

Screaming Frog

Screaming Frog (paid) is a great tool (MAC only) that gives you a quick overview of your entire site.

Pro Tip: Use the contain function to check comment count. If your comments have a unique class, you can easily have Screaming Frog check the html for that class. Each class equals a comment. You can also check for analytics (you wouldn't believe how many companies leave analytics off pages - this is an automatic traffic boost!)

Xenu

Xenu is the free PC alternative to Screaming Frog.

Pro Tip: Use Xenu to create a working sitemap. Although there are many many ways of generating an XML sitemap for your site, Xenu does this quite nicely. You can also use Xenu to find images with missing alt text.

Excel

Excel (or Google Docs) should be your bread and butter.

Pro Tip: Use pivot tables to analyze massive amounts of links. This also gives you a count.

Sequel Pro

MySQL is for those with massive amounts of data (pages, links, etc..) I use Sequel Pro to analyze large amounts of information.

Pro Tip: If you keep crashing Excel with your large amounts of data, use Sequel Pro to quickly sift through your data - then export to CSV for analyzing in Excel.

Opensite Explorer

Opensite is a backlink tool (both paid and free) from Moz.

Pro Tip: Download your backlinks into a CSV, strip everything after the .com, .edu, .org, using: `=SUBSTITUTE(A1,TRIM(LEFT(RIGHT(SUBSTITUTE(A1,"/"),REPT(" ",100)),100),100)),"")`, so you are left with only the root domain, and check for sitewide links. These sitewide links from outside sources could harm your backlink profile.

Ahrefs

Ahrefs is another backlink tool (both paid and free)

Pro Tip: When looking at you your backlink profile, the domains (not page level links) are the only ones that really matter. You can focus on the yellow line on the graph.

Majestic SEO

Majestic is another backlink tool (both paid and free).

Pro Tip: Use Majestic to check cumulative growth for links. Majestic will also give you free Trust Flow. You can buy Majestic, but you can learn as much as you want from their free tools.

Similar Web

SimilarWeb is a web ranking and competitive analysis tool. It is an online service that provides traffic activity for a given domain.

Pro Tip: Use this site to check out your competitors.

Integrity Link Checker

Integrity is free link checker.

Pro Tip: Limit the crawl bandwidth. If you do not, you can potentially take down a site, get your IP address blocked, or even worse, appear as a DDOS attacker.

Site Operators

Use operators such as site:example.com to get better at searching.

Pro Tip: Try out site:example.com inurl:www The "inurl:" operator searches for text in the indexed URLs. "Inurl:" will look for the text anywhere in the URL, including the folder and page/file names.

HTML Validator

The WDG Validator will check the syntactical correctness of your HTML to help you produce more accessible Web pages.

Pro Tip: Start here when you are doing a site audit. The validator can tell you if you have open a tags, open divs, or huge errors.

GT Metrix

GTmetrix is a free tool that analyzes your page's speed performance. Using Page Speed and YSlow, GTmetrix generates scores for your pages.

Pro Tip: Use the history tab to check the archived speed of your site. If you have a slower report, it may just be that your server is being hammered.

Pingdom

Pingdom has free tools that analyzes your page's speed performance.

Pro Tip: Use Pingdom to follow your traceroute. Although you can use the terminal for this, use Pingdom to check up on your hosting provider. Don't assume that you are on a good hosting service.

Searchmetrics Suite

Searchmetrics Suite allows you to monitor keywords, analyze rankings, evaluate links and compare the SEO Visibility of domains.

Pro Tip: Use searchmetrics to check your competitors keywords.

Rich Snippets Testing Tool

The rich snippets testing tool lets you check your markup and make sure that Google can extract the structure.

Pro Tip: Don't tell Google too much. It could hurt your CTR.

SEM Rush

SEMrush is a competitive research and business intelligence software that provides data on competitors' and industry leaders' online marketing.

Pro Tip: Use it to study your competitors to get more keyword ideas which can give you more traffic.

Ayima Chrome Plugin

Ayima is a Google Chrome browser extension that makes it easy to check HTTP Status Codes and redirects whilst visiting a site. Also shows the full HTTP Headers.

Pro Tip: If this plugin shows more than 4 redirects on your site, you'll want to shorten the path. Robots don't like to follow multiple http requests.

Moz Bar

The SEO Toolbar from Moz gives you quick access to many on-page SEO factors, Domain & Page Authority plus a quick nofollow toggle.

Pro Tip: Check out the cached version of the webpage via the Moz Bar. This is important to SEO for two reasons: first, it tells you if the page is indexed, and secondly, clicking on it will show you exactly what Google sees when it crawls and indexes the page

Panguin Tool

This tool allows you to see your Google organic visit data overlaid with Google's major algorithm updates, and then dig into your data.

Pro Tip: Use this tool after every major update. You'll never wonder again if you were penalized.

Social Crawlytics

Social Crawlytics is a free social media tool that allows you to identify the influencers and your competitor's most shared content and find out who shared their content.

Pro Tip: Use the starburst graph to impress people. Everyone loves a javascript based graph that moves.

Likealyzer

LikeAlyzer helps you to measure and analyze the potential and success rate of your Facebook Pages.

Pro Tip: Use likealyze to analyze what content was most sharable, compare it to your organic traffic, and then write more articles in that niche.

Coda 2.0

Coda is a text editor used for building sites.

Pro Tip: Use Coda to mass edit your data. Coda can quickly strip your data, find and replace, and make a great place for writing.

Draftin

Draft is an application that you can use on your desktop to compose anything from blog articles to technical copy.

Pro Tip: Use Draft instead of trying to write in Wordpress. Every now and then, Wordpress messes up and you lose everything. Draft helps you write - distraction free.

WayBack Machine

The Wayback Machine provides links to older versions of a webpage.

Pro Tip: Use the archive to check for moved pages or broken links. You can use the archive to check if your old links are still active.

Best of Luck in Your Audit!

*If you have a question about these tools, email elioverbey@gmail.com
or connect on Twitter: [@elioverbey](https://twitter.com/elioverbey)*