# Best SEO Tools for Increasing Traffic to Your Membership Site

One of the best ways for promoting a membership site and increasing traffic is using SEO to optimize your website for search engines like Bing and Google. While paid traffic like Google Ads can bring you instant results, effective search engine optimization can deliver a steady stream of new leads and visitors to your site for years to come. Here are some of the best SEO tools for your membership site that can help improve your SEO and increase your results.

**Keyword Research Tools**

Blogging has been proven to help build an audience for your membership site, but knowing what topics to cover can be challenging. If you want to know what to write about and need to determine whether you have a chance of ranking high on the search engines, you need to use an excellent keyword research tool, like KeySearch (<https://keysearch.co>). Keyword research tools can more accurately tell you if the topic you are writing about is being searched for. Plus, they show you what chances you have for ranking high with a particular search term.

**Uptime and Page Speed Monitors**

It is said that search engines, like Google, will penalize slow-loading sites, which means you might want to consider using a page-speed monitor on your website. Keeping an eye on how quickly your site loads is also critical for ensuring that you are delivering positive user experience. Both free and paid tools are incredibly useful. If you are on a budget, you can try GTmetrix (<https://gtmetrix.com>) to monitor your site upload speeds regularly.

**Visitor Analytics**

When it comes to keeping track of what your visitors are up to when they visit your site, Google Analytics (<https://analytics.google.com>) is a great choice. Not only is it free, but it easily integrates with WordPress, as well as other platforms, and it is incredibly powerful. It provides you with the ability to track visitor numbers, see how long visitors stay on your site and identify how they are finding your content. The program also makes it easy to follow which pages are leaking visitors.

**Search Engine Visibility Tracking**

Tools like Google Analytics make it incredibly easy to see how many visitors you have coming to your site, which provides you with one way to determine how effective your SEO is. However, it is more effective to use specific tools that provide you with a direct route to see if your efforts are paying off.

Optimizing your membership site for the search engines can involve a lot of guesswork. However, by using the best SEO tools you can find, you can arm yourself with the information you need to adjust your content to attract more visitors to your site.