INTERNET MARKETING TOOLS

- Site Audit and Analysis
- Keyword Analysis Tools
- Keyword Rank Checker
- Content Creation
- Backlink Research Tools
- Link Management Tools
- Social Media Management
- Paid Advertising - Reporting and Analysis
- Email Marketing
- Affiliate Tools
- Web/Lead Analytics - Reporting and Marketing
- Survey Tools
- Miscellaneous Tools

Site Audit and Analysis

Conduct a site audit and analysis to evaluate the website performance and issues

a. Redirection/Server header Checker
b. Web CEO
c. Screaming Frog Spider
d Google Page Speed
e. Google Webmaster
f. Google Analytics
g. Lorem Ipsum Checker
h. Pingdom
i. Xenu

Keyword Analysis Tools

Use the Keyword Difficulty tool to get at a glance competitive keyword analysis metrics

a. WordStream Free Keyword Tool
b. Trellian Keyword Discovery
c. Google Keyword Planner
d. Keyword Multiplier Tool
e. Ubersuggest

Keyword Rank Checker

Check your search engine position ranking for any keyword in the major search engines and get advanced reports.

a. Web CEO
b. SERPLAB
c. AWR

Content Creation

The content on your site tells your visitors who you are, encourages them to dig into your site. Content marketing efforts can be an uphill battle if you don't have the right tools in place to get the job done.

a. Copyscape
b. Trengo.es
c. Integr.ais
d. Feedly
e. IFTTT
f. Storify

Backlink Research Tools

Get a list of Backlinks to one domain or specific website of your choice, evaluate those links and find out what the Anchorset of each link is.

a. Majestic SEO
b. Ahrefs
c. OSE

Link Management Tools

Keep track of your link building efforts without using dozens of Excel sheets.

a. Raven Tools
b. Buzz Stream

Social Media Management and Analysis

Social management platform that empowers enterprise businesses to use the social web to listen and learn about customers in order to build meaningful, deep, and relevant business connections across multiple social networks.

a. Facebook Image Checker
b. Social Mention
c. Social Bakers
d. HootSuite
e. TwitWalker
f. Buffer
g. Klout

Paid Advertising - Reporting and Analysis

Monitor and administer PPC analytics dashboards, reports and key reports, and point out key areas of importance for improving performance.

a. WordStream
b. Optimizely
c. AdWords Editor
d. SEM Rush
e. AdRoll
f. Rocket Fuel

Email Marketing

Email Marketing is a vital marketing tool for any business. Create emails and auto-responders with results tracking

a. ExactTarget
b. MailChimp
c. AWeber

Affiliate Tools

a. Impact Radius
b. Viewbix
c. VigLink

Web/Lead Analytics - Reporting and Marketing

Marketing Intelligence software provides lead management solutions with marketing intelligence to ensure all your leads are tracked.

a. Google Analytics
b. AdLogr
c. Kiss Metrics
d. Hubspot
e. Pardot
f. Leadsquared
f. Cake
g. Crazyegg

Survey Tools

Create and publish online surveys in minutes, and view results graphically and in real time.

a. Clicktools
b. Surveymonkey

Miscellaneous Tools

a. Google Alerts
b. Google Tag Manager
c. Google Tag Assistant

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