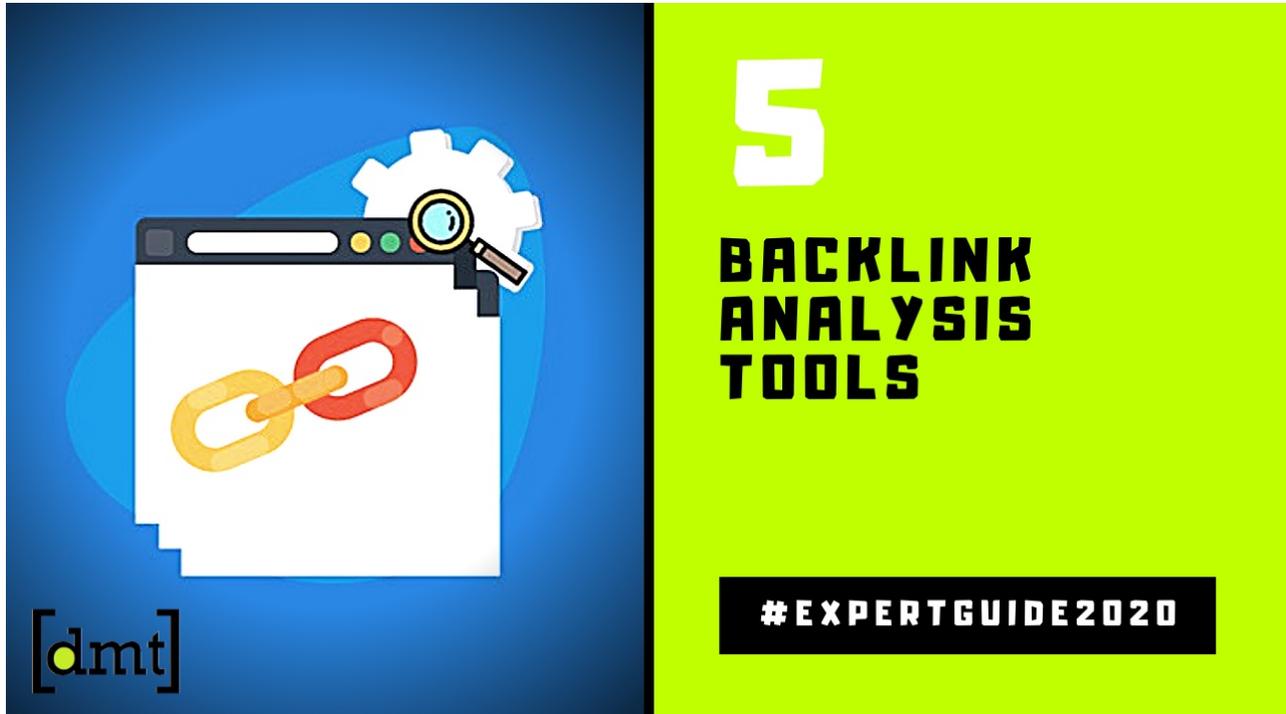


5 Backlink Analysis Tools – SEO Backlinks Expert Guide 2020

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February 24,
2020



When it comes to SEO, the subject almost inevitably comes to dealing with the complex topic of backlinks, that is to say the incoming links that a site receives from others that, to summarize in a very extreme way, also represent a factor that can serve in keyword positioning terms. 😎

What does Backlink mean

Literally, this term indicates a “return link”, but there are also those who use the inbound expression link to emphasize the “direct inward” effect of this reference: in any case, let’s talk about a web page that, for reasons of further study, quotation or others, it reports within the text a hypertext link to one or more pages of our website. It is a useful process and used above all in the context of link building activities, or in the construction of a network of links that come from external sites, aimed at increasing the popularity, reliability and positioning of our site, enhancing what is good about the contents of the website.

1. Ahrefs

The Ahrefs logo is displayed in a pixelated, blocky font. The letter 'a' is orange, while the remaining letters 'hrefs' are white. The logo is centered on a solid blue rectangular background.

Ahrefs (oa href or refs) is a suite of tools for Intelligence link and seo analysis produced in 2011 by the homonymous lean startup. Due to the massive amount of data collected by its crawler (Ahrefs Robot), features, offers and costs, the tool lends itself more to professional use. It is no coincidence that it is among the digital marketing tools most used by web agencies, seo agencies and communication and marketing agencies.

2. **Majestic**



As we know, SEO backlinks are often very important signals in terms of authoritativeness of websites: for this reason we must be able to evaluate the importance of everything that concerns them to decide how they can help in our positioning strategies.

Majestic SEO is one of the most famous tools for backlink analysis and for us it can be a really useful tool for assessing the online importance of competition to decide on the activities to be implemented.

Recommended read: [Social Media Content Trends for 2020 and Beyond Infographic](#)

With Majestic SEO we can analyze the sites that we judge our competitors and evaluate how important they can be considered by Google and too difficult to overcome on serp.

3. **CognitiveSEO**



At first glance, cognitiveSEO is a fairly specialized software, it is clearly not a basic software like Screaming frog crawlers, Botify, Xenu, the SeeUrank suite or other. SEO cognitive provides very special features not to say exclusive. You will notice the incredible

number of data represented in the form of graphs, tables, diagrams, etc. It is very pleasant for a quick analysis and it is all the more accessible for our clients during the realization of the reports. Simplicity, efficiency and productivity are therefore on the menu of this excellent tool.

4. Link Research Tools



In the event that you have to get an investigation on your backlink profile however you're running short on schedule, at that point this Link Research Tools is for you. It offers a snappy diagram of your backlinks with the most significant SEO measurements for every one of the connections in the report.

There are a lot of settings that you can tinker with from limiting connection sources to indicate just certain spaces, (for example, .edu and .gov) to setting how you need your dropped connections to be taken care of. There are even bookmarklets that makes the entire procedure much speedier.

5. Open Site Explorer



Open Site Explorer

The well-known American site SEO Moz has just launched the tool "Open Site Explorer", which offers a lot of information on the backlinks (inbound links) of a website: number of backlinks, form (dofollow, nofollow, 301, etc.). internal or external links, on a home page,

a domain or a subdomain, the text of links (“reputation”), etc.

Recommended read: How AI and Machine Learning Will Change Technical SEO in 2020

The free tool in its basic form, gives access to 200 backlinks. A paid version (from US \$ 79 per month) gives access, for its part, to more than 10,000 backlinks. It is however possible to test the “pro” version for 48 hours before possibly subscribing to it. The tool is based on Linkscape, an index comparable to that of large engines, implemented by SEOMoz. 😊



Watch Video At: https://youtu.be/HO4fpvrQ5_k