

Resources for a better website

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Trusted search engine optimization guides:

- [Moz.com, The Beginners Guide to SEO](#)
- [Google, Search Engine Optimization Starter Guide](#)

Search engine optimization related tools:

- [SEMrush, keyword, rankings, and other metrics](#)
- [Google Trends, keyword trends over time and location](#)
- [Google Analytics, free website tracking](#)
- [Google Webmaster Tools, information about your website direct from Google](#)
- [Moz.com, 100 best free SEO tools](#)

Local search (business listing resources)

- [Google My Business, Google business listings](#)
- [Google local business information quality guidelines](#)
- [Yelp for business owners, business listings](#)
- [Moz Local, tool to check listings and information](#)

News and other resources on SEO and internet marketing

- [Searchengineland.com, news on all things SEO](#)
- [Searchenginroundtable.com, news on SEO](#)
- [Marketingland.com, news on SEO, social media, and other online media](#)
- [Pole Position Marketing blog](#)
- [Moz.com blog](#)
- [MailChimp resources, email marketing resources and email marketing program](#)
- [WordPress, A potential platform for your next website](#)