is a public relations agency specializing in press release writing and distribution. PressReleasePoint offers both free and paid distribution service. PressReleasePoint.com is a free press release distribution website to connect PR professionals with journalist. Online marketers can generate media visibility and maximize online presence by distributing press release through PressReleasePoint. Both online marketers and...

Rating: 3 Stars | **Category:** service

Release News - http://www.release-news.com/

Join Release-news and submit your press release FREE! Your news will appear on high traffic sites like Google News providing worldwide distribution. Release-news also offers FREE backlinks, anchor text, and images. Which will increase your SEO Internet Marketing results, and gain greater visibility for your website, service, or message

Rating: 3 Stars | **Category:** service

Top Wire News - http://news.topwirenews.com/

Yet another free press release distribution service.

Rating: 3 Stars | **Category:** service

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iNewsWire - http://www.i-newswire.com/

Free press release service. Unfortunately, for free press releases the HTML links are not active, which really hurts this service.

Rating: 1 Stars | **Category:** service

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RANK

SEO is a lot like physical fitness! Just as you should measure your "Body Mass Index" (BMI), **before, during**, and **after** your fitness program, so you should measure your "Rank" on Google **before, during**, and **after** your SEO fitness efforts. The fact that your rank can vary greatly depending on your target keywords complicates rank measurement, but fortunately there are some great tools for automating this process. You can incorporate your rank measurement to identify strengths and weakness in your SEO strategy. Finally, if you are conducting paid AdWords advertising, you can feed your rank data into AdWords and thereby build on your SEO strengths and "target" your weaknesses for advertising support.

Here are the best **free** rank-checking tools on the Internet, ranked with the best tools first!

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SEOBook - Firefox Rank Checker - http://www.seobook.com/

Sign up for a free account, and you can use this tool to track your rank on Google. It works only on Firefox, so be sure to install Firefox first. Then - here are the steps. First, input your domain - be sure to use lower case. Second, input your keyword list. Third, input any competitor names. This handy tool will track your SERP rank on Google, Yahoo, and Bing - Free!

Rating: 5 Stars | **Category:** tool

Sitemapdoc's SERP Rank Checker - http://www.sitemapdoc.com/Serp-Rank.aspx

Sitemapdoc may have misnamed the tool using a RAS Syndrome problem, but nonetheless this easy-to-use rank checking tool makes our list of the best easy SEO tools out there. Simply input your URL and a target keyword, and the tool quickly tells you your rank out of the top 64 sites. Easy, useful, free, and fun!

Rating: 4 Stars | **Category:** tool

CuteRank - http://cuterank.net/

CuteRank is a download-only tool that will allow you to input ONE domain for free and then measure its rank, over time. It's a pretty good tool, though not as useful as Firefox rank checkers.

Rating: 3 Stars | **Category:** tool

Dynamic Keyword Generator Tool - http://www.rustybrick.com/keyword-phrase-tool.php

The Dynamic Keyword Phrase Generator enables you to plug in your primary, secondary and even tertiary keyword phrases. All you need to do is enter in these keyword phrases, separated by comma (,) into the appropriate fields and click generate below. The Dynamic Keyword Phrase Generator will develop a robust list that you can copy and paste into your program of choice.

Rating: 3 Stars | **Category:** tool

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WEBSITE STRUCTURE

Website structure - the "organization" of your website - is an advanced element in effective SEO. While good page tags and link-building are more important and more powerful, effective website structure can mean the difference between securing Page 1 Position 1 and being downgraded to Page 3 Position 4, especially for "highly competitive" keywords. How you name your files, how you "reach out" to Google, and how you optimize your landing pages all combine to make a good SEO strategy, great!

Here are the best **free** website structure tools on the Internet, ranked with the best tools first!

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Google Webmaster Tools - http://www.google.com/webmasters/tools

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. Learn more » Get Google's view of your site and diagnose problems See how Google crawls and indexes your site and learn about specific problems we're having accessing it. Discover your link and query traffic View, classify, and download...

Rating: 5 Stars | **Category:** tool

XML Sitemaps.com - Sitemap Generator - http://www.xml-sitemaps.com/

Creating Sitemaps for Google, MSN and Yahoo! - The Easy Way! If you own or maintain a website or intend to own one, wouldn't it be great if you get frequent visitors who find satisfaction in getting exactly the information they need from your page? This free tool will index a site up to 500 pages and create your XMl site map for you. Then simply upload to your site, and tell Google it exists via Webmaster tools. Presto!

Rating: 5 Stars | **Category:** tool

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Google Webmaster Blog - http://googlewebmastercentral.blogspot.com/

This is the official blog from Google, and very useful to keep up-to-date with their most recent news and new developments. It's a little Geeky at times, but is especially useful with website structure issues such as naming files, robots.txt, xml sitemaps and that sort of thing.

Rating: 4 Stars | **Category:** blog

Google Webmaster Help - http://www.google.com/support/webmasters/

Webmaster essentials from Google. Includes Google's official statements on SEO. To be taken with a grain of salt, because Google obviously has a huge vested interest in no one understanding how its algorithms work and thus being able to 'manipulate' search results. But here are the help files for webmasters - especially useful on webmaster issues like robots.txt, sitemaps, xml sitemaps and other 'best practices' for webmasters.

SEO Training Keyword Domain Tool - http://www.webconfs.com/keyword-rich-domain-suggestions.php

Keywords are important to everything, including not least of all your domains. If you are seeking to establish a new domain, use this tool to put in your target keywords and generate a list of possible domains. It will also tell you if the domains are available.

Rating: 4 Stars | **Category:** tool

Webmaster Tools from Bing - http://www.bing.com/toolbox/webmasters/

Interested in Bing? This is the Bing Webmaster Tools home page. Similar to the Google suite, but not (yet) as effective or powerful.

Rating: 4 Stars | **Category:** tool

Google Webmaster Tools Channel on Youtube - http://www.youtube.com/googlewebmasterhelp

If you are a webmaster or someone interested in search engine optimization, this is a great site of Youtube videos posted by Google. Of course it is the "party line" from the biggest player in search - dare we say, the view of the search monopolist on what constitutes acceptable behavior? Especially useful on technical website structure issues.

Rating: 4 Stars | **Category:** video

Attention Wizard - Landing Page Analysis Tool - http://www.attentionwizard.com/aw/

Landing pages are a critical part of effective website structure. In our SEO classes, we teach the principles of confirm, engage, act. This free tool does a computer generated eye map of your page and attempts to predict how web searchers will evaluate a particular landing page.

Rating: 3 Stars | **Category:** tool

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Matt Cutts' Home Page and Blog - http://www.mattcutts.com/blog/

Matt Cutts is the primary SEO guru at Google, and is charged with both promoting Google as well as combating SEO spam. He's a little like Ben Bernanke - charged with both fighting inflation and reducing unemployment (which can be contradictory), and his every word is parsed by the SEO community. Follow Matt but take everything he says skeptically as he works for Google, and sometimes his job isn't to clarify as to obfuscate.

Rating: 2 Stars | **Category:** blog

Reverse IP Lookup - http://www.ipaddresslocation.org/reverse-ip-lookup.php

Good fences make good neighbors. Sometimes if you have bad neighbors on your hosted web ISP, that can be bad for SEO. But how do you know your co-hosted neighbors? With this tool. The tool is at the VERY BOTTOM of the page.

Rating: 2 Stars | **Category:** tool

Robots.txt Generator - http://tools.seobook.com/robots-txt/generator/

A robots.txt file is simple enough, but this tool makes it even simpler. Just type in your parameters and it will create the file for you. Then copy paste it into a TXT file (using Notepad, for example), and you have your robots.txt file. You still have to upload it to your root directory, as in http://www.jm-seo.org/robots.txt.

Rating: 1 Star | **Category:** tool

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METRICS

Google Analytics is the best free Web metrics tool available today. But what should you measure? What information can you get out of your website that you can feed back into your SEO strategy for further improvement? The first step is to figure out what you want to measure. Second is to set up a basic Google Analytics account. Third is to use advanced Analytics to "slice and dice" your data to obtain data you can really use. Beyond Google, there are other great metrics tools out there as well.

Here are the best **free** metrics tools on the Internet, ranked with the best tools first!

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Google Analytics - http://www.google.com/analytics/

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Rating: 5 Stars | **Category:** tool

Google Webmaster Tools - http://www.google.com/webmasters/tools

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. Learn more » Get Google's view of your site and diagnose problems See how Google crawls and indexes your site and learn about specific problems we're having accessing it. Discover your link and query traffic View, classify, and download...

Rating: 5 Stars | **Category:** tool

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Google Conversion University - http://www.google.com/support/conversionuniversity/

If you are using Google Analytics, this is a must see treasure trove of information on how to use that powerful platform. Ironically, it can be very difficult to jump from Google Analytics over to the Conversion University site. Only Google knows why they made it so difficult. That said, check out the topics and videos here. If you are reallys serious you can study and get qualified as an Analytics Expert!

Rating: 5 Stars | **Category:** tutorial

Google Analytics Blog - http://analytics.blogspot.com/

Blog by Google Analytics Team. The horse's mouth, as it were. Pay attention to the 'back to basics' tag. Not as useful as Google Conversion university for beginners - this blog is more for professional, really serious Google Analytics folks. That said, you can search the blog and find some interesting content.

Google's AdWords Classroom -
http://adwords.google.com/support/aw/bin/static.py?hl=en&page=webinars.cs

Interested in learning more about AdWords? Similar to Google's Conversion University for Analytics, this multimedia site is a fantastic venue of help articles and video explanations. Enter keywords and find useful video step-by-step explanations on AdWords features. You must be logged into AdWords to use it, however. Inside AdWords, click on the 'help' feature to find it, and look for the link to AdWords Classroom.

Rating: 4 Stars | **Category:** resource

Add URL to Google - http://www.google.com/addurl/

Beyond Webmaster tools, this quick and easy form asks Google to take a look at your website. We don't place a ton of value on the submission form, but still - it can't really hurt. First check tos ee if your site is indexed by using the 'site:yourcompany.com' syntax. If it is not, then submit it via this form. Best for brand new websites!

Rating: 4 Stars | **Category:** service

Google (Email) Alerts - http://www.google.com/alerts

Use Google to alert you by email to searches that matter to you. Input your company name, for example, to see when new web pages, blog posts, or other items surface on the web. Enter your target keywords to keep an eye on yourself and your competitors. Part of the Gmail system.

Rating: 4 Stars | **Category:** service

Google Merchant Blog - http://googlemerchantblog.blogspot.com/

The official blog to Google's Merchant Center, where you can submit your product data, upload your product data to Google and make it available to Google Product Search and other Google services. Submit your product data Upload your items via data feeds, direct uploads, or use our API. Drive traffic to your site and

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increase your sales Allow shoppers to easily find your site using Google Product Search or Google.com. This blog explains how!

Rating: 4 Stars | **Category:** service

Google Merchant Center - http://www.google.com/merchants/

Welcome to the Merchant Center, the place to upload your product data to Google and make it available to Google Product Search and other Google services. Submit your product data Upload your items via data feeds, direct uploads, or use our API. Drive traffic to your site and increase your sales Allow shoppers to easily find your site using Google Product Search or Google.com. Use your data in your AdWords campaigns Make your ads more...

Rating: 4 Stars | **Category:** service

Google Product Search - http://www.google.com/products

Consumers interested in products can use Google as a product search engine. Enter a keyword and the search giant returns products that fit those keywords. Of greater interest to SEO types is how to get your products included in Google's product search. At the bottom of the page, click on 'Information for Merchants' or use this URL - http://bit.ly/aYRUwb.

Rating: 4 Stars | **Category:** service

Google Analytics Channel on Youtube - http://www.youtube.com/googleanalytics

Google Youtube videos on Analytics. In conjunction with Google's Conversion University, this Youtube channel has a welath of information on Analytics presented in easy-to-use video format. One wishes that the Google channels on Youtube were unified, but if you pay attention to this channel as well as Google Business, you have the primary Google venues covered.

Rating: 4 Stars | **Category:** video

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