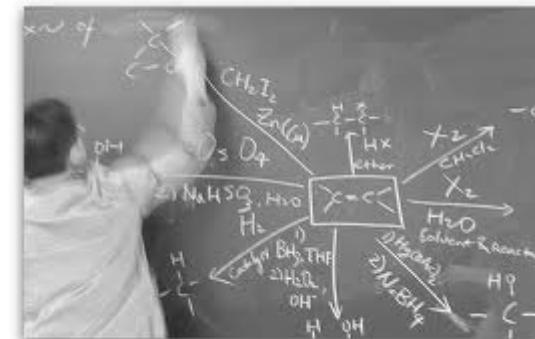
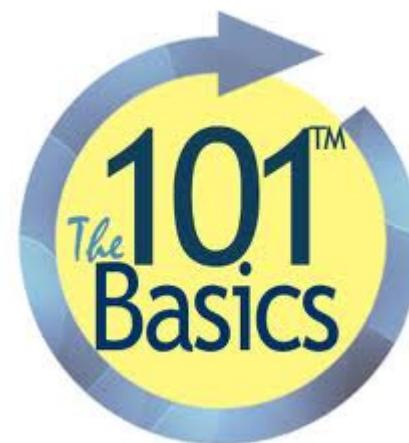


Module a – TOOLS 5x



A hand is shown writing the equation $1+1=2$ in white chalk on a dark chalkboard.



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MW Sept 2014



Tools - 1 - SE Ranking Comparator

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

The screenshot shows the top navigation bar of the SEO Chat website. It features the "seochat" logo with a checkmark icon, a dropdown menu, the text "Free Tools Beta", and links for "Sign Up" and "Login". Below the main menu, there is a secondary navigation bar with categories: "SEO Tools", "Social Media", "Schema.org Tools", "PPC Tools", "Webmaster Tools", "Web Design Tools", and "Other Tools".

 Compare Google, Bing, Yahoo, Ask, Blekko Rankings

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

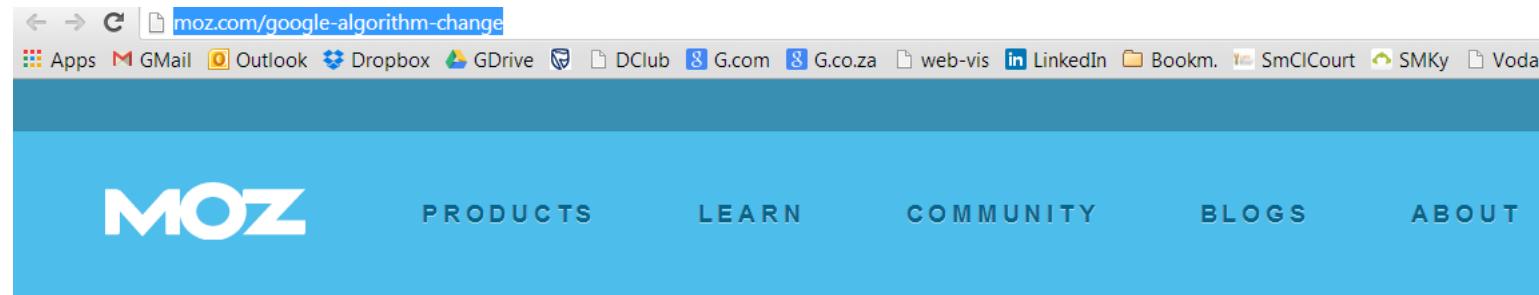


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Tools - 2 - Google Algorithm Updates

A detailed, regularly updated list of Google algorithm changes



Google Algorithm Change History

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



Tools - 3 - Google Algorithm Weather Forecast

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

The screenshot shows the MozCast website. At the top, there's a navigation bar with links to various services like GMail, Outlook, Dropbox, GDrive, DClub, G.com, G.co.za, web-vis, LinkedIn, Bookm., SmCICourt, SMKy, Voda4me, and others. Below the navigation is a header with a logo of a robot head inside a circle, the word "MOZCAST" in blue, and a menu with links to HOME, ABOUT, METRICS, FEATURES, and EVENTS. To the right of the menu are social media icons for Twitter, Facebook, and Google+. The main content area features a large blue banner with the text "Weather for Saturday, September 6". Below the banner, a descriptive text reads: "MozCast is a weather report showing turbulence in the Google algorithm over the previous day (or see the 5-day history on the left). The hotter and stormier the weather, the more Google's rankings changed."

<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/>

Tools - 5 – Word to HTML converter

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



<http://word2cleanhtml.com/>

