

# **Website Admin Toolkit**

## *The Ultimate Website Admin Playbook for Organic Growth*



*Learn how strategic website design tweaks, consistent SEO audits,  
and smart content marketing checks build your site into  
a 24/7 lead magnet that dominates organic search results.*

Website Media Broker, LLC  
30725 US Highway 19  
#236  
Palm Harbor FL 34684  
(727) 370-0011  
[EZweb.Company](http://EZweb.Company)

April 26, 2026

# ***Ultimate Website Admin Playbook***

## **TABLE OF CONTENT**

OVERVIEW: YOUR ROADMAP TO A SELF-SUFFICIENT WEBSITE	3
INTRO: THE MOMENT OF TRUTH FOR YOUR WEBSITE	4
WEBSITE MECHANICS: THE INVISIBLE ENGINE CONTROLLING YOUR RANKINGS	5
WHERE ARE YOU NOW: DIAGNOSING YOUR WEBSITE'S SCENARIO	7
NEXT STEPS: FIXING THE 3 SCENARIOS WITH 7-DAY SPRINTS	10
YOUR WEBSITE ADMIN PARTNER: WHY EZ WEB COMPANY?	13
REAL WINS FOR REAL BUSINESSES	13
SERVICES FOR BUSINESS OWNERS & CONTRACTORS	15
TAKE THE NEXT STEP WITHOUT GUESSWORK	16
FAQ: YOUR TOP WEBSITE ADMIN QUESTIONS ANSWERED	17
YOUR WEBSITE ADMIN TOOLKIT, A FREE DOWNLOAD	19
INDEX OF FREE WEBSITE TOOLS	20

## *Ultimate Website Admin Playbook*

### **OVERVIEW: YOUR ROADMAP TO A SELF-SUFFICIENT WEBSITE**

75% of users judge a company's credibility based on its website design. (Stanford Web Credibility Project). If your site is slow, cluttered, or stuck in 2018, you're losing trust before a prospect reads a single word. But credibility is only the start. Without a deliberate blend of regular SEO audits, purposeful content marketing, and a design that guides visitors toward a quote request, even a beautiful website becomes invisible in organic search results.

This isn't another fluffy list of "10 tips you should know." It's a practical, scenario-based playbook built for busy service contractors who need a website that works as hard as they do.

By the time you finish this guide, you'll know:

- The 3 most common website scenarios (and exactly which one you're in right now)
- Which free tools diagnose your site's health in under an hour
- How to fix design, content, and SEO gaps without hiring an expensive developer
- A 7-day sprint plan for each scenario so you can act immediately
- Why a specialist partner might be the smartest shortcut you take this year

First, a quick win. Before you dig in, run your site through one of the free tools we'll mention, like Google PageSpeed Insights or HubSpot's Website Grader, so your reading is paired with real data. Bookmark this page, and let's turn your website into the lead-generation engine it should be.

At the end of this article, you can grab all the tools, checklists, and sprint plans as a download: **“Website Admin Toolkit”and it's completely free.**

## **Ultimate Website Admin Playbook**

### **INTRO: THE MOMENT OF TRUTH FOR YOUR WEBSITE**

Be honest. When was the last time you intentionally administered your website—not just threw up a quick blog post or swapped a photo, but actually checked under the hood? For most business owners, the answer is “I can’t remember.” Yet your website remains the only salesperson working 24/7, even when you’re on a job site, sleeping, or booked out for months.

Google studies suggest it takes about 50 milliseconds for users to form an opinion about a website. That’s less time than it takes to blink. In that split second, a prospect decides whether you’re credible, professional, and worth a call. If your site loads slowly, looks dated, or doesn’t answer their immediate question, they bounce—and your competitor gets the job.

**The challenge?** Running a construction, home improvement, or contracting business consumes your mental bandwidth. Site administration falls off the radar, creating one of three dangerous scenarios that quietly bleed leads every single day. By the end of this intro, you’ll know which scenario fits your current reality—and you’ll be ready to fix it.

**60-Second Micro-Audit:** Open an incognito browser window right now, visit your website, and ask yourself: Does it load in under two seconds? Is my phone number visible without scrolling? Can I find the services I want to promote most in one click? This quick gut check often reveals more than you think.

#### **Free Tools for an Instant Snapshot**

- **Website Grader:** A free website grader that scores design, SEO, accessibility, and more.
- **Google’s Mobile-Friendly Test:** Tells you if your site passes Google’s mobile criteria.
- **Website Grader** by HubSpot: Evaluates performance, mobile readiness, SEO, and security in seconds.

## **Ultimate Website Admin Playbook**

Your Next Move: Run one of these tests now, note your score, and come back to match it against our three scenarios below. You'll know exactly what to tackle first.

### **WEBSITE MECHANICS: THE INVISIBLE ENGINE CONTROLLING YOUR RANKINGS**

Great website design isn't just about looking pretty. It's the structural foundation that determines how search engines crawl your site, how fast it loads, and how easily visitors turn into leads. Paired with consistent SEO audits, strong mechanics lift your organic search results without spending a dime on ads.

Think of your website like a contractor's truck. A clean, well-maintained vehicle with a clear logo, easy-to-read phone number, and organized tools tells a client you're reliable before you even ring the doorbell. A dented, rusty truck with peeling decals and a muffler that drags sparks on the highway sends the opposite message. Your website works the same way.

#### **The Core Components That Matter Most:**

- **Page speed & Core Web Vitals:** Since Google's mobile-first indexing, speed is a direct ranking factor. A 1-second delay in page load time can reduce conversions by 7% (Akamai).
- **Mobile responsiveness:** Mobile devices account for 59% of organic search engine visits (Statista). If your site pinches, stretches, or buries the phone button on a smartphone, you're invisible to the majority of searchers.
- **Clean navigation & silo structure:** Your site's architecture should group related services (e.g., "Kitchen Remodeling," "Home Additions") so Google understands your expertise, and users never get lost.
- **Technical SEO health:** Broken links, missing meta titles, duplicate content, and missing alt text for images quietly erode your rankings over time. Without an SEO audit, you'd never know they exist.

## ***Ultimate Website Admin Playbook***

### **Free Tools to Diagnose Mechanics Today**

<b>TOOL</b>	<b>WHAT IT CHECKS</b>	<b>QUICK FIX</b>
<b>Google Pagespeed Insights</b>	Load speed and core web vitals	Compress images, enable browser caching
<b>GTmetrix</b>	Waterfall analysis	Defer JavaScript, optimize CSS delivery
<b>Broken Link Checker</b>	Dead internal and external links	Redirect or remove dead links
<b>WAVE, Web Accessibility Tool</b>	Contrast, alt text, form labels	Add missing ALT text, improve button content

A real-world example: One home remodeling contractor ran his site through PageSpeed Insights and found his mobile score was 23/100. The culprit? Full-resolution images straight from a digital camera, not compressed for web. After resizing and compressing those images, plus enabling caching through a simple plugin, his score jumped to 78. Within a month, bounce rates on mobile dropped 18%, and organic inquiries increased.

---

### **Key Mechanic Checklist Before You Go Further:**

- Homepage loads under 2.5 seconds on mobile
- All critical service pages are accessible within two clicks from the homepage
- Every image has descriptive alt text
- Your phone number is a click-to-call link on mobile
- A clear call-to-action exists above the fold on your top five pages

Our “[Website Health Scorecard](#)” checklist covers 15 points in under 10 minutes. [View it now](#) to grade your own mechanics instantly.

## *Ultimate Website Admin Playbook*

### WHERE ARE YOU NOW: DIAGNOSING YOUR WEBSITE'S SCENARIO

Your website almost certainly falls into one of three common scenarios. Recognizing yours eliminates guesswork and gives you a clear, targeted action plan. Think of this as triage for your digital presence. No fluff, just the truth.

#### **Scenario 1:** “The Dated Storefront” – Needs Content Updates or Overhaul

What it looks like: The site functions, but the blog hasn't been touched since 2021. Project photos are from three jobs ago. Your service area has expanded, but the copy still references old neighborhoods. You're noticing a slow decline in organic traffic, and competitors are showing up above you in organic search results even though you do better work.

**Key Symptom:** Flat or declining organic traffic despite a once-decent presence. High bounce rates on key service pages.

*47% of consumers expect a web page to load in 2 seconds or less (Kissmetrics).  
If your design feels dated and sluggish, prospects assume your work is too.*

#### **Free Tools for This Scenario:**

- **Copyscape:** Check if your content is original or accidentally duplicated across the web.
- **Hemingway App & Grammarly:** Readability matters; make your copy punchy and error-free.
- **Google Search Console** (Performance tab): Identify which pages have lost clicks over the last 6 months.

#### **Scenario 2:** “The Ghost Town” – Looks Good, but No Organic Search Results

What it looks like: You invested in a beautiful new site, but it's invisible on Google. You get compliments on the design at networking events, yet most of your leads still come from referrals or paid ads. You're not even on page three for your main service keywords.

## ***Ultimate Website Admin Playbook***

**Key Symptom:** Low domain authority, thin content on service pages, and a lack of intentional keyword targeting. Google doesn't understand what you do or where you do it.

*90.63% of pages get zero organic search traffic from Google (Ahrefs). Without an aggressive SEO audit and a content marketing strategy, your beautiful site joins that silent majority.*

### **Free Tools for This Scenario:**

- **Google Search Console** (Coverage & Performance reports): Find which queries you do rank for and what's blocking the rest.
- **Ubersuggest** (free tier): Uncover keyword gaps your competitors are exploiting.
- **AlsoAsked.com:** Pulls "People also ask" data to build content that satisfies real user questions.

### **Scenario 3: "The Leaky Bucket" – Needs Better Processes to Keep Updated**

What it looks like: You're publishing blog posts occasionally, you tweak a service page now and then, but it's reactive and inconsistent. Maybe you rely on a team member who gets pulled onto other duties, so the website limps along in fits and starts. You're worried that when a big Google update hits, you won't know until the damage is done.

**Key Symptom:** Inconsistent publishing schedule, no regular SEO audit routine, and a CMS so outdated you're afraid to touch it. You're leaving easy wins on the table because the process isn't sustainable.

*60% of marketers say that blog content creation is their top inbound marketing priority (HubSpot), but only when it's consistent. Publishing once a quarter does nothing. A steady weekly rhythm, however, compounds.*

## ***Ultimate Website Admin Playbook***

### **Free Tools for This Scenario**

- **Trello** or **AirTable** editorial calendar template: Map out 3 months of content in 20 minutes.
- **Screaming Frog SEO Spider** (free version, up to 500 URLs): Schedule monthly crawls to catch errors before Google does.
- **Google Analytics annotations**: Mark every site change so you can tie traffic shifts directly to your actions.

Not sure which scenario fits you best? We'll run a free diagnostic snapshot and give you a clear, one-page report. [Click here to request yours](#) with no sales pitch, just clarity.

## **Ultimate Website Admin Playbook**

### **NEXT STEPS: FIXING THE 3 SCENARIOS WITH 7-DAY SPRINTS**

Knowing your scenario is half the battle. The other half is doing something about it before another month slips by. Here are focused, 7-day sprints for each situation. They use only free tools and the kind of tasks you or a team member can tackle between job site visits.

#### **Fix Sprint for Scenario 1** *“The Dated Storefront” Content Revival*

Goal: Refresh stale content, improve on-page signals, and show Google (and visitors) that you’re active and relevant.

- **Day 1:** Audit Content Inventory: Export all your page titles and URLs from Google Search Console or your CMS. Identify the top 20 pages by past traffic, and mark the ones with declining trends.
- **Day 2:** Rewrite the “Big 3”: Pick your three most important service pages and update them with fresh copy, recent project examples, and updated local city/service area mentions. Ensure each page has a unique meta title and description.
- **Day 3:** Visual Overhaul: Swap out any photo older than two years. Add captions with keywords naturally. Compress images with TinyPNG. Add at least one before-and-after slider on your main service page.
- **Day 4:** Internal Linking Sprint: Add 2–3 contextual links from relevant blog posts to your refreshed service pages. This signals importance to Google.
- **Day 5:** Publish One New Piece of Cornerstone Content: Write a “Complete Guide to [Your Top Service] in [Your City]” that’s at least 1,200 words. Answer every question you get on estimates.
- **Day 6 :** Refresh Your Google Business Profile: Align your site’s NAP (Name, Address, Phone) exactly with what’s on your GBP. Post the new guide as an update.
- **Day 7:** Re-submit to Google: Use Search Console to request indexing for the updated URLs. Monitor impressions over the next two weeks.

*Websites that publish consistently see 3.5x more traffic than those that publish monthly (Content Marketing Institute).*

## **Ultimate Website Admin Playbook**

**Free Tools Bundle for This Sprint:** Search Console, TinyPNG, Hemingway App, Google Business Profile.

### **Fix Sprint for Scenario 2** *“The Ghost Town” Organic Visibility Kickstart*

Goal: Signal relevance to Google, build topical authority, and start climbing organic search results for local service terms.

- **Day 1:** Foundational SEO Audit: Run Screaming Frog on your site (free mode). Fix immediate technical errors: missing title tags, H1 tags, 404 errors, and redirect chains. Submit a clean sitemap in Search Console.
- **Day 2:** Competitor Gap Analysis: Using Ubersuggest’s free tier, identify 10 keywords your top-ranking competitor ranks for that you don’t. These are your content targets.
- **Day 3:** Location Page Blitz: If you serve multiple cities or neighborhoods, create a dedicated, unique page for each service area. Avoid copy-paste; use specific landmarks, project references, and local testimonials.
- **Day 4:** Build Topic Clusters: Group your service pages under a “pillar” page. For example, a pillar page “Residential Roofing Services” links out to “Roof Inspections,” “Roof Repair,” and “Roof Replacement,” and vice versa.
- **Day 5:** Create a Resource: Write an in-depth answer post targeting a “People also ask” query, like “How long does a kitchen remodel take in [City]?” Include real timeline examples.
- **Day 6:** Off-Page Signals: Claim or update your listing on the top 5 relevant directories (Houzz, HomeAdvisor, Angi, etc.) with consistent NAP and a link back. List your site on local chamber of commerce pages if not already.
- **Day 7:** Request Indexing & Set Up Monitoring: Use Google Search Console’s URL Inspection tool on your new pages. Set up a monthly rank tracking report (free with Ubersuggest or Google Sheets + manual checks) to watch movement.

Important Perspective: It takes an average of 3–6 months to see meaningful organic search results after major content changes, but early-day sprints set the stage for momentum you can’t buy.

## **Ultimate Website Admin Playbook**

### **Fix Sprint for Scenario 3: “The Leaky Bucket” Process & Consistency Makeover**

Goal: Turn website administration from a sporadic chore into a repeatable, low-stress system that steadily builds traffic.

- **Day 1:** CMS Audit & Backup: Ensure your CMS, plugins, and themes are updated. Create a full backup. Remove any unused plugins, old user accounts, and draft clutter.
- **Day 2:** Designate a Website Admin Time Block: Block 90 minutes on your calendar every Friday for site maintenance. Protect it like a client meeting.
- **Day 3:** Build an Editorial Calendar: Use Trello, AirTable, or a simple Google Sheet to map out blog topics, seasonal service promotions, and project show-o case updates for the next 90 days. Focus on content marketing that answers seasonal needs (e.g., “winterizing your HVAC system” in October).
- **Day 4:** Automate Your Audit Triggers: Set up a recurring monthly reminder to run Screaming Frog and check Search Console for coverage issues. Create an “audit log” Google Doc where you note every change and its impact.
- **Day 5:** Delegate or Template: Create a simple content brief template so anyone on your team can write a first draft. The brief specifies the target keyword, the title, the meta description, and 3 key points to cover.
- **Day 6:** Batch Your Quick Wins: Dedicate one block to completing 5 small tasks you’ve been putting off: fixing broken links, updating a team photo, adding alt text to recent project images, and checking forms for functionality.
- **Day 7:** Review & Adjust: Look at your Google Analytics top landing pages. Are your new processes driving more traffic? Adjust next month’s plan accordingly. Celebrate small wins publicly on your social channels to drive even more traffic.

**Free Tools Marathon:** Trello, Screaming Frog, Search Console, Google Analytics, and a Google Docs template.

At this point, you have the playbook. You can absolutely run these sprints, see improvements, and build a stronger web presence yourself. Many of our clients started exactly this way. But as the leads roll in and your time becomes even more valuable, you may decide that administering the website pulls you away from the work that actually pays you. That’s by design and that’s where EZ Web Company comes in.

## **Ultimate Website Admin Playbook**

### **YOUR WEBSITE ADMIN PARTNER: WHY EZ WEB COMPANY?**

You've just unpacked a toolbox of free diagnostics, content quick-wins, and SEO audit tricks. But for a busy contractor or service business owner, there's a difference between knowing the hack and having the time to execute it consistently, week after week. That's where a specialist partner changes everything.

#### *15 Years of Website Transformation And Counting.*

EZ Web Company didn't start yesterday. For almost two decades, we've had a front-row seat to the web's biggest shifts: from static brochure sites and keyword stuffing, through the mobile-first revolution, to today's AI-driven search and Core Web Vitals. More importantly, we've helped our clients not just survive those shifts, but thrive through them.

This depth means we don't just apply the latest fad—we know which website design tweaks actually move the needle on organic search results, how SEO audits should adapt when a Google core update drops, and which content marketing strategies build lasting authority in local trades. Our experience is your insurance against chasing tomorrow's algorithm with yesterday's thinking.

### **REAL WINS FOR REAL BUSINESSES**

Our clients don't need theory they need leads and brand recognition. Here's what a few of them have achieved with our ongoing website administration.

*“Steu has designed my website as professional as I ever could have hoped for. A loyal and dedicated professional, he stays on task and completes all the objectives set out as the website plan develops. Steu is a very welcome member of my team.”*

~ Rob Towner, Bear Creek Placer, LLC

*“Very happy with services Steu has provided us with so far. Before We met him we had obtained website and SEO services through another company, and he couldn't of come at*

## **Ultimate Website Admin Playbook**

*better time as we were completely frustrated with our current website services. Steu was 100% clear on the services he would offer through out of contract period and so far he has stood behind everything he said he would do. I have and will continue to refer customers to Steu. Steu has answered every email and phone call and has met every request based on our Companies needs. If you are looking for a great website service and would like to see your business grow, then I can confidently say you will want have Steu apart of your team.. Thanks for everything Steu!!!”*

~ Tory and Lisa, Aztec Electrical

*“I am most happy and extremely satisfied with Steu's ideas, help, support and enthusiasm to revise my site and market my eBooks around the world. He is a master at website design and promotion and meticulous in his work. I trust his judgment completely.”*

~ Dianne Roberts, Author

“I had a web site that needed some work when I met Steu. He was able to design a new web site plus create a video testimonial with one of my clients, all at a very reasonable fee. I am satisfied with his work and recommend his services. Thank you Steu!”

~ Bruce, General Contractor

“Steu designed a web site for us which displays both our "brick and mortar" store Inventory and our On-line Store Inventory. He also handles the weekly updates to the site. Because of Steu, we have a great Customer Service Tool! We highly recommend Steu! He is honest, proficient, and very easy to work with. He delivers what he promises. Thank you Steu, for your attention to detail! !”

~ Joe and Coralee, Bookstore Owners

## ***Ultimate Website Admin Playbook***

### **SERVICES FOR BUSINESS OWNERS & CONTRACTORS**

Your website isn't an eCommerce store selling shoes, it's a trust-building machine for high-ticket services. We specialize exclusively in websites for construction, home contractors, and business contractors.

- We understand metrics that make the keywords your potential clients type in at 10 p.m. after a pipe bursts, a porch collapses or they are motivated to find a reliable contractor.
- We provide content development for websites and all your media that convert visits to calls because we understand liability insurance badges, license numbers, and how before-and-after galleries build instant trust.
- Our online marketing isn't fluffy blog posts; it's neighborhood-targeted project profiles, checklists, and in-depth guides that dominate local search.

When you outsource your website administration to us, you're not getting a generic maintenance package. You're getting a partner who lives in your world, applies the hacks from this article every single week, and treats your site like the lead generation asset it should be.

## ***Ultimate Website Admin Playbook***

### **TAKE THE NEXT STEP WITHOUT GUESSWORK**

You've pinpointed which of the three scenarios you're in. You've grabbed the free tools. You could run the sprints and manage it all yourself. But if your days are already packed with bids, crews, and clients, let us become your invisible back-office web team.

### **Get a Free Website Performance Snapshot & Custom Admin Plan**

We'll run a thorough diagnostic, show you exactly where your site is leaking leads, and outline a month-by-month plan with no obligation, just clarity from a team with 15 years in the trenches.

**[Click Here to Request Your Free Snapshot.](#)**

### **FAQ: YOUR TOP WEBSITE ADMIN QUESTIONS ANSWERED**

#### ***1. How often should I really do an SEO audit for a small business site?***

For most contractor websites, a light audit (checking for broken links, mobile issues, and indexing errors) should be done monthly. A deeper content and backlink audit can happen quarterly. Consistency beats intensity.

#### ***2. Can I fix website design issues without hiring a developer?***

Absolutely. Many design-related fixes—like improving button contrast, adding alt text, compressing images, and updating fonts for better readability—can be handled inside user-friendly CMS platforms. Larger structural changes may warrant professional help, but the low-hanging fruit is almost always DIY-able.

#### ***3. My site looks great but doesn't rank. What's wrong?***

Great design doesn't equal search visibility. You likely lack targeted content, have technical SEO gaps (like missing meta tags), or your site doesn't demonstrate authority on the topics you want to rank for. A thorough content strategy paired with an SEO audit typically surfaces the precise gaps.

#### ***4. Is content marketing just blogging, or is there more?***

It's far more. For contractors, it includes project show-o cases, customer FAQ pages, location-specific service pages, video walkthroughs, downloadable checklists, and even reviews management. Any content that answers a client's question before they ask it is content marketing.

#### ***5. What's the one free tool I should install today?***

Google Search Console. It connects your site directly to how Google sees it—alerts you to errors, shows which queries drive traffic, and lets you submit pages for indexing. No other free tool has that level of direct SEO impact.

#### ***6. How long does it take to see organic search results after making changes?***

Minor fixes (indexing a missing page) can show results in days. A significant content overhaul typically needs 4 to 6 months to produce stable organic search results. The key is not to pause; search engines reward sustained effort.

## **Ultimate Website Admin Playbook**

### ***7. Does redesigning my site hurt my SEO?***

If done incorrectly, changing URL structures without redirects, removing high-performing pages, or ignoring on-page SEO in the new design, it can absolutely hurt. But a properly managed redesign with 301 redirects and retained content equity can actually boost rankings.

### ***8. How do I convince my team to invest in regular site maintenance?***

Frame it in lost-lead terms. One missed job per month due to a slow or invisible website often costs more than a year of consistent site maintenance. A simple “leads per month before and after” comparison usually wins the argument.

### ***9. What's more important: design or content?***

They're not competitors; they're partners. Beautiful design without content gives visitors nothing to act on. Great content on a clunky, slow design makes people leave. You need both: design that loads fast and guides the eye, and content that answers questions and prompts action.

### ***10. Can I do my own SEO audit, or do I need a pro?***

You can absolutely handle the basics with the free tools in this article. A professional becomes valuable when you need to interpret complex crawl data, fix deep technical issues, or build a long-term content strategy that outpaces competitors. Start DIY, then upgrade when time or complexity demands it.

## ***Ultimate Website Admin Playbook***

### **YOUR WEBSITE ADMIN TOOLKIT, A FREE DOWNLOAD**

Good intentions fade without a system. That's why we've bundled the checklists, sprint plans, and tool links from this guide into one downloadable PDF—the Website Admin Toolkit. Print it, share it with your team, or keep it on your desktop for your Friday maintenance block.

[Download this Free Toolkit Here](#)

And if you'd rather hand the whole thing over to a team that's been doing this for contractors since before the iPhone launched, request your free snapshot and custom plan. We'll show you exactly where your site stands and what it would take to outrank your competition without the overwhelm.

Let's collaborate to design and sustain an online presence that works as hard as you do.

## ***Ultimate Website Admin Playbook***

### **INDEX OF FREE WEBSITE TOOLS**

15 Point Checklist.	<a href="https://ezweb.company/blog/?id=website-health">https://ezweb.company/blog/?id=website-health</a>
AirTable	<a href="https://www.airtable.com/templates/blog-editorial-">https://www.airtable.com/templates/blog-editorial-</a>
AlsoAsked	<a href="https://alsoasked.com/">https://alsoasked.com/</a>
Backlin Checker	<a href="https://ahrefs.com/backlink-checker">https://ahrefs.com/backlink-checker</a>
Bing Places For Business	<a href="https://www.bing.com/forbusiness">https://www.bing.com/forbusiness</a>
Broken Link Checker	<a href="https://ahrefs.com/backlink-checker">https://ahrefs.com/backlink-checker</a>
Content Margin Institute	<a href="https://contentmarketinginstitute.com/">https://contentmarketinginstitute.com/</a>
Copyscape	<a href="https://www.copyscape.com/">https://www.copyscape.com/</a>
Domain Authority	<a href="https://ahrefs.com/website-authority-checker">https://ahrefs.com/website-authority-checker</a>
Hemingway App	<a href="https://hemingwayapp.com/">https://hemingwayapp.com/</a>
Google Search Console	<a href="https://search.google.com/search-console/about">https://search.google.com/search-console/about</a>
Google Analytics	<a href="https://marketingplatform.google.com/about/analytics/">https://marketingplatform.google.com/about/analytics/</a>
Google Business Profile	<a href="https://business.google.com/en-all/business-profile/">https://business.google.com/en-all/business-profile/</a>
Google Docs	<a href="https://docs.google.com/">https://docs.google.com/</a>
Google Page Speed Test	<a href="https://pagespeed.web.dev/">https://pagespeed.web.dev/</a>
Grammarly	<a href="https://app.grammarly.com/">https://app.grammarly.com/</a>
GTmetric	<a href="https://gtmetrix.com/">https://gtmetrix.com/</a>
Mobile Test	<a href="https://www.browserstack.com/responsive/">https://www.browserstack.com/responsive/</a>
Screaming Frog	<a href="https://www.screamingfrog.co.uk/seo-spider/Structure">https://www.screamingfrog.co.uk/seo-spider/Structure</a>
Schema Data Test	<a href="https://test.schema.dev/">https://test.schema.dev/</a>
Trello	<a href="https://trello.com/">https://trello.com/</a>
Ubersuggest	<a href="https://app.neilpatel.com/en/ai-keyword-overview">https://app.neilpatel.com/en/ai-keyword-overview</a>
WAVE	<a href="https://itsaccessibility.syr.edu/accessible-websites/">https://itsaccessibility.syr.edu/accessible-websites/</a>
Yandex Webmaster	<a href="https://webmaster.yandex.com/welcome/">https://webmaster.yandex.com/welcome/</a>
Website Grader	<a href="https://website.grader.com/">https://website.grader.com/</a>