



**MODERN
LITHO**

Content Expert and Writer-Approved Must-Have **Tools**

Competitive Research:



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Semrush

- Keyword Magic Tool
- Competitive research including domain overview, traffic analytics, organic research, keyword and backlink gap
- Keyword research
- Link building tools, and backlink audit and analytics
- On Page & Tech SEO

Pricing:

Starting at:
Pro Plan
\$119.95/month

Competitive Research continues:

ahrefs

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Ahrefs

- Site explorer
- Keywords explorer
- Site audit
- Rank tracker
- Content explorer

Pricing:

Lite Plan
\$99/month

Competitive Research continues:



Advanced
WEB RANKING

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Advanced Web Ranking

- On-demand rankings
- Local and mobile rankings
- Desktop, mobile and local searches
- Custom SEO reporting
- Competitor research and analysis

Pricing:

Pro Plan
\$99/month

Website Crawler:

Screamingfrog

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Screaming Frog

- SEO Spider tool
- Find broken links
- Analyze page titles & meta data
- Generate XML sitemaps
- Visualize site architecture

Pricing:

Free version or
\$209/year for
full license

Content Research:

BuzzSumo

BuzzSumo

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- Content ideas by searching topics, trends, forums
- Content research
- Identify influential people for your industry and content
- Track mentions, trends, updates of competitors and industries

Pricing:

10 Free
searches/month

Pro license
\$99/month

Content Writing & Optimization:



SURFER

Surfer SEO

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- Use Outline Builder to structure content into a detailed outline complete with potential headings and questions
- Content Editor provides content guidelines and suggestions
- AI Outline Generator
- Check articles for plagiarism and authenticity
- Deep dive into SERP analysis

Pricing:

**\$49/month for
Basic license**

Content Writing & Optimization continues:

Hemingway
Editor

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Hemingway App (Write and Edit)

- Copy and paste your content in for evaluation or write directly in the text editor and get highly visual feedback
- Highlights and flags text that has issues or needs improvement

Pricing:

\$19.99
for Mac
or PC

Content Writing & Optimization continues:



grammarly

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Grammarly

- Very comprehensive suggestions from grammar and spelling to style and tone
- Highly recommended by professional journalists and content writers

Pricing:

Free version or
\$12/month for
Premium license

Content Writing & Optimization continues:

Google Scholar


Google Scholar

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- Search engine that specifically searches scholarly literature and academic resources
- Trustworthy, reputable, and oftentimes peer-reviewed information and articles

Pricing:

Free



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