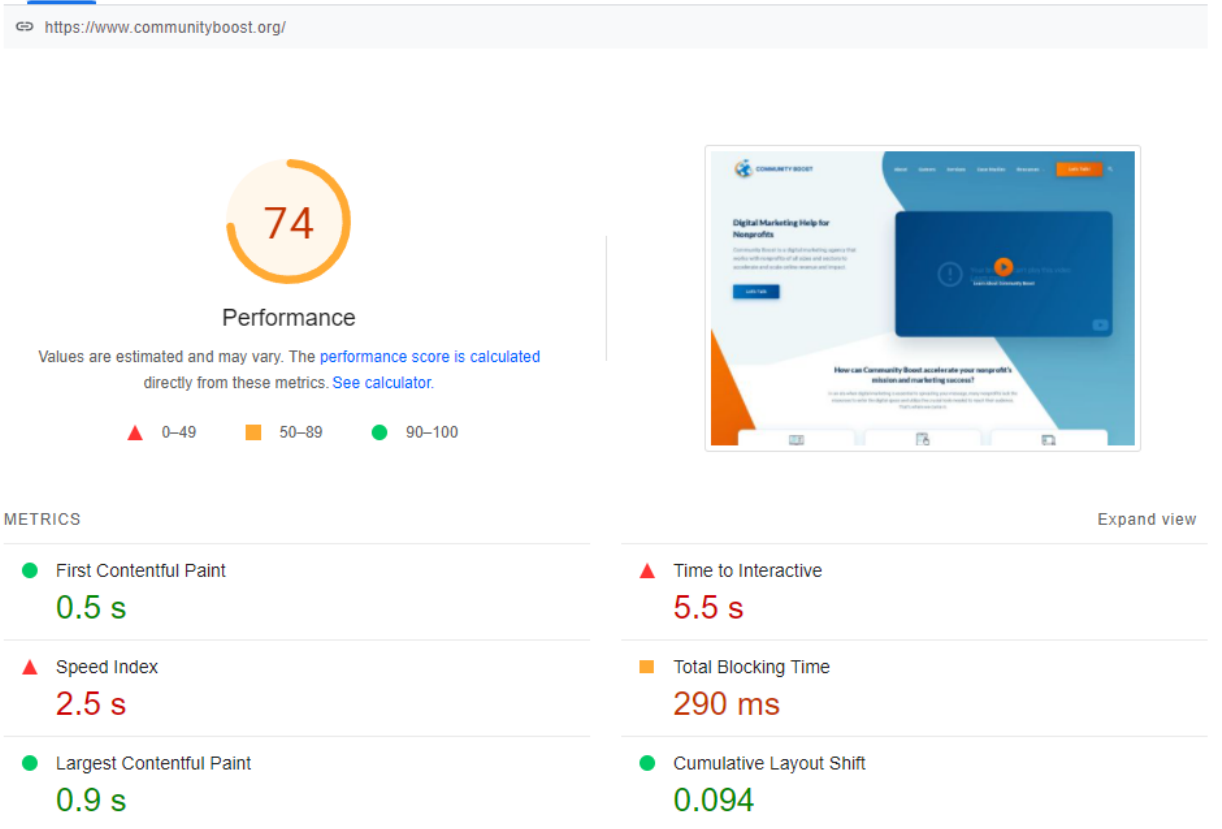


Recommended SEO Tools

In order to create high-quality content briefs that work, you will need some tools. SEO tools help you analyze the performance of your pages/blogs, do keyword research, and more.

1. [Google Page Speed Insights](#)

This FREE tool helps you check the speed of your web pages, so you can determine where improvements need to be made.



Enter any URL and it will analyze the loading time and performance of the site on either desktop or mobile. This helps you understand what the user experience is like for users that may land on your site. Page Speed Insights will grade your site on various factors as shown above.

2. [Ahrefs](#)

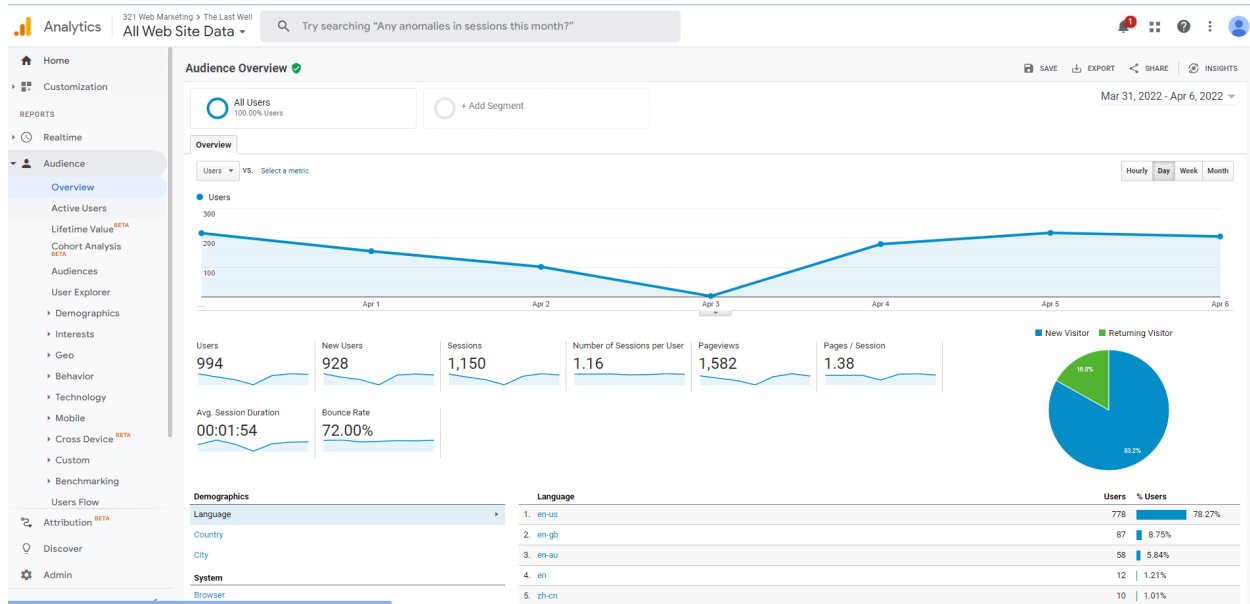
This tool is one of our favorites because it can do so many things. Ahrefs allows you to audit and optimize your site, find keywords, explore the top-performing content in your industry, track your ranking progress, and it includes an overall performance dashboard. This tool is unfortunately not free, however, it has shown to be a great investment for our team.



SEO For Nonprofits: The Complete Guide To Ranking Higher

3. [Google Analytics](#)

Another free tool! Google Analytics helps you track the traffic on your website. It will break down which page gets the most traffic and where it's coming from.



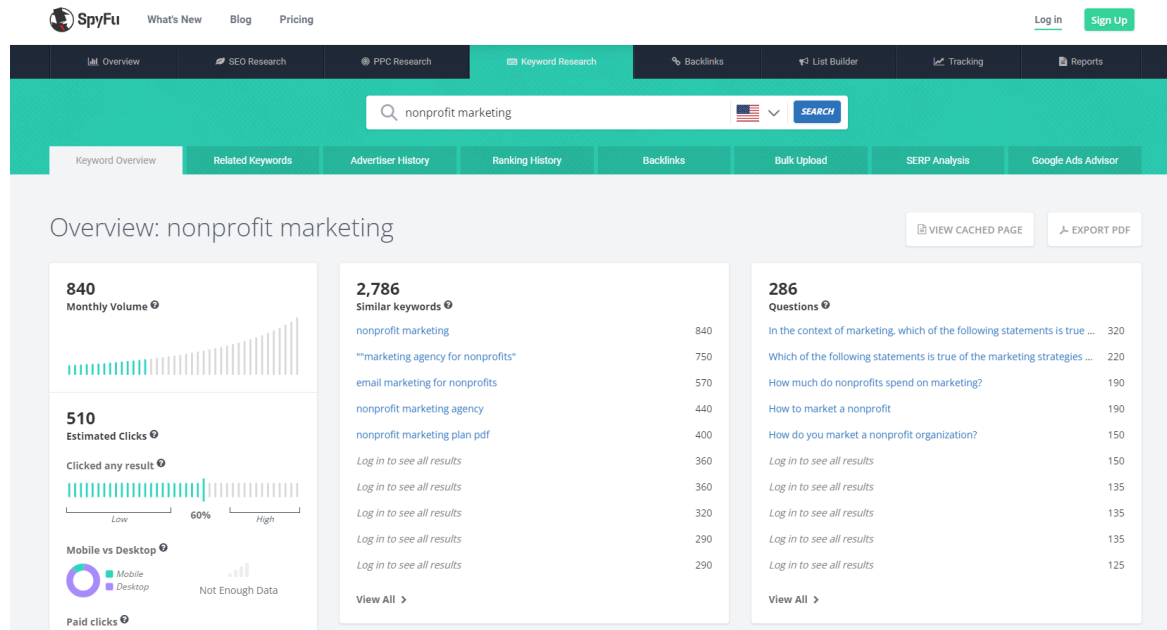
You will need to set up your account before you can begin tracking and measuring your website's data. Here's a handy blog post on how to set up your account:

[How to Create a Google Analytics Account](#)

4. [SpyFu](#)

We use SpyFu to do keyword research, but it can do much more than that. This tool provides insides on PPC research, backlinks, tracking, and competitor analysis.

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5. [Yoast SEO](#)

We use this tool when we publish our blogs in WordPress. It's a plugin that helps make it easy for you to optimize your page for search engines. It also gives you suggestions on how you can improve your page. Good news - There's a free version of this plugin!

Here's what the plugin analyzed on one of our blog posts:

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SEO analysis
how to use tiktok



Analysis results

^ Problems (1)

● [Internal links](#): No internal links appear in this page, [make sure to add some!](#)

^ Improvements (1)

● [Keyphrase in title](#): The exact match of the focus keyphrase appears in the SEO title, but not at the beginning. [Move it to the beginning for the best results.](#)

^ Good results (13)

● [Outbound links](#): Good job!

● [Image Keyphrase](#): Good job!

● [Images](#): Good job!

● [Keyphrase in introduction](#): Well done!

● [Keyphrase length](#): Good job!

● [Keyphrase density](#): The focus keyphrase was found 34 times. This is great!



● [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!

● [Meta description length](#): Well done!

● [Previously used keyphrase](#): You've not used this keyphrase before, very good.

● [Keyphrase in subheading](#): 5 of your H2 and H3 subheadings reflect the topic of your copy. Good job!

● [Text length](#): The text contains 1654 words. Good job!

● [SEO title width](#): Good job!

● [Keyphrase in slug](#): Great work!



COMMUNITY BOOST