

A Guide to SEO Automation



What is SEO automation?

SEO automation is the process of using various [SEO tools](#) and software to perform repetitive and time-consuming SEO tasks. In other words, it helps you automatically complete SEO tasks like creating reports, monitoring SEO issues on your site, completing your [SEO checklist](#), adding internal links, and more.

Can SEO be automated?

Yes, SEO can be automated. However, it's important to note that not everything can be automated when it comes to your SEO strategy. Many tasks can be either fully or partially automated, but not all. In some cases, there are some tasks that can be fully automated, but it's not advisable to do so.

Why should you consider automating SEO?

Here are just a few of the many reasons why you should consider automated SEO:

Time savings



Although saving time is one of the most obvious benefits of automated SEO, it's an important one. Automation software gives you more time back in your workday so you can accomplish more essential business tasks or take some of the best SEO courses.

Better managed investment



When you invest in automation software, you know exactly what you'll pay for it and the tasks it will accomplish for you. That means you won't have to worry about digging into your budget for tools, freelancers, or new team members that you didn't account for from the beginning.

Accelerated SEO performance



Automated software helps you streamline your efforts and improve your overall SEO performance. For example, automation software can help you identify and fix SEO issues and give you actionable insights for future optimizations based on data.

Improved return on investment (ROI)



Automation saves time and money as well as improves your SEO results at the same time. That means you'll earn a higher ROI for your business and improve your bottom line.

How to automate SEO

1

Brainstorm content topic ideas



[Creating SEO content](#) that ranks is essential, and coming up with constant ideas for topics can be both challenging and time-consuming.

There are a handful of [AI content](#) tools that can help you automatically generate a list of potential content topics, such as:

[FAQFox](#) →

[Blog Post Idea Generator](#) →

[AI Content Ideas Generator](#) →

2

Research keywords



Several tools and platforms can help you quickly identify keywords that your target audience is searching for online. Some tools can also help you identify the keywords your competitors currently rank for.

A few [keyword research tools](#) you can try include:

[Keyword Magic \(Paid\)](#) →

[Keywords Explorer \(Paid\)](#) →

3

Create SEO reports



You need to view reports to [monitor your SEO performance](#) and get actionable insights into which optimizations are working well and which aren't so you can earn the best results.

Plus, you'll likely need to create SEO reports for leadership to show your site's current SEO performance and ROI.

But creating reports can be tricky, not to mention it can take up a lot of time on your to-do list.

[Looker Studio](#) is one of the most popular platforms that helps you automatically create custom SEO reports. It allows you to pull data from any specific time frame and combine data from multiple other sources, like [Google Analytics](#).

4

Monitor SEO issues



SEO issues happen to everyone, and it's essential to fix them as they arise to keep your rankings and SEO performance in tip-top shape.

It's best to run frequent website audits to spot those pesky issues. Fortunately, there are plenty of SEO automation tools out there to help you automatically crawl your site and generate issue reports, like the [Screaming Frog SEO Spider](#).

The Screaming Frog SEO Spider allows you to schedule website crawls on a recurring basis. You can also set up the tool to automatically export any reports to your chosen folder right after the crawl completes. For example, you can export a full SEO Issues report, a report of all broken links, and more.

5

Track keyword rankings



You can also use SEO automation tools to track and monitor your keyword rankings and get regular updates on movements using rank tracker tools.

[Ahrefs' Rank Tracker](#) is a great tool for this task. Once you open the tool, simply list the keywords you want to track. Then, you'll be able to track their rankings in the dashboard or opt-in to receive regular email updates with your keyword ranking reports.

Streamline your SEO process with automation

Interested in optimizing your SEO strategy? Learn how our expert team can help you implement effective SEO automation techniques to enhance your online visibility and drive results. [Reach out to us online](#) to get started!

To learn more, visit: <https://www.seo.com/blog/seo-automation/>