

Meta Title: Top Free SEO Tools to conduct website audit in 2020

Meta Description: Starting out with website marketing is costly. Let's get the most out of the top free 2020 seo tools for your website.

Setting up a website is one thing, and generating targeted traffic for the right keywords is another. To be successful online, you need to have a solid website SEO strategy, for which you need a team and a suite of tools.

But here's the catch. These SEO suites can range anywhere from \$10 to \$100+ on monthly plans, thereby quickly adding up to website marketing costs.

But what if you're just starting out? What if you don't have a huge budget?

Enter: Free SEO Tools in 2020!

Free SEO tools 2020 are readily available for anyone getting started. Some are quite cheap whereas others come with a freemium version.

In this list, we are sharing some of the best free seo tools in 2020 that you can start using right away.

We have divided these tools in different categories to help you in choosing one based on your needs:

[Free Keyword Research Tools](#)

[Answer The Public](#)

[Google Autocomplete suggestions](#)

[Google Keyword Planner](#)

[Ahref's keyword generator](#)

[Free Technical SEO Tools](#)

[Google PageSpeed Insights](#)

[Google Search Console](#)

[Screaming Frog](#)

[Free Link Building \(Manual PR and Outreach\) Tools](#)

[Hunter](#)

[Streak](#)

[Were these all the free SEO tools in 2020?](#)

Free Keyword Research Tools

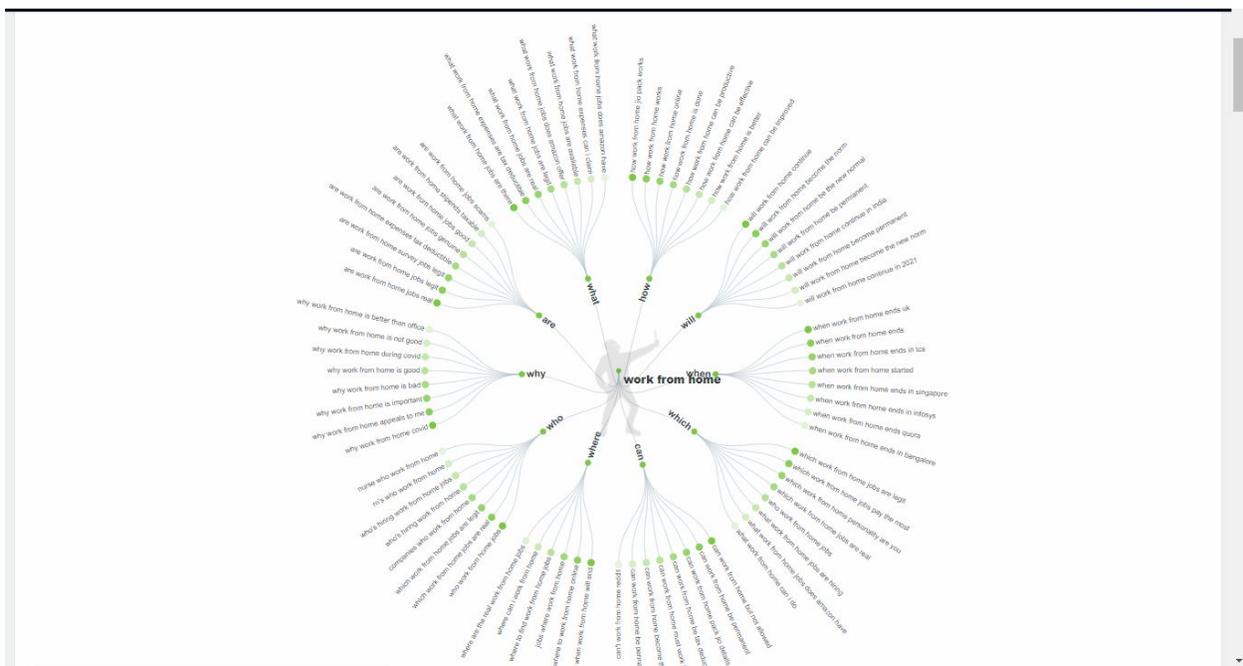
Here's a list of free keyword research tools:

[Answer The Public](#)

You can't get wrong with Answer the Public! When we first stumbled upon it, we were blown away by how the keywords were visually sorted out for your ease.

It pulls auto-complete search queries for each term from Google alongside the most commonly asked questions on blogs, forums, and sites like Quora.

The end result is no less than magic. We did a quick search for the term **work from home** and this is what we got:



There are variations for each keyword with questions such as what, why, and how, etc. to give you a different perspective for each keyword.

Google Autocomplete suggestions

The best free SEO tool for anyone getting started! Write a keyword and get a list of auto-complete suggestions in Google. While a great point to start, save time and effort in getting data by using Answer The Public.

Google Keyword Planner

Google's keyword research tool is integrated with Google Ads, the proprietary program webmasters use to execute PPC campaigns. The Keyword planner provides you with an estimation of each keyword's search volume for all locations alongside its CPC and competition.

With just a few seed keywords, you can generate hundreds of new keyword ideas. Unfortunately it does not provide an accurate search volume for each keyword. Rather, it displays data in ranges from 100 to 1000, 1000 to 10000 and so on.

But, it's a great marketing tool for webmasters just starting their SEO campaigns.

[Ahref's keyword generator](#)

The legendary keyword tool by Ahref's allows you to search data on up to 100 keywords from 170+ countries. In their free version, you get keyword difficulty score for the top 10 most-search keywords alongside 50 most commonly asked questions.

The screenshot shows the Ahrefs Keyword Generator interface. At the top, it says "Find thousands of keyword ideas in seconds." Below this are search engine filters for Google, Bing, YouTube, and Amazon. The search term "cybersecurity" is entered in the main input field, and the location is set to "United States". A "Find keywords" button is visible. Below the search bar, there is a "Back to previous page" link and the heading "Keyword ideas: 'cybersecurity'". Two tabs are present: "Phrase match" (selected) and "Questions". Below the tabs, it indicates "100 keywords" and displays a table of results.

Keyword	KD	Volume	Updated
cybersecurity	75	72K	a day
nist cybersecurity framework	40	8.3K	17 hours
cybersecurity news	84	7.5K	2 days
cybersecurity jobs	39	7.2K	3 days
cybersecurity stocks	15	4.2K	a day

Free Technical SEO Tools

Technical SEO tools allow you to study the technicalities of your website performance and its impact on SEO. Here are these:

[Google PageSpeed Insights](#)

Site speed is a big ranking factor. Nobody wants to wait more than 5 seconds for a website to load. Heck, many people will switch to your competitors if it doesn't load in less than 5 seconds!

But site speed isn't just limited to SEO. A big part of it is based on user experience (UX). When your site is slow, it hurts your rankings and conversions.

The answer?

A FREE PageSpeed Insights tool by Google!

You'll get a short report on your website's speed that highlights issues, and opportunities.

Opportunities – These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	 12.15 s ▼
▲ Eliminate render-blocking resources	 4.52 s ▼
▲ Efficiently encode images	 3.75 s ▼
▲ Properly size images	 1.95 s ▼
▲ Reduce initial server response time	 0.7 s ▼
■ Remove unused CSS	0.15 s ▼

Diagnostics – More information about the performance of your application. These numbers don't **directly affect** the Performance score.

▲ Ensure text remains visible during webfont load	▼
▲ Serve static assets with an efficient cache policy – 36 resources found	▼

[Google Search Console](#)

How can you talk about free SEO tools in 2020 and forget about Google Search Console? Previously known as Google Webmasters tool, it allows you to study your website's performance and issues in Google Search.

What we really love is the simplicity and versatility of this tool. You can submit sitemaps, fix technical errors, understand clicks, CTRs and check on other performance metrics of your website.

[Screaming Frog](#)

A fast, excellent and amazing SEO tool allows you to analyze and audit technical site issues including backlinks.

As your site grows, it becomes impossible to manually check issues with each link.

With the ability to crawl up to 500 URLs in its free version, you get a complete report on issues with each link such as HTTP header errors, and crawl errors.

	Address	Content	Status Code	Status
1		text/html; charset=UTF-8	200	OK
2		text/html; charset=UTF-8	200	OK
3		text/html; charset=UTF-8	200	OK
4		text/html; charset=UTF-8	200	OK
5		text/html; charset=UTF-8	200	OK
6		text/html; charset=UTF-8	200	OK
7		text/html; charset=UTF-8	200	OK
8		text/html; charset=UTF-8	200	OK
9		text/html; charset=UTF-8	200	OK
10		text/html; charset=UTF-8	200	OK
11		text/html; charset=UTF-8	200	OK
12		text/html; charset=UTF-8	200	OK
13		text/html; charset=UTF-8	200	OK
14		text/html; charset=UTF-8	200	OK
15		text/html; charset=UTF-8	200	OK
16		text/html; charset=UTF-8	200	OK
17		text/html; charset=iso-8859-1	301	Moved Permanently
18		text/html; charset=UTF-8	200	OK
19		text/html; charset=UTF-8	200	OK
20		text/html; charset=UTF-8	200	OK
21		text/html; charset=UTF-8	301	Moved Permanently
22		text/html; charset=UTF-8	200	OK
23		text/html; charset=UTF-8	200	OK
24		text/html; charset=UTF-8	200	OK
25		text/html; charset=UTF-8	200	OK
26		text/html; charset=UTF-8	200	OK

Free Link Building (Manual PR and Outreach) Tools

We get it. It's a pain in the neck to develop manual backlinks. Finding out and reaching the right webmasters takes up a lot of time and effort. It takes a great deal of patience to develop backlinks, which today is still an important ranking factor.

Luckily, there are tools that allow you to optimize the entire process and save up on time.

Here is a list of free SEO link building tools:

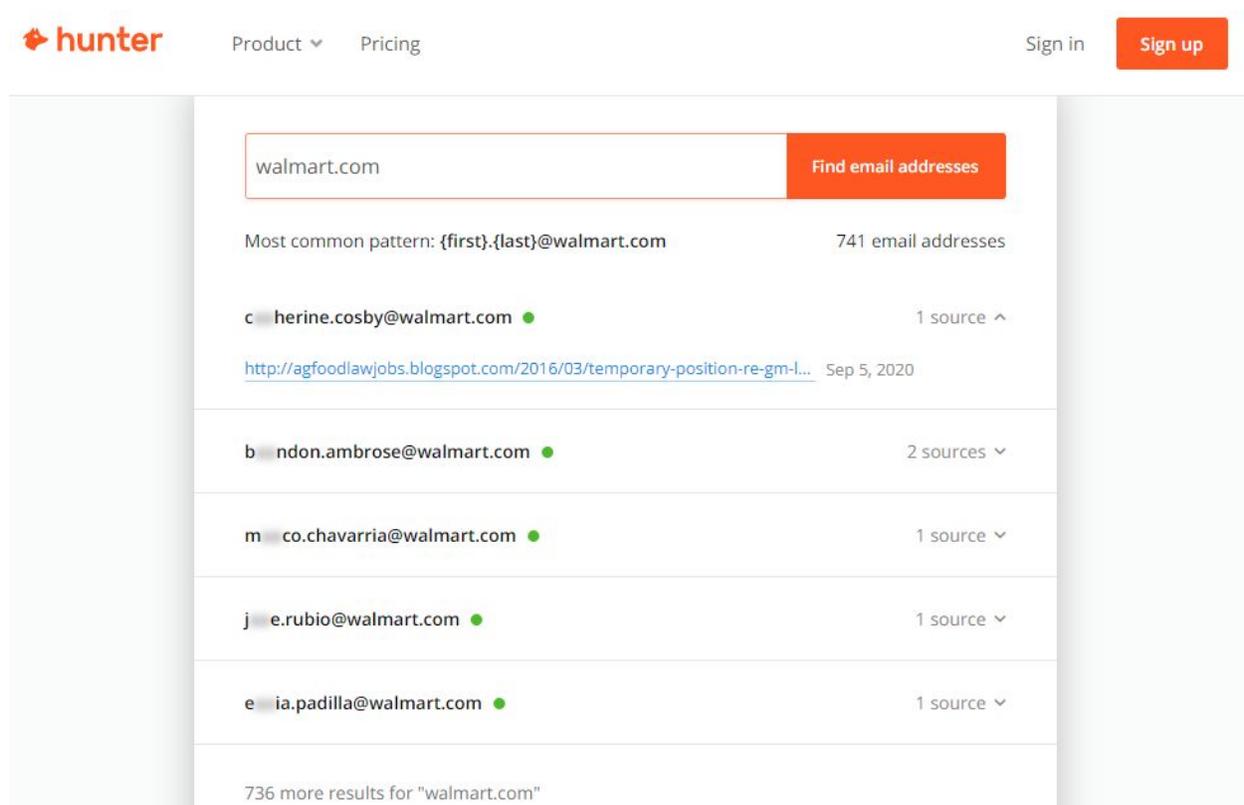
Hunter

You can't use a shotgun approach in your outreach campaigns. Instead, you have to be laser focused on reaching the right person to talk to.

Hunter allows you to search for the right email address of the concerned person in an organization. You can perform search on up to 50 emails each month for free.

Instead of searching on Google, Quora and other blogs for the right email address, let Hunter save up hours of your time by automating the process.

It does this by searching for the most common pattern of an email in any domain. We did a small test for Walmart.com and found the email addresses with a 94% confidence rate.



The screenshot shows the Hunter website interface. At the top left is the Hunter logo. To its right are navigation links for "Product" and "Pricing". Further right are "Sign in" and "Sign up" buttons. The main content area features a search bar with "walmart.com" entered and a "Find email addresses" button. Below the search bar, it displays "Most common pattern: {first}.{last}@walmart.com" and "741 email addresses". A list of email addresses follows, each with a green dot indicating confidence and a "source" link. The first email is "cherine.cosby@walmart.com" with one source, which is a link to a blog post from Sep 5, 2020. Other emails include "ndon.ambrose@walmart.com" (2 sources), "co.chavarria@walmart.com" (1 source), "e.rubio@walmart.com" (1 source), and "ia.padilla@walmart.com" (1 source). At the bottom, it says "736 more results for 'walmart.com'".

Email Address	Confidence	Sources
cherine.cosby@walmart.com	●	1 source ^
ndon.ambrose@walmart.com	●	2 sources v
co.chavarria@walmart.com	●	1 source v
e.rubio@walmart.com	●	1 source v
ia.padilla@walmart.com	●	1 source v

It also provides you with a link to each email source for further verification.

Streak

A free Gmail extension that allows you to track email open rates, which you can use as an email marketing performance metric.

For any outreach campaign, you need to know how often your emails were opened. Streak is a fantastic nifty tool which can come in handy during your email marketing efforts

Were these all the free SEO tools in 2020?

Nope. The list goes on.

There is no dearth of amazing free seo website audit tools. But the ones we shared are tried and tested by our amazing SEO team here at Sitewired.