



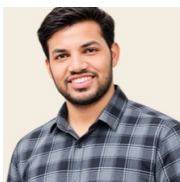
Ritik Namdev

Free Tool list

15 Free SEO Tools That Replace a \$100+/Month Subscription

Semrush starts at \$139/month and Ahrefs Lite at \$129/month. These 15 free tools cover most of what a small business actually uses.

Fifteen free SEO tools, each checked live, with what it does, its real free limit and when to use it. Set up the first three today and you have better data than most paid dashboards give you.



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How to use it

1. Set up the 3 Google and Bing tools in section 1 first. They give you your real data.
 2. Pick one tool from each later section only when you hit that problem.
 3. Do the 10-minute starter setup at the end today.
-

Set these up first: your real data

Paid tools estimate your traffic. These show what actually happened. Every other tool on this list is less important than these.

1

Google Search Console (<https://search.google.com/search-console>)

Free · needs a Google account and site verification

Google's own report on your site: the searches you show up for, clicks, impressions, average position, indexing problems and who links to you.

Best for: Finding which pages Google indexed and which searches already bring clicks.

Ritik's note: Pick a Domain property (DNS verification). It covers http, https, www and subdomains in one place.

2

Bing Webmaster Tools (<https://www.bing.com/webmasters>)

Free · import your sites from Search Console in a few clicks

Bing's version of Search Console, plus an AI Performance report (public preview) that shows how often Copilot and Bing AI summaries cite your pages.

Best for: Bing data and the only free first-party AI citation report I know of.

Ritik's note: Use the Import option on My Sites. It verifies your site through Search Console, so there is nothing to paste.

3

Google Analytics 4 (<https://marketingplatform.google.com/about/analytics/>)

Free (Analytics 360 is the separate enterprise product)

Tracks what visitors do after they land: pages viewed, where they came from, sign-ups and sales.

Best for: Seeing which traffic turns into leads or sales.

Ritik's note: Link it to Search Console so you see search queries and on-site behavior together.

Free keyword research

You don't need exact volumes to start. You need to know what people type and whether interest is rising.

1

Google Trends (<https://trends.google.com/trends/>)

Free · no account needed

Shows how interest in a search changes over time and by region, scaled 0 to 100 (relative, not raw searches).

Best for: Comparing two ways of saying the same thing and spotting seasons.

Ritik's note: Compare up to five terms side by side and set the region to your city or country.

2

Google Keyword Planner (<https://business.google.com/ad-tools/keyword-planner/>)

Free to use · needs a Google Ads account with setup completed (billing details)

Google Ads' keyword tool: keyword ideas and monthly search estimates straight from Google.

Best for: Rough search volume and new keyword ideas from a seed word or a competitor URL.

Ritik's note: Accounts that aren't spending often see volume ranges, not exact numbers. Ranges are fine for picking topics.

3

Ahrefs Free Keyword Generator (<https://ahrefs.com/keyword-generator>)

Free · no account · shows a limited set of ideas per search

Type one word, get keyword ideas and questions for Google, Bing, YouTube or Amazon.

Best for: Fast question ideas for blog posts and FAQs.

Ritik's note: Switch to the 'Questions' tab. Those make the best FAQ sections.

4

Semrush Free plan (<https://www.semrush.com/prices/>)

Free · 10 reports per day · 1 project · no card needed

The free tier of Semrush: keyword, domain and site audit reports with caps.

Best for: A quick look at a competitor's top keywords once in a while.

Ritik's note: 10 reports a day is plenty if you plan what you'll check before you log in.

Featured pick

theStacc

Free keyword tools tell you what to write; they don't write it. theStacc is a paid AI marketing platform that plans, writes, SEO-scores and publishes blog articles to WordPress, Webflow or Ghost (Blog SEO from \$99/month billed yearly, 3-day free trial), so you can turn the keywords you find here into published posts.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Free speed and mobile checks

1

PageSpeed Insights (<https://pagespeed.web.dev/>)

Free · no account

Paste any URL and get real-user Core Web Vitals (when Google has enough data) plus a lab test with fixes.

Best for: Checking LCP (good under 2.5s), INP (under 200ms) and CLS (under 0.1) on your key pages.

Ritik's note: Look at the Mobile tab first. Most local customers find you on a phone.

2

Lighthouse (Chrome DevTools) (<https://developer.chrome.com/docs/lighthouse/overview>)

Free · built into desktop Chrome

Built into Chrome. Audits performance, accessibility, best practices, SEO and agent-readiness for any page you open.

Best for: Testing pages before they go live, including staging sites PageSpeed can't reach.

Ritik's note: Right-click > Inspect > Lighthouse tab > Analyze page load. Takes about a minute.

3

Microsoft Clarity (<https://clarity.microsoft.com/>)

Free · Microsoft says no traffic limits

Heatmaps and session recordings that show where people click, scroll and leave.

Best for: Finding out why a page that ranks doesn't convert.

Ritik's note: Watch 10 recordings of your money page. You'll find a problem in the first five.

Free technical audits

1

Screaming Frog SEO Spider (<https://www.screamingfrog.co.uk/seo-spider/>)

Free · up to 500 URLs per crawl (paid licence £199/year)

Desktop crawler that finds broken links, missing titles, duplicate pages, redirects and noindex tags.

Best for: Small sites. 500 URLs covers most local business and early SaaS sites.

Ritik's note: Sort the 'Page Titles' tab by 'Missing' and 'Duplicate'. Fix those first.

2

Ahrefs Webmaster Tools (<https://ahrefs.com/webmaster-tools>)

Free for verified sites · 5,000 crawl credits per project per month · up to 1,000 backlinks/keywords shown

Free Site Audit (170+ checks), Site Explorer for your own backlinks and keywords, and cookie-free web analytics.

Best for: Seeing your own backlinks and a monthly health score.

Ritik's note: Connect it with Search Console to verify fast.

Free schema and rich results checks

1

Rich Results Test (<https://search.google.com/test/rich-results>)

Free · test a live URL or paste code

Google's test for which rich results (stars, FAQs, products and so on) your structured data can earn.

Best for: Checking schema after any template change.

Ritik's note: Run it on smartphone mode, which is the default Google crawls with.

2

Schema Markup Validator (<https://validator.schema.org/>)

Free · no account

Schema.org's own validator. Checks all schema types, not only the ones Google uses for rich results.

Best for: Catching errors in Organization, LocalBusiness or Person markup that the Rich Results Test ignores.

Ritik's note: Use both tools. They answer different questions.

Free local and AI visibility

1

Google Business Profile (<https://www.google.com/business/>)

Free · only for businesses with face-to-face customer contact (not online-only)

Your free listing on Google Maps and the local map pack: hours, reviews, photos, posts.

Best for: Local businesses. Often the fastest way onto page one for 'near me' searches.

Ritik's note: Use the exact same name, address and phone number as on your website.

My 10-minute starter setup

1

Minute 0 to 4: Search Console

Add a Domain property, add the DNS TXT record at your domain provider, then submit /sitemap.xml under Sitemaps. DNS can take time to update, so come back later if verification fails.

2

Minute 4 to 6: Bing Webmaster Tools

Sign in, choose Import from Google Search Console, pick your site. Done.

3**Minute 6 to 8: PageSpeed Insights**

Test your homepage and your main service page on mobile. Write down the three Core Web Vitals.

4**Minute 8 to 10: Rich Results Test**

Test your homepage. If no structured data is found, that goes on your to-do list.

Sources

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- Google Business Profile Help: Add or claim your profile — <https://support.google.com/business/answer/3038063>
- theStacc — <https://thestacc.com>

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<https://ritiknamdev.com/resources/free-seo-tools/>