

7 COOL WEB TOOLS: IS YOUR WEBSITE WORKING RIGHT? FREE WEBSITE TESTING TOOLS

Your web site should be central in your marketing plan. Done right and the world is your market. Done ineffectively-your effort is wasted. Here are several free and easy-to-use site testers that can help you see if things at your Web site are copasetic:

Dead Link/HTML/Browser/Load Time/Spell Checker

www.netmechanic.com/cobrand/zd_dev/

<http://inventory.overture.com/d/searchinventory/suggestion/>

The best free Web tester report card available. Describes and analyzes all of the above and then gives you a rating on each criteria with suggestions for improvement.

MetaTag Tester

<http://www.scrubtheweb.com/abs/meta-check.html>

Analyze your meta title, description and keyword tags (or anyone else's) simply by entering in the web address. Gives recommendation for optimal lengths and key word saturation.

Link Popularity

<http://www.linkpopularity.com>

Many search sites, such as Google, rank your site based on link popularity (how many sites link to your site). This tool will allow you to see how many incoming links you have on several popular search engines and who they are. Simply enter your web address (or anyone else's) to find out.

Overture Key Word Generator

<http://inventory.overture.com/d/searchinventory/suggestion/>

This key word generator suggests additional words and phrases based from its database of past searches on a word or phrase you enter. These new phrases can be inserted in your web site bodytext and meta title/description tags to increase your search engine rankings.

NetMechanic GIFBot

<http://www.netmechanic.com/accelerate.htm>

Are your images too large and slowing download time? This free graphics optimization tool tests all the graphics on any entered web page, ranks them, and, if desired, resamples them showing you what they will look like at lower resolution. The maximum resolution on a web site is 75dpi, so anything higher will just slow the load time. You, or your web tech, can simply copy the resampled image and replace the old slow image.

Xenu's Link Sleuth

<http://home.snafu.de/tilman/xenulink.html>

Are all of your links working? This free downloadable program will test and report any broken links for you.

SearchEngineWatch

<http://searchenginewatch.com>

This is the best site around for finding out about search engines, how they work and how to optimize your Web site ranking.

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Source: Corbin Ball, CMP

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