

SEO On a Budget Resources by Margarita Grisales

Keyword research:

Google Trends: <https://yoast.com/wordpress/plugins/seo/>

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Google Search Console - Performance Report:

<https://support.google.com/webmasters/answer/7576553?hl=en>

Technical SEO:

Google Search Console – Index: <https://search.google.com/search-console/index>

XML Sitemaps: <https://support.google.com/webmasters/answer/183668?hl=en>
Sitemap formats

Google supports several sitemap formats, described here. Google expects the [standard sitemap protocol](#) in all formats. Google does not currently consume the <priority> attribute in sitemaps.

All formats limit a single sitemap to 50MB (uncompressed) and 50,000 URLs. If you have a larger file or more URLs, you will have to break your list into multiple sitemaps. You can optionally create a [sitemap index](#) file (a file that points to a list of sitemaps) and submit that single index file to Google. You can submit multiple sitemaps and/or sitemap index files to Google.

Enhancements – Speed:

<https://support.google.com/webmasters/answer/9205520?hl=en>

Enhancements – AMP:

<https://support.google.com/webmasters/search?q=AMP+status+report>

Schema Markup:

<https://www.google.com/webmasters/markup-helper/u/0/>

<https://search.google.com/structured-data/testing-tool/u/0/>

<https://support.google.com/webmasters/answer/3069489?hl=en>

Free Tools:

SEOquake: <https://www.seoquake.com/index.html>

Moz: <https://moz.com/free-seo-tools>

* They also have great learning resources and local SEO tools

<https://moz.com/blog>

Yoast SEO: <https://yoast.com/wordpress/plugins/seo/>