



ECHORANK360 · WHITE PAPER

Every SEO tool, explained in plain English.

Echorank360 puts 22 search, content, and reporting tools in one workspace. This paper explains what each one does — no jargon, no acronym soup — so you know exactly which tool answers which question.

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A quick map: **Search Marketing** tells you how you rank and who beats you. **Website Performance** tells you what's broken. **Content Marketing** helps you make things worth ranking. **Reporting** proves it worked. **Local SEO** covers your map listing, and **Developers** lets your own software — or an AI assistant — use all of it.

1 Search Marketing 9 TOOLS

Site Explorer AVAILABLE

Type in any website — yours or a competitor's — and get the full picture: what it ranks for, who links to it, and how it earns search traffic.

Keywords Explorer AVAILABLE

Shows the words people actually type into Google, how many people search them each month, and how hard each one would be to rank for.

Rank Tracker AVAILABLE

Pick the keywords that matter to your business. We check your Google position every day and chart the trend, so you see progress instead of guessing.

GSC Insights AVAILABLE

Connects your own Google Search Console: the real clicks and impressions Google recorded for your site, next to your AI visibility numbers.

SERP Checker AVAILABLE

The live top-100 Google results for any keyword — in any city, on desktop or phone. See exactly what your customers see.

Backlinks AVAILABLE

Every site that links to yours: who links, which of your pages earn links, and whether the total is growing or shrinking.

Brand Radar AVAILABLE

Tracks where your brand name appears across search results and AI platforms, so you notice mentions — good or bad — without hunting.

AI Lens AVAILABLE · NEW

Fetches your page twice — once the way an AI crawler reads it, once in a real browser — and shows the gap. Anything only the browser sees is content AI assistants never read.



Custom Prompts AVAILABLE

Write the exact questions your customers ask ChatGPT or Claude, and monitor whether your business shows up in the answers.

2 Website Performance 4 TOOLS

Site Audit AVAILABLE

Crawls your website the way a search engine does and lists everything technically wrong, with plain-English fixes ordered by impact.

Lighthouse AVAILABLE

Google's own measuring stick: speed, accessibility, best practices, and SEO scores for any page you point it at.

Web Analytics AVAILABLE

Where your visitors come from, what they do on your site, and whether they turn into customers.

Bot Analytics AVAILABLE · NEW

Watches search-engine and AI crawlers visit your site in real time — proof of whether Google and ChatGPT are actually reading your pages.

3 Content Marketing 3 TOOLS

Content Explorer AVAILABLE

Research what already works in your niche: top-performing content, trends, mentions, and pages worth asking for a link.

AI Content Helper COMING SOON

Plan, draft, and improve content with AI — built to write for both search engines and AI assistants.

Social Media Manager COMING SOON

Plan, schedule, and manage your social posts from the same workspace.

4 Reporting 3 TOOLS

Dashboard AVAILABLE

One screen with the marketing and SEO numbers that matter, across all your projects.

Portfolios COMING SOON

Combined performance for several websites at once — built for agencies and multi-site owners.

Report Builder COMING SOON

Custom, client-ready reports that show the impact of the work — without copy-pasting numbers.

5 Local SEO 1 TOOL

GBP Monitor COMING SOON

Tracks and manages your Google Business Profile — the listing that appears on Maps — at scale.

6 Developers 2 TOOLS

Access API AVAILABLE

Pull your keywords, audits, and visibility data into your own code with workspace-scoped API keys.

MCP Server AVAILABLE

Connect Claude and other AI assistants directly to your Echorank360 data via the Model Context Protocol — ask questions, get your numbers.