Ritik Namdev

FREE TOOL LIST

THE ₹0 STACK

The ₹0 Stack: 35 Free Tools to Run SEO, a Website and AI Search

Hosting, analytics, keywords, rank checks, schema, AI visibility, design, email and automation. Every free limit checked on the official site in November 2026.

10
SECTIONS

52
IDEAS, TOOLS & TEMPLATES

2026-11
LAST CHECKED



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SEO since 2018 · tests SEO + AI search on his own sites
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Tested, not guessed.

INSIDE THIS TOOL LIST

35 free tools that cover the whole job: build and host the site, measure it, pick keywords, check rankings, fix speed and schema, and see if AI search cites you. Plus a one-weekend setup plan and a table that tells you when paying is actually worth it.

> **WHO IT'S FOR**
>
> Founders, freelancers and small teams who want a real website with SEO and AI-search tracking, and don't want a monthly bill before the site earns anything.

01 **1. Your real data (set these up first)**
These are the search engines' own reports about your site. Paid tools estimate. These show what happened. ...

02 **2. Free hosting and site builders**
You still pay for a domain name. Everything else here can be ₹0. Pick one host. Read the commercial-use line...

03 **3. Behaviour, privacy analytics and reports**
GA4 is enough for most people. Add one of these when you want recordings, a simpler cookie-free view, or...

04 **4. Free keyword research**
You don't need exact volumes to start. You need to know what people type and whether interest is growing....

05 **5. Free rank tracking**
Most free rank trackers are trials. These two are genuinely free and use your own verified data.

06 **6. Speed, technical checks and schema**
Run these after every big change: new theme, new template, new plugin.

07 **7. Free AI-search visibility checks**
There is no free tool that tracks every AI assistant. So you use the one first-party report that exists, and you...

08 **8. Design, email, forms and automation**
A site needs images, a way to collect emails and a few small automations. These free plans cover all three.

09 **Set it up in one weekend**

10 **When to start paying**
Pay when a free limit blocks real work, not before. This is the order I'd follow.

HOW TO USE IT

1

Read section 1 (your real data). Set those up first, even if you skip everything else.

2

Pick ONE tool per later section. You don't need two hosts or three analytics tools.

3

Follow the one-weekend setup at the end, then check the 'when to start paying' table only when a limit actually blocks you.

01

1. Your real data (set these up first)

These are the search engines' own reports about your site. Paid tools estimate. These show what happened. I have done SEO since 2018 and run 30 of my own sites, and these are the first things connected on every one of them.

1 Google Search Console

https://search.google.com/search-console

Free · needs a Google account and site verification

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

Best for: Knowing which pages are indexed and which searches already bring clicks.

> *Ritik's note:* Add a Domain property (DNS verification). One property covers http, https, www and subdomains.

2 Bing Webmaster Tools

https://www.bing.com/webmasters

Free · can import and verify sites from Search Console

Bing's version of Search Console. Bing data also matters because Microsoft Copilot answers are grounded in Bing results.

Best for: Bing data and the AI Performance report (section 7).

> *Ritik's note:* Use the Import option. It pulls your sites from Search Console, so there is no code to paste.

3 Google Analytics 4

https://marketingplatform.google.com/about/analytics/

Free (Analytics 360 is the separate paid enterprise product)

Tracks what visitors do after they land: pages, traffic sources, sign-ups and sales.

Best for: Seeing which traffic turns into leads.

> *Ritik's note:* Mark your newsletter sign-up or contact form as a key event on day one. Pageviews alone tell you little.

4 Google Sheets

https://workspace.google.com/products/sheets/

Free with any Google account (some Gemini features need a paid Workspace plan)

Spreadsheets in the browser. Your keyword list, content plan and monthly numbers live here.

Best for: One simple tracker for all your sites.

> *Ritik's note:* One row per page: URL, target keyword, publish date, clicks last 28 days. That sheet beats most dashboards.

02

2. Free hosting and site builders

You still pay for a domain name. Everything else here can be ₹0. Pick one host. Read the commercial-use line before you choose.

1 Cloudflare Pages

https://pages.cloudflare.com/

Free · 500 builds/month · 100 projects · 20,000 files per site · 1 build at a time

Hosts static and framework sites (Astro, Next.js and more) on Cloudflare's network, deployed from Git.

Best for: Business sites that want free hosting without a non-commercial rule.

> *Ritik's note:* My default for new static sites. Connect the GitHub repo and every push deploys.

2 Cloudflare Free plan (DNS + CDN)

https://www.cloudflare.com/plans/free/

Free · CDN, SSL and DDoS protection included

Puts your domain behind Cloudflare: CDN, free SSL and DDoS protection, wherever the site is hosted.

Best for: Making any site faster and safer, including WordPress on cheap hosting.

3 Vercel Hobby

https://vercel.com/docs/plans/hobby

Free · 100 GB fast data transfer/month · 100 deployments/day · non-commercial, personal use only

Hosting built for Next.js and other frameworks, with previews for every change.

Best for: Personal projects and side experiments, not a business site.

4 Netlify Free

https://www.netlify.com/pricing/

Free · 300 credits (a production deploy uses 15 credits, bandwidth 20 credits per GB)

Git-based hosting with forms, functions and deploy previews.

Best for: Small sites that deploy rarely.

> *Ritik's note:* Credits go fast if you deploy often. 300 credits is about 20 production deploys and nothing else.

5 GitHub Pages

https://pages.github.com/

Free · 1 GB site size · soft 100 GB bandwidth/month · not allowed as free hosting for online businesses or e-commerce

Free static hosting straight from a GitHub repository.

Best for: Docs, portfolios and open-source project pages.

6 WordPress (self-hosted)

https://wordpress.org/

Free software · GPLv2 (or later) licence

The open-source CMS. Free software; you pay only for hosting.

Best for: Non-developers who want a familiar editor and plugins.

7 Astro

https://astro.build/

Free · open source (MIT licence)

A web framework that ships fast, mostly static pages. Pairs well with Cloudflare Pages.

Best for: Content sites where speed matters and you (or an AI assistant) can edit code.

> *Ritik's note:* ritiknamdev.com is an Astro site. With Claude or ChatGPT helping, you don't need to be a developer to edit it.

03

3. Behaviour, privacy analytics and reports

GA4 is enough for most people. Add one of these when you want recordings, a simpler cookie-free view, or one report for many sites.

1 Microsoft Clarity

https://clarity.microsoft.com/

Free forever · Microsoft says no traffic limits

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

Best for: Finding why a page gets traffic but no sign-ups.

2 Cloudflare Web Analytics

https://www.cloudflare.com/web-analytics/

Free · no usage caps listed

Lightweight analytics that uses no cookies or localStorage and doesn't fingerprint visitors.

Best for: A simple, privacy-first traffic count without a cookie banner discussion.

3 Umami Cloud (Hobby)

https://umami.is/pricing

Free · 100,000 events/month · 1 website · 6 months data retention

Clean, privacy-focused analytics with a simple dashboard.

Best for: One site where you want a readable dashboard.

4 Google Data Studio (formerly Looker Studio)

https://datastudio.google.com/

Free · Google calls it a no-cost tool (Pro is the paid team version)

Free dashboards that pull Search Console, GA4 and Sheets data into one report.

Best for: One monthly report across several sites or for a client.

> *Ritik's note:* Google has renamed this product more than once. Old links to lookerstudio.google.com redirect here.

04

4. Free keyword research

You don't need exact volumes to start. You need to know what people type and whether interest is growing. For a deeper list see the free keyword tools resource.

1 Google Keyword Planner

https://business.google.com/in/ad-tools/keyword-planner/

Free · needs a Google Ads account with setup completed (Expert Mode)

Google's keyword ideas and volume ranges, built for advertisers.

Best for: Rough volume ranges straight from Google.

2 Google Trends

https://trends.google.com/trends/

Free · no account needed

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

Best for: Checking if a topic is growing or dying before you write about it.

3 Ahrefs Free Keyword Generator

https://ahrefs.com/keyword-generator

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

Keyword ideas with difficulty and volume from up to 10 seed words.

Best for: Quick idea lists for one topic.

4 Semrush Free plan

https://www.semrush.com/prices/

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

A taste of the full Semrush toolkit: keyword, domain and AI visibility reports.

Best for: The occasional competitor or keyword check.

Featured pick

theStacc

Free tools tell you what to write; they don't write it. theStacc is paid AI marketing software that plans, writes and publishes SEO blog articles to your site in your brand voice (Blog SEO from $99/month, with a free trial), so the keywords you find here can become 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.

05

5. Free rank tracking

Most free rank trackers are trials. These two are genuinely free and use your own verified data.

1 Search Console Performance report

https://search.google.com/search-console

Free · part of Search Console

Average position for every query and page, with 16 months of history. This is your free rank tracker.

Best for: Tracking position changes for keywords you already show up for.

> *Ritik's note:* Filter by page, then sort queries by impressions. Positions 8 to 20 with high impressions are your easiest wins.

2 Ahrefs Webmaster Tools

https://ahrefs.com/webmaster-tools

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

Ahrefs data for sites you verify: keywords you rank for, top pages, backlinks and a site audit.

Best for: Seeing rankings and links in one place, from a second data source.

06

6. Speed, technical checks and schema

Run these after every big change: new theme, new template, new plugin.

1 PageSpeed Insights

https://pagespeed.web.dev/

Free · no account

Core Web Vitals from real Chrome users plus a lab test with fixes.

Best for: Checking real-user speed on mobile.

2 Lighthouse (Chrome DevTools)

https://developer.chrome.com/docs/lighthouse/overview

Free · built into desktop Chrome

Performance, accessibility, best-practice and SEO audits inside Chrome.

Best for: Testing pages before they go live.

3 Screaming Frog SEO Spider

https://www.screamingfrog.co.uk/seo-spider/

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

Crawls your site like a search engine and lists broken links, redirects, missing titles and duplicates.

Best for: A full technical check of a small site.

4 Rich Results Test

https://search.google.com/test/rich-results

Free · test a live URL or paste code

Google's test for whether your structured data qualifies for rich results.

Best for: Checking FAQ, Product, Article or Breadcrumb schema.

5 Schema Markup Validator

https://validator.schema.org/

Free · no account

Validates any schema.org markup, not only the types Google shows as rich results.

Best for: Checking Organization, Person and sameAs markup that AI systems use to understand who you are.

07

7. Free AI-search visibility checks

There is no free tool that tracks every AI assistant. So you use the one first-party report that exists, and you ask the assistants yourself, once a month, with the same questions.

1 **Bing AI Performance report**
https://www.bing.com/webmasters

Free · any site verified in Bing Webmaster Tools

Inside Bing Webmaster Tools: how often Microsoft Copilot and Bing AI summaries cite your pages, by query and by page. Public preview, no click data.

Best for: The only free first-party AI citation report I know of.

2 **ChatGPT Free**
https://chatgpt.com/pricing

Free · search included · uploads, images and deep research are limited

Ask the questions your buyers ask and see if your site or brand is named. The free plan includes search.

Best for: Monthly brand-mention checks and drafting help.

3 **Claude Free**
https://claude.com/pricing

Free · limited usage every 5 hours and every week · web search included · up to 5 Projects

Chat with web search, file creation and code execution. Good for editing site code and writing schema.

Best for: Writing and fixing code, schema and page copy.

> *Ritik's note:* Ask it to write JSON-LD for your page, then paste the result into the Schema Markup Validator above.

4 **Gemini (free)**
https://gemini.google/subscriptions/

₹0/month · usage limits refresh every 5 hours · 15 GB Google storage

Google's assistant, with Deep Research and Canvas on the free plan.

Best for: Seeing how a Google AI model describes your topic and your brand.

08

8. Design, email, forms and automation

A site needs images, a way to collect emails and a few small automations. These free plans

cover all three.

1 Canva Free

https://www.canva.com/pricing/

Free · 5 GB cloud storage

Templates for blog images, social posts and simple graphics.

Best for: Featured images and social graphics without a designer.

2 Figma Starter

https://www.figma.com/pricing/

Free · unlimited drafts · 150 AI credits/day (up to 500/month) · limits on files and pages

Design tool for page layouts and wireframes.

Best for: Planning a page layout before you build it.

3 Kit (free Newsletter plan)

https://kit.com/pricing

Free up to 10,000 subscribers · unlimited forms, landing pages and broadcasts · no automated sequences

Email newsletter tool with landing pages, forms and tagging.

Best for: Starting a newsletter from day one.

> *Ritik's note:* This is what runs Proof Notes. Tag every sign-up by the resource they came for, so you know what people want.

4 Resend

https://resend.com/pricing

Free · 3,000 emails/month · 100 emails/day · 3 domains

Sends transactional emails from your site (confirmations, alerts, download links) through a simple API.

Best for: Form alerts and 'here is your file' emails.

5 Tally

https://tally.so/pricing

Free · unlimited forms and submissions (fair use policy)

Form builder that works like a document.

Best for: Contact forms, surveys and lead forms.

6 Zapier Free

https://zapier.com/pricing

Free · 100 tasks/month · two-step Zaps only · checks every 15 minutes

Connects apps: when X happens in one tool, do Y in another.

Best for: One or two simple automations, like form to Google Sheet.

7 Make Free

https://www.make.com/en/pricing

Free · 1,000 credits/month (most actions use 1 credit)

Visual automation builder with multi-step flows.

Best for: Automations with more than two steps on a ₹0 budget.

09

Set it up in one weekend

1 **Saturday morning: build and host**

Buy your domain. Put it on the Cloudflare Free plan. Create the site (Astro or WordPress) and deploy it on Cloudflare Pages, or on your WordPress host. Make sure https works on the main domain.

2 **Saturday afternoon: connect your real data**

Add a Domain property in Search Console and submit your sitemap. Import the site into Bing Webmaster Tools. Install GA4 (or Cloudflare Web Analytics) and Microsoft Clarity.

3 **Saturday evening: basic checks**

Run PageSpeed Insights on the homepage and one inner page. Crawl the site with Screaming Frog (500 URLs is enough for a new site). Fix broken links, missing titles and duplicate pages.

4 **Sunday morning: schema and keywords**

Add Organization (or Person) schema with sameAs links to your profiles. Test it in the Schema Markup Validator and Rich Results Test. Build a Google Sheet with 20 keywords from Keyword Planner, Trends and the Ahrefs generator.

5 **Sunday afternoon: email and forms**

Create a free Kit account and one sign-up form on the site. Connect a Tally contact form. Set up one Zapier or Make flow that copies new leads into your Google Sheet.

6 **Sunday evening: your AI baseline**

Write 5 questions a buyer would ask about your service. Ask them in ChatGPT, Claude and Gemini and note whether your site or brand is named. Save the answers in the Sheet with today's date. Repeat monthly.

7 **Next month: read the numbers**

After 28 days, open the Search Console Performance report and Bing's AI Performance report. Note the pages getting impressions and improve those first.

10

When to start paying

Pay when a free limit blocks real work, not before. This is the order I'd follow.

Free limit you hit	Sign it's time	What to pay for
Kit free: no automated sequences	You want a welcome email series for new subscribers	Kit paid plan
Screaming Frog: 500 URLs per crawl	Your site passes 500 pages	Screaming Frog licence (£199/year)
Semrush free: 10 reports/day	You do competitor research every week	A paid SEO suite for one month at a time, when you need it
Zapier free: 100 tasks, two-step Zaps	Automations stop mid-month or need extra steps	Try Make free first, then a paid automation plan
Vercel Hobby: non-commercial only	The site starts selling or gets leads for a business	Move to Cloudflare Pages (free) or a paid plan
Netlify: 300 credits	You run out of deploys	Move to Cloudflare Pages before paying
Resend: 100 emails/day	Your forms send more than 100 emails a day	Resend paid plan
AI assistants: usage caps	You hit the limit every day while working	One paid AI plan (pick the one you use most)

Sources

Every claim in this Tool list traces back to one of these. Checked 2026-11.

Cloudflare Pages limits
https://developers.cloudflare.com/pages/platform/limits/

Cloudflare Free plan
https://www.cloudflare.com/plans/free/

Vercel Hobby plan
https://vercel.com/docs/plans/hobby

Netlify pricing
https://www.netlify.com/pricing/

GitHub Pages limits
https://docs.github.com/en/pages/getting-started-with-github-pages/github-pages-limits

WordPress licence
https://wordpress.org/about/license/

Astro
https://astro.build/

Microsoft Clarity
https://clarity.microsoft.com/

Cloudflare Web Analytics
https://www.cloudflare.com/web-analytics/

Umami pricing
https://umami.is/pricing

Data Studio documentation
https://docs.cloud.google.com/looker/docs/studio

Google Keyword Planner
https://business.google.com/in/ad-tools/keyword-planner/

Semrush pricing
https://www.semrush.com/prices/

Ahrefs Webmaster Tools
https://ahrefs.com/webmaster-tools

Screaming Frog SEO Spider
https://www.screamingfrog.co.uk/seo-spider/

Search Engine Land: Bing AI Performance report
https://searchengineland.com/bing-webmaster-tools-testing-new-ai-performance-report-468039

ChatGPT pricing
https://chatgpt.com/pricing

Claude pricing
https://claude.com/pricing

Gemini plans
https://gemini.google/subscriptions/

Figma pricing
https://www.figma.com/pricing/

Kit pricing
https://kit.com/pricing

Resend pricing
https://resend.com/pricing

Tally pricing
https://tally.so/pricing

Zapier pricing
https://zapier.com/pricing

Make pricing
https://www.make.com/en/pricing

theStacc
https://thestacc.com

KEEP GOING

There's a whole library *of these. All free.*

Checklists, templates, tool lists and playbooks for SEO, AI search, marketing and growing a business or career. New ones every week.

ritiknamdev.com/resources

NEWSLETTER

Proof Notes

one tested lesson a week

INSTAGRAM

@ritiknamdev.seo

one tested idea a day

THIS RESOURCE

ritiknamdev.com/resources/zero-rupee-stack/

always the latest version