

# 53 Internet Marketing Tools

## Search Engine Optimization Tools

- 1) Google Analytics <http://www.google.com/analytics/>

This is the #1 tool to track what people do on your site.

If you're on WordPress, use this plugin to integrate analytics into your blog/website.  
<https://wordpress.org/plugins/google-analytics-for-wordpress/>

- 2) Google Webmaster Tools <http://www.google.com/webmasters/>

This will show you where your site ranks for keywords, how fast your site is (in Google's eyes), where your inbound links are, and much more. If Google has an issue with your site, this is where they'll let you know about it.

- 3) Google Keyword Planner <https://adwords.google.com/KeywordPlanner>

Use this to find which keywords people are searching for.

Keywords matter. Would you have guessed "learn Spanish" gets 18 TIMES as many searches as "speak Spanish"?

- 4) Google Trends <http://www.google.com/trends/>

This will show you how many searches have been done for a given term over the course of the last few years. This is an excellent way to determine if you're in a niche that is growing or shrinking.

Google Trends also breaks out searches geographically, so you can tell which regions or cities have searched for your term the most. It also includes a view called "breakout terms", which lists similar keywords that have been getting a spike in searches recently. This is a superb hidden keyword tool.

- 5) Yoast WordPress SEO Plugin <https://yoast.com/wordpress/plugins/seo/>

If you follow the suggestions this plugin gives you, your pages will do fairly well in the search engines. It's not everything you can do for SEO, but it's a very good start. Just use some of the other tools listed here so you can choose the right keyword to focus on. Once you've got your core keyword, this plugin can take it from there.

- 6) Moz <http://moz.com/>

This is one of the few paid tools listed here (unless I mention they're paid, all these tools are free). It's got the best keyword difficulty or keyword competitiveness tool I know of. You can get a break from their expensive \$99 a month subscription fee with the \$1 free trial for the first month. Just get all of your keyword research done in that month.

Moz also gives ranking reports and has many other excellent features. I just wish they cost less. Another tool called [SEMrush](#) is similar and as widely used.

- 7) Majestic SEO <https://www.majesticseo.com/>

Majestic refers to themselves as a link database. They're an excellent tool to make sure your link building is on track, or to study the links of your competitors.

- 8) Google Authorship <https://plus.google.com/authorship>

This is half SEO tool and half content marketing tool (it technically not even a tool, it's an identity tracking program), but it has so many SEO benefits I want to include it here.

You should definitely set up your Google Authorship account, and then add the WordPress plugin Authorsure <https://wordpress.org/plugins/authorsure/> to your site. This will give you credit for everything you write online, and make it show up better in the search results.

- 9) Ahrefs <https://ahrefs.com/>

This is another backlink analysis tool. It will give you a way to verify what you learn in Majestic SEO.

- 10) Bing Webmaster Tools <http://www.bing.com/toolbox/webmaster>

This is very similar to Google's own webmaster tools, but it lets you see your site through the eyes of Bing instead.

- 11) Ubersuggest <http://ubersuggest.org/>

This keyword tool can help if you feel like you've exhausted the Google Keyword Planner.

- 12) SEOBook's Toolbar <http://tools.seobook.com/seo-toolbar/>

Half a million installs can't be wrong. This tool is a browser plugin (not a WordPress plugin) that will let you analyze your site and others. This is not something I use much, but many other people swear by it and use it daily.

- 13) WordStream's Keyword Tool <http://www.wordstream.com>

Just in case you want one more keyword tool, here's the third. This will sometimes turn up keywords the Google Keyword Planner never showed.

## General website assessment tools

- 1) Hubspot's Marketing Grader <https://marketing.grader.com/>

Enter your domain name and your email address and Hubspot will review your site and give you a detailed report card and plan of action on how to improve your site. It's not a perfect report, but if you haven't checked your site with this tool recently, you should.

- 2) QuickSprout <http://www.quicksprout.com/>

This is very similar to Hubspot's Grader. It will give you a grade and a detailed list of what you're doing right and what needs help. Analysis includes your social media shares, site speed and SEO keyword optimization.

- 3) WooRank <http://www.woorank.com>

This is another website grader very similar to the two above. It requires a free trial. If you're feeling thorough, yes, this is worth checking even after you've checked the other two.

## Content Marketing Tools – Content Topic Selection

- 1) BuzzSumo <http://buzzsumo.com/>

Find out what pieces of content have been shared the most across social media. BuzzSumo breaks out the results by content type (infographics, videos, posts and more), by time (last six months to last 24 hours). You can even see who's sharing content, so you can tell them about your content.

- 2) Hittail <https://www.hittail.com/>

This is a paid tool that start at \$10 a month. I'm using it now. Hittail suggests keywords that your site is most likely to rank for. You'll need about a thousand visitors a month for it to have enough data to be really helpful (about 33 a day). Hittail works – it's a proven way to get more traffic over time.

## Content Marketing Tools – Organizing Content

- 1) Uberflip <http://www.uberflip.com/>

There is a free version of this tool, but to do much you'll need the paid version. Think of this as a possible scrapbook for every kind of content you have, laid out in a Pinterest style. It's interesting – I'm hoping to test it out soon.

- 2) Shareist <http://www.shareist.com/>

They offer a free 30 day trial, or a one-project plan for \$10 a month, or a 5 project plan for \$25. Shareist is what you want if you need a way to integrate content research, and editorial calendar, several people and dozens of pieces of content to create.

## Writing Tools

- 1) Hemmingway <http://www.hemingwayapp.com/>

This marvelous tool is completely free and can do wonders for you if writing is not your strong suit. Hemmingway will show you what reading level your copy comes in at (aim for a 4<sup>th</sup> grade level), and will point out funky sentences, watery adverbs, and phrases that need to be simpler. It's a great way to clean up your blog posts before you publish them.

- 2) Emotional Marketing Value Headline Analyzer  
<http://www.aminstitute.com/headline/index.htm>

This will score your headline according to how much of an emotional response it will get from your readers. There's no promise this will translate into clicks or sales or shares, but

it's an interesting tool to play around with. Headlines are so critical, every little bit of help matters.

## Image Creation & Editing Tools

- 1) GIMP <http://www.gimp.org/>

Don't have Photoshop? GIMP is an excellent free alternative. You'll have to download the software. Available for Mac only.

- 2) Canva <https://www.canva.com/>

Your social media updates will get about twice as much attention if you include an image with each one. Canva makes it easy. This is THE best tool for creating simple, attractive images in a snap.

- 3) Clipping Magic <https://clippingmagic.com/>

Isolated images look far better than ones with distracting backgrounds. This free tool makes quick work of removing any background so you have a nice, crisp looking image. Even if you have Photoshop, this is a great time saver.

- 4) GifMaker <http://gifmaker.me/>

Animated gifs get attention, both in email messages and in blog posts. This free tool lets you make animated gifs super-fast. It's got just enough features to let you do cool stuff, but not so many that it confuses beginner image editors.

- 5) Infogram <http://infogr.am/>

Infographics are an excellent content marketing format, and we all need to be using them more often. This free tool drastically speeds up how long it takes to make an infographic.

- 6) Easelly <http://www.easel.ly/>

Another free infographic tool.

- 7) Web Resizer <http://www.webresizer.com/>

A free tool that reduces the size of your images. Photoshop will do this, but if you don't have that, this is a tool you'll need. Smaller images means faster load times on web pages. Smaller image file sizes are even more important in emails.

## Content Curation Tools

- 1) Paper.li <http://paper.li/>

This free tool lets you search and gather tweets around a very specific topic, and then send them out as a "newspaper" promoted in a tweet. This is a good way to automate some of your Twitter work, to track what's going on in your niche, and to send people in your niche a little promotion love.

- 2) Listly <http://list.ly/>

The Internet loves lists. This free tool will let you create endless lists, then share them with the world. If you want, people can add to your lists as well. You can even embed lists into your WordPress site.

- 3) Pinterest <http://www.pinterest.com/>

It is a social network. It is also a content curation tool. Pinterest is worth using to gather up any related images you find. It can also be a great source of traffic to your site.

- 4) Google Alerts <https://www.google.com/alerts>

This is a terrific, easy way to tell Google to go out and find content according to parameters you set. Set up alerts for your major keywords, for your competitors' names and websites, or for your own name and website.

## Email Marketing Tools

- 1) AW Pro Tools <https://awprotools.com/>

This AWeber tool costs \$30 a month after the 14 day free trial. It lets you do sophisticated customer lead management and engagement that you'd normally need an expensive client management system for. If you use AWeber and want to do some fancy list management, check this tool.

- 2) Subject Line Gold <http://www.subjectlinegold.com/>

This tool will score your headline and give you very specific direction on how to make it better. Definitely worth a test before you send your next email.

## Competitive Analysis Tools

- 1) Fanpage Karma <http://www.fanpagekarma.com/>

This free tool is a great way to see how engaged one Facebook page is versus another. Your competitor may have way more fans than you do, but maybe those fans aren't doing much.

## Outsourcing Tools

- 1) WorkHub <https://www.workhub.com/>

WorkHub is "cloud outsourcing", which means they have thousands of people able to do simple specific tasks from transcribing, researching, extracting and more.

- 2) Fancy Hands <https://www.fancyhands.com/>

An affordable way to have most of the benefits of a virtual assistant.

- 3) Fivver <http://www.fiverr.com/>

Pretty much anything you'll ever need to get done for your business can be done via Fivver. Whether it's getting a 3-D ebook image created, editing a video, promoting a post or anything else, there are people on Fivver standing by, eager to help. Oh – and it's often crazy affordable. It's named Fivver because \$5 is the base price people set for deliverables.

## Video Tools

- 1) PowToons <http://www.powtoon.com/>

PowToons lets you create animated explainer videos or video introductions. The interface is easy enough that people without a video editing background can probably figure it out in 5-10 minutes. Upgrade to a paid version if you want to get rid of the Powtoons logo in the bottom corner of your animations.

- 2) Youtube's keyword tool [https://www.youtube.com/keyword\\_tool](https://www.youtube.com/keyword_tool)

Youtube gets more traffic than Bing or Facebook. Use this tool to craft video headlines that get you more traffic.

## Social Media Tools

- 1) Hootsuite <https://hootsuite.com/>

This is probably the most widely-used social media management tool. It has a free and paid version – the free version is more than enough to get you started, and the paid is \$10 a month. There are extensive tutorials, an app, and even a Hootsuite certification program, so if you want an expert to set you up and show you the ropes, that's available.

- 2) Buffer <https://bufferapp.com>

This free (or \$10 paid version) is an excellent way to schedule tweets, posts and updates across your social media channels. I've been using it for well over a year, though honestly I am looking for another tool to supplement it with.

- 3) Meet Edgar <http://meet Edgar.com/>

Again, this is not a free tool (it starts at \$49 a month), but they're offering a 60 day free trial. Meet Edgar works off the premise that social media updates just don't have a very long shelf life (they don't – it's a matter of hours) and that a very, very small percentage of your followers sees any one update (they don't – it's about 10% if you're lucky).

So Meet Edgar is a way to tee up a pool of social media updates for each channel. Meet Edgar will serve up each new update, and when it runs out of new updates, it will publish old updates. This is a fantastic way to generate attention for older posts and other assets you've created that deserve more exposure.

- 4) Bitly <https://bitly.com/>

This is an essential tool for shortening urls for tweets and other social posts. Bit.ly is free, and it also has a way to track clicks on each link, and to let you group links so you can review them later (for instance, all the links you embedded in your last ebook).

## Testing Tools

- 1) Splittester <http://www.splittester.com/>

Find out whether you're A/B split test ad copy results (or almost anything else you can A/B split test) are statistically valid. Otherwise, you may be making a mistake. Splittester makes it super easy.

- 2) Visual Website Optimizer's A/B Split Test Duration Calculator <https://vwo.com/ab-split-test-duration/>

Find out how long it will take to complete an A/B split test.

## Productivity & Organization Tools

- 1) Trello <https://trello.com/>

I've used this free collaboration tool to work with nearly a dozen people on a project that involved over 500 separate pieces of content. It worked perfectly. Think of Trello like a digital version of a wall with index cards. Each index card is a task. You can move the cards/tasks around as they are due, in progress or approved. Trello makes it easy to link documents from the web, Google Docs, Dropbox, your computer and almost anywhere else.

- 2) Self Control <http://selfcontrolapp.com/>

Just can't stop playing that online game? Checking stocks? Checking your email? This is the tool for you. Self control blocks your access to sites you find distracting. It's free, and available to Macs.

- 3) Pomodoro apps

The Pomodoro technique is a productivity system that works by having you focus intensely on specific chunks of work for 25 minutes at a time. Using it doubled my writing productivity. I use the iPhone app "Simple Pomodoro app" on my phone to apply the Pomodoro technique, but there are dozens of apps and tools.

You can get a copy of the book about the Pomodoro technique, and a more in-depth explanation of what it is here: [http://en.wikipedia.org/wiki/Pomodoro\\_Technique](http://en.wikipedia.org/wiki/Pomodoro_Technique) (scroll down to the bottom of the page to get the link to the PDF version of the book).

## File Sharing Tools

- 1) Dropbox <https://www.dropbox.com/>

If you need a place to save or share massive documents (like a 1.2 GB video file) this is the place for you. Dropbox is one of the most widely used tools on the web, and it's got an ample free version.

- 2) Google Drive <https://drive.google.com/>

This is another superb, widely used tool. Anyone with a Google account has access to it. Use Google Drive as an online text editor, a way to create and share spreadsheets, and even a way to create information capture forms. You can set up a free survey with this tool, and have it automatically store survey answers in a tiny spreadsheet.

# Automation Tools

- 1) Zapier <https://zapier.com/>

This is a very clever and powerful tool once you learn how to use it. Zapier works with over 300 different online tools, apps and services – and it gives you, the non-developer, a way to control and automate how all those tools talk to each other.

I've used Zapier to get an online form to capture subscribers, sort them out across 12 different email lists, and then correctly add them to one of 12 different campaigns in a GetResponse account. When your email service provider says “sorry, our service can't do that”, check Zapier. You probably can do what you want with Zapier. It costs around \$15 a month, depending on how much you use it.