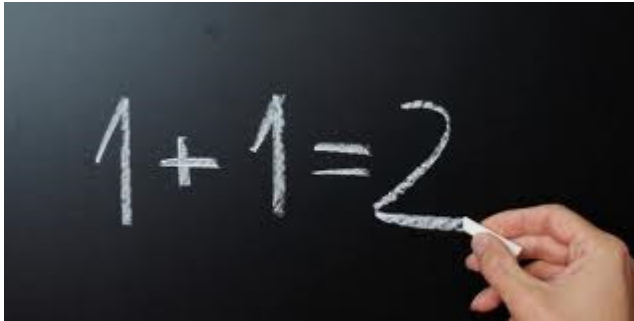
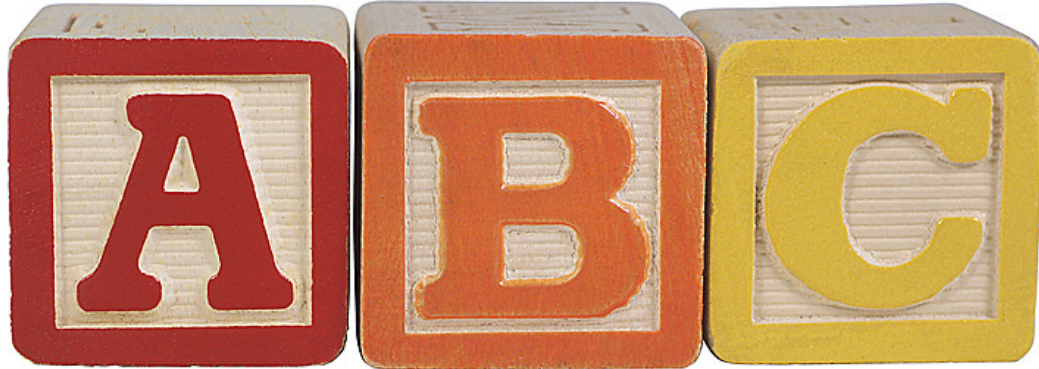


# Module a – TOOLS 5x



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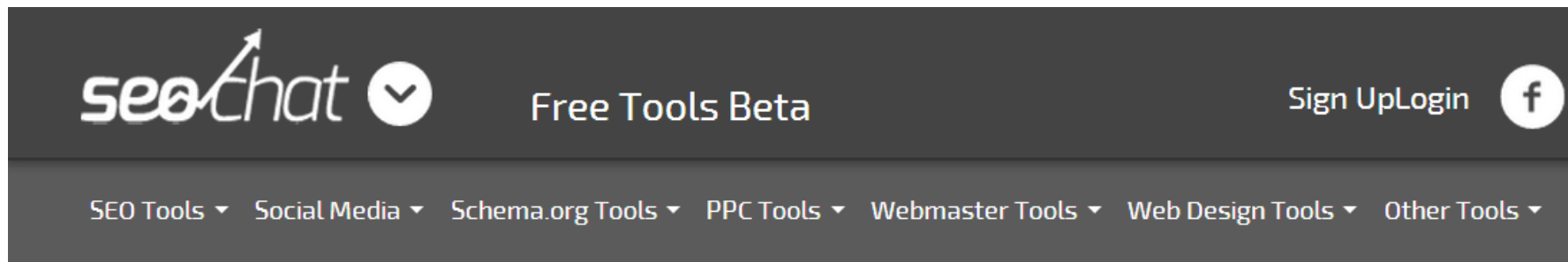



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## Tools - 1 - SE Ranking Comparator

A program that compares ranking of a website, for a given search query, across different search engines



 *Compare Google, Bing, Yahoo, Ask, Blekko Rankings*

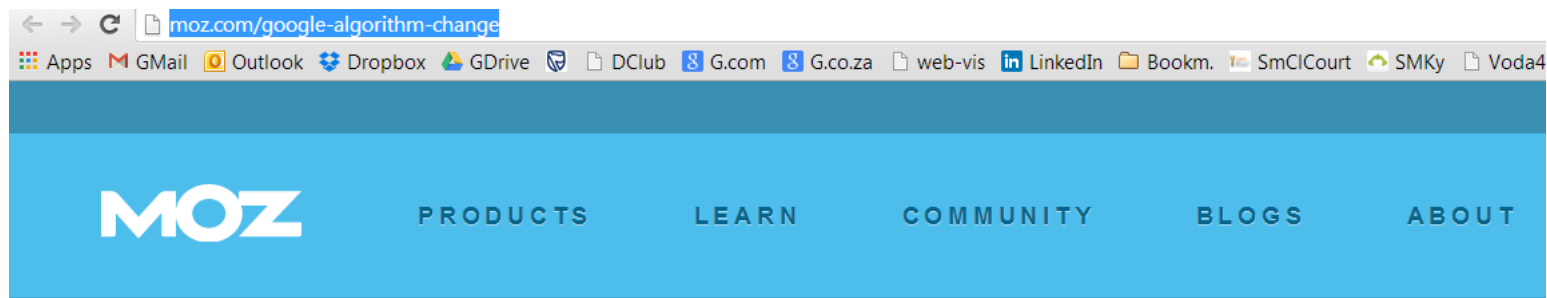
<http://tools.seochat.com/tools/google-vs-yahoo-search-results/>



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## Tools - 2 - Google Algorithm Updates

A detailed, regularly updated list of Google algorithm changes



# Google Algorithm Change History

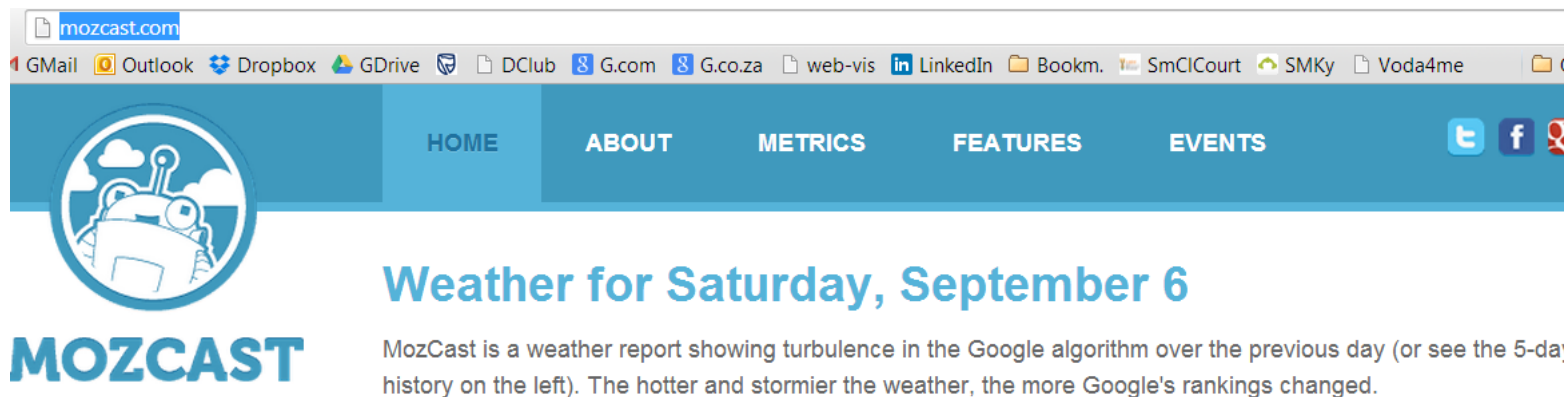
<http://moz.com/google-algorithm-change>



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## Tools - 3 - Google Algorithm Weather Forecast

A “weather forecast” showing the density of Google algorithm updates as a temperature



<http://mozcast.com/>



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## Tools - 4 - Search Query Trends

A summary of various Trend Categories – what Google users have been searching for most

Trends

United Kingdom =

New! Subscribe to get Trends email alerts for the topics you care about. [Try it now](#)

### Trending Now

United Kingdom



Kate Middleton

200,000+ searches

Image Source - Daily Mail



Fabian Delph

100,000+ searches

Image Source - Birmingham Mail

### 2013 Charts

United Kingdom



### Explore In-Depth

Global interest in bitcoin



<http://www.google.com/trends/>



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## Tools - 5 – Word to HTML converter

Solving the problem of copying Word doc content and pasting it into HTML files



<http://word2cleanhtml.com/>



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