

How Data Science can Boost SEO Strategy in 2023

- Optimize the User Experience - Link from Slide 10

Website Builder Expert: <https://www.websitebuilderexpert.com/>

- Tools for Coming Up with a Keyword Strategy - Links from Slide 26

Google Analytics: <http://www.google.com/analytics>

Ubersuggest: <https://neilpatel.com/ubersuggest/>

SEMrush: <https://www.semrush.com/>

Ahrefs: <https://ahrefs.com/>

AnswerThePublic: <https://answerthepublic.com/>

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

Google Keyword Planner: https://ads.google.com/intl/en_ie/home/tools/keyword-planner/

KeywordTool.io: <https://keywordtool.io/>

MarketMuse: <https://www.marketmuse.com/>

- Tools to Get Competitor Data - Links from Slide 35

Buzzsumo: <https://buzzsumo.com/>

Similarweb: <https://www.similarweb.com/>

Feedly: <https://feedly.com/>

Mailcharts: <https://www.mailcharts.com/>

Owletter: <https://www.owletter.com/>

iSpionage: <https://www.ispionage.com/>

Sprout Social: <https://sproutsocial.com/>

Phlanx: <https://phlanx.com/>

Social Blade: <https://socialblade.com/>

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SEMrush: <https://www.semrush.com/>

Ahrefs: <https://ahrefs.com/>

MozBar: <https://hsinfo.moz.com/mozpro/mozbar/lander>

- Tools to Find the Best Websites to Backlink - Links from Slide 39

Pitchbox: <https://pitchbox.com/>

Screaming Frog: <https://www.screamingfrog.co.uk/seo-spider/>

MailShake: <https://mailshake.com/>

SEMRush: <https://www.semrush.com/>

Moz: <https://moz.com/>

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

Buzzstream: <https://www.buzzstream.com/>

Ahrefs: <https://ahrefs.com/>

Majestic: <https://majestic.com/>

- Resources to Learn About GA4 - Links from Slide 44

Skillshop: https://skillshop.exceedlms.com/student/catalog/list?category_ids=6431-google-analytics-4

Analytics Demo Account: <https://marketingplatformacademy.withgoogle.com/>

Learn with Google Marketing Platform Academy:
<https://marketingplatform.google.com/about/learn/>

Enterprise Marketing Portal: <https://enterprisemarketingportal.google/>

Google Developers for Analytics: <https://developers.google.com/analytics> + demos and tools: <https://ga-dev-tools.web.app/ga4/>

Analytics YouTube Channel: <https://www.youtube.com/googleanalytics>

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- **BONUS:** All Tools Featured in This Presentation - Links from Slide 45

Ubersuggest: <https://neilpatel.com/ubersuggest/>

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Contact Us:

[Neil Patel](#) - [DMI](#) - [TrustInsights](#)