



SEO Tools Cheat Sheet

To Sign Up For

SEOMoz Pro Membership

SEOMoz offers some of the web's most useful SEO and competitive analysis tools. Some of this functionality is free, but most requires a \$99 per month paid membership. They normally offer a 30-day free trial which is a bit on the short side for analyzing a new niche market. So we reached out to them to secure an extended free three month membership for all eCommerceFuel students – a \$198 value! To claim your free three month free membership, sign-up using the following page and coupon code:

Important: To keep this extended trial available for students, PLEASE do not share this code or post it online. If it's made publicly available, this offer may not be available to eCommerceFuel students in the future.

Sign-Up Page: <http://www.moz.com/partners/ecommercefuel>

To Install

Browser of Choice: Firefox

While Chrome is catching up, Firefox still has the most extensions available for conducting SEO and competitive research. You can download Firefox for Mac and PC for free at Mozilla.org.

SEOMoz Toolbar

Even if you aren't using a paid SEOMoz Pro membership, their toolbar offers a number of great features. Download it for free from the [SEOMoz toolbar page](#). Compatible with both Chrome and Firefox.

SearchStatus Extension

Provides you with PageRank, Compete.com traffic stats, Alexa ranking, and more in the bottom right hand corner of your browser. Free at the [SearchStatus download page](#).

To Understand

Browsing Privately

You want to make sure you're analyzing non-biased search results and not results that have been personalized from your preferences and browsing history. You can ensure this by going to “Tools → Start Private Browsing” in Firefox or to “File → New Incognito Window” in Chrome.

Control Results Based on Location

The results you see are customized based on where you're searching from in the world. If you're planning on selling to the country you reside in, this shouldn't be a problem. But if you'll be selling to customers in a different country, you'll want to view (and analyze) the results they're seeing when doing research. For a good guide on how to easily accomplish this, please [see this tutorial](#).