



Our mission statement at Avenger IT Next Generation is to provide the most up-to-date IT services for ease of doing business in the corporate world. Nowadays, everyone is convinced that technology will interact with each other and increase the efficiency of organizations and promote their business. Our mission statement based on the satisfaction of our customers.

Avenger is an especial IT Co., which is providing a secure, fast and reliable websites for anyone to start or run their business in any possible scale from personal businesses to midsize enterprises.

## Contact

PHONE: +33-1-43133808

WEBSITE: <https://avengering.com/>

EMAIL: [sales@avengering.com](mailto:sales@avengering.com)

[info@avengering.com](mailto:info@avengering.com)

### Services:

[Website design and creation](#)

[All type SEO Services](#)

[Improve site performance](#)

[Ads Campaign](#)

# Google Seo tools

[Suitable for beginner](#)

## Foreword:

[SEO articles](#) and especially Google SEO tools are one of the most popular parts of [Avenger IT Next Generation site](#). On this page we have collected free SEO articles and related topics. These articles include educational information about SEO and SEO tools of Google and any site and if you are going to read SEO WordPress tutorials you will have no problem. By the way, the SEO principles of all content management systems are the same, and the difference is in the tools you use on the site.

If you are a fan of [Google SEO tools](#) and want to learn how to do them, you can take advantage of our dedicated SEO articles. These articles cover all the SEO topics thoroughly and comprehensively. These tutorials are completely free and you can publish them. For more information about our [SEO services, visit our links](#) or contact us.

# Google Seo tools for search engine optimization

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## Preface

As we all know, Google is the most powerful and effective search engine worldwide. We just can't imagine our life without Google. Google [SEO](#) tools are the most important part of Google's technologies. All of Google SEO tools make you enable to analyze all of the parameters related to your site and your SEO situation. Do not forget, Google provides you the answers to almost everything under the sun with a single click.

Google search is the backbone of Google's business and processes [40,000 search queries](#) every second. However, Google is a lot more than just a search engine.

They also provide various free tools for marketers, developers, and other professionals to help them deliver the best results in their respective fields.

These free Google tools can help you:

- Boost your SEO rankings.
- Build brand awareness.
- Engage more people with your brand.
- Track and manage your brand reputation.

Let's take a look at some of the best free Google tools and how they can help you enhance your productivity and engage more people with your brand

## **Google Seo tools for search engine optimization**

SEO google tools may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines. All of SEO google tools differ from local search engine optimization. Local SEO is focused on optimizing a business's online presence so that its web pages will be displayed by search engines. SEO Google tools that serve as the basis for the SEO campaign; Google Webmaster Tools, Google Ad Words, Google Trends, and Google Ad Planner.

### **1.Webmaster Tool(Google)**

The tools for Google's webmasters Google webmasters to better control Google's interactions with their websites and to get useful information from Google on their site. Use the tools for webmasters will not help you identify problems that can help your site optimize search results. With the service, webmasters can:

- See which parts of the Googlebot site have encountered crawling issues.

A- Download an XML Sitemap.

B-Analyze and generate robots.txt files. • Delete URLs already explored by Googlebot.

C-Specify the preferred domain.

D- Identify issues with the title and description Meta tags.

What reports are you looking for in Google Search Console? Is Your Purpose To View Backlinks? Or looking for site monitoring errors for their Redirect 301? Have you ever looked at the URL parameters section? You can use Google Search Console for just about anything.

*Note that Google has renamed its webmaster tool in 2015 to Search Console.*

Note that Google Search Console is constantly being updated and some features are being removed from the old version and redirected to the new version. So while you are reading this, there may be slight differences between what you are studying and what is actually there. All we try to do is keep up to date with the console's changes.

To help educate Google Search console, it will go into future sections

We divide and present many. You will be given reports in each of these sections. You can use this data in SEO reports.

### **2. Google Analytics Tool**

After you've done a crawl and indexing of Google's Webmaster Tools Help, now look for the ability to check incoming traffic to your site. Google Analytics is a tool for that. Google Analytics helps you better understand:

1- How to access your site?

2-support to discover the most popular content on your site.

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3-Help with the impact of optimizations attributed to you on your site. For advanced users, the information provided by an analytics

### **Package, combined with your server log files, can:**

Provide even more complete information on how visitors interact with your documents. Google also offers another tool called Google Website Optimizer, which allows you to conduct experiments to determine the changes made on page 15 generating the best conversion rates for visitors. Google Analytics and Webmaster Tools is a powerful way to improve your site.

## **3. Google AdWords**

Google AdWords allows you to publish ads on Google. Your ad appears in one of the color boxes aligned along the right edge of the page, under "Sponsored Links". It's important to note that your ad will only be made on the Google home page, not in Yahoo! or sites affiliated with Google.

Here are some important benefits of the AdWords program:

First, your ad will appear almost immediately after it's posted. You do not have to wait long before seeing your listing in Google. You are here to buy comments on how to comment and how to choose your password to optimize your investment.

Google AdWords has a beta key tool. It is used to find a keyword for your campaign. For example, if you operate a budget hotel, the keyword generator can suggest useful keywords, such as "hotel discounts" or "motels". No-one-of-a-kind words help you to search for new customers that you might have missing. You can order the URL of your website or keywords. In either case, keywords may be useful for your ad campaign.

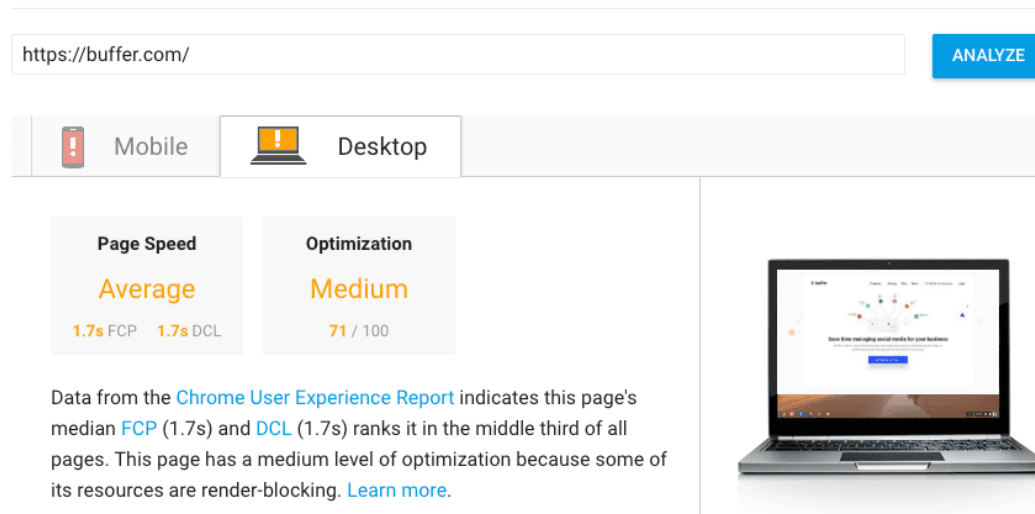
## **4. Google Trends**

Trends is a Google tool that provides statistics on the volume of searches. Data is available since 2004. – 16 – The Google Trends service allows you to rate data in language and region. This can be used to track and anticipate traffic over some time.

## **5- Google PageSpeed Insights**

Enter a URL, and this tool will test the loading time and performance for desktop and for mobile, plus identify opportunities to improve (and pat you on the back for what you're doing well). The mobile results also come with a user experience score, grading areas like tap targets and font sizes.

### PageSpeed Insights



Alternatives: [Pingdom](#), [WebPageTest](#), and [GTmetrix](#)

## Page speed analysis definition:

As we taking above first and one of the most important parameters of SEO analyzing is Page speed. Analyzing the loading speed of your website is an important factor that has to be taken into account. A light web page that loads quickly enhances the overall user experience. Not only does it affect the user experience but is also one of the factors that influence the site's SEO. You can test your page speed from the PageSpeed Insights tool by Google.

## Google's recommendations here are some important recommendations

- Send your webpage to Google at <http://www.google.com/addurl.html>.
- Submit your webpage and sitemap in XML form using Google Webmaster Tools. Google uses your site to learn more about your site structure and to increase the coverage of your web pages. Remember to check your website first.
- Make sure your site is online.

## Conclusion:

Whether you are an entrepreneur, marketer, developer, or just a student, all of Google SEO tools can help you stay up-to-date with the latest technology and news, engage more people, and grow your business.

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Can you think of any other Google SEO tools? Please mention them in the comments below. If you have not enough expertise to do your SEO analyzing we are enthusiastic to do this behalf of you.