

## HELPFUL TOOLS

Google My Business Listing - Claim and manage your Google listing

<https://www.google.com/business/>

Trending Keywords - Great tool for digging deeper into trending keywords and topics

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

Keyword Research Tool - Provided by SERP, additional tool to look up popular keywords

<https://serps.com/tools/keyword-research/>

Keyword Rank Checker - Get an idea of the number of searches for specific keywords in your area, and the estimated cost if you wanted to run a Pay Per Click campaign (shown in tool as est. CPC)

<https://serps.com/tools/rank-checker/>

Check to see what your Website looks like on a Mobile Device, Tablet, Laptop or Desktop

<https://search.google.com/test/mobile-friendly>

See how fast your website performs in the eyes of Google (Note: Speed is often poor, as even sites like Amazon, ESPN, and others perform poorly)

<https://testmysite.thinkwithgoogle.com/>