Google Analytics

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

Google Search Console:

<https://search.google.com/search-console>

Google Page Speed Insights

<https://developers.google.com/speed/pagespeed/insights/>

How Google Search Works

<https://developers.google.com/search/docs/beginner/how-search-works>

SiteMaps

<https://developers.google.com/search/docs/advanced/sitemaps/overview>

Google Ad Words Keyword Planner

<https://ads.google.com/intl/en_uk/home/tools/keyword-planner>

Free audit analyser

<https://app.neilpatel.com/en/seo_analyzer>

Mobile friendly test tool:

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

Topic Clusters (for better internal linking and content planning)

<https://sitebulb.com/resources/guides/the-importance-of-topic-clusters/>

Ahrefs

<https://ahrefs.com/blog/seo-basics/>

Matthew Woodward

<https://www.matthewwoodward.co.uk/seo/on-page/seo-audit/>

Yoast SEO for Wordpress

<https://yoast.com/complete-beginner-guide-to-seo/>