# 6 Free SEO Tools to Dramatically Increase Your Site's Search Engine Ranking

Every small business hopes to be found online, but accomplishing that is not always an easy task. While you can create a killer website, if you aren't using search engine optimization (SEO) techniques, you won't be able to drive traffic to your site. To help boost your rankings, here are some of the best SEO tools that you can get for free.

**Google Trends**

This is the go-to tool for determining the best keywords for your site. It allows you to view how search queries change over time when people search for your keyword. It also compares different words and phrases to see which ones will work best. With this information, you can use the right phrases on your site and within your blog posts to help boost your website traffic.

**Browseo**

This tool will show you how a search engine views your site. It strips down your site to the base level, getting rid of the fonts, headers, and images to display the relevant SEO information. When you can look at your site this way, you can see what might need improvement. To use the tool, enter your URL into the site.

**Screaming Frog**

This tool will crawl your website and look for SEO roadblocks and will provide you with a detailed report of the problem areas within your site. It will look for broken links, oversized files, missing metadata, duplicate pages, and internal links. You can use the results to improve your SEO and website.

**GTmetrix**

Having slow page speed can significantly hinder your SEO efforts. If you didn't already know, site speed plays a significant role in search engine rankings. Use GTmetrix to double check the load rate of your site. To do this, enter your URL into the site, and get a score on your page speed and a list of ways that you can improve.

**Rank Checker**

Find out where your website lands in search engine results with Rank Checker. It will show you where your site shows up and will provide you with useful tips on how to improve your site. You can install the button on your toolbar, so you have easy access to the information. With this tool, you can keep a close eye on where your website stands.

**Responsive Design Test**

Search engines give special treatment to websites that look great on all devices, no matter their orientation or size. To make sure your site looks sharp on every device, make sure to use responsive website design. If you aren't sure if your site uses a responsive design you can use this free tool to check.

With the help of these six, free SEO tools you can ensure that your site will rank higher on the search engines and drive more traffic to your site.