



# SEO TOOLS MUST HAVE FOR EVERY BUSINESS

Learn some of the most essential and effective tools for Search Engine Optimization

**PRESENTED BY  
JAIPUR SCHOOL OF DIGITAL MARKETING**



# Google Analytics

## WHAT IS GOOGLE ANALYTICS

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. It is highly effective tool that helps you to know your audience better.



[HTTPS://ANALYTICS.GOOGLE.COM](https://analytics.google.com)



# Google Webmaster

## WHAT IS GOOGLE WEBMASTER

Web service by Google which allows webmaster to check indexing status and optimize visibility of their websites. This tool will help you to know about your website health.



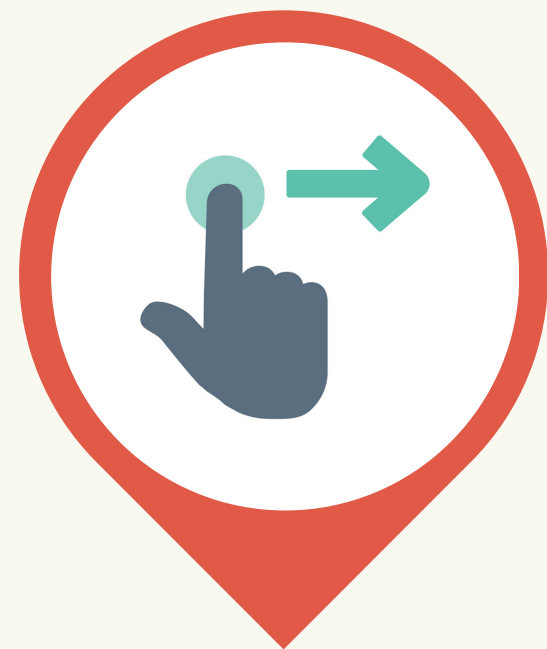
[HTTPS://SEARCH.GOOGLE.COM/SEARCH-CONSOLE](https://search.google.com/search-console)



# AHREF

## WHAT IS AHREF

Ahref is a paid tool that is used to spy on your competitors backlinks and helps you to understand about your competitors strategy, You can get to learn about their latest backlinks, anchor tags and much more.



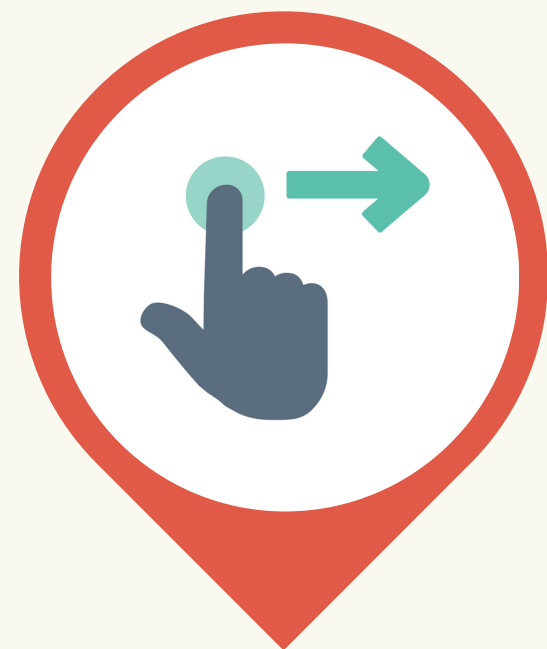
[HTTPS://AHREFS.COM](https://ahrefs.com)



# Canva

## WHAT IS CANVA

If making graphics and pictures for your website and social media is making you trouble then use canva which is super easy to use and provide high quality customizable images for your website and social media posting



[HTTPS://WWW.CANVA.COM](https://www.canva.com)





# Jaipur School of Digital Marketing

## GET TRAINED BY DIGITAL MARKETING EXPERTS

JSMDM is one of the finest and reputed digital marketing training institute offering complete Digital Marketing Training at pocket friendly prices. Visit [www.jsdm.in](http://www.jsdm.in) for more details

