

# Module g – TOOLS 18x

Why these images???

Why these websites on the SERP???



beer pivo

**Web** Images Shopping Videos News More ▾ Search

About 506,000 results (0.31 seconds)

**Beer** in the Czech Republic - Wikipedia, the free encyclopedia  
[en.wikipedia.org/wiki/Beer\\_in\\_the\\_Czech\\_Republic](http://en.wikipedia.org/wiki/Beer_in_the_Czech_Republic) ▾ Wikipedia ▾  
**Beer** in Czechia (Czech: **pivo**) has a long history, with **brewing** taking place in Břevnov Monastery in 993. The city of Brno had the right to **brew beer** from the ...  
 History - Modern beer styles - Festivals - See also

**Pivo Hoppy Pils** | Firestone Walker **Brewing Co.** | Paso ...  
[www.beeradvocate.com/beer/profile/2210/83473/](http://www.beeradvocate.com/beer/profile/2210/83473/) ▾ Beer Advocate ▾  
 ★★★★★ Rating: 88% - 983 votes  
 Jul 22, 2012 - **Pivo Hoppy Pils** is a German Pilsener style **beer** brewed by Firestone Walker **Brewing Co.** in Paso Robles, CA. 88 out of 100 with 983 ratings, ...

**Firestone Walker Brewing Company - Pivo**  
[www.firestonebeer.com/beers/.../piv...](http://www.firestonebeer.com/beers/.../piv...) ▾ Firestone Walker Brewing Company ▾  
 Pils is a bright straw colored lager **beer** with playful carbonation topped with ... **Pivo**. **Pivo Hoppy Pilsner**. Everything we love about classic German Pilsner with a ...



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g-WebVisSE-7-WebVis

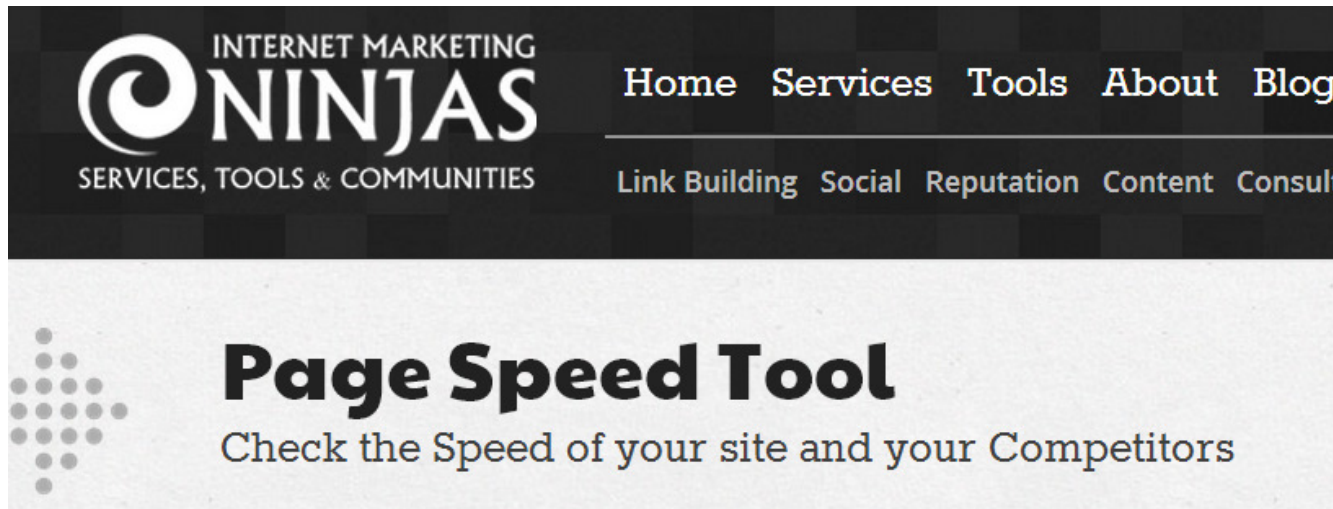
MASARYK UNIVERSITY  
 FACULTY OF INFORMATICS

 A photograph of a modern building with a glass facade, likely the Masaryk University Faculty of Informatics.

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[web-usability.co.za](http://web-usability.co.za)

## Tools - 1 - Website Visibility

A program that measures (one small) factor contributing to website visibility – download speed

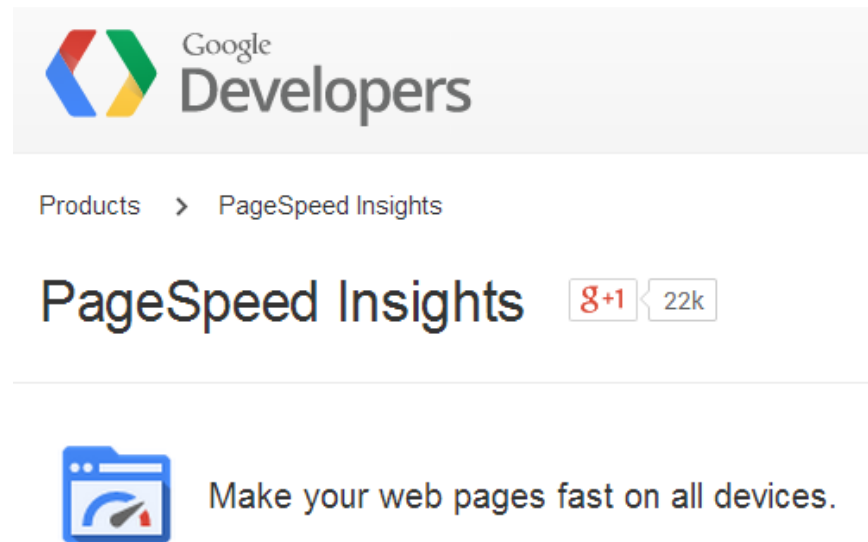


The screenshot shows the header of the Internet Marketing Ninjas website. The logo features a stylized 'N' and the text 'INTERNET MARKETING NINJAS SERVICES, TOOLS & COMMUNITIES'. The navigation menu includes 'Home', 'Services', 'Tools', 'About', and 'Blog'. Below the navigation, there are links for 'Link Building', 'Social', 'Reputation', 'Content', and 'Consult'. The main content area is titled 'Page Speed Tool' with a sub-headline 'Check the Speed of your site and your Competitors'.

<http://www.internetmarketingninjas.com/pagespeed/>

## Tools - 2 - Website Visibility

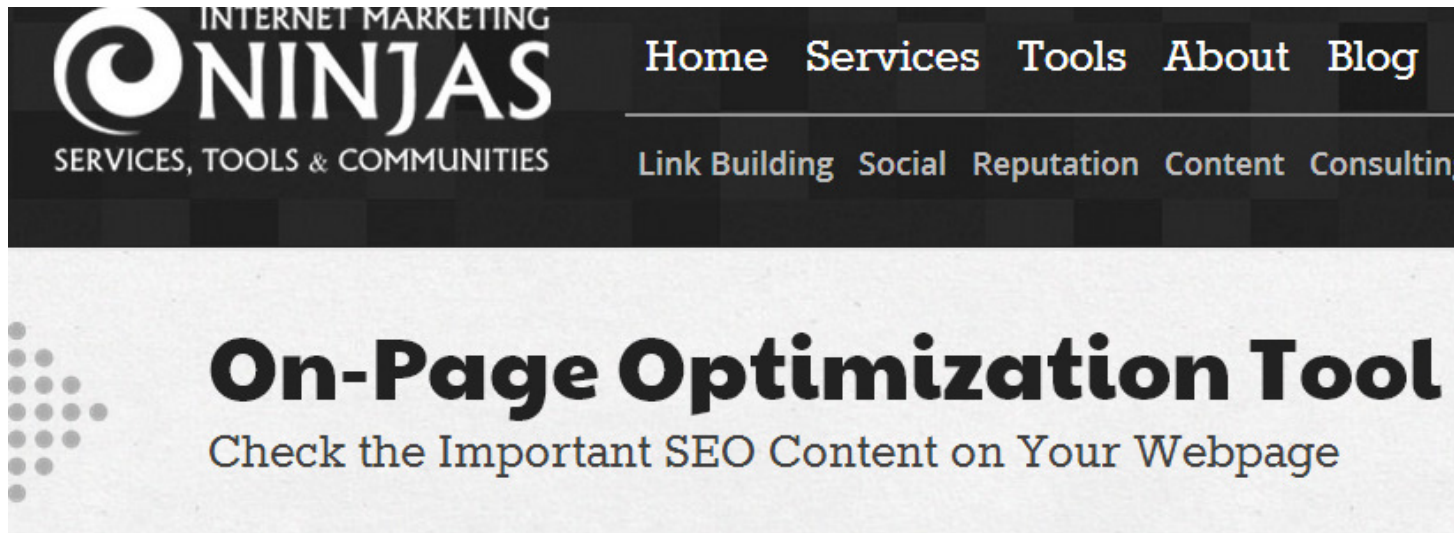
**A program that measures (one small) factor contributing to website visibility – download speed**



<https://developers.google.com/speed/pagespeed/insights/>

## Tools - 3 - Website Visibility

A program that measures website visibility by comparing what it finds on the supplied page to your key phrases



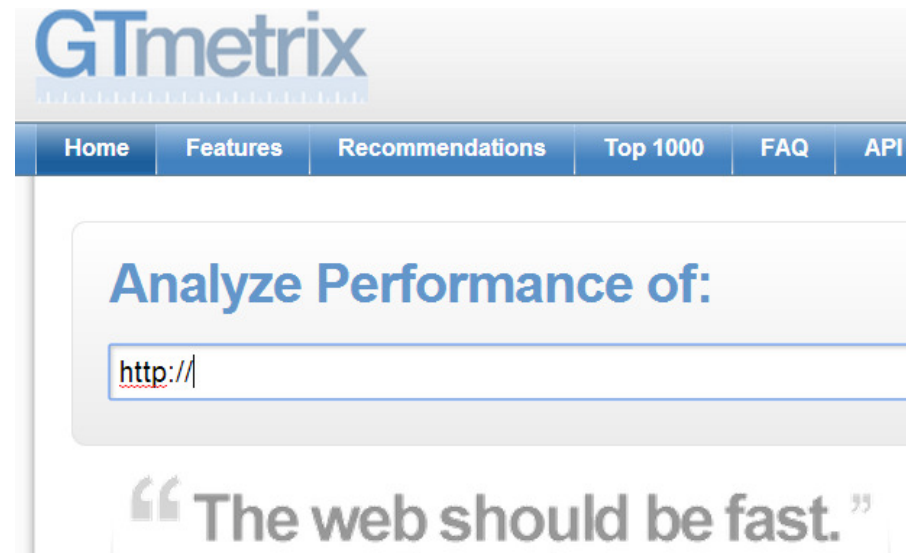
The screenshot shows the header of the Internet Marketing Ninjas website. The logo features a stylized 'N' and the text 'INTERNET MARKETING NINJAS SERVICES, TOOLS & COMMUNITIES'. The navigation menu includes 'Home', 'Services', 'Tools', 'About', and 'Blog'. Below the navigation, there are links for 'Link Building', 'Social', 'Reputation', 'Content', and 'Consulting'. The main content area displays the title 'On-Page Optimization Tool' and the subtitle 'Check the Important SEO Content on Your Webpage'.

<http://www.internetmarketingninjas.com/seo-tools/free-optimization>



## Tools - 4 - Website Visibility

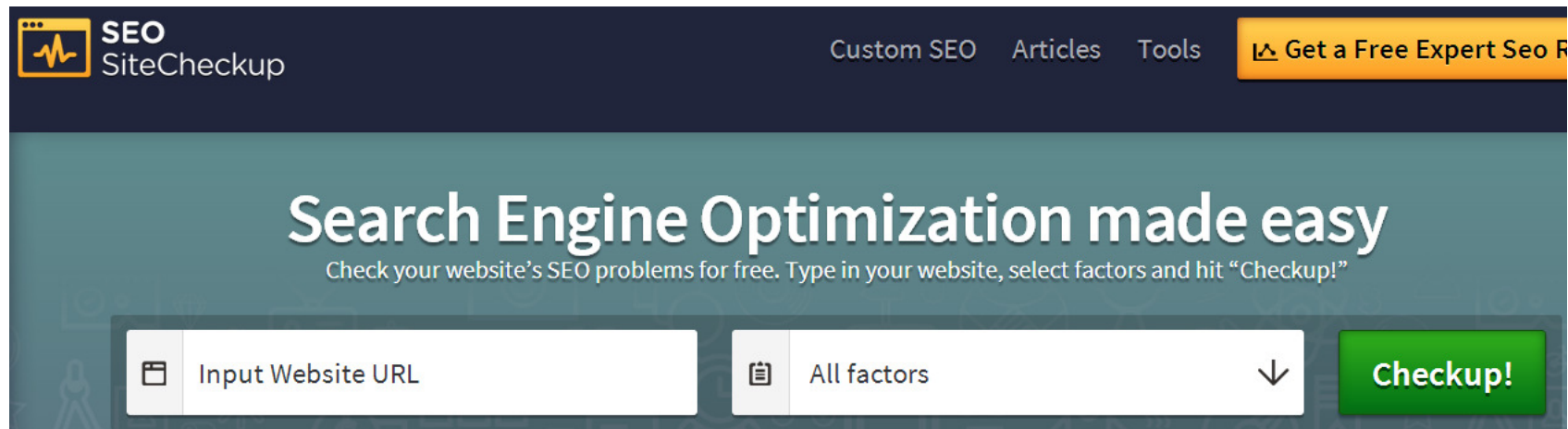
A program that measures website visibility by providing a number of rated values for various aspects of the webpage



<http://gtmetrix.com/>

## Tools - 5 - Website Visibility

**A program that measures website visibility by supplying feedback on various aspects of the webpage (very resource intense)**



The screenshot shows the homepage of the SEO SiteCheckup website. The header includes the logo 'SEO SiteCheckup' on the left, navigation links 'Custom SEO', 'Articles', and 'Tools' in the center, and a yellow button 'Get a Free Expert Seo F' on the right. The main content area features the headline 'Search Engine Optimization made easy' and a sub-headline 'Check your website's SEO problems for free. Type in your website, select factors and hit "Checkup!"'. Below this is a search form with two input fields: 'Input Website URL' and 'All factors' (with a dropdown arrow), and a green 'Checkup!' button.

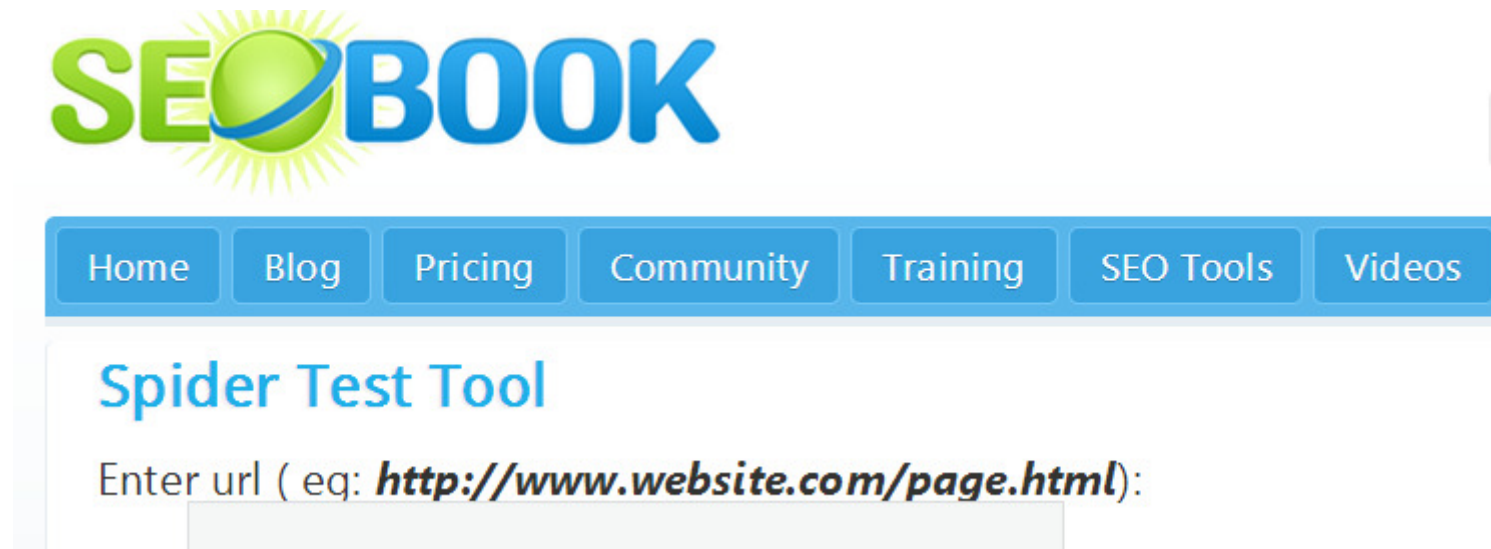
<http://seositecheckup.com/>



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## Tools - 6 - Website Visibility

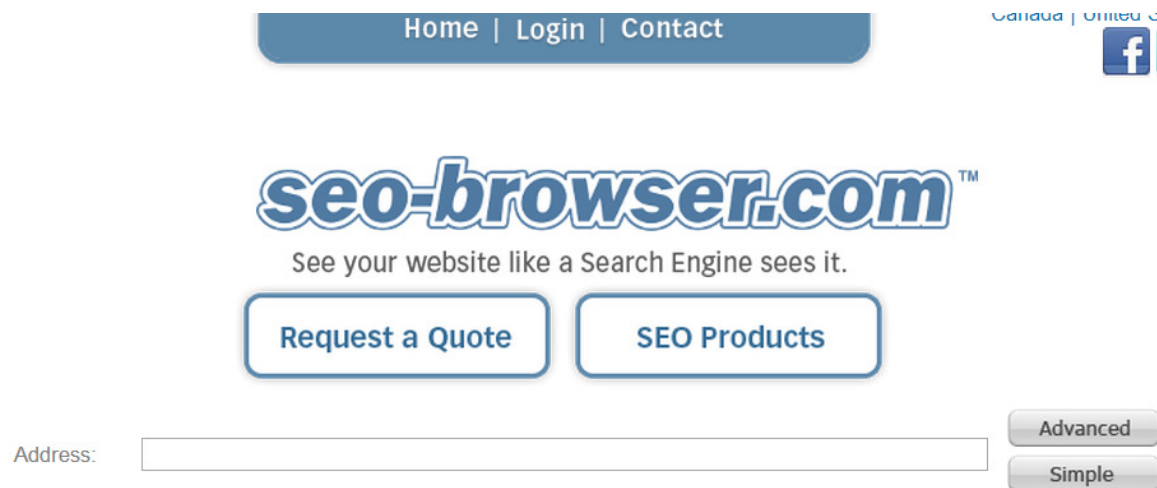
A program that measures website visibility by providing the code plus other feedback of the webpage



<http://tools.seobook.com/general/spider-test/>

## Tools - 7 - Website Visibility

A program that measures website visibility by providing a screen with the info on the webpage displayed as the search engine crawler will see it.



The screenshot shows the homepage of seo-browser.com. At the top, there is a navigation bar with links for 'Home | Login | Contact'. To the right, there are social media icons for Facebook and Twitter, and a language selector for 'Canada | United States'. The main heading is 'seo-browser.com' with a trademark symbol, followed by the tagline 'See your website like a Search Engine sees it.'. Below this are two buttons: 'Request a Quote' and 'SEO Products'. At the bottom, there is an 'Address:' label next to a text input field, and two buttons: 'Advanced' and 'Simple'.

<http://seo-browser.com/>



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## Tools - 8 - Website Visibility

**A program that measures website visibility by measuring and allocating percentages to many aspects of the webpage**

#1 Online Marketing Software for Small Businesses

Trusted by 800.000 Online Marketers in 64 countries

SEO • Social Media • Mobile • Conversions

<http://www.woorank.com>

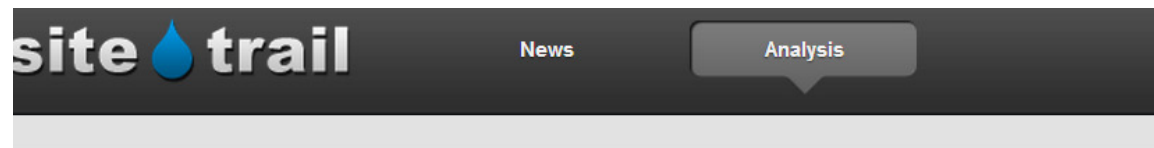


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## Tools - 9 - Website Visibility

**A program that measures website visibility by supplying graphs (only useful if site is traffic-heavy)**



Experience the ultimate all-in-one website analysis tool for free.

SiteTrail lets you see a quick snapshot of any competitor website at no cost. What are you waiting for? See for yourself!



<http://www.sitetrail.com/analysis/>

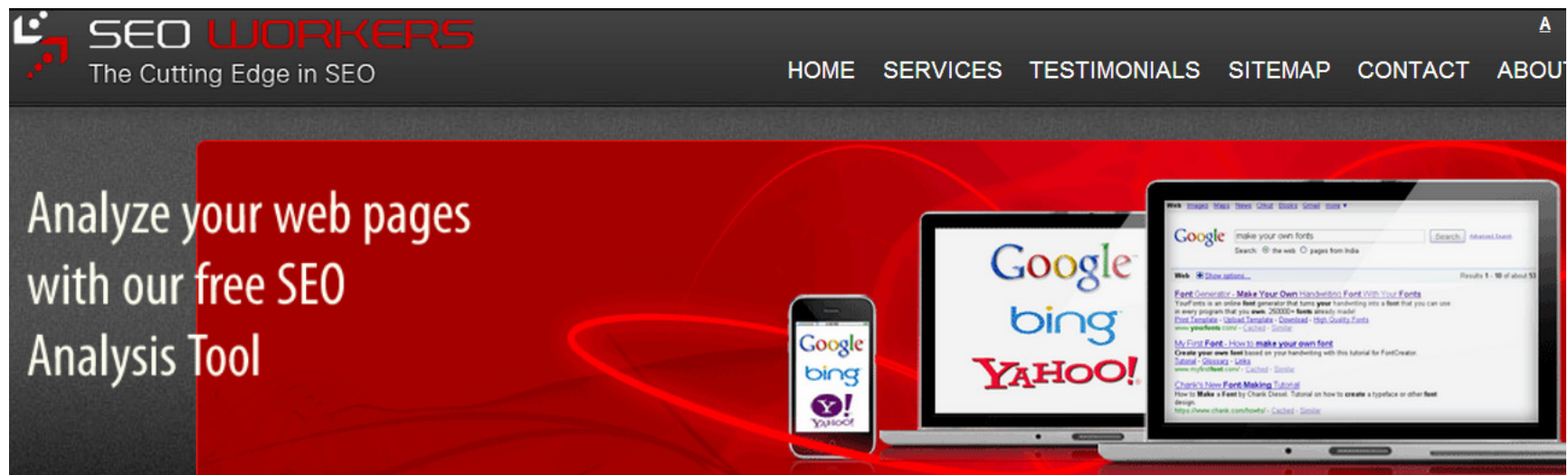


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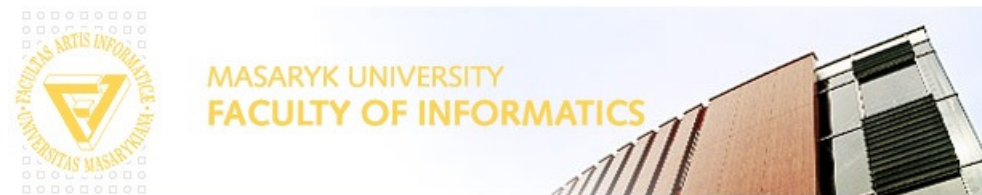


## Tools - 10 - Website Visibility

A program that measures website visibility with much feedback, suggestions and even videos to watch for each element



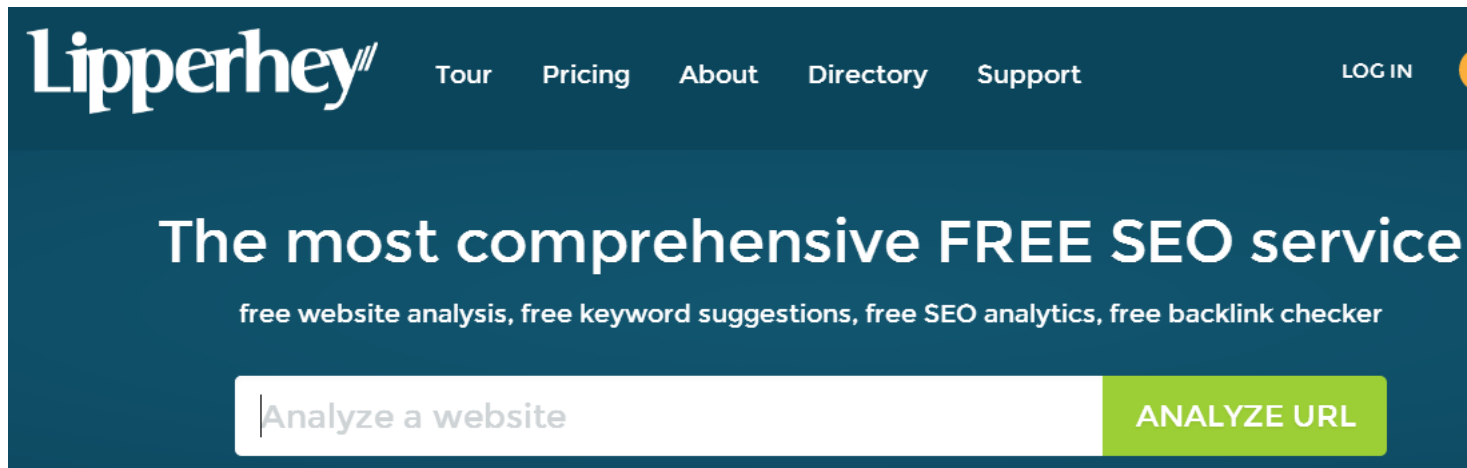
<http://www.seoworkers.com/tools/analyzer.html>



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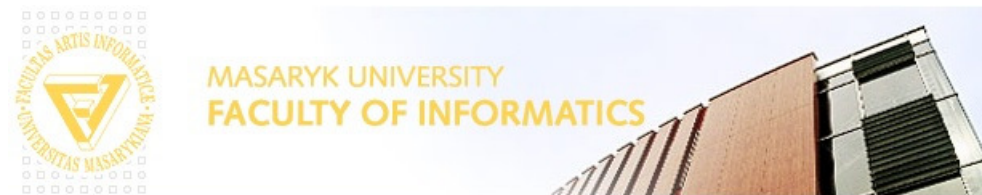
## Tools - 11 - Website Visibility

A program that measures website visibility with a list of technical issues regarding your domain



The screenshot shows the homepage of Lipperhey, a website visibility tool. The header features the Lipperhey logo and navigation links for Tour, Pricing, About, Directory, Support, and a LOG IN button. The main content area has a dark blue background with the text "The most comprehensive FREE SEO service" and a list of services: "free website analysis, free keyword suggestions, free SEO analytics, free backlink checker". Below this is a search bar with the placeholder text "Analyze a website" and a green button labeled "ANALYZE URL".

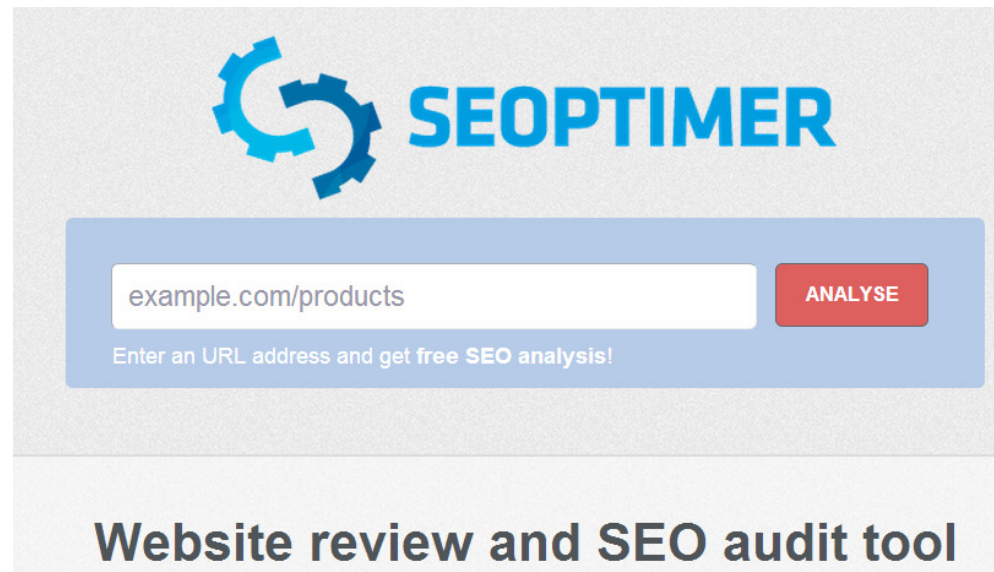
<https://www.lipperhey.com/en/>



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## Tools - 12 - Website Visibility

**A program that measures website visibility with a list of things you should improve on the webpage**



<http://www.seoptimer.com/>



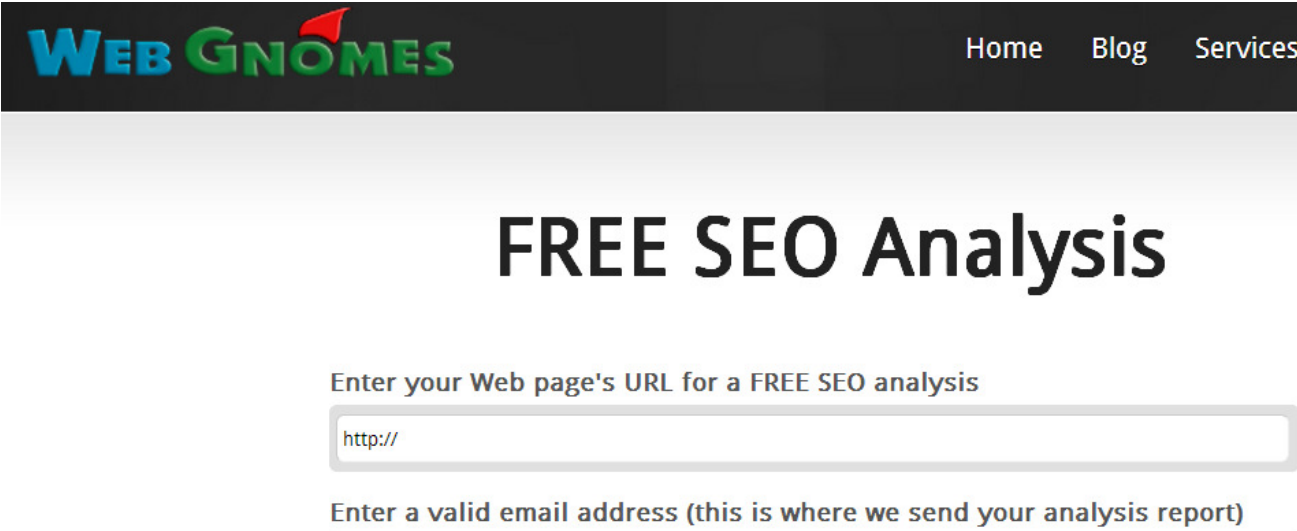
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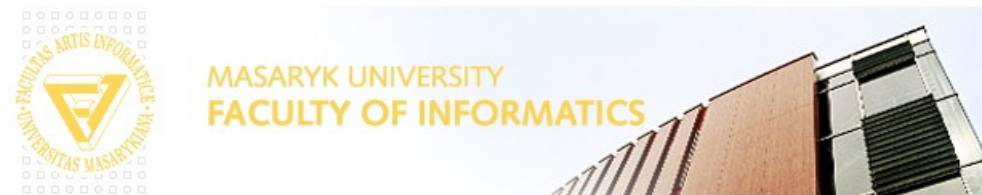
## Tools - 13 - Website Visibility

A program that measures website visibility through a report mailed to your address, with recommendations for every aspect



The screenshot shows the WebGnomes website interface. At the top left is the logo 'WEB GNOMES' with a red gnome hat icon. To the right are navigation links for 'Home', 'Blog', and 'Services'. The main heading is 'FREE SEO Analysis'. Below this is a form with two input fields. The first field is labeled 'Enter your Web page's URL for a FREE SEO analysis' and contains the text 'http://'. The second field is labeled 'Enter a valid email address (this is where we send your analysis report)' and is currently empty.

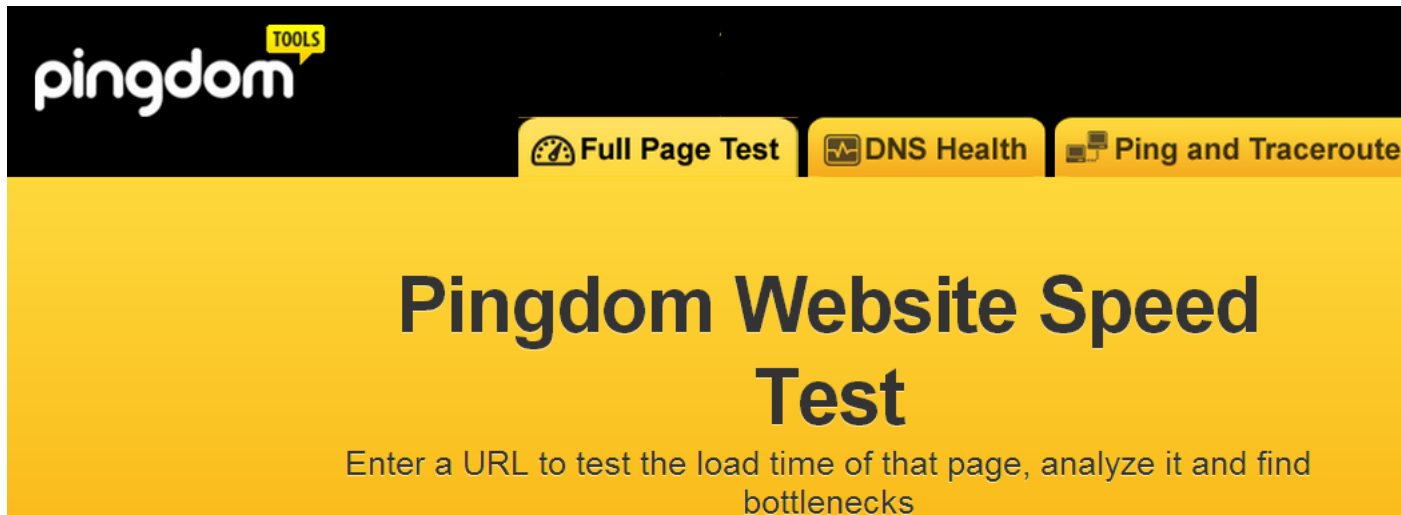
<http://www.webgnomes.org/free-seo-analysis/>



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## Tools - 14 - Website Visibility

A program that measures website visibility through a display of coloured graphs to indicate status



The screenshot shows the Pingdom website speed test interface. At the top left is the Pingdom logo with a 'TOOLS' tag. To the right are three navigation buttons: 'Full Page Test', 'DNS Health', and 'Ping and Traceroute'. The main heading is 'Pingdom Website Speed Test'. Below the heading is the instruction: 'Enter a URL to test the load time of that page, analyze it and find bottlenecks'.

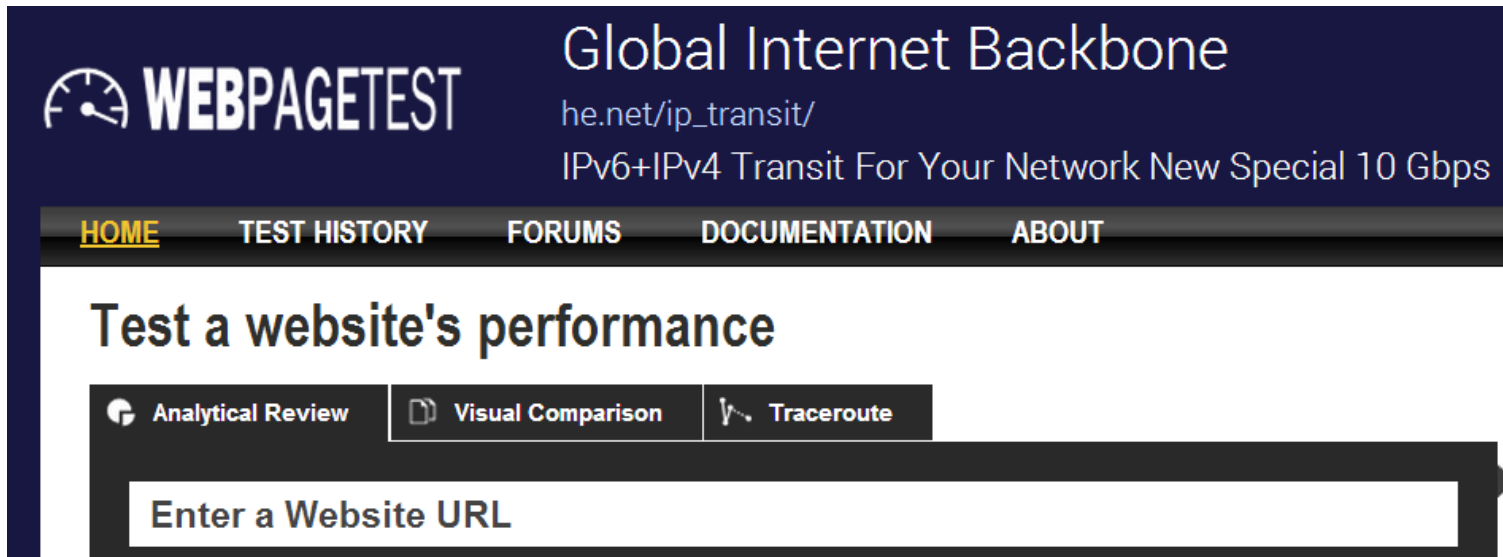
<http://tools.pingdom.com/fpt/>



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## Tools - 15 - Website Visibility

A program that measures website visibility with waterfall graphs



The screenshot shows the Webpagetest website interface. At the top, there is a dark blue header with the Webpagetest logo (a speedometer icon) and the text "Global Internet Backbone". Below the logo, the text "he.net/ip\_transit/" and "IPv6+IPv4 Transit For Your Network New Special 10 Gbps" is visible. A navigation bar contains links for "HOME", "TEST HISTORY", "FORUMS", "DOCUMENTATION", and "ABOUT". The main content area features the heading "Test a website's performance" and three buttons: "Analytical Review", "Visual Comparison", and "Traceroute". Below these buttons is a large input field with the placeholder text "Enter a Website URL".

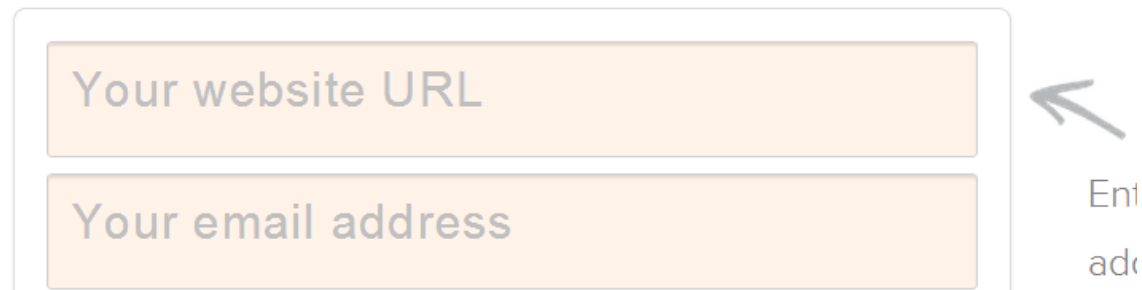
<http://www.webpagetest.org/>

## Tools - 16 - Website Visibility

A program that measures website visibility through a report mailed to your address, with recommendations for every aspect

# HubSpot's Marketing Grader

Grade your marketing. Make it better. Outpace your peers.



Your website URL

Your email address

Enter your website URL and email address

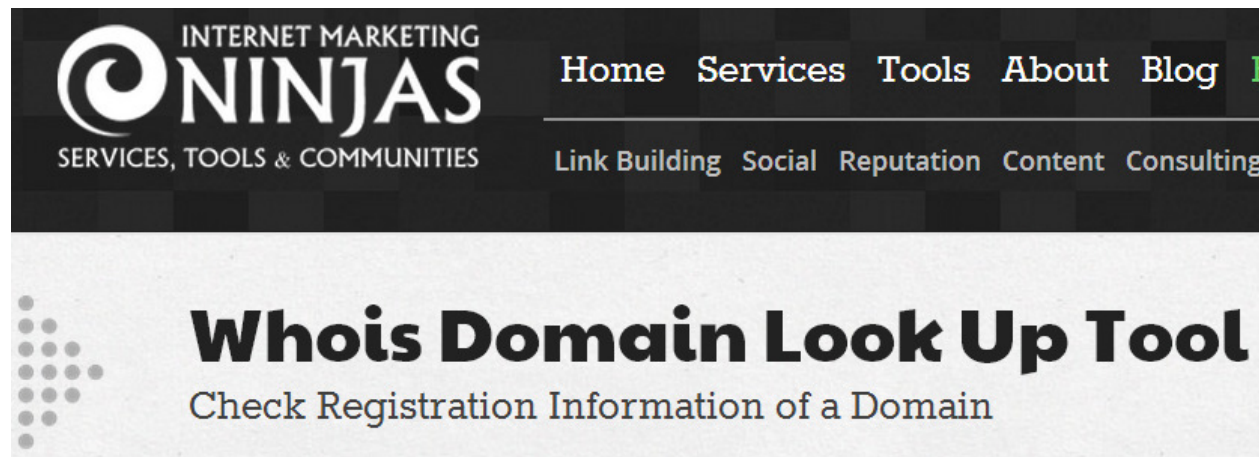
<https://marketing.grader.com/>



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## Tools - 17 - Website Visibility

A program that identifies the domain owner and provides other relevant detail



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<http://www.internetmarketingninjas.com/domain-whois-lookup.php>

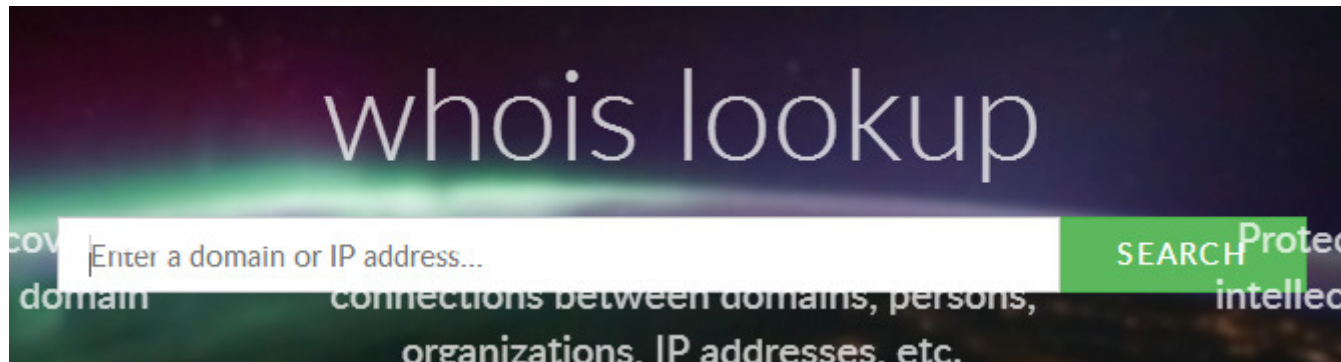


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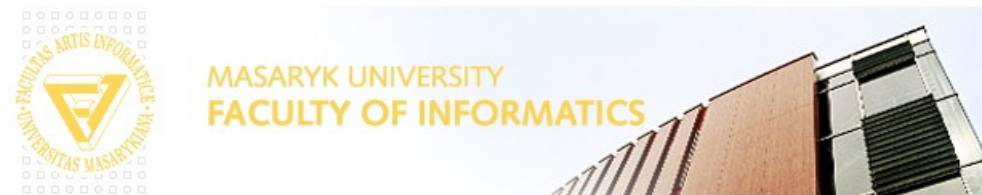


## Tools - 18 - Website Visibility

**A program that identifies the domain owner and provides other detail**



<http://whois.domaintools.com/>



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Goodbye...

