

LEARN THE WORK. BUILD YOUR STACK.

Learning SEO on a small budget?

7 GitHub projects to help you get started.

01	SerpBear	Keyword positions
02	SEOnaut	Technical site audits
03	Unlighthouse	Lighthouse lab audits
04	Umami	Web & event analytics
05	Plausible	Simple web analytics
06	lychee	Broken-link checks
07	Crawl4AI	AI-ready extraction

Pick one task. Run it. Check what changed.

Functions, stars, hosting and alternatives. Swipe to explore.

01 / RANK TRACKING

SerpBear

Track how your chosen keywords move in Google search results.

GitHub stars	2,142
Licence	MIT
Runs on	Server / Docker

ALTERNATIVE FOR THIS JOB

SE Ranking

For the keyword-position tracking job.

TRY THIS

Choose a small keyword set and compare positions over time.

You still need a SERP data source. Provider or proxy costs can apply.

github.com/towfiqi/serpbear

02 / TECHNICAL SITE AUDITS

SEOnaut

Crawl a website and turn technical SEO issues into a review list.

GitHub stars	838
Licence	MIT
Runs on	Server / Docker

ALTERNATIVE FOR THIS JOB

Screaming Frog

For crawling and technical issue checks.

TRY THIS

Audit your own site, fix an issue and crawl again to check the result.

Self-hosting needs a server and database. Crawler features differ.

github.com/StJudeWasHere/seonaut

03 / LIGHTHOUSE LAB AUDITS

Unlighthouse

Run Lighthouse across multiple pages and compare the reports.

GitHub stars	4,915
Licence	MIT
Runs on	Local machine / CI

Core stars above. Haniubub/seo-toolkit skill repository: 8 stars.

ALTERNATIVE FOR THIS JOB

DebugBear

For Lighthouse lab audits, rather than real-user monitoring.

TRY THIS

Compare your key pages and investigate the slowest templates.

Optional AI skill: seo-unlighthouse. Check its setup against upstream requirements.

github.com/harlan-zw/unlighthouse

04 / WEB & EVENT ANALYTICS

Umami

Understand visits, traffic sources and the events people trigger.

GitHub stars	39,705
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Licence	MIT
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Runs on	Node.js + PostgreSQL
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ALTERNATIVE FOR THIS JOB

Fathom

For visitor and event analytics.

TRY THIS

Measure a useful event, such as someone reaching your contact page.

Self-host it or choose a hosted plan. It overlaps with Plausible; pick what fits.

github.com/umami-software/umami

05 / SIMPLE WEB ANALYTICS

Plausible

Use a focused dashboard to understand your website traffic.

GitHub stars	29,669
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Licence	AGPL-3.0
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Runs on	Server / Docker
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ALTERNATIVE FOR THIS JOB

Plausible Cloud

Community Edition covers core analytics, with fewer Cloud features.

TRY THIS

Read acquisition sources, landing pages and goals in one place.

Community Edition needs hosting, PostgreSQL, ClickHouse and maintenance.

github.com/plausible/analytics

06 / BROKEN-LINK CHECKS

lychee

Check links in Markdown, HTML and text files from a CLI or GitHub Action.

GitHub stars	4,049
Licence	MIT OR Apache-2.0
Runs on	Local machine / GitHub CI

CLI stars above. lycheeverse/lychee-action: 522 stars.

ALTERNATIVE FOR THIS JOB

Dr. Link Check

For checking links and reporting failures.

TRY THIS

Add a link check to your repository and review the failures before fixing them.

The CLI and GitHub Action are separate repos. GitHub runner limits can apply.

github.com/lycheeverse/lychee

07 / AI-READY WEB EXTRACTION

Crawl4AI

Turn web pages into Markdown or structured data for an AI workflow.

GitHub stars	86,293
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Licence	Apache-2.0
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Runs on	Python + browser / Docker
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ALTERNATIVE FOR THIS JOB

Firecrawl

For the web-extraction part of a workflow.

TRY THIS

Extract a few public pages and check the output before using it in a brief.

You run the infrastructure yourself. Optional model calls can add cost.

github.com/unclecode/crawl4ai