

Top SEO tools you should learn in SEO training course

Search Engine Optimisation (SEO) has a lot of things you need to focus on, like good page ranking and best keywords. Further, it requires that how much time you allocate for research and implementation purposes. SEO tools assist you in decision making and reduce on-page and off-page analysis time; it prevents you from data overwhelming. There are top SEO tools you should learn in [SEO training course](#). At completion, you will comfortably gain or upgrade your job because of the tremendous opportunities for SEO experts.



When you are working on-page SEO and off-page SEO, it requires some SEO tools. These tools are essential for efficiency and have competitive advantages. SEO tools are necessary for activities such as:

- Keyword research
- SEO technical aspects
- Off-page SEO
- Backlink monitoring
- SEO analysis
- Keywords performance tracking
- Tracking pages performance

There are various tools you need to learn in your search engine optimisation training. We present details of top SEO tools, including Keyword Research, Google Trends, Google Keyword Planner, Google Search Console, Technical SEO, Rank Tracking, Backlink Monitoring and Analysis.

Keyword Research

Relevant keywords is an essential SEO tool. These tools help you find the high volume and low competition keywords to rank higher in search engine results. Keyword research tools help get web traffic target keywords forecasting and help in wisely selecting primary and secondary keywords. Alongside, it identifies the keywords which your competitors are successfully using.

Google Trends

Google Trends is a free tool that helps in keyword research. It reflects the volume and interest in keywords over time. Further, it allows to break down results by geographic location, finding relevant queries, and keyword search trending topics.

Google Keyword Planner

Google Keyword Planner is a perfect keyword research tool useable upon payment, available through Google Ads. It helps in finding new and related keywords with average monthly search volume. Other keyword tools include SEMrush, Keywords Everywhere, KWFinder, and Moz.

Google Search Console

This SEO tool helps in queries handling that your site showed up (also known as impressions). So you can see URL clicking and its ranking position. It distributes it into countries, pages, and devices as well. This tool show changes and averages also.

Technical SEO

It gives insight into your website performance. Technical SEO aid or prohibit your site from ranking. You can find, fix, and optimise meta tag errors, internal redirects, broken links, page duplication, page crawl issues, etc.

Rank Tracking

Keyword research, backlink analysis and technical SEO improve your website's ranking. Rank-tracking tools help track your website's rank and measure average click through rates and impressions. Further, it tracks desktop and mobile platforms ranking and helps in identifying top-performing and low-performing keywords.

Backlink Monitoring and Analysis

Backlinks are other websites links that lead to your website, which are off-page SEO essential parts. It helps in keeping an eye on whether they are relevant or spam. These tools monitor backlinks, analyse strong links and perform a competitor analysis. Further, you can use these tools for measuring the referring domains to backlinks ratio. The tools identify and remove poor backlinks.

Where can you learn SEO tools?

You can learn Top SEO tools via SEO training because there are various SEO courses to help you. Google SEO certification will also provide you with SEO tools learning. Further, it would be beneficial for your [digital marketing](#) career if you choose a training provider providing work placement. The practical work will help you learn SEO tools using live and actual digital marketing campaigns. Hence, it will give you total confidence to perform a digital marketer job independently and effectively.