MARKETING:

Ultimate Almanac of Marketing Tools

JASON MCDONALD

MARKETING:

ULTIMATE **ALMANAC** OF **FREE** MARKETING TOOLS APPS PLUGINS TUTORIALS VIDEOS CONFERENCES BOOKS EVENTS BLOGS NEWS SOURCES AND EVERY OTHER RESOURCE A BOOTSTRAPPING BUSINESS MARKETER COULD EVER NEED

2023 EDITION

BY JASON MCDONALD, PH.D.

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https://www.jm-seo.org/

NEVER STOP LEARNING!

OTHER BOOKS BY JASON MCDONALD

THE MARKETING BOOK

THE SOCIAL MEDIA MARKETING WORKBOOK

THE SEO WORKBOOK

THE GOOGLE ADS (ADWORDS) WORKBOOK

LEARN MORE AT **HTTP://JMLINKS.COM/BOOKS/**

OR JUST GOOGLE "JASON MCDONALD"

OR VISIT AMAZON.COM AND JUST SEARCH!

0

FREE STUFF FOR MARKETERS

It's hard to be a marketer these days! You have hundreds of choices – from Google Ads to Facebook, SEO to SMM, Instagram to Twitter, Email to Word of Mouth. It seems like everything changes on a daily basis. And your boss wants you to do everything "for free," or at least "for cheap." How can you keep up? And how can you bootstrap your marketing on the cheap?

Enter the **Marketing Almanac**. You have at your fingertips a cornucopia of **free tools** and **information resources** to make your life as a marketer easier, and your marketing more effective. The *Marketing Almanac* is available on Amazon Kindle for less than the price of a Starbuck's Venti Latte, and includes a free, companion PDF copy with easy-to-click links for your Web browser.

Register Your Marketing Almanac to get your FREE PDF copy:

1) Go to **http://jmlinks.com/almanac**
2) Reenter "almanac" on the landing page.
3) Follow the instructions.

After registration, you'll receive an email with a complete PDF. Save that document to your desktop and you can then "click" on all the links to open them up in your web browser. You can also access the absolute best tools by category via my **dashboard** at **https://www.jm-seo.org/dashboard**.

Four Sections

The Almanac has four main sections:

1) **Marketing Resources** – information websites to keep you up-to-date as a marketer, including blogs, portals, conferences, books and odds-and-ends.
2) **SEO** (Search Engine Optimization) – tools, tricks, and tactics to help rank your website at the top of search engines like Google or Bing.
3) **Social Media Marketing** – how to use Twitter, Facebook, Instagram, LinkedIn, and other social media platforms to build your brand and sell more stuff.
4) **Google Ads** – with Google the largest advertising platform, resources on how to best use Google ads as well as tools for YouTube, Facebook, Instagram, LinkedIn, and Twitter.

Get the Workbooks

The **Marketing Almanac** grows out of my **workbooks** on **SEO**, **Social Media Marketing**, and **AdWords** as well as my classes at Stanford Continuing Studies. Both the *Marketing Almanac* and my *dashboard* are companions to my workbooks on digital marketing. The available workbooks are:

Social Media Marketing Workbook

SEO Workbook

Google Ads Workbook

The Marketing Book

You can learn more about my **workbooks** at **http://jmlinks.com/books** or just go to Amazon and type in "Jason McDonald" to visit my author profile.

Got questions?

Just Google "Jason McDonald" to send me a message via my blog, call 800-298-4065, or use **http://jmlinks.com/contact**.

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1

MARKETING MEDIA

Keeping up-to-date on marketing is easier than ever thanks to a cornucopia of **blogs**, **magazines**, and **portals**. Many have **newsletters** you can subscribe to by email, or you can add them to Feedly.com. Check out my companion book on Marketing, *The Marketing Book* at **http://jmlinks.com/twaggle**.

ADWEEK - https://www.adweek.com/

Don't let the name fool you. AdWeek is probably the best USA-based publication on everything marketing. Requires a paid subscription.

Rating: 5 Stars | **Category:** portal

DUCT TAPE MARKETING BLOG - https://www.ducttapemarketing.com/blog/

One of the very best marketing blogs, focused on small business marketing.

Rating: 5 Stars | **Category:** blog

MARKETING WEEK - https://www.marketingweek.com/

Marketing Week is the goto media place for marketers. Based in the UK, this combo print, blog, media portal is full of trending news about marketing by marketers and for marketers.

Rating: 5 Stars | **Category:** portal

SOCIAL MEDIA EXAMINER - http://www.socialmediaexaminer.com/

The look and feel of this one is pretty hokey, but the content is very, very good. Social Media Examiner focuses very much on the marketing aspects of social media marketing.In fact, while Mashable is more about social media 'in general,' Social Media Examiner is more about 'social media marketing.'

Rating: 5 Stars | **Category:** portal

SHOPIFY MARKETING BLOG - https://www.shopify.com/blog

Shopify's marketing blog focuses on small business marketing issues, and especially e-commerce.

Rating: 4 Stars | **Category:** blog

QUICKSPROUT BLOG - https://www.quicksprout.com/blog/

The QuickSprout blog focuses on digital marketing with lots of good posts on tips and tools.

Rating: 4 Stars | **Category:** blog

DIY MARKETERS - https://diymarketers.com/

Do-it-yourself? Yes, but how? DIY Marketers blog to the rescue with lots of hands on tips on their blog.

Rating: 4 Stars | **Category:** blog

ADAGE - https://adage.com/

An industry stalwart from before the Internet age. News about advertising, marketing, and just plain hype.

Rating: 4 Stars | **Category:** portal

THE DRUM - https://www.thedrum.com/us

A UK-based take on advertising and marketing.

Rating: 4 Stars | **Category:** portal

MARKETING OVER COFFEE - https://www.marketingovercoffee.com/

An informative, fun, and lively podcast about everything marketing.

Rating: 4 Stars | **Category:** podcast

DMA NEWS - https://www.dmnews.com/

DMNews.com delivers business-building content in print, online, via email and social media.

Rating: 4 Stars | **Category:** portal

HUBSPOT BLOG ON MARKETING - https://blog.hubspot.com/

Hubspot is a leading proprietary platform (not my favorite), but they have an excellent blog on all things marketing.

Rating: 3 Stars | **Category:** blog

MARKETING LAND BLOG - https://marketingland.com/

A blog focused on marketing and technology.

Rating: 3 Stars | **Category:** blog

AMY PORTERFIELD PODCAST - https://www.amyporterfield.com/amy-porterfield-podcast/

Amy Porterfield is a guru of Facebook, and she's now a guru of podcasting, too. She interviews the movers and shakers of marketing on her pod.

Rating: 3 Stars | **Category:** podcast

MARKETO BLOG - https://blog.marketo.com/

Marketo is a major tools provider for marketing automation. And they have a good blog, too.

Rating: 3 Stars | **Category:** blog

SETH GODIN'S BLOG - https://seths.blog/

Seth Godin is probably the best blogger in the marketing industry. His wild and far blog is a must listen, though it's often more about philosophy and culture and less about marketing than meets the eye.

Rating: 3 Stars | **Category:** blog

DIGITAL MARKETING DEPOT - https://digitalmarketingdepot.com/

A portal on marketing. Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted White Papers and E-Books, original research, and webcasts on digital marketing topics -- from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing.

Rating: 3 Stars | **Category:** blog

AKIMBO PODCAST BY SETH GODIN - https://jm-seo.net/godin-pod

Akimbo's a podcast about our culture and about how we can change it. About seeing what's happening and choosing to do something.The culture is real, but it can be changed. You can bend it.

Rating: 2 Stars | **Category:** podcast

ORBIT MEDIA MARKETING BLOG - https://www.orbitmedia.com/blog/

Practical tips for content marketing, analytics and web design.

Rating: 2 Stars | **Category:** blog

THE GARY V PODCAST - https://jm-seo.net/garyv-podcast

Hosted by entrepreneur, CEO, investor, vlogger, and public speaker Gary Vaynerchuk. On this podcast you'll find a mix of his #AskGaryVee show

episodes, keynote speeches on marketing and business, segments from my DAILYVEE video series, interviews and fireside chats he's given, as well as new and current thoughts.

Rating: 1 Stars | **Category:** podcast

2

MARKETING SHOWS

Every industry has its trade shows, and marketing is no different. There are a few key trade shows on marketing and many niche shows. Be sure to Google "Marketing Shows" or "Marketing Conferences" plus your niche keywords (such as "Marketing Conferences for Retail" or "Marketing Conferences for B2B). Here are the best general marketing conferences.

INBOUND - https://www.inbound.com/

InBound is a landmark conference on marketing, focused on getting "inbound" inquiries. It's about the pull and not about the push. Excellent conference, but sponsored by Hubspot, so it is is rather brand-centric.

Rating: 5 Stars | **Category:** conference

SOCIAL MEDIA WORLD - https://www.socialmediaexaminer.com/smmworld/

Social Media Marketing World claims to be the world's largest social media marketing conference. Learn from top social media experts.

Rating: 5 Stars | **Category:** conference

MARTECH® – THE MARKETING TECHNOLOGY CONFERENCE - https://martechconf.com/

The MarTech® Conference is designed for hybrid marketing professionals charged with breaking down organizational silos designed for a pre-digital world. They created this conference to help you discover, learn, and connect with others passionate about the challenges facing modern marketers. Attend MarTech to navigate the complexities, technologies, and organizational challenges with best practices and case studies from senior marketers just like you.

Rating: 4 Stars | **Category:** conference

B2B MARKETING FORUM - http://mpb2b.marketingprofs.com/

MarketingProfs' B2B Marketing Forum is more than just a quirky (not-so-little) conference. It's the place where leaders, innovators, and people who make things happen gather to learn about the latest in B2B marketing and share the secrets to success. (Plus belly laughs, creative networking, shenanigans, and marketers-off-the-clock antics.)

Rating: 4 Stars | **Category:** conference

B2B MARKETING EXCHANGE - https://b2bmarketing.exchange/

Since inception, the B2B Marketing Exchange has had one mission: to empower our community by spotlighting all that's new in B2B. Held right after the New Year, the event is designed to get you and your team not only inspired but prepared to tackle the latest trends, market conditions and buyer realities with gusto. In 2019, we'll delve into…

Rating: 3 Stars | **Category:** conference

MARKETINGPROFS B2B FORUM - http://mpb2b.marketingprofs.com/

MarketingProfs B2B Forum is more than just a quirky (not-so-little) conference. It's the place where leaders, innovators, and people who make things happen gather to learn about the latest in B2B marketing and share the secrets to success. (Plus belly laughs, creative networking, shenanigans, and marketers-off-the-clock antics.)

Rating: 2 Stars | **Category:** conference

GARTNER MARKETING SYMPOSIUM - https://jm-seo.net/gartner-mktg

A Premier Gathering for CMOs and Marketing Executives. Today's marketing leader is faced with a highly challenging, complex, and ever-evolving role. As a chief marketing officer or leading marketing executive, you know better than anyone your role demands mastery of skills encompassing strategy, leadership, CX and innovation to deliver breakthrough results.

Rating: 2 Stars | **Category:** conference

3

MARKETING TUTORIALS

How do you learn the basics of marketing? And how do you learn the in's and out's of digital marketing? Free marketing tutorials, that's how. Here are the best free tutorials on marketing.

DIGITAL MARKETING TUTORIAL FOR BEGINNERS - https://www.simplilearn.com/tutorials/digital-marketing-tutorial

> Digital marketing is the process of promoting products and services online with the help of tactics such as social media marketing, affiliate marketing, email marketing, etc. It offers a chance for brands to focus clearly on marketing to the right audience. In this digital marketing tutorial, you will learn about the basics.
>
> **Rating:** 4 Stars | **Category:** tutorial

DIGITAL MARKETING TUTORIAL: A STEP-BY-STEP GUIDE TO BECOME AN EXPERT - https://www.upgrad.com/blog/digital-marketing-tutorial/

> Regardless of your experience in digital marketing – beginner or expert – this digital marketing tutorial will bring new ideas and concepts to you. Let's begin the digital marketing tutorial.
>
> **Rating:** 4 Stars | **Category:** tutorial

LINKEDIN MARKETING TUTORIALS - https://www.linkedin.com/learning/topics/marketing-2

> With the acquisition of Lynda.com, LinkedIn has become the go-to place for business education. Browse their available tutorials on marketing.
>
> **Rating:** 4 Stars | **Category:** tutorial

DIGITAL MARKETING TUTORIAL FOR BEGINNERS -
https://intellipaat.com/blog/digital-marketing-tutorial/

Digital Marketing has become the most important form of marketing in today's age of technology where computers, mobile phones, and social media are commonplace. Due to this, the demand for sharp individuals who are proficient in Digital Marketing has increased exponentially, making it a lucrative career opportunity.

Rating: 3 Stars | **Category:** tutorial

ONLINE MARKETING TUTORIAL -
https://www.tutorialspoint.com/online_marketing/

This is a brief tutorial that provides an overview of how to market your products and services using various online platforms. It describes various online marketing techniques such as Online Advertising, Mobile Advertising, Building SEO-Friendly Websites, Content Marketing, E-Mail marketing, as well as Web Analytics for Online Marketing. Moving forward, it also describes the impact of online marketing on the business and the pros and cons of online marketing.

Rating: 3 Stars | **Category:** tutorial

DIGITAL MARKETING TUTORIAL: ONLINE COURSE -
https://www.guru99.com/free-digital-marketing-tutorial.html

Recent studies show that Digital Marketing is the fastest growing sector in the tech industry. This course is geared to make you a digital marketing pro.

Rating: 2 Stars | **Category:** tutorial

KNOW THIS MARKETING TUTORIALS –

https://www.knowthis.com/marketing-tutorials/

Short and sweet. The tutorials focus on the key concepts and functions that are common to most marketing situations no matter an organization's size, industry, or geographic location. The tutorials are ideal for business students

and teachers, anyone who lacks an understanding of key marketing concepts, and even professional marketers who are in need of a quick refresher on the subject.

Rating: 2 Stars | **Category:** tutorial

MARKETINGPROFS: TUTORIALS ON MARKETING -
https://www.marketingprofs.com/training/courses

Tutorials from MarketingProfs. MarketingProfs training programs, online events, conferences, and supplementary free resources help individuals, small teams, and large organizations alike execute marketing campaigns that drive business results. They're expertly designed to inspire you to increase productivity, create marketing that matters, and grow revenue.

Rating: 2 Stars | **Category:** tutorial

MARKETING91: MARKETING TUTORIALS -
https://www.marketing91.com/marketing-tutorials/

Massive list of marketing tutorials by subject.

Rating: 2 Stars | **Category:** tutorial

4

MARKETING BOOKS

Reading is fundamental, and no less to marketing than to any other topic. You can go to Amazon and enter the keyword "marketing" to find the latest and greatest. Indeed, Amazon even charts the bestselling books on the topic at **https://jm-seo.net/amazon-mktgbesties** and you can learn more about my book on marketing at **http://jmlinks.com/twaggle**. Here are my picks for the best books on marketing, both classics and new books. Got a suggestion? Email it via **http://jmlinks.com/contact**.

SUPERFANS: THE EASY WAY TO STAND OUT, GROW YOUR TRIBE, AND BUILD A SUCCESSFUL BUSINESS - https://amzn.to/2YV6iIr

> Whether you're a shy YouTuber just starting out, or the leader of a Fortune 500 company, your superfans are out there waiting for you to connect with them. You don't need to change the entire world to build a successful business; you just need to change someone's world.
>
> People don't become superfans the moment they find you. They become superfans because of the magical moments you create for them over time.
>
> **Rating:** 5 Stars | **Category:** book

PREDICTABLY IRRATIONAL, REVISED AND EXPANDED EDITION: THE HIDDEN FORCES THAT SHAPE OUR DECISIONS - https://amzn.to/2zixXnW

> In this newly revised and expanded edition of the groundbreaking New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational.
>
> **Rating:** 5 Stars | **Category:** book

BUILDING A STORYBRAND: CLARIFY YOUR MESSAGE SO CUSTOMERS WILL LISTEN - https://amzn.to/2DEbZyG

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses.

Rating: 5 Stars | **Category:** book

THE 1-PAGE MARKETING PLAN: GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD - https://amzn.to/2KrAuAL

In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

Rating: 5 Stars | **Category:** book

MARKETING MADE SIMPLE - https://tinyurl.com/yyta8747

This guide from New York Times best-selling author Donald Miller is a must-have for any marketing professional or small business owner who wants grow their business. It will teach you how to create and implement a sales funnel that will increase traffic and drive sales. Every day, your company is losing sales simply because you do not have a clear path to attract new customers. You're not alone.

Rating: 4 Stars | **Category:** book

MARKETING REBELLION - https://amzn.to/2YRnqyY

MARKETING REIMAGINED. Are you overwhelmed by the breathtaking rate of change in the business world? Are confusing consumer trends, the

unrelenting pace of technology, and the breakneck speed of digital marketing making you feel irrelevant and lost? Path-finding author Mark Schaefer provides an achievable and realistic framework to help you stay ahead of the curve by re-imagining marketing in a world where hyper-empowered consumers drive the business results.

Rating: 4 Stars | **Category:** book

TALK TRIGGERS: THE COMPLETE GUIDE TO CREATING CUSTOMERS WITH WORD OF MOUTH - https://amzn.to/2zYHNw6

Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions.

Rating: 4 Stars | **Category:** book

GET DIFFERENT: MARKETING THAT CAN'T BE IGNORED! - http://rb.gy/v1wzp8

Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing

Rating: 3 Stars | **Category:** book

THE 1-PAGE MARKETING PLAN - https://amzn.to/2QLhotW

In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

Rating: 3 Stars | **Category:** book

THIS IS MARKETING - https://amzn.to/2AjqAw6

Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, and timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or an executive at a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems.

Rating: 3 Stars | **Category:** book

CRUSHING IT!: HOW GREAT ENTREPRENEURS BUILD THEIR BUSINESS AND INFLUENCE—AND HOW YOU CAN, TOO - https://amzn.to/2PNBbu4

Four-time New York Times bestselling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands. In his 2009 international bestseller Crush It, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success, In Crushing It!, Gary explains why that's even more true today, offering his unique perspective on what has changed and what principles remain timeless.

Rating: 2 Stars | **Category:** book

5

MARKETING ODDS & ENDS

Among the odds and ends to stay abreast of marketing are associations, organizations, and various resources. Here are the besties.

AMERICAN MARKETING ASSOCIATION - https://www.ama.org/

The AMA is the standard bearer for everything marketing. Join a local chapter and meet up with other marketers. Or just subscribe to their portal or join up as a member.

Rating: 5 Stars | **Category:** organization

ANA: ASSOCIATION OF NATIONAL ADVERTISING - https://www.ana.net/

ANA is a one-stop association and resource for marketing and advertising.

Rating: 4 Stars | **Category:** tool

ANA BUSINESS MARKETING - https://www.marketing.org/

As a B2B marketer, you have unique informational and networking needs; ANA Business Marketing has developed a distinct set of products and services tailored to meet those needs.

Rating: 4 Stars | **Category:** organization

MARKETING TERMS: THE ULTIMATE LIST - https://jm-seo.net/theul0e228

List of marketing terms from Hubspot. Do you know them all?

Rating: 2 Stars | **Category:** tool

II.

SEARCH ENGINE OPTIMIZATION

SEO is the art and science of getting to the top of Google, Bing, and Yahoo for free. The first step is to know your keywords. The second to optimize your website to "speak Google," and the third is to build links and external references to your website. Want to learn more? Check out the *SEO Workbook* on Amazon at **https://jm-seo.net/09t**.

6

SEO TUTORIALS

The basics matter. Fortunately, you can learn the basics (though not all the in's and out's) with some great tutorials and guides online. Here are the best ones.

GOOGLE SEO STARTER GUIDE - https://jm-seo.net/googleseo

> Here's a concept. To succeed at SEO, do what Google tells you to do! This is an older but basic guide by Google on it's official todos for SEO success. It's excellent as a basic guide to On Page SEO, but has ZERO coverage of Off Page tactics such as link-building, and no coverage of keyword theory or selection. Still, you gotta read it.
>
> **Rating:** 5 Stars | **Category:** tutorial

ULTIMATE SEO TUTORIAL FROM BACKLINKO - https://backlinko.com/seo-tutorial

> Excellent tutorial on SEO basics from Backlinko. Always nuggets of information even if you aren't a "beginner."
>
> **Rating:** 5 Stars | **Category:** tutorial

SEO TUTORIAL (ADVANCED) - https://moz.com/professionals-guide-to-seo

> Over 14 million people have cut their SEO teeth on Moz's Beginner's Guide to SEO, learning the ins and outs of search engine optimization from scratch. For 16 years, it's been the go-to resource that kicked off careers and page-one rankings the world over. And now, for the first time, they're introducing the next-step resource to take you from practicing SEO to preaching it — from pupil to pro.
>
> **Rating:** 5 Stars | **Category:**

TECHNICAL SEO AUDIT - https://webris.org/technical-seo-audit/

Webris provides an excellent step-by-step SEO audit, which (once you know the basics of SEO) is extremely useful. It's not so much an FAQ but rather a checklist.

Rating: 4 Stars | **Category:** article

SEO TUTORIAL - https://www.semrush.com/blog/learn-seo/

The latest free tutorial on SEO by SEMRush.

Rating: 4 Stars | **Category:** tutorial

SEARCH ENGINE LAND'S GUIDE TO SEO - http://searchengineland.com/guide/seo

Search Engine Land is clearly the top blog on search engine optimization. They provide this in-depth and pretty useful guide to SEO for their readership. They have a periodic table of SEO factors, which is a completely bizarre way to explain factors that have different ranks. But, oh well, they failed chemistry in High School but paid attention in math. This guide is a useful, basic guide to the subject.

Rating: 4 Stars | **Category:** tutorial

GOOGLE SEO RANKING FACTORS - https://backlinko.com/google-ranking-factors

Curious as to what counts for what in the Google organic algorithm? Well, here's a massive study from the SEO community about so-called SEO ranking factors. Take it with a grain of salt, as correlation (of course) is not causality!

Rating: 4 Stars | **Category:** overview

SEO TUTORIAL (VIDEO COURSE) –

https://ahrefs.com/academy/seo-training-course/lesson-0-1

AHrefs does a fantastic job with video. Take this basic SEO course on search engine optimiztion for free via video.

Rating: 4 Stars | **Category:** tutorial

MOZ SEO BEGINNERS GUIDE - https://moz.com/beginners-guide-to-seo

MOZ is one of the top providers of (paid) SEO tools. It provides this basic introductory tutorial to SEO. Aimed at beginners, and (over)emphasizes technical SEO. But, hey, it's free.

Rating: 4 Stars | **Category:** tutorial

BRUCE CLAY SEO TUTORIAL –

https://www.bruceclay.com/seo/search-engine-optimization.htm

This search engine optimization tutorial, full of SEO tips from industry pioneer Bruce Clay, is a step-by-step SEO guide. Lessons teach you what is SEO and how to optimize a website for search — complete with free SEO tools you can use!

Rating: 4 Stars | **Category:** resource

SIMPLILEARN SEO TUTORIAL - https://www.simplilearn.com/tutorials/seo-tutorial

Our SEO tutorial will help you understand all of it from keyword research to link building, off-page SEO to sitemaps. So start learning with our SEO tutorial and make sure that your website stands out in the sea of millions of others and get moving on your SEO strategy.

Rating: 3 Stars | **Category:** tutorial

PERIODIC TABLE OF SEO SUCCESS FACTORS - http://searchengineland.com/seotable

A nifty visual way to understand which factors, both on page and off page, impact SEO.

Rating: 3 Stars | **Category:** overview

ONE HOUR GUIDE TO SEO FROM MOZ - https://moz.com/learn/seo

The One-Hour Guide to SEO. If you're short on time, we've condensed all the need-to-know SEO essentials into a handy hour-long video series. Refresh yourself on the basics, onboard new hires, and get your team up to speed quickly and easily!

Rating: 3 Stars | **Category:** resource

SEO FOR WORDPRESS - https://yoast.com/wordpress-seo/

This guide is by the YOAST folks, who produce the most popular plugins for SEO and WordPress. It is very, very technical and as such completely overemphasizes the technical side of SEO to the huge detriment of the marketing / content marketing side of the equation. So it shows its age and its old, traditional perspective on the subject. But it is a useful checklist of technical things to do in WordPress, for sure.

Rating: 3 Stars | **Category:** resource

A COMPLETE GUIDE TO SEO - https://www.searchenginejournal.com/seo-guide/

SEJ's e-book, A Complete Guide to SEO, provides an extensive overview of today's search engine optimization landscape. With the help of some of the top influencers in our industry, we tackle the most important components of SEO at present.

Rating: 3 Stars | **Category:** tutorial

SEO TUTORIAL FOR BEGINNERS IN 2018 [STEP BY STEP EASY GUIDE] - https://bloggerspassion.com/seo-tutorial-for-beginners/

Did you know that 80% of SEO is extremely easy. The other 20% is where things get difficult such as technical SEO, competitor research, backlink analysis, site audits etc. Have you ever heard about 80/20 Pareto rule? It says, 80% of your results come from 20% of your effort. The same thing applies to SEO too.

Rating: 3 Stars | **Category:** tutorial

BACKLINKO SEO GUIDE - https://backlinko.com/learn-seo-fast

This guide will help you learn SEO in record time. The best part? Everything here applies to SEO in 2019, says the author Brian Dean.

Rating: 3 Stars | **Category:** tutorial

WORDPRESS SEO - http://www.wpbeginner.com/wordpress-seo/

Yet another short, basic, and decent SEO tutorial, this time focused on WordPress.

Rating: 2 Stars | **Category:** tutorial

TUTORIALSPOINT SEO TUTORIAL - http://www.tutorialspoint.com/seo/

This online SEO Tutorial is pretty good at the basics of SEO, especially On Page optimization. However, it assumes you have a basic technical knowledge of the subject, so I recommend you first buy the SEO Fitness Workbook or another basic book before utilizing this guide.

Rating: 2 Stars | **Category:** tutorial

HOW GOOGLE SEARCH WORKS - http://www.google.com/insidesearch/howsearchworks/thestory/

Have you ever wondered how Google works? This somewhat cheeky guide is by Google about Google. It's a beginner's guide to how Google crawls the Web, and how it ranks the results on the Google search response page. Beginner level, but the basics of SEO are incredibly important!

Rating: 2 Stars | **Category:** overview

GOOGLE SEARCH NEWS ON YOUTUBE - https://jm-seo.net/5d120

Official Google channel on YouTube about SEO. Get the news form the source, just take it all with a big grain of Google salt.

Rating: 2 Stars | **Category:** guide

GOOGLE'S WEBMASTER ACADEMY - https://developers.google.com/search/docs

This is Google's official learning resource on SEO. It's pretty bad - super oversimplified with goofy graphics, and quizzes. It is, however, so light on information that it's pretty much a joke. Included just to show you that, sometimes (often), Google is NOT the best source of information on SEO. It's too tangled up in the conflict of interest of making money off of AdWords advertising yet also trying to speak to a community that just wants the free stuff on Google thank you very much.

Rating: 1 Stars | **Category:** tutorial

7

KEYWORDS

Keywords are fundamental to SEO. Your customers start their quest to "find you" by typing in **keywords** or **keyphrases** into Google, Yahoo, or Bing. Therefore, identifying and organizing **customer-centric keywords** is the foundation of effective SEO. Your best keywords match your **unique value proposition** with **high volume keywords** used by your customers. Think **volume** plus **value** as you chart out your keyword worksheet.

Here are the best **free** SEO keyword tools on the Internet, ranked with the best tools first!

TWINWORD KEYWORD TOOL - https://www.twinword.com/ideas/

Billed as the first "LSI" (Latent Semantic Indexing) tool and the first semantic keyword research tool that can sort by relevance. Useful for keyword discovery and finding related words, especially when writing a blog post.

Rating: 5 Stars | **Category:** tool

UBERSUGGEST - https://neilpatel.com/ubersuggest/

This tool pulls the "autocomplete" data from Bing, and provides you an easy way to "shop" for keywords.

Rating: 5 Stars | **Category:** tool

ANSWER THE PUBLIC - https://answerthepublic.com/

This super CREEPY tool is actually a really fun way to brainstorm blog ideas. Input a keyword, ignore the really creepy old man, and then you get a visual wheel of who, what, where, when, and why phrases relating to your keyword.

Rating: 5 Stars | **Category:** tool

SEED KEYWORDS - http://www.seedkeywords.com/

This is a wonderful human / machine tool. Gather your team together (or they can be in diverse cities). Create a prompt, such as 'your hungry and you love Italian food, what would you search for?' This then creates a 'workspace' and as people type in their ideas it consoldiates them into a master list. Excellent and fun tool for keyword brainstorming!

Rating: 4 Stars | **Category:** tool

GOOGLE ADS KEYWORD PLANNER - https://ads.google.com/

Who got the data? Google got the data. Use the Keyword Planner for keyword discovery for both SEO and AdWords, but be sure to know how to use it. Not the easiest user interface, and remember it ONLY gives data for EXACT match types. NOTE: you MUST have a paid account to use, and be LOGGED IN.

Rating: 4 Stars | **Category:** tool

TAGCROWD - http://tagcrowd.com

Input your website URL or any URL, and this nifty program will create a tag cloud of keywords density on your site. It's a useful self-check for keywords / keyword density. Note: does NOT work on https: sites.

Rating: 4 Stars | **Category:** tool

GOOGLE SUGGEST AND GOOGLE RELATED SEARCHES - https://www.google.com/

From the Google home page, enter a target keyword phrase such as 'flower shop'. First, notice the keywords 'suggested' in the drop-down list - this is called Google Suggest, and can be very useful. Second, do an actual search, then scroll down to the VERY bottom, and look for 'Searches related to flower shop' to see searches related to your search term. Fantastic ways to identify potential target keywords and key phrases!

Rating: 4 Stars | **Category:** tool

WORDSTREAM KEYWORDS TOOL - https://www.wordstream.com/keywords

This is a pretty nifty keyword discovery; it gives you keyword suggestions, plus volumes and values.

Rating: 4 Stars | **Category:** tool

PEOPLE ALSO SEARCH FOR TOOL –

https://www.dashword.com/people-also-search-for

PASF suggestions turn up in your search results when you type in a search query, click on a given organic search result and then return to the search results page looking for more options. You'll then notice the PASF box right below the link you just visited.

Rating: 4 Stars | **Category:** tool

ALSO ASKED - https://alsoasked.com/

Use this free tool to uncover 'PAAs' (People Also Asked). Plus it's a beautiful interface.

Rating: 4 Stars | **Category:**

KEYWORD EVERYWHERE EXTENSION FOR CHROME & FIREFOX - https://keywordseverywhere.com/

Keywords via a nifty Chrome extension.

Rating: 3 Stars | **Category:** tool

BING WEBMASTER TOOLS - http://bing.com/toolbox/webmaster

The Bing Webmaster tools keyword tool is free to use and gives excellent synonyms and ideas. It's a useful complement to the Google AdWords Keyword planner for keyword discovery.

Rating: 3 Stars | **Category:** tool

SEM RUSH - https://www.semrush.com/

Similar to KeywordSpy, this tool allows you to enter a domain or a competitor, and returns a list of AdWords keywords they are running under as well as their organic keywords. Use it to track a competitor, as well as to generate a keyword list (keyword discovery).

Rating: 3 Stars | **Category:** tool

SPYFU - http://www.spyfu.com/

SpyFu will track your ads and competitors ads. Similar to KeywordSpy but not as good. Nonetheless, input a competitor's domain and you can see their ads and some basic information on their keywords and bids.

Rating: 2 Stars | **Category:** tool

THESAURUS.COM - http://thesaurus.com

Thesaurus.com takes the concept of the old paper thesaurus and puts it online. Enter a search term such as, 'lawyer,' and find relevant synonyms and keyword ideas such as 'attorney,' 'barrister,' 'law firm,' etc. Great for keyword discovery!

Rating: 2 Stars | **Category:** tool

REDDIT KEYWORD RESEARCH TOOL –

https://www.highervisibility.com/free-seo-tools/keyworddit/

Use this tool to search Reddit groups for keywords and keyword themes.

Rating: 2 Stars | **Category:** tool

KEYWORD FINDER - https://kwfinder.com/

A very fun, interesting tool to discover keywords. Input some keywords, and get quick ideas for related terms, helper words, and more.

Rating: 2 Stars | **Category:** tool

SOOVLE - https://soovle.com/

Yet another keyword discovery tool. Soovle polls not just Google, but Amazon and other.

Rating: 2 Stars | **Category:** tool

SOOVLE - http://soovle.com

Let the web help - generate your keywords, that is. Type a keyword or phrase that interests you for SEO into Soovle and this nifty tool will generate phrase upon phrase of helper keywords. Very useful for idea generation and blogging.

Rating: 2 Stars | **Category:** tool

KEYWORD TOOL - http://keywordtool.io

Similar to Ubersuggest, this tool builds upon Google Suggest to provide a list of 'helper' words and phrases. For example, enter insoles and you'll see shoe insoles, insoles for runners, etc. It also provides questions containing the keyword users enter when searching Google and keyword suggestions for YouTube, Bing and Apple App Store. Great for finding helper words as part of keyword research. Additional related data like keyword search volume and CPC requires paid account.

Rating: 1 Stars | **Category:** tool

GOOGLE TRENDS - https://trends.google.com/trends/

Use Google's interface to monitor keyword trends! This tool is like the person in High School voted 'most likely to succeed' and then he totally failed, and now is either in jail, homeless or dead. Google has ALL the cool trending

information on search, and yet they produce this pathetic, useless, teasy-tease tool. Oh Google - you are such a tease!

Rating: 1 Stars | **Category:** tool

REDDIT KEYWORD DISCOVERY TOOL -
https://www.highervisibility.com/seo/tools/keyworddit/

Explore keywords via Reddit.

Rating: 1 Stars | **Category:** tool

8

PAGE TAGS

HTML is the language of Google, and you must "speak HTML" to propel your pages to the top of Google, as well as the other search engines. It isn't enough to just write your pages in HTML; all web pages are in HTML, after all. Rather, you must **weave** your priority **keywords** into strategic page tags such as your <TITLE> tag, <H1>, or <A HREF> tags. Page tags communicate to Google what your page is "about" on a priority basis.

Here are the best **free** Page Tags tools on the Internet, ranked with the best tools first!

WOORANK PLUG IN FOR CHROME OR FIREFOX - https://www.woorank.com/en/p/developers

> WooRank's extensions for Chrome and Firefox offer easy access to our website review tool. Choose your browser below to add our SEO & Website Analysis extension to your toolbar.
>
> **Rating:** 5 Stars | **Category:** tool

GOOGLE SEO STARTER GUIDE - https://jm-seo.net/googleseo

> Here's a concept. To succeed at SEO, do what Google tells you to do! This is an older but basic guide by Google on it's official todos for SEO success. It's excellent as a basic guide to On Page SEO, but has ZERO coverage of Off Page tactics such as link-building, and no coverage of keyword theory or selection. Still, you gotta read it.
>
> **Rating:** 5 Stars | **Category:** tutorial

SIDE-BY-SIDE SEO COMPARISON TOOL - https://www.internetmarketingninjas.com/seo-tools/seo-compare/

Wondering why two pages rank differently on Google search? Enter the URL of each page, and this nifty tool compares them using on page SEO. (Remember, of course, that off page (links) are incredibly important as well).

Rating: 4 Stars | **Category:** tool

KEYWORD DENSITY CHECKER - KEYWORD CLOUD - http://www.webconfs.com/seo-tools/keyword-density-checker/

This tool provides two perspectives on keyword density. Enter a URL and this tool will create a Keyword Cloud and provide a Keyword Density listing. A Keyword Cloud is a visual depiction of keywords used on a website. Keywords having higher density are depicted in a larger fonts. Ideally your main keywords should appear in larger fonts at the start of the cloud. The Keyword Density listing is a list of all keywords on the page ordered by count and density percentage. You can also pop a competitor in here to get keyword ideas!

Rating: 4 Stars | **Category:** tool

YOAST - https://yoast.com/

Yoast is the No. 1 recommended SEO plugin for WordPress. Highly recommended, as it adds needed functionality to WordPress such as splitting the TITLE tag from the Post TITLE, META description, and a nice 'focus' tool to analyze how well your post is optimized for on page SEO vs. a target keyword.

Rating: 4 Stars | **Category:** tool

TAGCROWD - http://tagcrowd.com

Input your website URL or any URL, and this nifty program will create a tag cloud of keywords density on your site. It's a useful self-check for keywords / keyword density. Note: does NOT work on https: sites.

Rating: 4 Stars | **Category:** tool

WATSON: NATURAL LANGUAGE UNDERSTANDING -
https://www.ibm.com/demos/live/natural-language-understanding/self-service

The future of keywords is semantic search. Use this beta tool to take a URL or content and analyze it in terms of linguistics and semantics. The future is arriving. Are you ready?

Rating: 4 Stars | **Category:** tool

SITELINER.COM - https://www.siteliner.com/

Siteliner is a free service that lets you explore your website, revealing key issues that affect your site's quality and search engine rankings: duplicate content, sitelinks, and other internal 'on page' SEO factors.

Rating: 3 Stars | **Category:** tool

NIBBLER SEO AUDIT - https://nibbler.insites.com/

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Rating: 3 Stars | **Category:** tool

LETTER COUNTER - http://www.lettercount.com/

The TITLE tag should be LESS THAN approx. 80 characters, with the MOST IMPORTANT being the first 59 characters (VISIBLE on Google).. Your META DESCRIPTION should be less than 155 characters. Use this nifty online tool to copy / paste your tag text and it will automatically count it for you (characters and spaces).

Rating: 3 Stars | **Category:** tool

COUNTING CHARACTERS TOOL –

https://www.countingcharacters.com/google-serp-tool

As you write your TITLE and META DESCRIPTION tags, it's useful to preview what they look like. This tool comes to the rescue.

Rating: 3 Stars | **Category:** tool

WORD COUNTER - https://wordcounter.net/

Need to count characters or words? Useful for SEO, especially for TITLE and META DESCRIPTION tags for which limited characters are displayed in search results. Also useful for blogging.

Rating: 3 Stars | **Category:** tool

NTOPIC - http://ntopic.org/

NTopic is a content analysis tool for SEO. It can take a URL and analyze it to see how effectively it communicates at the "semantic" level.

Rating: 2 Stars | **Category:** tool

GOOGLE NATURAL LANGUAGE TOOL –

https://cloud.google.com/natural-language/

Natural Language uses machine learning to reveal the structure and meaning of text. You can extract information about people, places, and events, and better understand social media sentiment and customer conversations. Natural Language enables you to analyze text and also integrate it with your document storage on Google Cloud Storage.

Rating: 2 Stars | **Category:** tool

SEOBILITY'S TF* IDF TOOL - https://www.seobility.net/en/wdf-idf-tool/

This is another semantic analysis tool. What's super cool about it is you can take just a keyword and it will analyze the top-ranking websites based on semantics. Super cool.

Rating: 2 Stars | **Category:** tool

TEXT OPTIMIZER - https://textoptimizer.com/

Despite the name, this tool is actually more helpful at finding related keywords. Enter a URL and see related words.

Rating: 2 Stars | **Category:** tool

SEO OPTIMIZER AUDIT TOOL - https://www.seoptimer.com/

Similar to WooRank, this is an audit tool for SEO. Does a quick page audit, with the basics.

Rating: 2 Stars | **Category:** tool

SEO QUAKE - https://www.seoquake.com/

Many people love this SEO tool, a plugin for Firefox. Once you install it, you have a toolbar wherein you can search the web, look at competitors, and view their PageRank, link analysis, keywords, etc. It also alters how your Google appears. Decide if you like it. It can be overwhelming.

Rating: 2 Stars | **Category:** tool

PINEBERRY SEO ANALYSIS TOOL - https://www.pineberry.com/en/analysis-tool/

This nifty little tool allows you to enter a page URL and a target keyword. It then will compare your target keyword vs. the on page aspects such as your tag structure, keyword density, etc. Good for a quick heads up analyzing your page content vs. target keywords. Sadly, works only for non https websites.

Rating: 1 Stars | **Category:** tool

SEO SITE CHECK UP TOOLS - http://seositecheckup.com/tools

This site has a cornucopia of free tools to check your on page SEO. For example, you can check your HEADER tags or you can check your robots.txt. Or, you can check your IMG ALT's.

Rating: 1 Stars | **Category:** tool

9

LINK BUILDING

Links are the votes of the Web. Google and the other search engines richly reward sites that enjoy many high quality links from high authority web pages. How do you identify link targets? How can you measure PageRank or Domain Authority?

Here are the best **free** link-building tools on the Internet, ranked with the best tools first!

BUZZSUMO - http://buzzsumo.com/

> Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.
>
> **Rating:** 5 Stars | **Category:** tool

AHREFS FREE LINK CHECKER - https://ahrefs.com/backlink-checker

> Use the free version of Ahrefs to check a website and view its inbound links.
>
> **Rating:** 5 Stars | **Category:** tool

CHARITY NAVIGATOR - http://www.charitynavigator.org/

> Sponsoring charities, and getting links FROM the charity or non-profit to your website, is a great link-building technique. Use this site to find charities you might sponsor to receive links from in return.
>
> **Rating:** 5 Stars | **Category:** resource

MOZ: OPEN SITE EXPLORER - https://moz.com/researchtools/ose/

First, create your free account. Then, this wonderful tool tells you who links to whom on the Internet. Enter a URL and the tool will then identify backlinks to that URL. Input your own website and check up how many links you have; enter a competitor, and 'reverse engineer' who links to them.

Rating: 5 Stars | **Category:** tool

MAJESTIC SEARCH EXPLORER - https://majestic.com/

Who's winning at your keywords, and why? We know it's a function of a) on page SEO, and b) off page SEO, namely links. This incredible tool looks at the Google results for your keyword query, and shows the link score for the top players. A very revealing look at how links impact search engine results page ranking (SERP rank).

Rating: 4 Stars | **Category:** tool

MOZ GUIDE TO LINK-BUILDING –

https://moz.com/beginners-guide-to-link-building

MOZ has published a wonderful and thought-provoking guide to what links are, and how to get them, or we should say how to 'build' them. Not to mention link-attraction vs. link-building.

Rating: 4 Stars | **Category:** tutorial

HELP A REPORTER OUT (HARO) - https://www.helpareporter.com/

A service journalists use to put queries out into the ether. Sign up to receive queries from working journalists, and then 'pitch' them on contacting you and your company, usually as an expert.

Rating: 4 Stars | **Category:** service

NEIL PATEL BACKLINK CHECKER - https://neilpatel.com/backlinks/

Yet another tool to check backlinks, but has a very easy-to-use and free version. Excellent if you don't have a paid backlink tool.

Rating: 4 Stars | **Category:** tool

LINK BUILDING FOR SEO: THE DEFINITIVE GUIDE –

http://backlinko.com/link-building

Backlinko is one of the funnest and most innovative link-building companies out there. They share a wealth of knowledge about links in this free guide.

Rating: 4 Stars | **Category:** resource

LINK MINER - FIND BROKEN LINKS - https://jm-seo.net/uoh

LinkMiner takes broken link checking to the next level. You can now find out more about the links you're checking so you can make smarter decisions, quicker. Get link & social data on any link on a page, be able to export all links from a page, and even display link data next to each link on the page.

Rating: 4 Stars | **Category:** extension

THE LINK BUILDING BOOK - https://aira.net/link-building-book/

Paddy Moogan wrote The Link Building Book. Co-founder of Aira, a digital marketing agency based in Milton Keynes in the UK. Working in SEO since around 2004. Originally released The Link Building Book was for sale; now available for free!

Rating: 4 Stars | **Category:** resource

ZIPSPROUT LOCAL SPONSORSHIP - https://lsf.zipsprout.com/

FIND SPONSORABLE ORGANIZATIONS IN 1000 US CITIES. Search our Machine-Filtered Database for Sponsorable Orgs in Your Target Cities (for FREE)

Rating: 3 Stars | **Category:** tool

GOOGLE'S DISAVOW LINKS TOOL -
https://www.google.com/webmasters/tools/disavow-links-main

Use with caution! Experts only! Could be a scam! Google introduced this tool so that the SEO community would rat each other out by identifying bad sites that are participating in links schemes. Oh, oops, we didn't say that. Google introduced this tool so that you can 'disavow' bad links into your website. Google wouldn't be evil, would it? Use with caution!

Rating: 3 Stars | **Category:** tool

JUST REACH OUT - https://justreachout.io/

This is a paid service with a free 7 day trial. Once you have the 'carrot' such as a new product, eBook or free offering, you can use this service to email key journalists your 'pitch.'

Rating: 3 Stars | **Category:** service

LINKARATI'S LINK BUILDING GUIDE (PAGEONEPOWER) -
https://www.pageonepower.com/link-building-resources

OK, we've taken the (link)baitl. This article, once published by Literati and now owned by PagePower, is a compendium of both link-building tools AND points to deep-dive articles. Once you've graduated from the basics, dive in to topics such as link-bait, badge-bait, broken link building and more esoteric topics that separate the men from the boys, and women from the girls.

Rating: 3 Stars | **Category:** article

TALKWALKER ALERTS - http://www.talkwalker.com/alerts

Similar to Google Alerts, Talkwalker allows you to input your keywords, and then get alerts on new sites, and new mentions (e.g., a keyword or your brand name).

Rating: 3 Stars | **Category:** tool

AHREFS - https://ahrefs.com/

AHrefs takes its name from the A HREF element/attribute (i.e., HTML hyperlink tag). This tool helps you investigate links and link-building issues for any website. A useful tool to use in companion with Open Site Explorer. You can also use it to reverse engineer competitor keywords.

Rating: 3 Stars | **Category:** tool

GUEST POST - https://guestpost.com/

Guest posting is finding blogs that are looking for your content, and then soliciting them to accept your articles. This free / paid service helps you along the way. Great for blogging AND link-building.

Rating: 3 Stars | **Category:** service

EXPIREDDOMAINS.NET - https://www.expireddomains.net/

Identifying, purchasing, and then populating with content 'expired domains' is a good and valuable... albeit somewhat 'Black Hat' tool of link-building.

Rating: 3 Stars | **Category:** resource

DR. LINK CHECK - https://www.drlinkcheck.com/

This tool allows you to input your website, and then check its outbound links (both internal and external). Great for finding broken links on your website. Or for some other website, use it to diagnose broken link opportunities for outreach.

Rating: 3 Stars | **Category:** tool

COMPETITORSITE.COM -SITE:COMPETITORSITE.COM - https://tinyurl.com/ycdwmoos

Use the pattern competitorsite.com -site:competitorsite.com to search for links and references to your competitors. This is a quick and dirty way to use Google

to find who links to a competitor and thus 'reverse engineer' their link-building strategy.

Rating: 3 Stars | **Category:**

BACKLINK EXPLORER - http://explorer.cognitiveseo.com/

This tool, based on a freemium model, allows a few 'free' back link searches - enough to see how you and your competitors align. Enter a URL, and see who links to whom. Has a lovely visual 'picture' of links.

Rating: 2 Stars | **Category:** tool

ANCHOR TEXT GENERATOR - https://www.linkio.com/anchor-text-generator/

Enter some keywords, and this tool will generate a list of potential link phrases.

Rating: 2 Stars | **Category:** tool

BROKEN LINK CHECK - http://www.brokenlinkcheck.com/link-checker.php

Use this tool to scan a site - your site, a competitor, a list of links - and identify 'broken links.' In that way useful to debug your site, and to identify broken links to 'fix' by helping them out with your own links.

Rating: 2 Stars | **Category:** tool

MONITOR BACKLINKS –

https://monitorbacklinks.com/seo-tools/free-backlink-checker

Yet another backlink checker; only provides a teeny-tiny taste of the backlinks, before you are required to register.

Rating: 2 Stars | **Category:** tool

RMOOV - https://www.rmoov.com/

This tool helps you find, and disavow, 'bad' links in the post-Penguin link world. Has both free and paid versions.

Rating: 2 Stars | **Category:** tool

SEO QUAKE - https://www.seoquake.com/

Many people love this SEO tool, a plugin for Firefox. Once you install it, you have a toolbar wherein you can search the web, look at competitors, and view their PageRank, link analysis, keywords, etc. It also alters how your Google appears. Decide if you like it. It can be overwhelming.

Rating: 2 Stars | **Category:** tool

TINEYE REVERSE IMAGE - https://www.tineye.com/

Images can be great 'link bait,' especially if you nag people who 'steal' your images that they MUST link back to them.

Rating: 2 Stars | **Category:** tool

GUEST POST TRACKER - https://www.guestposttracker.com/

The Ultimate List of Guest Posting Opportunities. We keep an updated list of blogs that accept guest posts. We also keep track of what the website owners charge for the guest post and help you track all of your guest posts in one place.

Rating: 2 Stars | **Category:** service

FATJOE - https://fatjoe.com/

FatJoe is a paid link-building service.

Rating: 2 Stars | **Category:** service

NOFOLLOW LINK CHECKER - https://fatjoe.com/fatrel/

The most up to date, simple and sophisticated NoFollow link highlighter. FATREL checks for the latest rel= tags supported by Google as well as nofollow. With a simple click of a button from the chrome extension you can turn on any or all of the rel checkers. On the page you will see which links are nofollow, ugc or sponsored clearly highlighted with a colour code.

Rating: 2 Stars | **Category:** tool

PIKTOCHART - http://piktochart.com

Free infographic creator. Useful for blogging and creating 'link bait' for link building.

Rating: 1 Stars | **Category:** tool

10

PRESS RELEASES

Press Releases are an underutilized form of SEO. With the advent of "real-time search" and syndication services like PRWEB.com, Google rewards sites that have frequent press releases and blog posts. First, it rewards them with links from the Google search page directly to their press releases and blog posts - especially if they are created in an SEO-friendly way. Second, press releases can be part of your "link-building" strategy. And third, Google rewards sites with frequent, keyword-heavy press releases *that are Panda- and Penguin-compatible*, with a "better reputation" and thereby more frequent spidering. It's a three-for-one benefit!

Here are the best **free** press release syndication tools on the Internet, ranked with the best services first!

EIN PRESSWIRE - https://www.einpresswire.com/

Yet another press release service, but easy-to-use and effective.

Rating: 5 Stars | **Category:**

PRLOG PRESS RELEASE DISTRIBUTION - https://www.prlog.org/

PRLog is a free online press release service. First, create your press release on your own website in SEO-friendly HTML. Second, log in to your free PRLog.org account. Third, input your press release for distribution. Fourth, publish! This free service is a fantastic way to syndicate your press release, gain instant links, encourage Google to index your website and more. News is still an effective way to boost SEO!

Rating: 5 Stars | **Category:** service

PRESS RELEASE TEMPLATES - https://www.smartsheet.com/press-release-templates

Templates for press release. Select something similar to your company, product, or service and download in various formats such as Microsoft Word or Google Docs.

Rating: 4 Stars | **Category:** resource

ONLINE PR MEDIA - http://www.onlineprnews.com/

Online PR Media, in its own humble words, is the premier source for publishing SEO press releases. After years of research (again in their own humble words) we've combined all of the features that Internet marketers, business owners, and journalists have asked for in an online press release distribution site. Has a limited free service.

Rating: 4 Stars | **Category:** service

HELP A REPORTER OUT (HARO) - https://www.helpareporter.com/

A service journalists use to put queries out into the ether. Sign up to receive queries from working journalists, and then 'pitch' them on contacting you and your company, usually as an expert.

Rating: 4 Stars | **Category:** service

24-7 PRESS RELEASES - http://www.24-7pressrelease.com/

Yet another press release distribution service. Most plans are paid, but does offer a limited free trial plan which includes one free press release per day.

Rating: 4 Stars | **Category:** service

PRESSRELEASE.COM - http://www.pressrelease.com/

Yet another press release service.

Rating: 3 Stars | **Category:** tool

NEWSWIRE - https://www.newswire.com/

Another press release service (paid options only). In comparison with PRWEB / Cision, Newswire is a bit less expensive and a bit better at optimized links, but doesn't have quite the network as Cision.

Rating: 3 Stars | **Category:** service

eReleases - http://www.ereleases.com/

A relatively expensive news release distribution service, eReleases has a strong affiliation with the AP wire service and PR Newswire. Competes with PRWeb.

Rating: 2 Stars | **Category:** service

BriefingWire - http://www.briefingwire.com/

Free press release distribution service. Basic and to-the-point.

Rating: 2 Stars | **Category:** service

PR Urgent News - http://prurgent.com

Free press release and news distribution website which publishes high quality press releases, which will get you visibility in major search engines and news sites including Google News, MSN, Yahoo, Bing and others.

Rating: 2 Stars | **Category:** service

PRWeb - http://www.prweb.com/

Not free, but inexpensive, PRWeb does an excellent job of taking your news release and syndicating it across the Internet. For about $200, you can reach thousands of websites, blogs, portals and other media plus encourage Google to index your news release and new content. Because it is so good, we make an exception to our general rule of only identifying free resources. Well worth $200.

Rating: 1 Stars | **Category:** service

11

RANK

SEO is a lot like physical fitness! Just as you should measure your "Body Mass Index" (BMI), **before, during**, and **after** your fitness program, so you should measure your "Rank" on Google **before, during**, and **after** your SEO fitness efforts. The fact that your rank can vary greatly depending on your target keywords complicates rank measurement, but fortunately there are some great tools for automating this process. You can incorporate your rank measurement to identify strengths and weakness in your SEO strategy. Finally, if you are conducting paid Google Ads advertising, you can feed your rank data into Google Ads and thereby build on your SEO strengths and "target" your weaknesses for advertising support.

Here are the best **free** rank-checking tools on the Internet, ranked with the best tools first!

SERP SURF - http://www.serpsurf.com/

> This free tool is easy to use, and allows you to track your rank on five keyword phrases on Google. The report shows you your rank, and has a nice 'top ten' link that you can click on to see the 'top ten' domains vs. a keyword query.
>
> **Rating:** 5 Stars | **Category:** tool

FAT RANK (CHROME EXTENSION) - http://jmlinks.com/25w

> This is a NIFTY Chrome extension. Visit a website (such as yours), and then you can quickly enter a keyword, and PRESTO it will tell you the rank on Google. It's free, and it's fast. Excellent for a quick spot check to rank.
>
> **Rating:** 5 Stars | **Category:** tool

ANONYMOUS AD PREVIEWER - https://ads.google.com/anon/AdPreview

> Use this tool to preview ads (and organic results) on Google, even if you do not have a Google Ads account. It's a little tricky to use, so - if possible - I

recommend setting up a paid Google Ads account and using the tool 'inside' of Google Ads.

Rating: 4 Stars | **Category:** tool

WHAT'S MY SERP - https://whatsmyserp.com/serp-check

Yet another tool to check your SERP rank on Google online.

Rating: 4 Stars | **Category:** tool

SERPLAB RANK CHECKER - https://www.serplab.co.uk/serp-check.php

Enter your domain AND some keywords, and this tool will tell you your rank. A bit slow to use, but pretty accurate.

Rating: 4 Stars | **Category:** tool

DYNAMIC KEYWORD GENERATOR TOOL –

http://rustybrick.com/keyword-phrase-tool.php

This tool enables you to enter your primary, secondary and even tertiary keyword phrases separated by comma (,) into the appropriate fields and click Generate Keywords to receive a robust list of keywords to copy and paste into your program of choice. For rank-checking, it makes it easy to generate a longer keyword list.

Rating: 3 Stars | **Category:** tool

DELETE DUPLICATES KEYWORD TOOL –

http://angular.marketing/free-tools/delete-duplicates

If you are building a long list for rank-checking, or for AdWords input, you often will unknowingly generate duplicates. Then when you pull your reports, they will often not correspond to your original, because rank checker and other tools auto-delete duplicates. Use this tool to prevent this from happening in the first place.

Rating: 3 Stars | **Category:** tool

SEM RUSH - https://www.semrush.com/

Similar to KeywordSpy, this tool allows you to enter a domain or a competitor, and returns a list of AdWords keywords they are running under as well as their organic keywords. Use it to track a competitor, as well as to generate a keyword list (keyword discovery).

Rating: 3 Stars | **Category:** tool

SERP ROBOT CHECKER - https://www.serprobot.com/

Check your rank with this tool. Enter your domain and keywords.

Rating: 2 Stars | **Category:** tool

KEYWORD RANK CHECKER - https://searchenginereports.net/

Yet another tool to check your rank online.

Rating: 2 Stars | **Category:** tool

SMART SERP KEYWORD RANK CHECKER - http://smartserp.com/free-rank-checker

Yet another slow tool to check your rank on Google.

Rating: 1 Stars | **Category:** tool

KEYWORD POSITION TOOL - http://smallseotools.com/keyword-position

Another quick and dirty keyword rank checker. Enter your keywords and your domain...and this free tool will check your position in the top search engines for specific keywords to determine what is working, and what needs more work on your website.

Rating: 1 Stars | **Category:** tool

12

DIAGNOSTICS

"To diagnose" means to identify the nature of an illness or other problem by the nature of the symptoms. For your website as a whole and for your SEO efforts, effective diagnostic tools can not only identify when you have a problem but tell you what that problem is and even guide you to possible solutions.

Here are the best **free** diagnostic tools on the Internet, ranked with the best tools first!

GTMETRIX - https://gtmetrix.com/

> Slow website got you down? Want to go mobile? Already gone mobile, but your site is terribly slow? This diagnostics tool helps you understand what's wrong (and then fix it). Submit your site, and then give the report to your developer to fix.
>
> **Rating:** 5 Stars | **Category:** resource

COMPLEX SEO AUDIT - http://www.seomastering.com/

> Want to know where your website is really hosted in the physical world? How fast it is? What the keywords it appears to be targeting. This nifty tool answers all those questions.
>
> **Rating:** 4 Stars | **Category:** tool

GOOGLE PAGESPEED INSIGHTS - https://developers.google.com/speed/pagespeed/insights

> Use this Google tool to measure how fast your website is. Size might not matter, but speed does. Google likes speedy websites! It gives you a score, plus recommendations on what you can do to speed up your website. Not just what's wrong, but what to fix. Cool tool.
>
> **Rating:** 4 Stars | **Category:** tool

WEBPAGETEST - http://www.webpagetest.org/

If you are having page speed issues, this tool will take your website and analyze how fast it loads by constituent part. You can then reverse-engineer what parts load slowly vs. quickly, and optimize accordingly.

Rating: 4 Stars | **Category:** tool

RICH RESULTS TEST - https://search.google.com/test/rich-results

If you have SCHEMA markup or other forms of markup, this tool will test your markup. Especially important for LOCAL mark up and LOCAL SEO.

Rating: 4 Stars | **Category:** tool

PINGDOM TOOLS - http://tools.pingdom.com/

Diagnostic tools, such as how fast your website loads, and the DNS health of your domain name. Useful for optimizing your website performance which is increasingly important to Google. Speed, baby, speed (matters).

Rating: 4 Stars | **Category:** tool

IS IT HACKED? - http://isithacked.com/

Has your website been hacked? The funny thing is it may have been hacked, and yet you won't know. Hackers often inject hidden code and links into your site. If Google finds these, it may harshly penalize your rank on searches. So it's a good idea to check.

Rating: 4 Stars | **Category:** tool

SUCURI MALWARE CHECK - https://sitecheck.sucuri.net/

If your website is infected with malware, Google will quickly block you - creating a catastrophic drop in your rank on Google. This tool pre-scans your

website for malware and infections, so you can see minute-by-minute if you have an issue.

Rating: 3 Stars | **Category:** tool

BING MOBILE FRIENDLY –

https://www.bing.com/webmaster/tools/mobile-friendliness

Test your site to see if it is mobile friendly, according to the #2 search engine, Bing.

Rating: 3 Stars | **Category:** tool

NIBBLER - http://nibbler.silktide.com/

This is a nice diagnostic for your 'entire' website, with a good focus on all sorts of issues that are likely to be in the Google algorithm, such as page loading speed, your 'likes' on Facebook, etc. It's a good overview to whether your website is doing its on page SEO job well (or poorly).

Rating: 3 Stars | **Category:** tool

SITELINER - http://www.siteliner.com/

This is a scan tool that scans your site for things like duplicate content, overlapping content, outbound links and other metrics. It's a good way to check you ON PAGE SEO and see if you are likely to be provoking a PANDA penalty for duplicate content.

Rating: 3 Stars | **Category:** tool

GEOPEEKER - https://geopeeker.com

Measure how fast your website loads in various places in the world. Great as a testing tool for website loading speed and performance.

Rating: 3 Stars | **Category:** service

SIMILARWEB - https://www.similarweb.com/

Unlike other monitoring tools previously mentioned, SimilarWeb monitors your competition's website. Use this tool to find out how your competitors are doing, see how much traffic they get and where it comes from. A great tool for anyone with some competition, aka everyone.

Rating: 3 Stars | **Category:** tool

GOOGLE SEARCH CENTRAL - https://developers.google.com/search

Google's one-stop shop of information, tools, tips, and treasures for webmasters. It also links to the "Search Console," which is where you actually get things done. This is more an information resource for webmasters.

Rating: 3 Stars | **Category:** tool

SEOPTIMER - http://www.seoptimer.com/

Another all-in-one diagnostic tool. Enter a website address, click Analyze, and it will give you feedback, including some interesting data on 'social shares' such as Facebook, Twitter, and Google+.

Rating: 3 Stars | **Category:** tool

IP ADDRESS BLACKLIST CHECKER TOOL - http://www.ipvoid.com/

If your website traffic goes way, way down, it can indicate your site may have been infected with malware. This tool will check if your IP address has been listed on various Internet blacklists.

Rating: 3 Stars | **Category:** tool

DR. LINK CHECK - https://www.drlinkcheck.com/

This tool allows you to input your website, and then check its outbound links (both internal and external). Great for finding broken links on your website. Or for some other website, use it to diagnose broken link opportunities for outreach.

Rating: 3 Stars | **Category:** tool

DOTCOM-MONITOR SPEED TEST –

https://www.dotcom-tools.com/website-speed-test.aspx

Check how fast your website is from locations around the world.

Rating: 3 Stars | **Category:** tool

BUILTWITH - https://builtwith.com/

Useful for competitive analysis, this free tool takes a competitor website and analyzes the technologies it was 'built with.' It also highlights advertising technologies used (e.g., Google remarketing) and the hosting system they employ.

Rating: 3 Stars | **Category:** tool

GOOGLE SITE: SEARCH OPERATOR –

http://google.com/search?q=site%3Ajm-seo.org

Use the site: search operator on Google to find out a) how many pages of your website are in the Google index (the first step towards getting to the top of Google), and b) to see your indexing patterns. Simply click on the left column, 'Show Search Tools,' and browse by week, month, day to see how frequently Google is indexing your website. You can 'train' Google to index your site more frequently!

Rating: 3 Stars | **Category:** tool

CHECKBOT: SEO, WEB SPEED & SECURITY TESTER - https://jm-seo.net/4dd6f

Test SEO/speed/security of 100s of pages in a click! Check broken links, HTML/JavaScript/CSS, URL redirects, duplicate titles... Checkbot is a powerful website tester that tells you how to improve the SEO, page speed and security of your website. Checkbot crawls 100s of pages in minutes testing for

50+ common website problems based on best practices recommended by Google and Mozilla including:

Rating: 3 Stars | **Category:** extension

301 REDIRECT CHECKER (STATUS CODES) - https://httpstatus.io/

301 redirects are essential to a site migration, or if you just want to change a page URL into a new URL. Use this tool to check your redirects.

Rating: 3 Stars | **Category:** tool

BROWSESEO - https://www.browseo.net/

BROWSEO is a web app that allows you to view any webpage without distractions caused by styles. It also highlights parts of a page that are relevant for SEO.

Rating: 3 Stars | **Category:** tool

TECHNICAL SEO TOOLS - https://technicalseo.com/tools/

This is a cornucopia of technical SEO tools, mainly focused on diagnostics. For example, it has a robots.txt tester tool.

Rating: 3 Stars | **Category:** tool

SHORT PIXEL - https://shortpixel.com/

Short Pixel is a WordPress plugin; use it on your WordPress website and you can smuch your images to smaller sizes, thus helping you to load faster.

Rating: 3 Stars | **Category:** tool

SEOBILITY WEBSITE CHECKER TOOL - https://www.seobility.net/en/seocheck/

Compliance with search engine guidelines is an important factor for the success of your website. The SEO Checker analyzes your website and gives you tips on optimizing your site for a long-term success in search engine optimization!

Rating: 3 Stars | **Category:** tool

SEO TESTER - https://www.seotesteronline.com/

Similar to WOORANK, this is a tool to analyze how well optimized a web page is for URL.

Rating: 3 Stars | **Category:** tool

SEO REVIEW TOOLS - https://www.seoreviewtools.com/

A cornucopia of SEO oriented tools. While many are duplicative of others, among the really interesting are the content tools.

Rating: 3 Stars | **Category:** tool

DOWN FOR EVERYONE OR JUST ME - https://downforeveryoneorjustme.com/

Use this site to see if a website is really down or not.

Rating: 3 Stars | **Category:** tool

GODADDY WHOIS - https://www.godaddy.com/whois

WhoIs provides basic information about who registered a domain. Also useful to identify available domain names as you brainstorm new ones.

Rating: 2 Stars | **Category:** tool

HUBSPOT MARKETING GRADER - https://website.grader.com/

HubSpot sells HubSpot software, which isn't the best in my book. It's a bit of reselling stuff you can do on your own, and fluffing it up to make it look more important than it is. That said, they do have a nice all-in-one analysis tool. It

tends to focus on on page, just a little bit on links, and way way too much on Twitter. But still it's fun and informative.

Rating: 2 Stars | **Category:** tool

GOOGLE ROBOTS.TXT TESTER TOOL - https://www.google.com/webmasters/tools/robots-testing-tool

Curious as to whether your ROBOTS.TXT file is set up correctly? Use this tool by Google to test it.

Rating: 2 Stars | **Category:** tool

SCREAMING FROG - https://www.screamingfrog.co.uk/seo-spider/

The Screaming Frog SEO Spider is a website crawler that helps you improve onsite SEO, by extracting data & auditing for common SEO issues. Download & crawl 500 URLs for free, or buy a licence to remove the limit & access advanced features.

Rating: 2 Stars | **Category:** tool

MOZ BAR - https://moz.com/products/pro/seo-toolbar

Moz is one of the leading vendors. Download their free plug in for Chrome and start seeing SEO as you browse the web.

Rating: 2 Stars | **Category:** tool

PAGESPEED TESTING TOOL - https://pagespeed.web.dev/

Yet another version of Google's pagespeed tool. Check a website URL for its speed and grade.

Rating: 2 Stars | **Category:** tool

SEO AUDIT - CHROME EXTENSION –

https://www.thetechseo.com/seo-tools/quick-click-audit-chrome-extension/

The internet is full of free and freemium SEO audit tools. I have a bookmark bar full of links to tools to look at the technical, content, and off-site metrics for a page. When I audit a page or a website, I am constantly copying and pasting URLs into these tools to get that audit data. This can be a pain in the butt sometimes.

Rating: 2 Stars | **Category:** tool

MOBILE FRIENDLY TEST BY GOOGLE –

https://search.google.com/test/mobile-friendly

Is your site mobile friendly? Google wants you to be 'mobile first,' and created this easy mobile testing tool.

Rating: 2 Stars | **Category:** service

PINEBERRY SEO ANALYSIS TOOL - https://www.pineberry.com/en/analysis-tool/

This nifty little tool allows you to enter a page URL and a target keyword. It then will compare your target keyword vs. the on page aspects such as your tag structure, keyword density, etc. Good for a quick heads up analyzing your page content vs. target keywords. Sadly, works only for non https websites.

Rating: 1 Stars | **Category:** tool

WHEREGOES - https://wheregoes.com/

This tool shows the traceroute, and redirects of any website. Useful to visualize redirects (301s).

Rating: 1 Stars | **Category:** tool

ZADROWEB SEO AUDITOR - https://zadroweb.com/seo-auditor/

This quick and easy SEO audit tool provides only basic data. Unfortunately, it does not allow you to enter a keyword or group of keywords and compare / contrast your web page to that target.

Rating: 1 Stars | **Category:** tool

HTTPS://1TY.ME/ - https://1ty.me/

One time link (useful for sending passwords).

Rating: 1 Stars | **Category:** tool

13

WEBSITE STRUCTURE

Website structure - the "organization" of your website - is an advanced element in effective SEO. While good page tags and link-building are more important and more powerful, effective website structure can mean the difference between securing Page 1 Position 1 and being downgraded to Page 3 Position 4, especially for "highly competitive" keywords. How you name your files, how you "reach out" to Google, and how you optimize your landing pages all combine to make a good SEO strategy, great!

Here are the best **free** website structure tools on the Internet, ranked with the best tools first!

GOOGLE SEARCH CONSOLE (DIRECT LINK) –

https://search.google.com/search-console

> Here is a direct link to Google Search Console; the "formal" link is a mumble-jumble of Google marketing speak, so it can be hard to find the direct link. But here it is.
>
> **Rating:** 5 Stars | **Category:** tool

GOOGLE WEBMASTERS YOUTUBE CHANNEL -
https://www.youtube.com/user/GoogleWebmasterHelp

> If you are a webmaster or someone interested in search engine optimization, this is a great site of YouTube videos created by Google. Of course it is the 'party line' from the biggest player in search - dare we say, the view of the search monopolist on what constitutes acceptable behavior? Especially useful on technical website structure issues.
>
> **Rating:** 4 Stars | **Category:** video

SCHEMA VALIDATOR - https://validator.schema.org/

Are you sending 'rich' data to Google? Use this tool to test your schema markup / meta data.

Rating: 4 Stars | **Category:** tool

RICH RESULTS TEST - https://search.google.com/test/rich-results

If you have SCHEMA markup or other forms of markup, this tool will test your markup. Especially important for LOCAL mark up and LOCAL SEO.

Rating: 4 Stars | **Category:** tool

GOOGLE PAGESPEED INSIGHTS - https://developers.google.com/speed/pagespeed/insights

Use this Google tool to measure how fast your website is. Size might not matter, but speed does. Google likes speedy websites! It gives you a score, plus recommendations on what you can do to speed up your website. Not just what's wrong, but what to fix. Cool tool.

Rating: 4 Stars | **Category:** tool

FREE SITEMAP GENERATOR - https://freesitemapgenerator.com/

This tool creates a sitemap as defined by Google for your site. Enter the URL of your website(s), and the tool will generate a sitemap for you and download the compressed sitemap later. The good thing about this tool is it isn't limited to just 500 links like most of the free generators. The bad thing is it can be painfully slow and take several days to generate your free XML sitemap. There is a paid version, which (not surprisingly) is faster!

Rating: 4 Stars | **Category:** tool

GOOGLE STRUCTURED DATA TESTING TOOL - https://search.google.com/structured-data/testing-tool

With the Schema.org standard, use this tool to see if structured data you have created and inserted into your web pages is being correctly interpreted by

Google. Also can be used to test local JSON-LD markup as used by Google local.

Rating: 4 Stars | **Category:** tool

GOOGLE SEARCH CONSOLE (WEBMASTER TOOLS) HELP - https://support.google.com/webmasters#topic=3309469

Webmaster essentials from Google. Includes Google's official statements on SEO. To be taken with a grain of salt, because Google obviously has a huge vested interest in no one understanding how its algorithms work and thus being able to 'manipulate' search results. But here are the help files for webmasters - especially useful on webmaster issues like robots.txt, sitemaps, xml sitemaps and other 'best practices' for webmasters. Note: Google Webmaster Tools has been renamed Google Search Console.

Rating: 4 Stars | **Category:** overview

GOOGLE WEBMASTER CENTRAL BLOG - https://webmasters.googleblog.com/

The official blog about the Google site index, and very useful to keep up-to-date with their most recent news and new developments. It's a little geeky at times, but is especially useful with website structure issues such as naming files, robots.txt, xml sitemaps, etc.

Rating: 4 Stars | **Category:** blog

GOOGLE SEARCH CENTRAL - https://developers.google.com/search

Google's one-stop shop of information, tools, tips, and treasures for webmasters. It also links to the "Search Console," which is where you actually get things done. This is more an information resource for webmasters.

Rating: 3 Stars | **Category:** tool

XML SITEMAPS GENERATOR - https://www.xml-sitemaps.com/

Create XML sitemaps for - the easy way! If you own or maintain a website or intend to own one, wouldn't it be great if you get frequent visitors who find satisfaction in getting exactly the information they need from your page? This free tool will index a site up to 500 pages and create your XML site map for you. Then simply upload to your site, and tell Google it exists via Webmaster tools. Presto!

Rating: 3 Stars | **Category:** tool

BING WEBMASTER TOOLS - http://bing.com/toolbox/webmaster

The Bing Webmaster tools keyword tool is free to use and gives excellent synonyms and ideas. It's a useful complement to the Google AdWords Keyword planner for keyword discovery.

Rating: 3 Stars | **Category:** tool

WEBMASTER CENTRAL FORUM - https://productforums.google.com/forum/#!forum/webmasters

Google's official user forum and self-help free-for-all of webmasters helping other webmasters.

Rating: 3 Stars | **Category:** resource

UPTIME ROBOT - https://uptimerobot.com/

Your website can NOT go down your website can NOT go down your website can NOT go down. You need to check it every five minutes every five minutes every five minutes. For free for free for free.

Rating: 3 Stars | **Category:** service

RICH SNIPPETS (WORDPRESS PLUGIN) –

https://wordpress.org/plugins/all-in-one-schemaorg-rich-snippets/

This nifty plugin allows you to specify the MICRODATA that gets exchanged to Google about your website / web page. In this way, you can communicate data such as your reviews, recipe information, calorie count, location, etc.

Rating: 3 Stars | **Category:** tool

CHECK MY LINKS (CHROME EXTENSION) - http://tinyurl.com/cklinkschrome

Paul Livingstone has done us all a favor with this nifty link-checking tools. Enter a URL (e.g., your home page) by visiting it with this CHROME extension. Then it will analyze all the outbound links and tell you which ones are 'broken' and need to be fixed.

Rating: 3 Stars | **Category:** tool

.HTACCESS GENERATOR - http://www.htaccessredirect.net/

Instructions called redirects placed within a file named .htaccess on some webservers allow you to redirect one URL to another, for example jm-seo.org to www.jm-seo.org. Redirects are especially useful when moving or renaming a web page on your site. This utility will help you create the correct .htaccess file for your website, which is sometimes not straightforward.

Rating: 2 Stars | **Category:** tool

REDIRECT PATH - https://jm-seo.net/463

Chrome extension to help you see the paths and redirects of a given website, for example http to https.

Rating: 2 Stars | **Category:** tool

ROBOTS.TXT GENERATOR - https://en.ryte.com/free-tools/robots-txt-generator/

Generate a Robots.txt file for your website, and tell Google how to index you.

Rating: 1 Stars | **Category:** tool

ROBOTS.TXT GENERATOR - http://tools.seobook.com/robots-txt/generator

A robots.txt file is simple enough, but this tool makes it even simpler. Just type in your parameters and it will create the file for you. Then copy paste it into a TXT file (using Notepad, for example), and you have your robots.txt file. You still have to upload it to your root directory, as in http://www.jm-seo.org/robots.txt.

Rating: 1 Stars | **Category:** tool

14

LOCAL SEARCH

So much of search is local. "Dallas Roofing Company," "NYC Personal Injury Attorney," "Pizza," and so on and so forth. For many companies, therefore, going local is a big part of successful SEO. Local search crosses into *social media*, so you want your SEO to support your local search social media efforts (Get reviews!) and vice-versa. Here are the best tools and listing services for improving your local search SEO, ranked with the best tools first!

LOCAL SEO RANKING FACTORS –

https://whitespark.ca/local-search-ranking-factors/

The Local Search Ranking Factors Survey Analysis. Hugely useful if you are working on local SEO. Updated each year, so Google 'WhiteSpark Local SEO Ranking Factors' to find the most current analysis.

Rating: 5 Stars | **Category:**

MOZ LOCAL - https://moz.com/checkout/local/check

If local matters to you, you need to see where you're listed (Google+, Yelp, etc.), and how you're listed. You also want consistent address, phone number, and other data across local sites (called 'citations'). Moz has a new paid service for this, but this free tool will analyze (and find) your listings pretty easily.

Rating: 5 Stars | **Category:** tool

GOOGLE'S STRUCTURED DATA MARKUP HELPER -
https://www.google.com/webmasters/markup-helper/?hl=en

This is Google's rather proprietary tool to identify and markup your NAP (Name Address Phone) for local. Use it via Webmaster tools and in combination with SCHEMA Json-LD data markup.

Rating: 5 Stars | **Category:** tool

YELP HELP CENTER - https://www.yelp-support.com/

Here is the official Yelp help center, for both consumer and businesses. If you are new to local marketing, this is a great place to understand how it works from an official Yelp perspective. Remember, however, that what is officially presented as 'how Yelp works' isn't 100% accurate.

Rating: 4 Stars | **Category:** resource

MOBILE SERP TEST - https://mobilemoxie.com/tools/mobile-serp-test/

From MobileMoxie, enter a location (or Zip code) and see whether you rank for a keyword as well as what you look like on various mobile devices. You can also actually click "into" the device as these are real searches, not just a tool.

Rating: 4 Stars | **Category:** tool

MOZ LOCAL LISTINGS BY CATEGORY - https://jm-seo.net/mozciee837

MOZ has done us all a HUGE favor. They've created a category index of the BEST local citation and directories by category. Browse and then quickly find where you should include your company for local SEO.

Rating: 4 Stars | **Category:** resource

WHITESPARK CITATIONS BY COUNTRY –

https://whitespark.ca/top-local-citation-sources-by-country/

Thanks to Whitespark, we have a handy dandy list of citations by country. So if you are a local business, you can see where you can (and should) get links and listings for your NAP (Name Address Phone).

Rating: 4 Stars | **Category:** resource

LOCAL SEO CHECKLIST - https://localseochecklist.org/

Excellent overview to what you should do for local SEO. A checklist format makes it easy, and you can do one thing at a time.

Rating: 4 Stars | **Category:** resource

LOCAL KEYWORD LIST GENERATOR - http://5minutesite.com/local_keywords.php

Don't know your local geography? What about all those pesky zip codes and small suburban towns? Enter a zip code or city into this tool, and it generates a nifty list of possible nearby locales and zips for your SEO efforts. A time saver if local search is important to your SEO or AdWords.

Rating: 4 Stars | **Category:** tool

LOCAL FALCON - https://localfalcon.com/

A tool to visualize your local rankings on Google city by city. Really awesome! Has a free and a paid version.

Rating: 4 Stars | **Category:** tool

LOCAL SEARCH RESULTS CHECKER –

https://www.brightlocal.com/local-search-results-checker/

Input your city and you can see what Google looks like from various locations. Important and excellent tool if your business has multiple locations.

Rating: 4 Stars | **Category:** tool

GOOGLE REVIEW LINK GENERATOR –

https://whitespark.ca/google-review-link-generator/

Use this free tool to easily find your business and generate your unique Google Review link. Then share the short URL with your customers and grow your Google reviews.

Rating: 4 Stars | **Category:** tool

WHITESPARK - https://whitespark.ca/

WhiteSpark is an excellent and inexpensive service that for a fee will identify and synchronize your NAPs (Name, Address, and Phone Number) citations across the Internet. A useful todo for your local SEO effors.

Rating: 4 Stars | **Category:** service

GOOGLE MY BUSINESS (GOOGLE PLACES / GOOGLE LOCAL) HELP CENTER - https://support.google.com/business

Help with Google Places, conveniently hidden by Google..but here is where you can browse helpful articles on setting up and managing your free advertising and promotion efforts via Google Places.

Rating: 4 Stars | **Category:** resource

GOOGLE STRUCTURED DATA TESTING TOOL - https://search.google.com/structured-data/testing-tool

With the Schema.org standard, use this tool to see if structured data you have created and inserted into your web pages is being correctly interpreted by Google. Also can be used to test local JSON-LD markup as used by Google local.

Rating: 4 Stars | **Category:** tool

SYNUP SCAN - http://scan.synup.com/

Yet another tool wherein you input your company name and information, and it scans the major sites such as Google, Yelp, CitySearch, etc., and it tells you your listings.

Rating: 4 Stars | **Category:** tool

BING PLACES FOR BUSINESS (BING LOCAL) - https://www.bingplaces.com/

Bing is a distant #2 to Google, behind probably Yahoo Local, but nonetheless, for local search purposes, it's still valuable to find (and claim) your local listing on Bing Local. So go for it, be a Binger!

Rating: 4 Stars | **Category:** service

GOOGLE REVIEW LINK GENERATOR - https://technicalseo.com/tools/review-link/

Soliciting Google Reviews is the #1 task you can do to improve your local SEO as a business owner. But those Google review us URLs can be hard to find. This tool allows you to input your business name, address, and - presto - you get the unique URL. Then use a tool like rebrandly to shorten it and you can then email / text your happy clients.

Rating: 4 Stars | **Category:** tool

RICH RESULTS TEST - https://search.google.com/test/rich-results

If you have SCHEMA markup or other forms of markup, this tool will test your markup. Especially important for LOCAL mark up and LOCAL SEO.

Rating: 4 Stars | **Category:** tool

SCHEMA VALIDATOR - https://validator.schema.org/

Are you sending 'rich' data to Google? Use this tool to test your schema markup / meta data.

Rating: 4 Stars | **Category:** tool

CLASSY SCHEMA - https://classyschema.org/

Google uses Structured Data to help them understand the subject of pages better. In some cases Google uses this information to generate rich snippets in the search results. This website is dedicated to helping webmasters and website owners generate structured data that causes those rich snippets.

Rating: 4 Stars | **Category:** tool

I SEARCH FROM - http://isearchfrom.com/

Excellent little tool to help you spoof your location on Google searches. Excellent for local SEO and rank tracking based on locations such as cities around the USA. Can also spoof foreign country locations.

Rating: 4 Stars | **Category:** tool

BUSINESS REDRESSAL COMPLAINT FORM - https://support.google.com/business/contact/business_redressal_form

Spam is a big problem on Google My Business. Use this form to report 'fake businesses' that are outranking you on GMB. If you come across misleading information or fraudulent activity on Google Maps related to the name, phone number, or URL of a business, you may use this form to submit a complaint. Complaints submitted through this form will be reviewed in accordance with our guidelines for representing businesses on Google Maps.

Rating: 4 Stars | **Category:** tool

SCHEMA GENERATOR - https://www.jamesdflynn.com/json-ld-schema-generator/

Schema.org protocol communicates to Google many aspects of your local business, such as your NAP (Name Address Phone). This incredible tool translates your inputted information into the Schema framework, using JSON-LD Markup.

Rating: 3 Stars | **Category:** tool

GMB SPY - https://jm-seo.net/mag

With one simple click, we show you the current categories for any Google Business Profile, or GBP (formerly known as Google My Business, or GMB, hence the name GMBspy!). You can also find common GBP categories for any top 20 search results, in either Google Maps or Google Local Finder. Audit your GBP page along with competitors and see certain listings are winning in local search!

Rating: 3 Stars | **Category:** tool

GMB CRUSH - https://jm-seo.net/j7f

This tool is a Google Chrome extension; install it to Chrome and it provides the "hidden" or "meta" data in competitors Google My Business listings. Not a ton of info, but it makes visible what is invisible (such as all categories).

Rating: 3 Stars | **Category:** tool

PODIUM - https://www.podium.com/

Improve your ratings, build your reputation, and get found online by sending review requests via text to recent customers, responding to and interacting with reviewers, and managing it all from a single inbox.

Rating: 3 Stars | **Category:** tool

YELP REVIEW ESCALATION FORM - http://bit.ly/2pD5LWR

Need to escalate a dispute on Yelp about a alleged fake review about your company? First, click dispute on the review itself in Yelp. Then fill out this form to escalate your complaint.

Rating: 3 Stars | **Category:** resource

YELP - http://biz.yelp.com/

Yelp is a local reviews service. Businesses can have (and claim) a FREE listing on Yelp, which can be helpful for local listings and local link building. This link is to the 'business' portal at Yelp - how to find, and list your business.

Rating: 3 Stars | **Category:** service

FLAG CUSTOMER REVIEWS ON GOOGLE FOR REMOVAL - https://support.google.com/business/answer/4596773

It's not easy to remove customer reviews on Google. Generally, any honest review (by honest, meaning a real person) is impossible to review. That said, you can request removal of malicious or spam reviews via this tool.

Rating: 3 Stars | **Category:** tool

GEORANKER - https://www.georanker.com/local-rank-checker

Check your rank on Google searches city-by-city.

Rating: 3 Stars | **Category:** tool

GOOGLE REVIEW LINK & PLACE ID GENERATOR - https://jm-seo.net/1f9

Looking for a simple way to share your Google My Business listing with customers? With this free tool, you can generate a Google review link for customers, and find the Place ID, Ludocid, and FID codes Google uses to identify your business.

Rating: 3 Stars | **Category:** tool

VALENTIN APP - https://valentin.app/

Local SEO / SERP checker.

Rating: 3 Stars | **Category:** tool

MOBILE BRAND SCORE - https://localu.org/brand-score/

For local searches, calculate how visible and how positive your brand is on local searches. A useful tool for an audit.

Rating: 3 Stars | **Category:** tool

USA ZIP CODE MAP (INTERACTIVE) - http://maps.huge.info/zip.htm

Free tool for browsing the USA by zipcode. Enter a zipcode and find nearby zipcodes. Great to then pop into a local SEO tool and see if you show in a particular zip code for a "short tail" search like "divorce lawyer" or "plumber"

Rating: 3 Stars | **Category:** tool

MOZ LOCAL SEO GUIDE - https://moz.com/local-seo-guide

Learn the basics of local SEO.

Rating: 3 Stars | **Category:** tutorial

GOOGLE REVIEW HANDOUT GENERATOR –

https://www.whitespark.ca/review-handout-generator

This very slick tool allows you to input your company, website, and logo and then it generates a very nice-looking PDF / handout you can give your clients and thereby solicit Google reviews. The PDF is very well done.

Rating: 3 Stars | **Category:** tool

JSON-LD SCHEMA GENERATOR FOR SEO –

https://hallanalysis.com/json-ld-generator/

One of the easiest ways to add Schema's structured markup to a page is to use JSON-LD (which is the format preferred by Google). With this tool you can quickly generate the correct JSON-LD for any page on your site. Just follow the instructions.

Rating: 2 Stars | **Category:** tool

LOCAL SEARCH SPOOFER - http://isearchfrom.com/

A rather clumsy, but still useful tool to spoof a location on a Google search.

Rating: 2 Stars | **Category:** tool

GEORANKER - https://www.georanker.com/

With both a free and paid version, this tool checks your company's rank on Google based on DIFFERENT locations. Useful if you have multiple locations, or want to rank in different communities, and you want accurate data.

Rating: 2 Stars | **Category:** service

GOOGLE BUSINESS PROFILE ON YOUTUBE - https://www.youtube.com/@GoogleBusinessProfile

This is the "official" channel for Google My Business on YouTube. Rather lame.

Rating: 2 Stars | **Category:** resource

OFFICIAL YELP BLOG - https://blog.yelp.com/

Official blog by Yelp about Yelp. If Yelp matters, you should pay attention to the company's official blog but be skeptical about what you hear - sometimes it's more official propaganda than true information.

Rating: 2 Stars | **Category:** blog

GOOGLE GET YOUR BUSINESS ONLINE - https://smallbusiness.withgoogle.com/

Google will literally give you a website if you do not have one as a small business. For one year, you can get a free Google website. So now there really is no excuse not to have a website!

Rating: 2 Stars | **Category:** resource

FREE REVIEW MONITORING - https://www.freereviewmonitoring.com/

Use this tool to monitor when your business gets a review on a major site. Free to monitor three review systems.

Rating: 2 Stars | **Category:** tool

FREE REVIEW MONITORING - https://freereviewmonitoring.com/

Monitor your online business reviews.

Rating: 2 Stars | **Category:** tool

FAKE SPOT - https://www.fakespot.com/

This is an attempt to identify fake reviews. It's not totally reliable, but the effort is well-put. Paste a product or Web page and it tells you how many it thinks are fake.

Rating: 2 Stars | **Category:** tool

REMOVE BAD REVIEWS - https://removebadreviews.com/

Their pitch: We offer a guaranteed removal of reviews before we invoice you for payment or collect any fee from you. We are so confident in our abilities and our extensive record of success that you, our client, do not even pay us until after the review is deleted. Although our success rate is extremely high, we can't assure that every negative review can be taken down. A small percentage can't and we don't expect you to pay for something until or unless it's achieved.

Rating: 1 Stars | **Category:** resource

SMALL THANKS BY GOOGLE - https://marketingkit.withgoogle.com/

If you have a few good reviews on Google My Business, use this nifty tool to generate "review posters" to publicize your positive reviews, and even solicit new ones. A good idea for a small local business like a coffee shop.

Rating: 1 Stars | **Category:** tool

GOOGLE LOCAL GUIDES CONNECT - https://www.localguidesconnect.com/

Well, at least Google is trying. This baffling resource is sort of a Yelp for Yelpers, or a Googlers for Googlers, but it's not clear who it reaches (end

users? local guides? both)?). Leave it to Google to launch without any sort of focus.

Rating: 1 Stars | **Category:** resource

15

METRICS

Google Analytics is the best free Web metrics tool available today. But what should you measure? What information can you get out of your website that you can feed back into your SEO strategy for further improvement? The first step is to figure out what you want to measure. Second is to set up a basic Google Analytics account. Third is to use advanced Analytics to "slice and dice" your data to obtain data you can really use. Beyond Google, there are other great metrics tools out there as well.

Here are the best **free** metrics tools on the Internet, ranked with the best tools first!

SKILLSHOP (FORMERLY GOOGLE ACADEMY OF ADS) - https://skillshop.withgoogle.com/

> Google has 'outsourced' their learning to a third-party, but this is the official learning resource for AdWords as well as YouTube and Google Analytics.
>
> **Rating:** 5 Stars | **Category:** resource

GOOGLE ANALYTICS ACADEMY - https://analytics.google.com/analytics/academy/

> If you are using Google Analytics, this is a must-see treasure trove of information on how to use that powerful platform. Ironically, it can be very difficult to jump from Google Analytics over to the Google Analytics Training and Certification site. Only Google knows why they made it so difficult. That said, check out the topics and videos here. If you are serious, you can study and become qualified as an Analytics Expert!
>
> **Rating:** 5 Stars | **Category:** tutorial

GOOGLE ANALYTICS - https://analytics.google.com/

> Google Analytics is an enterprise-class web analytics solution which provides detailed insights into your website traffic and marketing effectiveness. Powerful features let you see and analyze your traffic data to be more prepared to write

better-targeted ads, strengthen marketing initiatives and create higher converting websites.

Rating: 5 Stars | **Category:** tool

GOOGLE ANALYTICS PAGE ANALYTICS PLUGIN - https://jm-seo.net/pageaf7fcc

Install this incredible plugin for Chrome, and you can literally see by percentage who clicked where on your website. Also retrieves real-time data.

Rating: 5 Stars | **Category:** tool

GOOGLE ANALYTICS TRAINING RESOURCES - http://support.google.com/analytics/answer/4553001

Another gateway to the wonderful world of Google Analytics training and learning. It has a set up checklist, links to seminars and videos, as well as the Analytics and Academy IQ learning centers. A MUST VISIT site if you are interested in mastering Google Analytics and gaining certification.

Rating: 5 Stars | **Category:** resource

TAG ASSISTANT FOR CHROME - http://tinyurl.com/tagasst

If you're using AdWords and Google Analytics to track conversions, you need to verify you have the right 'tags' running as Javascript on your website. Ask your developer to get the conversion tracking code from AdWords and install on ALL pages of your website. Then use this Chrome extension to double check / verify it actually is there.

Rating: 4 Stars | **Category:** tool

GOOGLE ANALYTICS YOUTUBE CHANNEL - https://www.youtube.com/c/googleanalytics

Official YouTube channel for Google Analytics. In conjunction with Google's Conversion University, this YouTube channel has a wealth of information on Google's web analytics and online advertising products in easy-to-use video

format. Ideally, Google channels on YouTube would be centralized, but if you pay attention to this channel as well as Google My Business, you have the primary Google venues covered.

Rating: 4 Stars | **Category:** video

GOOGLE TAG MANAGER - https://www.google.com/analytics/tag-manager/

Tag manager is Google's latest attempt at making it "easy" to manipulate various tracking codes on your website, called 'tags.' For example, you can install Google Tag Manager and then use it to control both Google Analytics and Bing advertising tags. They claim it's easy, but they're Googlers so they thought calculus was easy, too. It's very hard to use, but very powerful.

Rating: 4 Stars | **Category:** tool

GOOGLE ANALYTICS HELP CENTER - https://support.google.com/analytics

'High level' site of all the support and help options for Google Analytics. Most are covered elsewhere, but they do have an official partner network. So it's a good place to start if you want to hire an analytics consultant.

Rating: 4 Stars | **Category:** resource

GOOGLE ANALYTICS BLOG -
https://www.blog.google/products/marketingplatform/analytics/

Official blog by Google Analytics Team. The horse's mouth, as it were. Pay attention to the 'back to basics' tag. This blog is more for professional, really serious Google Analytics folks. That said, you can search the blog and find some interesting content.

Rating: 4 Stars | **Category:** blog

RAVEN URL BUILDER FOR GOOGLE ANALYTICS -
https://raventools.com/marketing-reports/google-analytics/url-builder/

This RAVEN tool does the same thing as the Google URL builder, but is perhaps a bit simpler. With the Google Analytics URL Builder, you can easily tag URLs with custom campaign variables. Campaign variables allow you to track which of your promotions are generating the most traffic/conversions. Use it in combo with a URL shortener like bit.ly, tinyurl, or goo.gl to embed into your emails for tracking purposes.

Rating: 4 Stars | **Category:** tool

GOOGLE ANALYTICS DEMO ACCOUNT - https://jm-seo.net/ysv

If you want to learn Google Analytics, this account is available to all. It's a 'demo' account that can be used to learn all the in's and outs of the platform.

Rating: 4 Stars | **Category:**

GOOGLE ANALYTICS CAMPAIGNS URL BUILDER –

https://ga-dev-tools.appspot.com/campaign-url-builder/

Use this tool to build URLs to track your ad campaigns. For instance, if you have ad campaigns on Facebook or LinkedIn, or an email newsletter, you can use this tool from Google to make them easier to track in Google Analytics.

Rating: 4 Stars | **Category:** tool

GOOGLE SEARCH CENTRAL - https://developers.google.com/search

Google's one-stop shop of information, tools, tips, and treasures for webmasters. It also links to the "Search Console," which is where you actually get things done. This is more an information resource for webmasters.

Rating: 3 Stars | **Category:** tool

GOOGLE ANALYTICS ON FACEBOOK - http://facebook.com/GoogleAnalytics

Do you like Google Analytics? Really, really like Google Analytics? Then 'Like' Google Analytics on Facebook for all the fun that is, and can be, a good metric stroll down the lane in Google Analytics.

Rating: 3 Stars | **Category:** resource

GOOGLE ANALYTICS TEST - http://www.googleanalyticstest.com/

Are you go-go for Google Analytics? Do you like punishment? Want to rekindle fond memories of multiple choice hell from High School? If so, this resource is for you. It's a deep dive into Google Analytics in preparation for taking the Google Analytics qualifying exam. If you like punishment, or just Google Analytics, this is the go-to learning site for you.

Rating: 3 Stars | **Category:** resource

GOOGLE ANALYTICS ON TWITTER - https://twitter.com/googleanalytics

Follow every tweet, every twist, every turn of metrics and analytics by following your friends at Google Analytics on their official Twitter profile.

Rating: 3 Stars | **Category:** resource

TAG ASSISTANT - https://tagassistant.google.com/

Use 'Tag Assistant' to verify that your current version of UA / GA4 is working properly on your website.

Rating: 3 Stars | **Category:** tool

GOOGLE ANALYTICS SOLUTIONS GALLERY - https://www.google.com/analytics/gallery/#landing/start/

Here are some pre-formatted reports, Advanced Segments, and other goodies that Google has collected from its community for small business users. Rather than re-invent the wheel, browse the Gallery to find an example of what you need. Then quickly import it into your own Google Analytics account.

Rating: 3 Stars | **Category:** resource

GOOGLE ANALYTICS PARTNERS - https://marketingplatform.google.com/about/partners/

Find a Google analytics certified partner, or find an app. Perhaps the problem you have has been 'solved,' so browse away. Whether you need the help of an implementation or analysis expert, or are looking for a turnkey solution for your business, Google Analytics technology and certified partners can be a good place to look.

Rating: 3 Stars | **Category:** resource

GOOGLE DATASTUDIO - https://datastudio.google.com/

Improve your Google Analytics with Data Studio. It's Google's new way to get and analyze Data.

Rating: 3 Stars | **Category:** resource

GOOGLE OPTIMIZE - https://optimize.google.com/optimize/home/

Whether it's a custom-tailored message at checkout or a completely revamped homepage, Optimize shows you which site experiences engage and delight your customers, and gives you the solutions you need to deliver them.

Rating: 3 Stars | **Category:** tool

MATOMO - https://matomo.org/

Does Google knowing everything, including your site Analytics, give you the creeps? Then fight the power with Matomo, an open source analytics platform that allows you to own your data. Download the self-hosted version for free or pay for the hosted service. Matomo provides all the web analytics features you'd expect, including a customizable dashboard, goal conversion tracking, and a wide-variety of predefined reports.

Rating: 3 Stars | **Category:** service

OPEN WEB ANALYTICS - http://www.openwebanalytics.com/

Open Web Analytics (OWA) is open source web analytics software that you can use to track and analyze how people use your websites and applications. OWA is licensed under GPL and provides website owners and developers with easy ways to add web analytics to their sites using simple Javascript, PHP, or REST based APIs. OWA also comes with built-in support for tracking websites made with popular content management frameworks such as WordPress and MediaWiki.

Rating: 2 Stars | **Category:** tool

CLICKY - https://clicky.com/

You (and only you) will see the on-site analytics widget in the corner of your web site. See how many total visitors are on your site and how many are on the page you're currently viewing, with the ability to view those visitors right from the widget. Heatmaps and heatmap segmentation can be launched from the widget as well.

Rating: 2 Stars | **Category:** tool

GOOGLE ANALYTICS OPTIMIZE - https://www.google.com/analytics/optimize/capabilities/

Whether it's a custom-tailored message at checkout or a completely revamped homepage, Google Optimize (beta) shows you which site experiences engage and delight your customers and gives you the solutions you need to optimize your website and improve its performance.

Rating: 2 Stars | **Category:** tool

MONSTER INSIGHTS - WORDPRESS ANALYTICS PLUGIN - https://www.monsterinsights.com/pricing/

MonsterInsights brings you Google Analytics for WordPress. If you're running WordPress, this is a 'must install.' (Unless you use Tag Manager).

Rating: 2 Stars | **Category:** tool

W3 COUNTER - https://www.w3counter.com/

Add W3Counter to your site and learn all about your website visitors — where they come from, how they use your site and which pages they love.

Rating: 2 Stars | **Category:** tool

GOOGLE ANALYTICS DEVELOPERS - https://developers.google.com/analytics

If you are a programmer or have one who works for you, this is the 'go to' resource for hard core programming resources on Google Analytics. Not really for mere mortals, however.

Rating: 1 Stars | **Category:** resource

ENHANCED GOOGLE ANALYTICS –

https://context.sweetlabs.io/google-analytics-annotations-extension/

Save time and stop adding your targeted markets' public holidays in your Google Analytics reports. See how national holidays affect your KPIs, from a worldwide perspective.

Rating: 1 Stars | **Category:** tool

16

SEO MEDIA

Google, Google, Google. For many webmasters and web surfers, it's Google 24/7. But for the busy small business owner or marketer, how can you keep up with all the changes in SEO? It's not easy, but fortunately there are a few really good publications and conferences on search engine optimization. Beyond the official Google blogs and sites, here are third party blogs and publications on SEO.

Here are the best **free** media sites on SEO, ranked in priority order.

SEARCH ENGINE JOURNAL - http://www.searchenginejournal.com/

Search Engine Journal helps marketers succeed by producing best-in-industry guides and information while cultivating a positive community. It covers the marketing world daily with breaking news, in-depth subject guides, market information with perspective, argumentative and observational posts by expert guest contributors, infographics, videos, interviews, and more.

Rating: 5 Stars | **Category:** blog

SEARCH ENGINE LAND - http://searchengineland.com/

Search Engine Land is a news and information site covering search engine marketing, searching issues and the search engine industry and is led by journalist Danny Sullivan, one of the world's foremost search experts.

Rating: 5 Stars | **Category:** blog

SEM RUSH BLOG - https://www.semrush.com/blog/

SEM Rush produces one of the best toolsuits (paid) for search engine optimization. Out of the goodness of their hearts and minds, they also produce one of the better blogs.

Rating: 4 Stars | **Category:** blog

SEARCH ENGINE ROUNDTABLE - https://www.seroundtable.com/

Search Engine Roundtable reports on the most interesting threads taking place at the SEM (Search Engine Marketing) forums. By enlisting some of the most recognized names at those forums, the Roundtable is able to report on these outstanding threads and provide a synopsis that provides greater detail into those threads.

Rating: 3 Stars | **Category:** blog

SEARCH ENGINE WATCH - https://searchenginewatch.com/

One of the more popular blogs on Search Engine Optimization. However, full of marketing fluffy fluff, so you have to ignore 80% to find the 20% that is good content.

Rating: 3 Stars | **Category:** blog

MOZ BLOG - https://moz.com/blog

Moz (formerly SEOMoz) is the leading source on SEO by nerds for nerds. It's a bit hard to digest as much of it is 'nerdspeak.' But, that said, these people really know their stuff, and if you are serious about staying informed on SEO, follow these guys.

Rating: 3 Stars | **Category:** blog

17

CONFERENCES

It's funny. SEO is all about the Internet, and Google is nothing if not a virtual company. Yet there are real-world trade shows / conferences where carbon-based life forms (*that would be you and me*), go to meet and greet. If you have a budget, attending an SEO conference can be a great investment, especially after you've mastered the basics.

Here are the best **trade shows** or **conferences** on Search Engine Optimization.

UNGAGGED - http://www.ungagged.com/

> Ready to go to the dark side of SEO? Well, not exactly the dark side, but the gray side mixed with some hype and some secrets and the cognoscenti of technical SEO? Ungagged is your conference. Learn everything Google doesn't want to tell you amidst some really smarty pants people from the world of technical SEO. Bring your pleasant smile; you'll need it.
>
> **Rating:** 5 Stars | **Category:** conference

SEARCH MARKETING EXPO (SMX) - http://marketinglandevents.com/smx/

> Search Marketing Expo, or SMX, is the search engine marketing conference from Third Door Media, the company behind the Search Engine Land news site, and the Search Marketing Now webcast series. SMX is programmed by the sharpest minds in search marketing.
>
> **Rating:** 5 Stars | **Category:** conference

BRIGHTON SEO - https://www.brightonseo.com/

> BrightonSEO started out, like many a fine idea, as conversation in a pub. Kelvin Newman and some other SEOs were talking: "Why don't we get a few people together who work in SEO, arrange a couple of talks and give people who work in the industry a chance to meet-up". The idea was to share ideas

and chat about all the interesting stuff that we can't really talk about with anyone outside the industry for fear of them falling asleep.

Rating: 4 Stars | **Category:** conference

MOZCON - http://moz.com/mozcon

Bringing you the brightest minds in search, social, inbound marketing, and more, MozCon is known for its dynamic, advanced content and idea-filled sessions. Roger, the Mozbot, can't wait to see you. Amazing content from industry leaders. Actionable tips and deep insights. Three days and one amazing experience.

Rating: 4 Stars | **Category:** conference

SEARCHLOVE CONFERENCE - https://www.distilled.net/events/

SearchLove provides search marketing insight across a 2 day conference. Attendees learn how to drive higher quality traffic to their site, get actionable advice on the latest search engine advancements and discover page conversion strategies, all delivered by search marketing experts who implement these tactics every day.

Rating: 3 Stars | **Category:** conference

PUBCON - http://www.pubcon.com/

Pubcon is an annual social media and optimization conference supported by the industry's leading businesses, speakers, exhibitors, and sponsors involved in social media, Internet marketing, search engines, and digital advertising, and offers an in-depth look at the future of technology presented by the world's top speakers in provocative cutting-edge sessions.

Rating: 3 Stars | **Category:** conference

STATE OF SEARCH - http://www.stateofsearch.org/

The SEO cognoscenti sure make the rounds, don't they? Yet another conference on SEO with yet another round up of pretty much the same people. This event will be held in Dallas, so if you're local, go. If you're not, then look for another one of the SEO conferences, as many of the same people and most of the same topics will be covered in the other ones such as SMX.

Rating: 2 Stars | **Category:** conference

18

SEO BOOKS

Books, compared with blogs or conferences, have the advantage of being a step-by-step, in-depth explanation of SEO. In addition to the fabulous **SEO Workbook** (shameless self-plug at **https://jm-seo.net/09t**), there are other great books in the area of search engine optimization. Here are my favorites -

SEO FOR DUMMIES - https://jm-seo.net/71048

> Search Engine Optimization For Dummies shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of "how do I get people to visit my site?" (New for 2020).
>
> **Rating:** 5 Stars | **Category:** book

SEO WORKBOOK: SEARCH ENGINE OPTIMIZATION SUCCESS IN SEVEN STEPS - https://jm-seo.net/kdg

> While many books on SEO sell for $2.99 or are even free, the SEO FITNESS WORKBOOK is priced at a higher livel. It's not cheap. It's worth it. Here's why. 1) Basic, practical advice - the SEO WORKBOOK leads you step-by-step with an emphasis on DOING SEO not just understanding SEO, 2) The SEO TOOLBOOK - it includes, for free, the massive SEO Toolbook, 3) Worksheets - throughout, the book points to 'howto' worksheets that you can download and complete.
>
> **Rating:** 5 Stars | **Category:** book

SEO 2022: LEARN SEARCH ENGINE OPTIMIZATION WITH SMART INTERNET MARKETING STRATEGIES - https://jm-seo.net/itx

> Learn SEO and rank at the top of Google with SEO 2022—beginner to advanced!

Rating: 4 Stars | **Category:** book

How To Get To The Top Of Google in 2021: The Plain English Guide to SEO - https://jm-seo.net/4s8

About the author - Hundreds of clients later and with a team of 100 at his agency Exposure Ninja, Tim's story shows that anyone, even if you don't have a background in SEO, can learn what it takes to rank their website on Google.We update the book at least once a year to reflect the latest changes to the algorithm, so you're always in the know. Lifetime updates are included with purchase, so this is the last SEO book you'll ever need to buy!

Rating: 4 Stars | **Category:** book

SEO: Learn Search Engine Optimization With Smart Internet Marketing - https://jm-seo.net/d2fc9

An updated 2021 version of a very popular SEO Book by author Adam Clarke. In its own words, 'No matter your background, SEO 2020 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank high in Google, and how get a ton of customers with SEO.'

Rating: 4 Stars | **Category:** book

SEO for Non-SEO - https://jm-seo.net/3wl

SEO for Non-SEO People is an overview of how search engines work and how to optimize for it - with simples examples to make it accessible for beginners with no previous knowledge.

Rating: 3 Stars | **Category:** book

SEO in 2022: 66 of the world's leading SEOs share their number 1, actionable tip for 2022 - https://jm-seo.net/p75

We asked SIXTY-SIX! of the world's leading SEOs to share their number one actionable tip for 2022. Check out our SEO in 2022 guide to learn from the

best in the business, helping you stay one-step ahead of your competitors as we head into a new year...

Rating: 3 Stars | **Category:** book

SEO FUNDAMENTALS FOR SMALL BUSINESS OWNERS - https://tinyurl.com/vk4yxp2k

Like it or not, SEO is crucial. So while I can't promise you that this book will be 100% relevant 10 years from now, chances are that most of the fundamentals we talk about will still be applicable to you. Chances are that Google will still exist, businesses will still be online, and people will still be using their devices to search for goods and services online.

Rating: 3 Stars | **Category:** book

PRODUCT-LED SEO: THE WHY BEHIND BUILDING YOUR ORGANIC GROWTH STRATEGY - https://jm-seo.net/qxf

Nothing can take your business to the next level like great search engine optimization (SEO). Unfortunately, it's not always easy to know what will successfully drive traffic, leads, and sales. If you want to stand out from your competition, your SEO needs a distinctive blend of creativity and logic.

Rating: 3 Stars | **Category:** book

SEO 2020: ACTIONABLE, HANDS-ON SEO, INCLUDING A FULL SITE AUDIT - https://amzn.to/320B9Sy

Do you want to learn a safe & effective SEO strategy that works in 2020? Real search engine optimization where you build 100% white-hat backlinks to catapult your site to the top of the SERPs? An SEO plan without risk of a Google slap or penalty?

Rating: 3 Stars | **Category:** tool

THE SEO BLUEPRINT - https://amzn.to/2CBdAay

After 10 years of doing SEO for clients, Ryan Stewart's agency (WEBRIS) was acquired. The agency was an attractive asset because of their ability to deliver the highest quality SEO services across hundreds of websites and getting results every time. The key to maintaining quality while operating at scale is systems and processes.

Rating: 3 Stars | **Category:** book

SEARCH ENGINE DOMINATION: THE PROVEN PLAN, BEST PRACTICE PROCESSES + SUPER MOVES TO MAKE MILLIONS WITH ONLINE MARKETIN - https://amzn.to/33imTEO

According to the very humble authors, 'Clay Clark & his partner Doctor Robert Zoellner actually own REAL businesses, not theoretical click-funnel based businesses. Regardless of how much you know or don't know, Search Engine Domination, will guide you down the proven path of search engine domination that Clay & Doctor Zoellner, have personally used to grow 13 multi-million dollar businesses'

Rating: 3 Stars | **Category:** book

THE SEO WAY: BEGINNERS GUIDE TO SEARCH ENGINE OPTIMIZATION - https://amzn.to/2OJECSn

According to author Tarek Riman, 'The SEO Way is designed to help start-ups, students, companies, beginners, marketers and entrepreneurs harness the power of search engines to grow their businesses and bring real value to their customers.Search engine optimization, or SEO, is the collection of strategies, tactics and best practices used by businesses to get themselves in front of their audience on search engines.In today's world, this matters. '

Rating: 3 Stars | **Category:** book

3 MONTHS TO NO.1: THE "NO-NONSENSE" SEO PLAYBOOK FOR GETTING YOUR WEBSITE FOUND ON GOOGLE - https://goo.gl/fWXwsU

Learn the SEO tactics that saw one Airline Pilot quit his flying career. The same ones he used to build a Top SEO Agency in London. 7 Years & 500 clients later, he hands you the Playbook.

Rating: 3 Stars | **Category:** book

19

EASTER EGGS

If you're not a computer programmer, you might not know what an "Easter egg" is. "Easter eggs" are hidden, funny secrets hacks inside of computer programs. Since Google is very much an engineering company, it is not surprising that there are secret "Easter eggs" inside the Google search engine.

Here are the best **Easter eggs** on Search Engine Optimization. Check them out and impress your (nerd) friends.

DO A BARREL ROLL - http://google.com/search?q=do+a+barrel+roll

Search for 'Do A Barrel Roll' on Google and the screen will, well, roll.

Rating: 5 Stars | **Category:** misc.

ASKEW GOOGLE SEARCH RESULTS - https://jm-seo.net/obd

Light-hearted search results display from Google. Search for 'askew' on Google and it will tilt the results page. Sometimes (but not always) 'tilt' will do the same thing.

Rating: 4 Stars | **Category:** misc.

BLINK HTML - http://google.com/search?q=blink+html

Type 'blink html' into a Google search, and guess what, the words html and blink, will - wait for it - blink.

Rating: 4 Stars | **Category:** misc.

ASK GOOGLE TO DEFINE ANAGRAM - http://google.com/search?q=define:anagram

An anagram, of course, is a word, phrase, or name formed by rearranging the letters of another, such as cinema, to form iceman. If you try to 'define:

anagram' on Google, it will ask you if you mean 'nag a ram.' If you try 'define anagram,' it will ask if you mean 'nerd fame again.' Ha, ha. Nerds of the world: unite.

Rating: 4 Stars | **Category:** misc.

GOOGLE SEARCH FOR FESTIVUS - http://google.com/search?q=festivus

Type 'Festivus' into Google and pay attention to the left side of the page. Festivus, according to Wikipedia, is a parody holiday celebrated on 12/23 as an alternative to commercialized Christmas festivities that dominate the culture.

Rating: 4 Stars | **Category:** misc.

GOOGLE PACMAN - http://google.com/search?q=google+pacman

Type 'Google Pacman' into Google and you can play Pacman. Just click on the famous Google doodle that appears, and use your 'arrow' keys on your keyboard to play. Next, think longingly of that much simpler time before cell phones, YouTube, multilevel multidimensional multiplayer games, and no driving while texting. Ah, it was so good before it all become so wonderful.

Rating: 4 Stars | **Category:** resource

WEBDRIVER TORSO - http://google.com/search?q=webdriver+torso

Type in 'Webdriver Torso' to Google and the logo on the top left becomes a series of blinking blocks. Click on the link to Wikipedia to learn that: 'Webdriver Torso is a YouTube account made by Google that posts mostly 11-second videos consisting of blue and red rectangles that change position, accompanied by a series of beeps which change in pitch. '

Rating: 3 Stars | **Category:** resource

BLETCHLEY PARK - http://google.com/search?q=bletchley+park

Do a Google search for 'bletchley park,' and watch Google decode the name on the search results page. (Bletchley Park was the place where the British broke the German secret codes during World War II).

Rating: 3 Stars | **Category:** misc.

RECURSION ON GOOGLE - http://google.com/search?q=recursion

Recursion, of course means 'the repeated application of a recursive procedure or definition.' Search Google for either 'recursion' or 'define:recursion' and you'll see 'Did you mean: recursion?'at the top of the search results page. Get it? Nerd humor.

Rating: 3 Stars | **Category:** misc.

THE LONELIEST NUMBER - http://google.com/search?q=the+loneliest+number

Search for 'the loneliest number' and Google returns: 1. As in the song.

Rating: 3 Stars | **Category:** misc.

GOOGLE IN 1998 - https://google.com/search?q=google+in+1998

Flashback. Party like it's 1999. We mean 1998. Type 'Google in 1998,' and Google will show you what its search results looked like at the very beginning.

Rating: 3 Stars | **Category:** misc.

ANSWER TO THE ULTIMATE QUESTION OF LIFE, THE UNIVERSE, AND EVERYTHING - https://tinyurl.com/y8zws6zp

Search Google for 'answer to the ultimate question of life, the universe, and everything' and it returns the phrase = 42, a reference to The Hitchhiker's Guide to the Galaxy, by Douglas Adams.

Rating: 3 Stars | **Category:** misc.

PLAY SOILITAIRE ON GOOGLE - https://www.google.com/search?q=solitaire

Are you bored? Are you lonely? Are you a pathetic engineer at Google with nothing else to do than create an Easter Egg that harkens back to the free games on Windows 3.1? Well, if the answer is yes to one of these questions, then try out Solitaire on Google.

Rating: 3 Stars | **Category:** misc.

TIC TAC TOE ON GOOGLE - https://www.google.com/search?q=tic-tac-toe

Play tic tac toe on Google. Sheldon Cooper called and he said you can't win, and then Amy erased his tic tac toe board, and she won.

Rating: 3 Stars | **Category:** misc.

ROLL A DIE - http://google.com/search?q=roll+a+die

Need to roll a die? (You know, what some people call a 'dice,' when really they mean just one, which is a die.) Anyway, just type 'roll a die' into Google and a dice simulator pops up. We mean a 'die' simulator, but not that kind of 'die.' Oh ugh.

Rating: 3 Stars | **Category:** misc.

FLIP A COIN - http://google.com/search?q=flip+a+coin

Need to flip a coin? Who carries real coins these days? Just Google 'Flip a Coin,' and Google will provide you a coin flip simulator. Next up: Bitcoin flips.

Rating: 2 Stars | **Category:** misc.

LET ME GOOGLE THAT FOR YOU - http://lmgtfy.com

Ever really need to 'show' someone how to Google something? This third-party Google 'easter egg' does just that. Worth a chuckle. 1) type a search query, 2) copy / paste the quick link it generates into your browser address bar, or send it to a friend, 3) when you load that link, it will 'literally' walk you through how to Google it.

Rating: 2 Stars | **Category:** misc.

WORDLE EASTER EGG - https://jm-seo.net/tp4

Type 'Wordle' into Google and the Google logo begins to look like words in the 'Wordle' game.

Rating: 2 Stars | **Category:** egg

DIWALI EASTER EGG - https://jm-seo.net/2b5

Type 'Diwali' into Google and the magical lamp appears in the top left. Sort of fun, but Google should do more to really celebrate the fabulous festival of lights!

Rating: 1 Stars | **Category:** egg

III.

SOCIAL MEDIA MARKETING

If social media is showing up at a party, then social media marketing is the art and science of throwing incredible parties on Facebook, meet-and-greets on LinkedIn, and soirees on YouTube. Not to mention Instagram and Twitter fiestas. Here are the best resources for social media marketing today. Check out the *Social Media Marketing Workbook* on Amazon at **http://jmlinks.com/smm**.

20

CONTENT MARKETING

Content is king, and queen, and jack! You gotta gotta create content to share: blog posts, images, infographics, memes, and even videos. You can not only get better at creating quality content for social media sharing; you can also monitor and use the content of other folks. Content, after all, is the "fuel" for your social media marketing shares. Rev up your engines (and the engines of other folks, too)!

Here are the best free tools and resources for content marketing!

BUZZSUMO - http://buzzsumo.com/

> Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.
>
> **Rating:** 5 Stars | **Category:** tool

CHATGPT - https://chat.openai.com/chat

> ChatGPT is the new AI tool taking over the media by storm. It's a little difficult to get on, but it can be used to create short blog posts, rough drafts, or tweets.
>
> **Rating:** 5 Stars | **Category:** tool

CROWDTANGLE - https://jm-seo.net/crowdtangle

> CrowdTangle for Chrome lets you browse the web and then take a URL such as your competitor's website or blog post, and see who shared it on Facebook, Twitter, and Reddit. Useful for competitive analysis.
>
> **Rating:** 5 Stars | **Category:** App

FEEDLY - https://feedly.com/

Feedly is a newsreader integrated with Google or Facebook. It's useful for social media because you can follow important blogs or other content and share it with your followers. It can also spur great blog ideas.

Rating: 5 Stars | **Category:** resource

WATSON: NATURAL LANGUAGE UNDERSTANDING - https://www.ibm.com/demos/live/natural-language-understanding/self-service

The future of keywords is semantic search. Use this beta tool to take a URL or content and analyze it in terms of linguistics and semantics. The future is arriving. Are you ready?

Rating: 4 Stars | **Category:** tool

MAKE MY BUYER PERSONA GENERATOR –

https://www.hubspot.com/make-my-persona

Need help making your persona? This step-by-step wizard will guide you through the process of creating your own personalised buyer persona.

Rating: 4 Stars | **Category:** tool

NETVIBES - https://www.netvibes.com/

Another personalized web home page service. First, identify industry news sites, blogs, and even competitor sites to "keep an eye on." Second, set up Netvibes. Third, log in on a periodic basis and keep up-to-date on shareable content for your content marketing. Sweet.

Rating: 4 Stars | **Category:** service

START.ME - https://start.me/

Very easy-to-use way to create a customized 'dashboard' for your SEO and social media marketing efforts. It's free, too! Similar to Feedly, but it allows easy bookmarks of key industry blogs, even canned Google searches.

Rating: 4 Stars | **Category:** tool

REMIX BY BUFFER - https://buffer.com/remix

Take an image, add some text. Presto! You have an engaging image for your blog post or social sharing. Memes, anyone?

Rating: 4 Stars | **Category:** tool

GOOGLE NEWS - https://news.google.com/

Excellent for reputation management as well as keeping up-to-date on specific keywords that matter to you and your business. First, sign in to your Google account or gmail. Second, customize Google news for your interest. Third, monitor your reputation as well as topics that matter to you. Go Google!

Rating: 4 Stars | **Category:** service

MAKE A MEME - https://makeameme.org/

Memes are funny photos with text - often the 'same' photo over and over and over again. Use 'Make a Meme' to make your own memes, quickly and for free.

Rating: 4 Stars | **Category:** tool

HELP A REPORTER OUT (HARO) - https://www.helpareporter.com/

A service journalists use to put queries out into the ether. Sign up to receive queries from working journalists, and then 'pitch' them on contacting you and your company, usually as an expert.

Rating: 4 Stars | **Category:** service

BLOG POST HEADLINE ANALYZER - http://coschedule.com/headline-analyzer

Want to write better blog headlines? Use the Blog Post Headline Analyzer to get a feel for how effective your blog post headlines are. This tool analyzes entered headlines across numerous criteria including keywords, sentiment, structure, grammar, and readability to produce a headline score in an attractive graphical format. Try it and see.

Rating: 4 Stars | **Category:** tool

CONTENT MARKETING INSTITUTE AND CONFERENCE - http://contentmarketinginstitute.com/

These are sort of the guys that 'invented' content marketing, and they run the best conference in content marketing, located in Cleveland (yes, Cleveland). The website, event, and magazine are all fantastic if you want to deep dive into content marketing, and then there's a trip to Cleveland in your future. Yes, Cleveland. And we went to Cleveland, and we loved it - so please go.

Rating: 3 Stars | **Category:** conference

MENTION - https://mention.com/en/

Similar to Google Alerts. Enter your email address and get free email alerts when topics are mentioned. For example, use your company name (personal name) and monitor your reputation online.

Rating: 3 Stars | **Category:** service

EASELY - https://www.easel.ly/

Use thousands of templates and design objects to easily create infographics for your blog.

Rating: 3 Stars | **Category:** tool

GOOGLE EMAIL ALERTS - https://www.google.com/alerts

Use Google to alert you by email for search results that matter to you. Input your company name, for example, to see when new web pages, blog posts, or

other items surface on the web. Enter your target keywords to keep an eye on yourself and your competitors. Part of the Gmail system.

Rating: 3 Stars | **Category:** service

IGHOME - https://www.ighome.com/

IGHome. What a name, right? Use this to set up a "personalized web page," pulling information from your favorite blogs, industry news sources, etc. Great to "pre-curate" content.

Rating: 3 Stars | **Category:** service

HUNTER FOR EMAIL - https://hunter.io/

Input a domain (like jm-seo.net) and uncover available emails. This is a good way to guess / research emails and then send out an email to influencers. Useful to promote your content.

Rating: 3 Stars | **Category:** tool

SEO REVIEW TOOLS - https://www.seoreviewtools.com/

A cornucopia of SEO oriented tools. While many are duplicative of others, among the really interesting are the content tools.

Rating: 3 Stars | **Category:** tool

DRUMUP - https://drumup.io/

This incredible tool or service allows you to automatically scour the Web / blogs for your content by keywords. Then you can instantly schedule posts to Facebook, Twitter, and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

Rating: 3 Stars | **Category:** tool

SOCIAL ANIMAL - https://socialanimal.com/

SocialAnimal is a tool, very similar to Buzzsumo. It is generally a paid tool, but you can use it to monitor content themes and keywords and see engagement.

Rating: 3 Stars | **Category:** tool

CONTENT MARKETING WORLD - http://www.contentmarketingworld.com/

Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry.You will leave with all the materials you need to take a content marketing strategy back to your team and implement a content marketing plan that will grow your business and inspire your audience.

Rating: 3 Stars | **Category:** conference

WORD SWAG - http://wordswag.co/

This is an app to add text to your own photos for both iOS and Android.

Rating: 3 Stars | **Category:** tool

PEXELS - FREE3 STOCK PHOTOS - https://www.pexels.com/

Yet another site that provides quality, free stock photos and videos. All are tagged, searchable, and easy to discover.

Rating: 3 Stars | **Category:** tool

STENCIL - https://getstencil.com/

Easily create images like quotables for social media sharing. Has free and freemium versions.

Rating: 3 Stars | **Category:** tool

PIXABAY - https://pixabay.com/

Pixabay is a photo sharing community and a great source of royalty-free, attribution-free, stock images for your blog. Ignore the first row of sponsored images in the search results.

Rating: 3 Stars | **Category:** service

CROWDSIGNAL - POLLING - https://crowdsignal.com/

Creating surveys and polls should be simple and fast. You have things to get done. You need info to do them well. Drag and drop your way to a survey or poll in minutes. A simple tool, but surprisingly powerful.

Rating: 3 Stars | **Category:** tool

SLIDESHARE - https://www.slideshare.net/

PowerPoint slides for the Web. Create a "deck," upload it to SlideShare and have a) a place to put content in slide format, and b) a platform that can also lead to discoverability. PowerPoint on the Web, PowerPoint gone social.

Rating: 3 Stars | **Category:** tool

SOCIAL SEARCHER - https://www.social-searcher.com/

Another all-in-one tool to search social media content. Easy-to-use and useful for content marketing research.

Rating: 3 Stars | **Category:** tool

CONTENTTECH SUMMIT - https://www.contenttechsummit.com/

Our ContentTECH mission is clear: We want to show how the effective use of technology and better processes can help your strategic efforts to create, manage, deliver and scale your enterprise content and provide your customers with better digital experiences. Come to the ContentTECH Summit to learn how new technologies and innovative processes are fundamentally changing what our work will look like in the next two to five years. Attendees of

ContentTECH will learn from practitioners and experts in content technology and marketing strategy.

Rating: 3 Stars | **Category:** conference

EMOTIONAL MARKETING VALUE HEADLINE ANALYZER - http://www.aminstitute.com/headline/

Brought to you by the Advanced Marketing Institute, this tool attempts to analyze the emotional content of your blog post headline. It doesn't seem to work particularly well, because it's hard for computers to get angry or sad or depressed. But - I'm crying as a I write this - it's still worth a try.

Rating: 3 Stars | **Category:** tool

CREATIVE COMMONS SEARCH - https://search.creativecommons.org/

Another resource to find royalty-free images, clip art, sound and music to share or utilize with other content. Great way to find shareable images to embed into blog posts.

Rating: 2 Stars | **Category:** resource

HOOTSUITE SOCIAL MEDIA ACADEMY - https://education.hootsuite.com/

This is a fun, detailed learning academy on social media by one of the leading "sharing" platforms, Hootsuite. Excellent for an overview and for general concepts. Beginner level.

Rating: 2 Stars | **Category:**

NTOPIC - http://ntopic.org/

NTopic is a content analysis tool for SEO. It can take a URL and analyze it to see how effectively it communicates at the "semantic" level.

Rating: 2 Stars | **Category:** tool

SPARKTORO - https://sparktoro.com/

This is a content analysis and audience tool. Set up a free account and enter some keyword themes. SparkToro then helps you identify your audience.

Rating: 2 Stars | **Category:** tool

CONTENT MARKETING CONFERENCE - https://www.contentmarketingconference.com/

CMC's core focus is to deliver the tactics and techniques you need to grow your business organically, the content marketing way. CMC's speakers are so great, we decided to call them superheroes this year, celebrating their commitment to rid the world of bad content, and help us grow our businesses organically, the content marketing way!

Rating: 2 Stars | **Category:** conference

GINGER SOFTWARE - https://www.gingersoftware.com/

Write better and faster with Ginger; The World's Best Grammar Checker.

Rating: 2 Stars | **Category:** tool

REMOVE.BG - https://www.remove.bg/

Use this tool to remove the background on an image, such as a photograph of a person.

Rating: 2 Stars | **Category:** tool

GET POCKET - https://app.getpocket.com/

Pocket, available for FireFox, is a bookmarking tool. As you find interesting content, you can bookmark it to be digested / curated later.

Rating: 2 Stars | **Category:** tool

KEYHOLE - http://keyhole.co

This tool provides real-time social conversation tracking for Twitter, Facebook, and Instagram. Use this tool to measure conversations around your business, identify prospective clients and influencers talking about your services, and find relevant content. Enables tracking of hashtags, keywords, and URLs.

Rating: 2 Stars | **Category:** tool

GOOGLE NATURAL LANGUAGE TOOL –

https://cloud.google.com/natural-language/

Natural Language uses machine learning to reveal the structure and meaning of text. You can extract information about people, places, and events, and better understand social media sentiment and customer conversations. Natural Language enables you to analyze text and also integrate it with your document storage on Google Cloud Storage.

Rating: 2 Stars | **Category:** tool

CROWDSIGNAL - https://crowdsignal.com/

Surveys are a great way to a) learn from your customers, and b) create UGC (User Generated Content) that you can publicize and share. It's an easy and informative way to learn from and create content. Poll Daddy has a freemium system for this as an app.

Rating: 2 Stars | **Category:** tool

QUOTES COVER - https://quotescover.com/

Input some funky text, like a quote, and generate a cool image. Great for creating fun images for Facebook and Instagram.

Rating: 2 Stars | **Category:** tool

INFO.GRAM - https://infogr.am

Another free way to create infographics and charts. Free plan is limited to 10 infographics, 10 uploaded images, no private sharing and no downloads or live connections.

Rating: 2 Stars | **Category:** tool

POWTOON - http://www.powtoon.com/

PowToon provides animated video production using the freemium pricing model. Play around with it to create animated videos to present anything you want about your business. Paid plans available, but you can do some cool stuff for free.

Rating: 2 Stars | **Category:** tool

INBOUND - http://www.inbound.com/

INBOUND fuels the passion that drives the most innovative and successful business leaders of our time. INBOUND's purpose is to provide the inspiration, education, and connections you need to transform your business. More for content marketing than for SEO, but since content is king.

Rating: 2 Stars | **Category:** conference

PAPER.LI - http://paper.li/

Create a curated set of content just for your audience. Paper.li is a content platform - you define what you want on a page, and it builds a custom newspaper on the Web for you (and your customers).

Rating: 2 Stars | **Category:** tool

MIND MUP - https://www.mindmup.com/

This free tool helps you make Mind Maps - or rather visual diagrams of your content. It's a useful brainstorming tool to help you map out a content idea - whether that's a blog post, a webinar, or a YouTube video.

Rating: 2 Stars | **Category:** tool

SEOBILITY'S TF* IDF TOOL - https://www.seobility.net/en/wdf-idf-tool/

This is another semantic analysis tool. What's super cool about it is you can take just a keyword and it will analyze the top-ranking websites based on semantics. Super cool.

Rating: 2 Stars | **Category:** tool

CONTENT MARKETING UNIVERSITY - https://www.contentmarketinguniversity.com/

Paid training in content marketing; brought to you by the Content Marketing Institute.

Rating: 1 Stars | **Category:** resource

PIKTOCHART - http://piktochart.com

Free infographic creator. Useful for blogging and creating 'link bait' for link building.

Rating: 1 Stars | **Category:** tool

FRASE - https://www.frase.io/

Is your content ready to answer your users' questions? Frase helps you create content your audience cares about, while improving the customer experience on your website.

Rating: 1 Stars | **Category:** tool

21

BLOGS & BLOGGING

Before there was Social Media, there were Blogs. In many ways, one might argue that Blogs begat the social web. Blogs can be used to enhance your SEO (Search Engine Optimization) strategy, and blogs can be linked with your Facebook, Twitter, and other Social Media marketing efforts. Moreover, comments and conversations allow blogs to be social, and sites like Wordpress (**http://www.wordpress.com**), Tumblr (**http://www.tumblr.com**), or Blogger (**http://www.blogger.com**) make it easy to start a blog.

Here are the best free tools and resources for blogging, ranked with the best first!

TWINWORD KEYWORD TOOL - https://www.twinword.com/ideas/

> Billed as the first "LSI" (Latent Semantic Indexing) tool and the first semantic keyword research tool that can sort by relevance. Useful for keyword discovery and finding related words, especially when writing a blog post.
>
> **Rating:** 5 Stars | **Category:** tool

COSCHEDULE HEADLINE ANALYZER - https://coschedule.com/headline-analyzer

> Headline Analyzer is free to sign up. Once you do, simply enter your headline, and the tool will analyze the structure and content. It will take into account key features that contribute to powerful headlines such as common words, power words, and emotional words.
>
> **Rating:** 4 Stars | **Category:** tool

WORD TO CLEAN HTML - https://word2cleanhtml.com/

> If you write in Microsoft Word, and then copy / paste into your blog, you'll get insane formatting in the HTML. Thanks Microsoft! Just what we needed: a more bloated web. No worries, Word To Clean HTML to the rescue. Copy into this tool, and it removes the crazy embedded formatting. Useful.

Rating: 4 Stars | **Category:** tool

WORDPRESS PLUGIN DIRECTORY - https://wordpress.org/plugins/

WordPress is the most popular blogging platform. This is their complete directory of plugins. Don't forget to install an SEO plugin to improve your searchability!

Rating: 4 Stars | **Category:** resource

BLOG TOPIC GENERATOR - https://www.hubspot.com/blog-topic-generator

If you're hurting for blog topic ideas, try this fun tool from HubSpot. Enter three nouns, then watch the tool generate a weeks worth of blog topics. If none of the generated topics pique your interest, hit the back key and try, try again until one does.

Rating: 4 Stars | **Category:** tool

PORTENT CONTENT IDEA GENERATOR –

https://www.portent.com/tools/title-maker

Better blog headlines! Very fun and mind-provocative tool for content ideas and better blog titles. Enter some keywords and the tool will generate some funny titles. So start with keywords and then generate your amazingly, funny and hypnotic blog titles. These then become the HEADLINES on Google by which you can attract more clicks!

Rating: 4 Stars | **Category:** tool

KICKASS HEADLINE GENERATOR –

https://sumome.com/kickass-headline-generator/

Excellent and very detailed tool to help you generate not only blog titles but blog ideas. Use it when you're a little drunk or a little high (just kidding), and get your creative juices flowing!

Rating: 4 Stars | **Category:** tool

YOAST - https://yoast.com/

Yoast is the No. 1 recommended SEO plugin for WordPress. Highly recommended, as it adds needed functionality to WordPress such as splitting the TITLE tag from the Post TITLE, META description, and a nice 'focus' tool to analyze how well your post is optimized for on page SEO vs. a target keyword.

Rating: 4 Stars | **Category:** tool

BLOG POST HEADLINE ANALYZER - http://coschedule.com/headline-analyzer

Want to write better blog headlines? Use the Blog Post Headline Analyzer to get a feel for how effective your blog post headlines are. This tool analyzes entered headlines across numerous criteria including keywords, sentiment, structure, grammar, and readability to produce a headline score in an attractive graphical format. Try it and see.

Rating: 4 Stars | **Category:** tool

COPYSCAPE - https://www.copyscape.com/

Since Google can penalize websites with plagiarized content, avoid being penalized for someone stealing your content with Copyscape. Enter the page URL and Copyscape will return pages which may have duplicated its content. Copyscape even provides some tips and resources should content have been plagiarized.

Rating: 3 Stars | **Category:** tool

PIXABAY - https://pixabay.com/

Pixabay is a photo sharing community and a great source of royalty-free, attribution-free, stock images for your blog. Ignore the first row of sponsored images in the search results.

Rating: 3 Stars | **Category:** service

GUEST POST - https://guestpost.com/

Guest posting is finding blogs that are looking for your content, and then soliciting them to accept your articles. This free / paid service helps you along the way. Great for blogging AND link-building.

Rating: 3 Stars | **Category:** service

WORDPRESS SEO TUTORIAL - http://yoast.com/articles/wordpress-seo

This is a very good guide for WordPress SEO using the Yoast plugin for blogs. It covers only the technical issues, however, but when combined with our classes and an understanding of keyword research, website structure, and off-page SEO link building - this guide is very helpful for crossing the t's and dotting the i's of a strong SEO-friendly WordPress website.

Rating: 3 Stars | **Category:** resource

READABILITY TESTER - http://www.webpagefx.com/tools/read-able/

Use this tool to measure the readability of your content and you'll end up with a masterpiece tailor-made for your audience. Don't shoot yourself in the foot with poor readability What you say is often less important than how you say it!

Rating: 3 Stars | **Category:** tool

SMUSH.IT - http://www.imgopt.com/

Image optimization is an art that not many people master. There are many good image editing tools that allow us to get the best visual result for a certain file size but "under the hood" a lot more optimization can be done. Smushit.com is a service that goes beyond the limitations of Photoshop, Fireworks & Co.

Rating: 3 Stars | **Category:** tool

LINK BAIT TITLE GENERATOR –

http://www.contentrow.com/tools/link-bait-title-generator

Despite the name, this is really a blog headline generator. Great for both social media marketing and SEO. Input a few keywords and generate 'ideas' for blog headlines and blog content.

Rating: 3 Stars | **Category:** tool

BLOGGER - https://www.blogger.com/

Need a blog? Google's Blogger platform, sometimes referred to as Blogspot, while not as pervasive as WordPress, is quick, easy, and very SEO friendly. If you want a straightforward, hosted, business blog, Blogger might be a better choice than WordPress.com. You can even attach a domain!

Rating: 3 Stars | **Category:** service

WORDPRESS SUPPORT - http://wordpress.org/support

WordPress is the No. 1 blogging platform but it is anything but simple or intuitive. Use the support site to 'get started' with WordPress as a blogging platform, as well as to learn the more esoteric elements of WordPress.

Rating: 3 Stars | **Category:** resource

EMOTIONAL MARKETING VALUE HEADLINE ANALYZER - http://www.aminstitute.com/headline/

Brought to you by the Advanced Marketing Institute, this tool attempts to analyze the emotional content of your blog post headline. It doesn't seem to work particularly well, because it's hard for computers to get angry or sad or depressed. But - I'm crying as a I write this - it's still worth a try.

Rating: 3 Stars | **Category:** tool

QUESTIONDB - https://questiondb.io/

Enter in a keyword to find the questions that your readers are asking. Useful for blogging and blog prompts.

Rating: 3 Stars | **Category:** tool

FREE PDF CONVERTER - https://www.freepdfconvert.com/

Convert to and from PDFs for your blog.

Rating: 3 Stars | **Category:** tool

UNSPLASH - https://unsplash.com/

Useful tool to find royalty-free images. Great for blogging.

Rating: 3 Stars | **Category:** resource

READABLE | FREE READABILITY TEST - https://www.webfx.com/tools/read-able/

Is your writing good? Is your writing beautiful? Is your writing a methodical analysis of updated yet convoluted prose? This will check your grade level of a blog post or web page. Simple is better.

Rating: 3 Stars | **Category:** tool

WORD COUNTER - https://wordcounter.net/

Need to count characters or words? Useful for SEO, especially for TITLE and META DESCRIPTION tags for which limited characters are displayed in search results. Also useful for blogging.

Rating: 3 Stars | **Category:** tool

PITCHERIFIC - https://pitcherific.com/

Blogging is a lot like 'pitching' clients. You need a good headline, an angle on why this is important, often you are 'solving' a 'problem' with a 'solution.' This

fun tool will help you devise a pitch, which could also become a great blog post.

Rating: 2 Stars | **Category:** tool

CREATIVE COMMONS SEARCH - https://search.creativecommons.org/

Another resource to find royalty-free images, clip art, sound and music to share or utilize with other content. Great way to find shareable images to embed into blog posts.

Rating: 2 Stars | **Category:** resource

BLOG POST GENERATOR - https://fatjoe.com/blog-title-generator/

Generate 100+ Killer Blog Post Titles & Headlines in just One Click.

Rating: 2 Stars | **Category:** tool

HEADLINE ANALYZER - https://headlines.sharethrough.com/

Another tool for blog headlines, but this one focuses on analyzing an actual or suggested headline for sentiment. Let a computer judge you.

Rating: 2 Stars | **Category:** tool

BLOG TITLE GENERATOR - https://seopressor.com/blog-title-generator/

Yet another fun and funny tool to help you brainstorm great SEO and social media-friendly titles for your blog.

Rating: 2 Stars | **Category:** tool

GINGER SOFTWARE - https://www.gingersoftware.com/

Write better and faster with Ginger; The World's Best Grammar Checker.

Rating: 2 Stars | **Category:** tool

NARRATO.IO - BLOGGER MARKETPLACE - https://narrato.io/marketplace/

Looking to find good bloggers? Fortunately, there's a marketeplace for that. Find them here.

Rating: 2 Stars | **Category:** service

FLICKR ADVANCED SEARCH - https://www.flickr.com/search/advanced/

Yet another way to find royalty-free images for your blog. Flickr Advanced Search.

Rating: 2 Stars | **Category:** service

CANVA - https://www.canva.com/

Canva makes design simple for everyone. Choose from hundreds of professional templates to create social media graphics, presentations, flyers, posters, invitations and so much more. Design blog post images, background photos, and even items for Pinterest.

Rating: 2 Stars | **Category:** tool

MEDIUM.COM - https://medium.com/

Medium is to blogging, well, like Twitter is to Twitter. So the some of the folks who did Twitter jumped ship (sort of) and did Medium, which is sort of like a Tumblr imitation just seems like more serious people use it. Blogging, anyone?

Rating: 2 Stars | **Category:** resource

COFFIVITIY - THE SOUNDS OF A STARBUCKS NEAR YOU - https://coffitivity.com/

This is a very fun idea. Turn it 'on' and you can recreate the ambience of a coffeehouse near you, without actually going to one. Great if it helps you concentrate to have some background noise. You can also drown out the kids.

Rating: 2 Stars | **Category:** tool

HEADLINE GENERATOR -
http://internetmarketingcourse.com/freeheadlinegenerator

Got writer's block? Wondering how to generate a snazzy headline for a product page, blog post, or even news release? Answer a few questions about your blog post or product page, and this tool will generate a list of suggested headlines.

Rating: 2 Stars | **Category:** tool

TITLE CAPITALIZATION TOOL - http://capitalizemytitle.com/

Don't KnOw the RuLES of capitALIzation? Well, this tool does. Input your blog headline, and it will correctly capitalize it for you.

Rating: 2 Stars | **Category:** tool

BLOG ABOUT - https://www.impactbnd.com/blog-title-generator/blogabout

Another brainstorming tool for better blogging.

Rating: 2 Stars | **Category:** tool

22

FACEBOOK

Facebook (**https://www.facebook.com**) is the largest Social Media website on the planet. Facebook fits into what I call the "My Friends" category - friends post to Facebook, friends read what friends post, friends meet friends through friends, friends play games with friends... And sometimes friends connect with companies, or "pages" in the lingo of Facebook. Set up a company page on Facebook, and begin to market via friends, family, and fun. Note: these days, unfortunately, a certain amount of advertising can be a necessary for success at Facebook marketing! (Thanks Zuckerberg!)

At any rate, here are the best free resources for Facebook marketing, ranked with the best first!

FACEBOOK HELP CENTER - https://www.facebook.com/help

> The 'missing' help pages on Facebook. Useful for learning everything on the king of social media. Links on advertising, business accounts, connect, Facebook places and more.
>
> **Rating:** 5 Stars | **Category:** overview

FACEBOOK ADS LIBRARY - https://www.facebook.com/ads/library/

> What are your competitors doing on Facebook in terms of ads? Use this tool to browse who advertises on Facebook, what, where, when, and how.
>
> **Rating:** 5 Stars | **Category:** tool

FACEBOOK BLUEPRINT ONLINE COURSES - https://www.facebook.com/business/learn

> Online courses about Facebook by Facebook, with a heavy emphasis on Advertising.
>
> **Rating:** 5 Stars | **Category:** resource

CROWDTANGLE - https://jm-seo.net/crowdtangle

CrowdTangle for Chrome lets you browse the web and then take a URL such as your competitor's website or blog post, and see who shared it on Facebook, Twitter, and Reddit. Useful for competitive analysis.

Rating: 5 Stars | **Category:** App

FACEBOOK CREATOR STUDIO - https://business.facebook.com/creatorstudio

Creator Studio brings together all the tools you need to effectively post, manage, monetize and measure content across all your Facebook Pages and Instagram accounts. It also helps you take advantage of new features and monetization opportunities you may be eligible for.

Rating: 5 Stars | **Category:** tool

FACEBOOK AUDIENCE INSIGHTS –

https://www.facebook.com/ads/audience-insights/

Use this tool to explore Facebook demographics and audience. This is a very useful tool to explore how many people are on Facebook and what their characteristics are.

Rating: 5 Stars | **Category:** tool

FACEBOOK GROUPS - https://www.facebook.com/groups/feed/

Search and browse Facebook groups by keyword. Use this tool to find potential groups relevant to your company / keyword themes PLUS get ideas for creating an engaging, customer-centric, branded group of your own.

Rating: 5 Stars | **Category:** tool

FACEBOOK BUSINESS MANAGER / BUSINESS SUITE -
https://business.facebook.com/

Facebook Business Manager / Business Suite brings all your pages, ads, and other business attributes into one place. Is it easy? No. Is it well-designed? No? Is it Facebook's official way to manage your business? Yes.

Rating: 4 Stars | **Category:** tool

ADS MANAGER - https://www.facebook.com/business/tools/ads-manager

Ads Manager is your starting point for running ads on Facebook, Instagram, Messenger or Audience Network. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well your campaigns are performing. Ads Manager is a powerful ad management tool, but it's designed for advertisers of any experience level.

Rating: 4 Stars | **Category:**

FACEBOOK TECH SUPPORT VIA CHAT - https://www.messenger.com/t/facebookadsupport

Here's the "secret" link to access Facebook chat support. Real people, but via chat. First log in and then click on this link. This is (unfortunately) for ads, only.

Rating: 4 Stars | **Category:** tool

FACEBOOK FORMATTING TOOL FOR POSTS - https://jm-seo.net/zrq

Every wanted to make BOLD text in a Facebook post? Now you can with this tool. Either use it on the Web or enable the app for your Facebook Page.

Rating: 4 Stars | **Category:** tool

FACEBOOK BUSINESS (ADVERTISING), INCLUDING INSTAGRAM - https://www.facebook.com/business/

Facebook advertising opportunities. Run text ads on Facebook by selecting the demographics of who you want to reach. Pay-per-click model. Now includes Instagram and Messenger ad info.

Rating: 4 Stars | **Category:** overview

FACEBOOK LIVE VIDEO - https://live.fb.com/

Learn what Facebook Live video is, and how to use it effectively for marketing purposes. It's a competitor to YouTube live video (of course) and should be part of your strategy if live video matters to your marketing efforts.

Rating: 4 Stars | **Category:** resource

META BUSINESS HELP CENTER - https://www.facebook.com/business/help

Got a question on Facebook or Instagram? Use this mega help file from "meta," that is, Facebook.

Rating: 4 Stars | **Category:** resource

FACEBOOK ELEVATE - https://www.facebook.com/fbelevate

Virtual coaching sessions on how to optimize your use of Facebook products and beyond. Facebook learning resource for Facebook business users.

Rating: 4 Stars | **Category:** resource

WOOBOX - http://woobox.com/

Create coupons, sweepstakes, photo contests, polls, and custom Facebook tabs to woo your fans. Simply, the most viral features anywhere for the best price. Facebook tabs for Twitter, Instagram, Pinterest, and Google+, it's all here.

Rating: 3 Stars | **Category:** vendor

SHORTSTACK - http://www.shortstack.com/

ShortStack is a nifty program to optimize your social media campaigns on platforms like Facebook, Twitter, Instagram and Pinterest. On Facebook, ShortStack provides polls and surveys, contents, and forms for newsletter

signups, contact us, etc. and is free for Business Pages up to a certain number of Likes. No expiring trials. No credit card required.

Rating: 3 Stars | **Category:** service

SOCIALOOMPH - https://www.socialoomph.com/

SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter and Facebook posts. Imagine going to the beach, forgetting about the office, yet having 67 different Tweets auto-posted, that's what SocialOomph is about. Use technology to appear busy and Facebooking / Tweeting all the time.

Rating: 3 Stars | **Category:** tool

ECWID - https://www.ecwid.com/

Start selling on your existing website now with EcWid. The platform allows you to add an eCommerce platform to your Facebook, website, or other platform.

Rating: 3 Stars | **Category:** tool

TABSITE - https://www.tabsite.com/

According to the vendor, 'Easy, Powerful Promotions for Web, Mobile, & Facebook. Contest, Deals, Sweepstakes, Coupons, & Much More!'

Rating: 3 Stars | **Category:** tool

BUFFER - https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 Stars | **Category:** tool

EASYPROMOS - https://www.easypromosapp.com/

Create promos on Facebook. You can now create more than 20 different types of promotions with Easypromos, including giveaways, contests, quizzes, surveys, loyalty programs across all social media tools and devices.

Rating: 3 Stars | **Category:** tool

HOOTSUITE - https://hootsuite.com/

Manage all of your social media accounts, including multiple Twitter profiles through HootSuite. HootSuite makes it easy to manage multiple users over various social media accounts and allows you to track statistics. LOVE THIS TOOL!

Rating: 3 Stars | **Category:** vendor

DRUMUP - https://drumup.io/

This incredible tool or service allows you to automatically scour the Web / blogs for your content by keywords. Then you can instantly schedule posts to Facebook, Twitter, and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

Rating: 3 Stars | **Category:** tool

FACEBOOK LIKE BUTTON FOR WEB - https://developers.facebook.com/docs/plugins/like-button

The Facebook Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feeds with a link back to your website.

Rating: 3 Stars | **Category:** tool

IFTTT - https://ifttt.com

This app, If Then Then That, is a great tool for linking multiple social media accounts. It allows you to create 'recipes' that link your tools exactly the way you like them! For example: make a recipe that adds to a Google Apps

spreadsheet every time a particular user uploads to Instagram - a great way to keep up with your competitors SMM strategies! With over 120 supported applications, the 'recipes' are endless, making this a good tool for your SMM strategies.

Rating: 3 Stars | **Category:** tool

CAMELEON - https://www.cameleon.live/

Live webcam or streaming for iPhone, out of your pocket. Facebook Live and YouTube Live streaming simultaneously. Broadcasting software for Mac and Windows. Works with your WebCam, USB camera, GoPro, IP camera, your laptop, your iPhone, you iPad, you name it.

Rating: 3 Stars | **Category:** tool

FACEBOOK PARTNER DIRECTORY –

https://www.facebook.com/business/partner-directory/

Facebook Partner Directory connects you with a diverse range of specialists who provide marketing capabilities from planning to execution to measurement. While they help you reach the right audience, you get to focus on running your business.

Rating: 3 Stars | **Category:** resource

MOBILE MONKEY - https://mobilemonkey.com/

Connect with Customers in Real-Time via Web Chat, SMS & Facebook Messenger. Chat with customers instantly in the messaging apps they already use with tools to keep your business connected automatically.

Rating: 3 Stars | **Category:** tool

BOOST WITH FACEBOOK GROUP -
https://www.facebook.com/groups/864699823727496/

Facebook has an official group on Facebook for business. It's actually more useful than the official Facebook Page on Facebook for Business. Join up and ask questions of the official Facebook team.

Rating: 3 Stars | **Category:** resource

ULTIMATE GUIDE TO FACEBOOK ADVERTISING –

https://blog.hootsuite.com/how-to-advertise-on-facebook/

Excellent overview to advertising opportunities on Facebook.

Rating: 3 Stars | **Category:** tutorial

FACEBOOK TIMELINE COVER BANNER - http://timelinecoverbanner.com

Use this online tool to design and create a custom Facebook cover image for your business or personal Facebook page.

Rating: 3 Stars | **Category:** tool

FACEBOOK MOBILE STUDIO –

https://www.facebook.com/business/m/mobile-studio

Welcome to Facebook Mobile Studio, your home for learning how to make great mobile ads right from your phone. We provide easy-to-follow video guides, a downloadable planning brief and creative app recommendations to get you started.

Rating: 2 Stars | **Category:** resource

FACEBOOK BRANDS COLLABORATOR -
https://www.facebook.com/creators/tools/brand-collabs-manager

Brand Collabs Manager makes it easier to get discovered for paid partnerships and unlock the earning potential of your Facebook presence. Connect with brands looking to promote their products and services through the relationship

you have with your followers, then collaborate on campaigns that can increase your engagement.

Rating: 2 Stars | **Category:** resource

FACEBOOK ADS COMPASS - https://adespresso.com/free-tools/compass/#_

Analyze your Facebook Ads campaign and discover what's working and what's not about it! It only takes 4 clicks and it's totally free. Start optimizing your campaigns now!

Rating: 2 Stars | **Category:** tool

FACEBOOK FOR BUSINESS FACEBOOK PAGE - https://www.facebook.com/MetaforBusiness

Watch Facebook for Business about Facebook for business on Facebook. Get it? Not very useful but it's the official Facebook for Business Facebook page.

Rating: 2 Stars | **Category:** resource

FACEBOOK MOBILE STUDIO - https://jm-seo.net/learn78203

Tips and tools from Facebook on how to make better mobile ads.

Rating: 2 Stars | **Category:** resource

FACEBOOK POSTING GUIDE –

https://www.facebook.com/business/m/planning-your-post

Facebooks quick and dirty guide to creating posts that work for your business. Simple but true.

Rating: 2 Stars | **Category:** resource

FACEBOOK SOCIAL PLUGINS (LIKE BOXES AND BUTTONS) - http://developers.facebook.com/docs/plugins

Make it easy for your Facebook fans and fans-to-be to 'like' your company and Facebook pages you create. The best Facebook resource for all plugins to integrate Facebook with your website, including the Page Plugin, Share & Send Button, Comments, Follow Button and others.

Rating: 2 Stars | **Category:** tool

PINTEREST FACEBOOK PAGE TAB - http://woobox.com/pinterest

This tool allows you to add a Pinterest tab to your Facebook page; another great way to integrate your social media marketing strategies! Get complete stats for page views, visits, and likes, segmented by fans and non-fans who view your Facebook page tab.

Rating: 2 Stars | **Category:** tool

FACEBOOK ADS MANAGER - http://bit.ly/2GwgyKl

If you love your phone, and you love to manage stuff on your phone, then this app may be for you. Manage your business' Facebook ads via the Facebook Ads Manager app. Available for both Android and iOS. This is the link to the Google Play Store.

Rating: 2 Stars | **Category:**

FANPAGE KARMA - http://fanpagekarma.com

Fanpage Karma is another Facebook Page analytics tool, providing all sorts of valuable information like growth, engagement, service and response time, and of course Karma (a weighted engagement value). Free plan provides reports for only one page, along with limited features.

Rating: 2 Stars | **Category:** tool

HEYO - http://heyo.com/

Yet another tool to create contests and what not for Facebook.

Rating: 2 Stars | **Category:** service

KEYHOLE - http://keyhole.co

This tool provides real-time social conversation tracking for Twitter, Facebook, and Instagram. Use this tool to measure conversations around your business, identify prospective clients and influencers talking about your services, and find relevant content. Enables tracking of hashtags, keywords, and URLs.

Rating: 2 Stars | **Category:** tool

SNAPWIDGET - https://snapwidget.com/

SnapWidget helps you display Instagram, Twitter, Facebook and YouTube on your website to increase your followers.

Rating: 2 Stars | **Category:** tool

META (FACEBOOK) FOR BUSINESS - https://www.youtube.com/@FacebookBusiness

This is Facebook's official YouTube channel for marketers. Has many propaganda videos about how great it is to advertise on Facebook.

Rating: 1 Stars | **Category:** resource

META'S BUSINESS PARTNER DIRECTORY - https://www.facebook.com/business/partner-directory/

Looking for a consultant or ad agency to help you with your Facebook advertising? Here are Facebook vetted advisors. Much more helpful with ads, than organic, but still.

Rating: 1 Stars | **Category:** resource

23

LINKEDIN

LinkedIn (**https://www.linkedin.com**) is the professional business network to Facebook's friend free-for-all. LinkedIn is your on-going office cocktail party, or trade show get together. You can attempt to meet new people directly, but better yet you can leverage existing contacts to meet new contacts (a la six degrees of separation). Your company can use LinkedIn as a recruiting tool, while your sales staff can use it to identify and connect with potential customers.

Here are the best free tools and resources for LinkedIn marketing, ranked with the best first!

SALES NAVIGATOR FOR LINKEDIN - http://bit.ly/2IgF17y

> Leverage Sales Navigator insights anytime you send an email. View rich LinkedIn profile data for your contacts directly in Gmail, and use that knowledge when you reach out next. This Chrome extension is available in two flavors, "Lite" for free LinkedIn members and "Premium" for LinkedIn Sales Navigator subscribers.
>
> **Rating:** 5 Stars | **Category:** tool

LINKEDIN HELP CENTER - https://www.linkedin.com/help/linkedin

> Learn about all the different features on LinkedIn. From a brief overview to detailed tips, you'll find them here. Learn about profiles. Find out how to get a new job. Use LinkedIn on your mobile phone. Learn how to build your network. Get answers to your questions with Answers.
>
> **Rating:** 5 Stars | **Category:** overview

LINKEDIN MY COMPANY TAB - https://bit.ly/37D64rp

> LinkedIn is a 'team sport,' meaning as the marketer you've got to get your employees involved. You want them sharing your company content, creating

their own unique content, and identifying and sharing the content of others. The LinkedIn 'My Company Tab' is a LinkedIn product that helps you 'empower' employees to share (what you want).

Rating: 4 Stars | **Category:** tool

LINKEDIN YOUTUBE CHANNEL - https://www.youtube.com/user/LinkedIn

LinkedIn has some novel advertising opportunities. This is their official YouTube channel. It's pretty salesy, but has some useful information especially on marketing and sales aspects of LinkedIn.

Rating: 4 Stars | **Category:** video

LINKEDIN COMPANY PAGES FAQ - http://linkd.in/1BbO0kZ

Interested in setting up a business page on LinkedIn? Here's the official FAQ on LinkedIn company pages.

Rating: 4 Stars | **Category:** resource

OFFICIAL LINKEDIN BLOG - http://blog.linkedin.com

The official LinkedIn Blog. Lots of detailed information on what's happening when, where, and how on LinkedIn by LinkedIn staff.

Rating: 4 Stars | **Category:** blog

LINKEDIN SOCIAL SELLING INDEX - https://www.linkedin.com/sales/ssi

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily.

Rating: 4 Stars | **Category:** tool

BUFFER - https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 Stars | **Category:** tool

LINKEDIN ON TWITTER - https://twitter.com/LinkedIn

Yes, LinkedIn is on Twitter. So follow LinkedIn on Twitter for instant updates on LinkedIn about LinkedIn.

Rating: 3 Stars | **Category:** resource

HOOTSUITE - https://hootsuite.com/

Manage all of your social media accounts, including multiple Twitter profiles through HootSuite. HootSuite makes it easy to manage multiple users over various social media accounts and allows you to track statistics. LOVE THIS TOOL!

Rating: 3 Stars | **Category:** vendor

DRUMUP - https://drumup.io/

This incredible tool or service allows you to automatically scour the Web / blogs for your content by keywords. Then you can instantly schedule posts to Facebook, Twitter, and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

Rating: 3 Stars | **Category:** tool

LINKEDIN PROFILE TIP SHEETS - http://bit.ly/2qgb9BQ

LinkedIn provides some wonderful, quick 'tip sheets' to help you optimize your personal profile.

Rating: 3 Stars | **Category:** article

LINKEDIN MARKETING & ADVERTISING SOLUTIONS - http://business.linkedin.com/marketing-solutions

LinkedIn advertising, like Facebook advertising and unlike Google AdWords, is demographically based. Identify your target customer based on gender, interests, groups they belong to, etc., then set up your pay-per-click advertising.

Rating: 3 Stars | **Category:** service

DISCOVERLY - http://discover.ly/

Use this Chrome plug in to allow you to browse connections on Twitter, LinkedIn, and Facebook, and quickly find their profiles. For example, you can find someone on LinkedIn, and quickly find them on Twitter.

Rating: 3 Stars | **Category:**

LINKEDIN ON FACEBOOK - https://www.facebook.com/LinkedIn

Is LinkedIn on Facebook? Doesn't that sound crazy? Connect with LinkedIn on Facebook for the funner side of business networking at the official LinkedIn page on Facebook.

Rating: 3 Stars | **Category:** resource

LINKEDIN SHOWCASE PAGES - http://linkd.in/11NWFJd

Finally! LinkedIn has added some clever functionality to brand pages on LinkedIn. You can add a 'Showcase' page that might be a specific product line, theme, or topic. Then this 'page' can share information with followers just like a complete page. Great if your business has individual product lines or topics.

Rating: 3 Stars | **Category:** tool

LINKEDIN ADS TOOLS –

https://business.linkedin.com/marketing-solutions/cx/21/03/linkedin-ads-content-toolkit#con-all/obj-all/industry

Tools and cheatsheets from LinkedIn on how to build better LinkedIn ads. Useful for a high-level overview as well to content updates.

Rating: 3 Stars | **Category:** tool

LINKEDIN PERSONAL SETTINGS - https://www.linkedin.com/psettings/

This is LinkedIn's one stop shop to see all your settings, including who can see what where and how on your LinkedIn Profile.

Rating: 3 Stars | **Category:** tool

SLIDESHARE - https://www.slideshare.net/

PowerPoint slides for the Web. Create a "deck," upload it to SlideShare and have a) a place to put content in slide format, and b) a platform that can also lead to discoverability. PowerPoint on the Web, PowerPoint gone social.

Rating: 3 Stars | **Category:** tool

LINKEDIN HELPER (PAID) - https://www.linkedhelper.com/

This is a paid automation tool to help you with LinkedIn outreach.

Rating: 3 Stars | **Category:** tool

IMPACTABLE - https://impactable.com/

Paid service to automate LinkedIn outreach.

Rating: 3 Stars | **Category:** service

DUX-SOUP - https://www.dux-soup.com/

With Dux-Soup it's easy to find, attract and engage with your prospects on LinkedIn. Let Dux-Soup automate your LinkedIn lead generation leg-work, so you can focus on growing your business and closing deals.

Rating: 3 Stars | **Category:** tool

LINKEDIN SMALL BUSINESS SOLUTIONS - https://business.linkedin.com/grow

A bit salesy, but this is LinkedIn's official 'Small Business Resource Center.' Guess what? They want you to advertise, but look beyond that to some good tips about building your Company Page on LinkedIn and encouraging user engagement.

Rating: 3 Stars | **Category:** resource

LINKEDIN INSIGHTS TAG –

https://business.linkedin.com/marketing-solutions/insight-tag

Yes, you can 'remarket' on LinkedIn. As with Facebook and Google, you can follow your users from your website to your LinkedIn ads.

Rating: 3 Stars | **Category:** tool

LINKEDIN MOBILE - https://mobile.linkedin.com/

LinkedIn has just a few tools, but if you are a power LinkedIn user, these tools can help you search LinkedIn from your Google toolbar, import your contacts and perform other functions to help leverage your network for LinkedIn marketing. Primarily for your phone.

Rating: 3 Stars | **Category:** tool

ELINK PRO - https://elink-pro.com/

This tool allows you to download contacts into Excel and then automate views so that users check out you (reciprocally); it's a way to get their attention and grow your connections.

Rating: 2 Stars | **Category:** tool

LINKEDIN MARKETING & ADVERTISING SOLUTIONS - https://www.linkedin.com/showcase/linkedin-marketing-solutions/

This is LinkedIn's official marketing and advertising page on LinkedIn. It tends to be a bit salesy and promotes ads, but still useful if you want ot be a power LinkedIn marketer.

Rating: 2 Stars | **Category:** resource

LINKEDIN PROFILE EXAMPLES - https://jm-seo.net/li-profiles

Use this fabulous article by LinkedIn marketing, with examples, to learn how to optimize your profile. There is no flattery, as they say, like imitation!

Rating: 2 Stars | **Category:** resource

LINKEDIN SALES NAVIGATOR –

https://business.linkedin.com/sales-solutions/sales-navigator#!

This is a PAID tool by LinkedIn to help your sales staff prospect on LinkedIn. It automates many of the functions of research and client management, up to and including CRM integration (e.g., Salesforce).

Rating: 2 Stars | **Category:** tool

LINKEDIN ADVERTISING TIPS –

https://business.linkedin.com/marketing-solutions/best-practices/ad-tips

Here is the official tips, tricks, and techniques site by LinkedIn about LinkedIn advertising. I always recommend to use this type of site, critically, as (of course) this is a vendor advocating you use paid advertising, so they tend to be very optimistic about how it all works.

Rating: 2 Stars | **Category:** resource

LINKEDIN MARKETING WEBINARS –

https://business.linkedin.com/marketing-solutions/success/marketing-webinars

LinkedIn advertising webinars and tutorials. As they say, wccelerate the success of your advertising campaigns and sign up for an upcoming live webinar or watch on-demand.

Rating: 2 Stars | **Category:** resource

LINKEDIN HELPER (PAID TOOL) - https://www.linkedhelper.com/

Grow your network. Automatically invite targeted 2nd & 3rd level contacts with a personal note. Build smart message chains.

Auto-responder to newly added connections and drip campaigns for chain messaging with reply detection. LinkedIn lead generation on steroids. Dozens of features and tools for Linkedin, Sales Navigator and Recruiter automation

Rating: 1 Stars | **Category:** tool

24

PINTEREST

Pin it to win it! If your demographic is female, female shoppers, shoppers in general, idea-seekers in a visual sense, do-it-yourselfers, craftsy types, or men who need toys for their new black lab puppy (that would be me), Pinterest (**https://www.pinterest.com**) may be your best performing social media. Online retailers adore this one.

Here are the best free tools and resources for marketing via Pinterest!

OFFICIAL GUIDE TO PINTEREST –

https://help.pinterest.com/en/guide/all-about-pinterest

> Here is the official guide to Pinterest by Pinterest. It's pretty good with videos, tutorial-like how-to's, and not too much advertising mumbo-jumbo. Great if you're new to Pinterest!
>
> **Rating:** 5 Stars | **Category:** overview

PIN GROUPIE - https://pingroupie.com/

> Find group boards on Pinterest where you can join and contribute.
>
> **Rating:** 4 Stars | **Category:** tool

PINTEREST ENHANCED - http://tinyurl.com/zmopsf3

> The usual Pinterest, but more practical and efficient! With this extension you will be able to focus on content and images, with an enhanced UI and without any distraction.
>
> **Rating:** 4 Stars | **Category:** tool

PINTEREST ANALYTICS - https://business.pinterest.com/en/pinterest-analytics

Use this tool to easily see what people like from your Pinterest profile and what they pin from your website. Learn about your audience by viewing metrics and common interests. Great tool to analyze your Pinterest marketing strategy.

Rating: 4 Stars | **Category:** tool

PINTEREST TRENDS - https://trends.pinterest.com/

Pinterest is a search engine in its own right; use this tool like 'Google Trends' to input search terms and see search activity over time.

Rating: 4 Stars | **Category:** tool

PINTEREST HELP CENTER - https://help.pinterest.com/en

Need help? Well, guess what, Pinterest has a robust help section, mainly for users but useful for you as a business marketer. You gotta know how they use it, to use it to market to them!

Rating: 3 Stars | **Category:** resource

PINTEREST TUTORIAL - https://jm-seo.net/howtodcaed

Another excellent tutorial on how to use Pinterest for business by Buffer.

Rating: 3 Stars | **Category:** tutorial

PINTEREST TUTORIAL FOR BUSINESS - https://jm-seo.net/getst0c26e

This is a pretty good "official" tutorial by Pinterest about how to use Pinterest for business.

Rating: 3 Stars | **Category:** tutorial

PINTEREST SUCCESS STORIES - https://jm-seo.net/succecbf56

What works on Pinterest? This is an official catalog of brands that are doing well on Pinterest. Great for getting your ideas flowing.

Rating: 3 Stars | **Category:** resource

IFTTT - https://ifttt.com

This app, If Then Then That, is a great tool for linking multiple social media accounts. It allows you to create 'recipes' that link your tools exactly the way you like them! For example: make a recipe that adds to a Google Apps spreadsheet every time a particular user uploads to Instagram - a great way to keep up with your competitors SMM strategies! With over 120 supported applications, the 'recipes' are endless, making this a good tool for your SMM strategies.

Rating: 3 Stars | **Category:** tool

PINTEREST FOR BUSINESS - https://business.pinterest.com

Looking to 'get started' on Pinterest? Here is the official site on how a business page for Pinterest works including how to advertise on Pinterest.

Rating: 3 Stars | **Category:** resource

PINTEREST SAVE BUTTON - http://bit.ly/2pcZ6CX

The easiest and fastest way to pin anything from your browser to Pinterest!! Any picture, Any Video, Any webpage's any area, you can pin almost anything. "Just Pin It!" Pin the picture when your mouse hovers on a picture. Pin the video when your mouse hovers on a video

Rating: 3 Stars | **Category:** tool

PINTEREST BLOG - https://business.pinterest.com/en/blog

The official blog by Pinterest about Pinterest, targeted at small businesses.

Rating: 2 Stars | **Category:** blog

CANVA - https://www.canva.com/

Canva makes design simple for everyone. Choose from hundreds of professional templates to create social media graphics, presentations, flyers, posters, invitations and so much more. Design blog post images, background photos, and even items for Pinterest.

Rating: 2 Stars | **Category:** tool

TAILWIND - https://www.tailwindapp.com

Yet another post scheduling app; this one focused on Instagram and Pinterest.

Rating: 2 Stars | **Category:** resource

PINTEREST FACEBOOK PAGE TAB - http://woobox.com/pinterest

This tool allows you to add a Pinterest tab to your Facebook page; another great way to integrate your social media marketing strategies! Get complete stats for page views, visits, and likes, segmented by fans and non-fans who view your Facebook page tab.

Rating: 2 Stars | **Category:** tool

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INSTAGRAM

If a picture is worth a thousand words, is one Instagram follower worth a thousand Twitter followers? Who knows? Instagram (**https://www.instagram.com**), owned by Facebook, is an up-and-coming social media.

Here are the best free tools and resources for Instagram marketing!

LINK TREE - https://linktr.ee/

Tool to add multiple links to your Instagram feed. Also useful for TikTok.

Rating: 5 Stars | **Category:** resource

TAGDEF - https://tagdef.com

Looking to understand what a particular hashtag means? Use this nifty tool to define a hashtag and to research hashtags BEFORE you create or use them.

Rating: 5 Stars | **Category:** tool

FACEBOOK BUSINESS (ADVERTISING), INCLUDING INSTAGRAM - https://www.facebook.com/business/

Facebook advertising opportunities. Run text ads on Facebook by selecting the demographics of who you want to reach. Pay-per-click model. Now includes Instagram and Messenger ad info.

Rating: 4 Stars | **Category:** overview

BIO.FM - https://bio.fm/

Share more with your link in bio. bio.fm is a beautiful way to share your YouTube, Instagram, Twitter, and more content with just one bio link. Your bio is free.

Rating: 4 Stars | **Category:** tool

DISPLAY PURPOSES (HASHTAGS) - https://displaypurposes.com/

This is yet another hashtag discovery tool, but focused on Instagram hashtags for free. One of its unique features is it identified banned hashtags to help you not get in trouble.

Rating: 4 Stars | **Category:** tool

INSTAGRAM FOR BUSINESS - https://business.instagram.com

Hey you're a business! Here's how to get on Instagram as a business, and use it to your advantage.

Rating: 4 Stars | **Category:** resource

AUTOHASH - https://jm-seo.net/t0h

Are you tired of adding hashtags manually on Instagram? Are you tired of searching for the best hashtags on Instagram? AutoHash will get you all the best hashtags without any effort.

Rating: 4 Stars | **Category:** tool

LAYOUT FROM INSTAGRAM - http://tinyurl.com/z94yutc

Create fun, one-of-a-kind layouts by remixing your own photos and sharing them with your friends. Choose photos from your camera roll, or use the built-in Photo Booth to take spur-of-the-moment shots, and instantly see them laid out in various combinations. Pick the layout you like best, then edit it to make it your own.

Rating: 4 Stars | **Category:** tool

FACEBOOK BUSINESS MANAGER / BUSINESS SUITE - https://business.facebook.com/

Facebook Business Manager / Business Suite brings all your pages, ads, and other business attributes into one place. Is it easy? No. Is it well-designed? No? Is it Facebook's official way to manage your business? Yes.

Rating: 4 Stars | **Category:** tool

PICODASH - https://www.picodash.com/

Yet another search engine for Instagram.

Rating: 4 Stars | **Category:** tool

PHANTON BUSTER - https://phantombuster.com/

Yet another Instagram tool to export posts and hashtabs.

Rating: 3 Stars | **Category:** tool

INSTAFOLLOW - https://instafollow-for-instagram.en.uptodown.com/android

InstaFollow for Instagram is an app that helps you with your Instagram account in a few different ways. With it, for example, you can figure out who has stopped following you. It also lets you keep a record of new followers, mutual friends, fans, etc.

Rating: 3 Stars | **Category:** tool

SKED SOCIAL - https://skedsocial.com/

The only Instagram scheduler you'll need. Visually plan, schedule and analyse Instagram posts and stories to engage your followers and convert more customers.

Rating: 3 Stars | **Category:** tool

WAVE.VIDEO - https://wave.video/

Create branded video content that will build your audience. Drive your business forward with the power of video. Great for resizing to Instagram.

Rating: 3 Stars | **Category:** tool

LATER - https://later.com/

The simpler way to plan your visual content marketing Schedule & manage your Instagram posts.

Rating: 3 Stars | **Category:** tool

INSELLY - https://inselly.com/

eCommerce app for Instagram. Snap a Photo, using Instagram Application in your Smartphone. Simply add a tag #inselly to a picture, and several relevant category tags. Log in to inselly.com to add details about your item.

Rating: 3 Stars | **Category:** tool

INSTAGRAM FOR BUSINESS BLOG - https://business.instagram.com/blog/

Here it is: the official blog by Instagram about Instagram, focused on how businesses can use Instagram to boost their social media presence..

Rating: 3 Stars | **Category:** blog

STORIES ADS ON INSTAGRAM - https://storiesads.com/

Make Instagram stories ads for your brand. Create stunning Stories.

In less than 2 minutes. Free for a limited time.

Rating: 3 Stars | **Category:** tool

SQUARELOVIN - https://squarelovin.com/

Use authentic content from real people that provides inspiration, social proof and trust on every channel. With squarelovin you encourage engagement and ROI like never before!

Rating: 3 Stars | **Category:** tool

REPOST - http://repostapp.com/

Repost for Instagram makes it easy to #Repost your favorite photos & videos on Instagram while giving credit to the original Instagramer.

Rating: 3 Stars | **Category:** tool

AUTOHASH - http://bit.ly/2DjoRq8

AutoHash uses super smart computer vision algorithms to find you the best hashtags for your Instagram photos. Just select a photo and after less than a second you will get all the best hashtags you need.

Rating: 3 Stars | **Category:** tool

IFTTT - https://ifttt.com

This app, If Then Then That, is a great tool for linking multiple social media accounts. It allows you to create 'recipes' that link your tools exactly the way you like them! For example: make a recipe that adds to a Google Apps spreadsheet every time a particular user uploads to Instagram - a great way to keep up with your competitors SMM strategies! With over 120 supported applications, the 'recipes' are endless, making this a good tool for your SMM strategies.

Rating: 3 Stars | **Category:** tool

BUFFER - https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 Stars | **Category:** tool

DOLLAR EIGHTY - https://dollareighty.com/

Dollar Eighty is an Instagram growth strategy formulated by world-leading marketer Gary Vaynerchuk. He suggests leaving your 2 cents (opinion) on 9 posts for 10 different hashtags.

Rating: 3 Stars | **Category:** tool

SCHEDUGRAM - http://schedugr.am/

ScheduGram is used by social media managers around the world who need an easier way to manage Instagram for their clients and brands. Schedugram features web uploading of images or video, scheduling for later, and supports multiple accounts.

Rating: 3 Stars | **Category:** tool

TAILWIND - https://www.tailwindapp.com

Yet another post scheduling app; this one focused on Instagram and Pinterest.

Rating: 2 Stars | **Category:** resource

FOURSIXTY - http://foursixty.com/

Turn your Instagram content and UGC into shoppable galleries for your online store and other channels, track influencers and gifting programs, secure the rights to UGC, and get advanced Instagram insights and analytics.

Rating: 2 Stars | **Category:** tool

KEYHOLE - http://keyhole.co

This tool provides real-time social conversation tracking for Twitter, Facebook, and Instagram. Use this tool to measure conversations around your business, identify prospective clients and influencers talking about your services, and find relevant content. Enables tracking of hashtags, keywords, and URLs.

Rating: 2 Stars | **Category:** tool

GLEAM.IO - https://gleam.io/instagram

Yet another Instagram tool to encourage signups. Gleam takes a slightly different approach to social media contests. It has an Instagram widget which you can add to your website and drive visitors to your Instagram account.

Rating: 2 Stars | **Category:** tool

FREE INSTAGRAM USER REPORT –

https://sproutsocial.com/features/instagram-analytics

Social analytics tool company SimplyMeasured offers a 'free' report on any Instagram user but requires you to a) authenticate your Instagram account b) authorize sending a one-time tweet about the report via Twitter. If you can get past those hurdles, you will receive both a web-based and Excel version of the free report, which provides engagement metrics like total Instagram and Facebook Likes and comments.

Rating: 2 Stars | **Category:** tool

CROWDFIRE - https://www.crowdfireapp.com/

By the power bestowed upon you by Crowdfire and so on and so forth, you can manage your Twitter and Instagram accounts far more effectively by: Finding inactive users and your unfollowers - unfollow them if you wish to; Finding relevant users to follow using our insightful Copy Followers, feature (Twitter only); Keeping track of how your social media updates affect your follower/unfollower stats; Checking the relationship between any two Twitter/Instagram accounts and doing a whole lot more.

Rating: 2 Stars | **Category:** tool

INSTAGRAM TUTORIAL BY HOOTSUITE - https://jm-seo.net/howto007d0

This is a short but solid tutorial on how to use Instagram for business by Hootsuite. It covers the basics.

Rating: 2 Stars | **Category:** tutorial

KICKSTA - https://kicksta.co/

The most powerful organic growth tool for Instagram. No spam, no fake followers, no bots. Just pure organic growth powered by a cutting edge Artificial Intelligence technology.

Rating: 2 Stars | **Category:** tool

FACEBOOK BRANDS COLLABORATOR - https://www.facebook.com/creators/tools/brand-collabs-manager

Brand Collabs Manager makes it easier to get discovered for paid partnerships and unlock the earning potential of your Facebook presence. Connect with brands looking to promote their products and services through the relationship you have with your followers, then collaborate on campaigns that can increase your engagement.

Rating: 2 Stars | **Category:** resource

HASHTAGIFY APP - https://jm-seo.net/0a081

No idea which hashtag to use ? Tired of searching popular hashtags ? Get instant hashtags automatically generated by your pictures. Hashtagify makes the work for you. Hashtags will be automatically generated. You just have to copy them to your favorite social networks!

Rating: 2 Stars | **Category:** App

QUANTIFY - INFLUENCER MARKETING ON INSTAGRAM - https://jm-seo.net/df556

This extension allows you to gain insights into the performance and audience of any profile on Instagram, TikTok or YouTube. Use this tool to get analytics on what engages your audience and everyone else's, while getting to know your

audience better. Organize your Influencer Marketing campaigns using lists, contacts, forecasts, predictions and more.

Rating: 2 Stars | **Category:** extension

IN TAGS - BEST HASHTAGS FOR INSTAGRAM - https://jm-seo.net/8eee5

This app will help you to increase "likes" of your photos, posts and their rating. Just copy and paste necessary hashtags. It has all popular hashtags, implemented convenient search. You are able to add your own tags, mix them with existing and save them in a separate card for reusing. The app has a hashtag generator, which helps to generate a hashtags set.

Rating: 2 Stars | **Category:** App

LIFE LAPSE APP - https://www.lifelapseapp.com/

Increase engagement on social with stop motion. Bring your brand to life with beautiful, eye-catching videos. Learn, film & share your first video in under 7 minutes.

Rating: 2 Stars | **Category:** App

ANALISA.IO - https://analisa.io/

Instagram and TikTok AI Analytics. Enter any @Profile or #Hashtag

to analyze real-time competitors' social strategy|

Rating: 2 Stars | **Category:** tool

KENJI - https://kenji.ai/

KENJI is an Instagram bot powered by A.I. that helps you get more followers, likes, and engagement. Getting started takes seconds!

Rating: 2 Stars | **Category:** tool

SHORBY - https://shorby.com/

Yet another tool that allows you to take your 'link in bio' in Instagram and make multiple links out of it.

Rating: 2 Stars | **Category:** tool

UPLEAP - https://upleap.com/

Service to grow your followers on Instagram. Upleap customers grow their personal accounts and influencer accounts with steady, organic growth. And when we work with businesses, our account gurus drive more sales to their online stores.

Rating: 2 Stars | **Category:** tool

COMIN - https://www.combin.com/

Scheduler and content system for Instagram.

Rating: 2 Stars | **Category:** tool

SHOUTCART - https://shoutcart.com/

Influencer Marketing by Shoutcart. Top influencer marketing platform. Reach over 600M Active Followers & Subscribers!

Rating: 2 Stars | **Category:** resource

SNAPWIDGET - https://snapwidget.com/

SnapWidget helps you display Instagram, Twitter, Facebook and YouTube on your website to increase your followers.

Rating: 2 Stars | **Category:** tool

SHOPIFY ON INSTAGRAM - https://apps.shopify.com/instagram

Shopify is one of the leading e-commerce platforms. Fortunately, they offer a nifty integration with Instagram to allow you to shop on Instagram. Now, you may not be using Shopify - but it's a note to the wise to check your own e-commerce platform to see if they have an Instagram-friendly widget.

Rating: 2 Stars | **Category:** tool

GIPHY - https://giphy.com/

Library of animated GIFs. Useful for Twitter or Instagram posts. Annoying.

Rating: 2 Stars | **Category:** resource

UPLEAP - https://upleap.com/

Upleap connects you with a dedicated account manager, who engages with people on Instagram. Grow your likes, followers, and social exposure.

Rating: 1 Stars | **Category:** tool

HYPEAUDITOR FOR INSTAGRAM - https://hypeauditor.com/

Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

Rating: 1 Stars | **Category:** tool

SOCIAL VIRAL - https://www.social-viral.com/

Yikes! Cav Hic Dragones! Another paid service to buy likes. Not recommended, but you should know that such services do exist.

Rating: 1 Stars | **Category:** tool

HAVE 2 HAVE IT - https://have2have.it/

Yet another tool to assist with multiple links on Instagram, and allow shopping.

Rating: 1 Stars | **Category:** tool

FASTSAVE FOR INSTAGRAM: PHOTO & VIDEO DOWNLOADER –

https://jm-seo.net/e2952

With this Instasave downloader (InstaSaver for Instagram) you can download any images or videos from instagram and It's totally free. FastSave for Instagram helps you to save Instagram photos and videos on your device for free and forever.

Rating: 1 Stars | **Category:** App

STORY SAVER - STORY DOWNLOADER FOR INSTAGRAM 2020 –

https://jm-seo.net/9ca0b

Story Downloader for Instagram 2020 - Story Saver help you download, repost and share video and photo from Instagram Story. All you need to do is login and choose video/photo from Story of Instagram that you want to download and repost then clicking download or repost icon.

Rating: 1 Stars | **Category:** App

HASHTAGIFY.ME - http://hashtagify.me

Hashtagify.me allows you to search tens of millions of Twitter and Instagram hashtags and quickly find the best ones for your needs based on popularity, relationships, languages, influencers and other metrics. Also useful for SEO link building and keyword discovery.

Rating: 1 Stars | **Category:** tool

SKED SOCIAL - https://skedsocial.com/

Yet another scheduling tool - focused on Instagram.

Rating: 1 Stars | **Category:** tool

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TWITTER

Do you Tweet? Do you know what a good Tweet is? What about a #hashtag? Or a retweet or a @handle? Twitter is a world unto itself, and some think it is the greatest time-waster since... blogging... or Facebook. But millions do Tweet and millions love Twitter (**https://twitter.com**). For some businesses, Twitter can be an amazing marketing platform. For others, it's a huge waste of time.

Here are the best free tools and resources for Twitter marketing, ranked with the best first!

TAGDEF - https://tagdef.com

> Looking to understand what a particular hashtag means? Use this nifty tool to define a hashtag and to research hashtags BEFORE you create or use them.
>
> **Rating:** 5 Stars | **Category:** tool

TWITONOMY - http://twitonomy.com

> Twitonomy is a free online Twitter analytics tool which provides a wealth of information about all aspects of Twitter, including in-depth stats on any Twitter user, insights on your followers, mentions, favorites & retweets, and analytics on hashtags. It also lets you monitor tweets, manage your lists, download tweets & reports, and much more. Definitely worth checking out if Twitter is part of your social media strategy.
>
> **Rating:** 5 Stars | **Category:** tool

CROWDTANGLE - https://jm-seo.net/crowdtangle

> CrowdTangle for Chrome lets you browse the web and then take a URL such as your competitor's website or blog post, and see who shared it on Facebook, Twitter, and Reddit. Useful for competitive analysis.
>
> **Rating:** 5 Stars | **Category:** App

RITE TAG - FIND TWITTER HASHTAGS - https://ritetag.com/

Another really good service that helps you identify #hashtags on Twitter. Gives detailed statistics.

Rating: 5 Stars | **Category:** tool

TWEETDECK - https://tweetdeck.twitter.com/

Twitter Tool - great for posting and see what's going on in your twitter account

Rating: 5 Stars | **Category:** tool

BUZZSUMO - http://buzzsumo.com/

Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.

Rating: 5 Stars | **Category:** tool

TWITTER ADVANCED SEARCH - https://twitter.com/search-advanced

Search to see what others are saying about topics relevant and your organization's interests, before, during, after you use Twitter. Here's a nifty trick: Use the 'Near this place' field to find people in a city near you tweeting on a topic like 'pizza.' Great for local brands.

Rating: 5 Stars | **Category:** tool

TWITTER ANALYTICS - https://analytics.twitter.com

The official page for Twitter analytics and metrics. Sign up via Twitter, and learn how your tweets are doing!

Rating: 4 Stars | **Category:** tool

TWITTER HELP AND TUTORIAL - https://help.twitter.com/

Check out Twitter help, which is actually a great step-by-step tutorial on how to use Twitter.

Rating: 4 Stars | **Category:** tutorial

TWITTER FOR BUSINESS - https://business.twitter.com

Straight from the bird's mouth. Learn how to use Twitter for business.

Rating: 4 Stars | **Category:** overview

FOLLOWERWONK - https://followerwonk.com/

Followerwonk helps you explore and grow your social graph. Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet? Find and connect with new influencers in your niche. Use actionable visualizations to compare your social graph to others. Easily share your reports with the world. Brought to you by Moz.

Rating: 4 Stars | **Category:** tool

HASHTAGS.ORG - https://www.hashtags.org/

Tool which attempts to organize the world's hashtags. Provides hashtag analytics for your brand, business, product, service, event or blog. Input words that matter to you, and Hashtags looks to see the trends on Twitter.

Rating: 4 Stars | **Category:** engine

TWITTER FLIGHT SCHOOL - https://www.twitterflightschool.com/

Learn how to advertise on Twitter by Twitter on Twitter about Twitter.

Rating: 4 Stars | **Category:** resource

FOLLOWER SEARCH - https://www.followersearch.com/

Excellent way to search Twitter bios. Try searching for "journalists" plus "organic" as in "journalists organic". Then you can identify key journalists (or bloggers, etc.) in your industry or keyword themes.

Rating: 4 Stars | **Category:** tool

HOOTSUITE - https://hootsuite.com/

Manage all of your social media accounts, including multiple Twitter profiles through HootSuite. HootSuite makes it easy to manage multiple users over various social media accounts and allows you to track statistics. LOVE THIS TOOL!

Rating: 3 Stars | **Category:** vendor

IFTTT - https://ifttt.com

This app, If Then Then That, is a great tool for linking multiple social media accounts. It allows you to create 'recipes' that link your tools exactly the way you like them! For example: make a recipe that adds to a Google Apps spreadsheet every time a particular user uploads to Instagram - a great way to keep up with your competitors SMM strategies! With over 120 supported applications, the 'recipes' are endless, making this a good tool for your SMM strategies.

Rating: 3 Stars | **Category:** tool

DRUMUP - https://drumup.io/

This incredible tool or service allows you to automatically scour the Web / blogs for your content by keywords. Then you can instantly schedule posts to Facebook, Twitter, and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

Rating: 3 Stars | **Category:** tool

SOCIALOOMPH - https://www.socialoomph.com/

SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter and Facebook posts. Imagine going to the beach, forgetting about the office, yet having 67 different Tweets auto-posted, that's what SocialOomph is about. Use technology to appear busy and Facebooking / Tweeting all the time.

Rating: 3 Stars | **Category:** tool

DISCOVERLY - http://discover.ly/

Use this Chrome plug in to allow you to browse connections on Twitter, LinkedIn, and Facebook, and quickly find their profiles. For example, you can find someone on LinkedIn, and quickly find them on Twitter.

Rating: 3 Stars | **Category:**

TWIANGULATE - http://twiangulate.com

This nifty tool allows you to input up to three Twitter accounts. It then compares who follows each account and draws you a nifty map, plus identifies the most important followers, so you can see the 'network effect' of who follows whom on Twitter.

Rating: 3 Stars | **Category:** tool

TWEET ARCHIVIST - http://www.tweetarchivist.com/

Use this nifty service and tool to identify who is tweeting on your keywords and hashtags, and to analyze trends and data. In addition to Twitter, searches Instagram, Vine and Tumblr. Limited functionality for free, more with paid plans.

Rating: 3 Stars | **Category:** tool

BUFFER - https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 Stars | **Category:** tool

TWITTER TRENDING - https://twitter.com/i/trends

See what's trending on Twitter via Trending on Twitter

Rating: 3 Stars | **Category:** resource

TWITTER SUPPORT - https://twitter.com/TwitterSupport

Got a question about how to use Twitter? Ask @TwitterSupport, Twitter's official support account #useful.

Rating: 3 Stars | **Category:** resource

HASHATIT - HASHTAG SEARCH - https://www.hashatit.com/

Search a hashtag and get a nice display of all the tweets on the hashtag.

Rating: 3 Stars | **Category:** tool

TWEETJUKEBOX - https://www.socialjukebox.com/

Tweet Jukebox will eliminate the need to continually schedule your tweets, and manage your content. It's all right at your fingertips. Once you turn on your jukebox, it tweets for you. Automatically. No more wasted time. How's that for good news?

Rating: 3 Stars | **Category:** tool

TWITTER BUSINESS BLOG - https://business.twitter.com/en/blog.html

Keep up with everything official Twitter about how to market your business.

Rating: 3 Stars | **Category:** blog

TWITTER BLOG - https://blog.twitter.com/

If Twitter is important to you, you should read this - the 'official' Twitter blog.

Rating: 3 Stars | **Category:** blog

FOLLER.ME - https://foller.me/

Foller.me is a Twitter analytics application that gives you rich insights about any public Twitter profile. We gather near real-time data about topics, mentions, hashtags, followers, location and more!

Rating: 3 Stars | **Category:** tool

CLICKTOTWEET - https://clicktotweet.com/

ClickToTweet is a great way to encourage social sharing, especially of blog posts. Nudge your users to tweet your content.

Rating: 3 Stars | **Category:** tool

TRENDS 24 - TWITTER TRENDS - https://trends24.in/united-states/

Find the top trending topics on Twitter by country.

Rating: 2 Stars | **Category:** tool

GIPHY - https://giphy.com/

Library of animated GIFs. Useful for Twitter or Instagram posts. Annoying.

Rating: 2 Stars | **Category:** resource

TWITTER AUDIT - https://www.twitteraudit.com/

Quick and easy tool to audit whether the followers of a Twitter account are 'fake' or 'real.' Take it all with a big grain of salt, but you get the point.

Rating: 2 Stars | **Category:** tool

TWEEPI - https://tweepi.com/

Setup your account; Setup Tweepi with #hashtags and @users relevant to your topic of interest. 2) Let Artificial Intelligence do the work. Tweepi monitors Twitter to find the best tweets and users to engage.

3) Get noticed, grow your brand. Grow your Twitter account by as much as 100 new followers a day! Don't forget that relevant tweets matter.

Rating: 2 Stars | **Category:** tool

SNAPWIDGET - https://snapwidget.com/

SnapWidget helps you display Instagram, Twitter, Facebook and YouTube on your website to increase your followers.

Rating: 2 Stars | **Category:** tool

CROWDFIRE - https://www.crowdfireapp.com/

By the power bestowed upon you by Crowdfire and so on and so forth, you can manage your Twitter and Instagram accounts far more effectively by: Finding inactive users and your unfollowers - unfollow them if you wish to; Finding relevant users to follow using our insightful Copy Followers, feature (Twitter only); Keeping track of how your social media updates affect your follower/unfollower stats; Checking the relationship between any two Twitter/Instagram accounts and doing a whole lot more.

Rating: 2 Stars | **Category:** tool

KEYHOLE - http://keyhole.co

This tool provides real-time social conversation tracking for Twitter, Facebook, and Instagram. Use this tool to measure conversations around your business,

identify prospective clients and influencers talking about your services, and find relevant content. Enables tracking of hashtags, keywords, and URLs.

Rating: 2 Stars | **Category:** tool

SEMIPHERMERAL - https://semiphemeral.com/

This tool helps you to erase your digital footprint on Twitter. You can automatically delete older tweets.

Rating: 2 Stars | **Category:** tool

BITLY - https://bitly.com

Bitly is a URL shortening service that will track your click-throughs. Very useful for email marketing, blogging, and Twitter.

Rating: 2 Stars | **Category:** service

SOCIAL VIRAL - https://www.social-viral.com/

Yikes! Cav Hic Dragones! Another paid service to buy likes. Not recommended, but you should know that such services do exist.

Rating: 1 Stars | **Category:** tool

HASHTAGIFY.ME - http://hashtagify.me

Hashtagify.me allows you to search tens of millions of Twitter and Instagram hashtags and quickly find the best ones for your needs based on popularity, relationships, languages, influencers and other metrics. Also useful for SEO link building and keyword discovery.

Rating: 1 Stars | **Category:** tool

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YOUTUBE

YouTube is the second-largest search engine, and one of the most popular social media platforms in its own right. Plus, it's the place for all things video. Here are the best free tools and resources for YouTube marketing, ranked with the best first!

VIDIQ - https://vidiq.com/

> Creating great content on YouTube is only half the battle to growing your views and subscribers. If you want your videos to rank well and be discovered by, or suggested to, other viewers you'll need to know how to research the best keywords to maximize your titles, descriptions, tags and Playlists, and understand what your competitors are doing to win.
>
> **Rating:** 5 Stars | **Category:** tool

SKILLSHOP (FORMERLY GOOGLE ACADEMY OF ADS) - https://skillshop.withgoogle.com/

> Google has 'outsourced' their learning to a third-party, but this is the official learning resource for AdWords as well as YouTube and Google Analytics.
>
> **Rating:** 5 Stars | **Category:** resource

YOUTUBE PLAYBOOK FOR CREATIVE ADVERTISING - https://www.thinkwithgoogle.com/features/youtube-playbook/

> Google and YouTube have produced this "YouTube University" teaching you how to produce better videos. Excellent and fun intro to the world of YouTube.
>
> **Rating:** 5 Stars | **Category:** resource

YOUTUBE CREATORS - https://www.youtube.com/creators/

YouTube has done more and more to make it easier to publish and promote videos on the network. This page explains the various 'benefits' that one gets as a YouTube content creator. Travel to LA and use YouTube studios. #awesome.

Rating: 5 Stars | **Category:** resource

TUBEBUDDY - https://www.tubebuddy.com/

Work Within YouTube to Optimize and Grow your Channel. Other products require you to leave YouTube in order to access their functionality. Not TubeBuddy: TubeBuddy's toolkit's features load right within YouTube's website, inline with your daily workflow.

Rating: 5 Stars | **Category:** tool

TRINT: AUTOMATED TRANSCRIPTION - https://trint.com/

Upload audio/video files. With Trint's AI, get searchable, editable transcripts in minutes. Like magic.

Rating: 4 Stars | **Category:** tool

YOUTUBE HELP CENTER - http://support.google.com/youtube

The official help site for YouTube, conveniently located on Google. Google owns YouTube, but you already knew that.

Rating: 4 Stars | **Category:** overview

YOUTUBE SPOTLIGHT - https://www.youtube.com/user/YouTube

Trying to understand YouTube? This is the official YouTube Channel by YouTube on YouTube. Use to to discover what's new and trending around the world from music to culture to Internet phenomena, must-watch videos from across YouTube, all in one place.

Rating: 4 Stars | **Category:** video

YOUTUBE CREATOR ACADEMY - https://creatoracademy.youtube.com/page/home

Learn tips and tricks from the YouTube pros to maximize your corporate YouTube page. Expert videos, tests, and even a way to 'meet' other YouTube content creators. Fun, friendly, and free.

Rating: 4 Stars | **Category:** resource

YOUTUBE ADVERTISING RESOURCES - https://www.youtube.com/ads/

YouTube wants you to advertise! But, it also hides some good free SEO-oriented resources here for how to use YouTube effectively. Worth a look, and a bookmark.

Rating: 4 Stars | **Category:** resource

NOX INFLUENCER - https://www.noxinfluencer.com/

This tool allows you to search YouTube by keyword and identify the top channels. Thus you can use it to find influencers as well as for competitive research on YouTube.

Rating: 4 Stars | **Category:** tool

YOUTUBE CREATORS BLOG - https://blog.youtube/

The official YouTube blog by and about YouTube partners. You can pick up some good tips on YouTube marketing here, plus learn some ins and outs from YouTube superstars. Plus it's just plain fun to see what the YouTube famous are up to.

Rating: 3 Stars | **Category:** blog

YOUTUBE ADVERTISERS CHANNEL - https://youtube.com/user/advertise

Interested in advertising on YouTube? This is the official channel with tons of useful, if salesy, content on why and how to advertise your products or services on YouTube. If you're into advertising, check out the 'Ads Leaderboard,' which highlights top ads month by month.

Rating: 3 Stars | **Category:** video

HUBSPOT YOUTUBE TUTORIAL - https://www.hubspot.com/youtube-marketing

This is a short but very beefy introduction to YouTube marketing for business.

Rating: 3 Stars | **Category:** overview

YOUTUBE ON FACEBOOK - https://www.facebook.com/youtube

Facebook is on YouTube, and so YouTube is on Facebook. Just 'Like" YouTube on Facebook and stay up-to-date with happenings on YouTube (on Faceboook). It's recursive!

Rating: 3 Stars | **Category:** resource

YOUTUBE HELP FORUM - https://jm-seo.net/ytcom

The new and improved forum by and about YouTube - user-generated content, helpful tips and pointers from official YouTubers. This is your 'goto' site if you want to post a question for the community and hopefully get some help.

Rating: 3 Stars | **Category:** resource

YOUTUBE KEYWORD TOOL - https://tuberanker.com/youtube-keyword-tool

YouTube is the #2 Search Engine after Google. Thus 'YouTube SEO' is a thing. But how do you find YouTube-specific keywords? That's why this tool exists.

Rating: 3 Stars | **Category:** tool

WIDEO - http://wideo.co

An online video maker, similar to iMovie or Windows Movie Maker.

Rating: 3 Stars | **Category:** tool

VIDCON - http://vidcon.com/

VidCon is the conference on everything online video. Great for content creators, community organizers, and brands. If YouTube is a high priority for you, VidCon may be a great conference.

Rating: 3 Stars | **Category:** conference

HEADLINER: PODCASTS INTO YOUTUBE VIDEOS - https://www.headliner.app/

Headliner makes video creation easy: 1) Bring your audio, video, or ideas, 2) Add animations, captions, gifs, videos, images and more, 3) Export your video and share across your social accounts.

Rating: 3 Stars | **Category:** tool

YOUTUBE CREATOR INSIDER - https://www.youtube.com/creatorinsider

Yet another official YouTube Channel that helps people who create videos and manage channels learn tips, tricks, and other scuttlebut about how to do YouTube well. This one focuses mainly on official announcements and changes.

Rating: 3 Stars | **Category:** resource

YOUTUBE SEO - http://backlinko.com/video-seo-guide

This short, quick guide explains the basics of SEO (Search Engine Optimization) for YouTube.

Rating: 3 Stars | **Category:** resource

YOUTUBE AD PARTNERS –

https://www.youtube.com/ads/resources/creative-directory/

Whether you have your own video or need to create one from scratch, these services can help bring your business to life on YouTube. Partners with YouTube who make ad creation easier if not easy.

Rating: 3 Stars | **Category:** resource

WAVE.VIDEO - https://wave.video/

Create branded video content that will build your audience. Drive your business forward with the power of video. Great for resizing to Instagram.

Rating: 3 Stars | **Category:** tool

KEYWORD TOOL FOR YOUTUBE - https://keywordtool.io/youtube

Creating a good YouTube video that will get many views takes time and resources. But, it is worth the effort. That is why there are so many videos out there. A good video can do an excellent job of promoting your products or services, bring visitors to your website, and driving conversions.

Rating: 3 Stars | **Category:** tool

YOUTUBE STUDIO - https://jm-seo.net/2ca35

The official YouTube Studio app makes it faster and easier to manage your YouTube channels on the go. Check out your latest stats, respond to comments, upload custom video thumbnail images, schedule videos, and get notifications so you can stay connected and productive from anywhere.

Rating: 3 Stars | **Category:** App

UNITED STATES OF YOUTUBE - https://www.youtube.com/howyoutubeworks/

See how YouTube is being used by many small businesses across the United States.

Rating: 3 Stars | **Category:** resource

AUDIOGRAM - https://getaudiogram.com/

Convert your audio into engaging social video with Audiogram. Excellent for YouTube, especially if you have a PodCast.

Rating: 3 Stars | **Category:** tool

POPULAR ON YOUTUBE - https://jm-seo.net/ytcreators

An auto-generated collection of what's popular on YouTube, and - shall we say - 'going viral.' As a marketer, seek to observe and understand why things go viral and how to leverage the video popularity wave.

Rating: 3 Stars | **Category:** service

MY FRESH TOOLS - https://www.myfreshtools.com/

Tools for YouTube that allow you to download data on a channel, or do a search and download the top 500 videos. Useful for research purposes.

Rating: 3 Stars | **Category:** tool

CAMELEON - https://www.cameleon.live/

Live webcam or streaming for iPhone, out of your pocket. Facebook Live and YouTube Live streaming simultaneously. Broadcasting software for Mac and Windows. Works with your WebCam, USB camera, GoPro, IP camera, your laptop, your iPhone, you iPad, you name it.

Rating: 3 Stars | **Category:** tool

VIMEO VIDEO CREATOR - https://vimeo.com/create

Vimeo is a 2nd-tier video site (compared to giant, YouTube). As #2, it tries a bit harder. This is a video creation tool. Check it out.

Rating: 2 Stars | **Category:** tool

POWTOON - http://www.powtoon.com/

PowToon provides animated video production using the freemium pricing model. Play around with it to create animated videos to present anything you want about your business. Paid plans available, but you can do some cool stuff for free.

Rating: 2 Stars | **Category:** tool

YOUTUBE ON TWITTER - https://twitter.com/youtube

YouTube's official Twitter profile (@YouTube). So does Twitter have an official channel on YouTube? This could get weird.

Rating: 2 Stars | **Category:** resource

SHOPIFY VIDEO MAKER - https://videomaker.shopify.com/

Shopify has a very primitive but easy-to-use video tool. Upload three images and some text and make a slideshow as a video.

Rating: 2 Stars | **Category:** tool

YOUTUBE HANDLE - CHOOSE YOUR HANDLE - https://www.youtube.com/handle

YouTube now allows "handles" for select accounts. These are unique account names that allow you to share your channel and post / interact with content as on other social platforms.

Rating: 2 Stars | **Category:** misc.

YOUTUBE MONEY CALCULATOR –

https://socialblade.com/youtube/youtube-money-calculator

This YouTube Money Calculator provides a glimpse into what a user could make with YouTube by estimating a commonly accepted CPM range based off of the average amount of views you insert down below. We take it one step

further to provide users with various settings, allowing them to customize the experience. Please remember that these figures are Youtube Estimated Earnings, as there are many mitigating factors which decide what your overall CPM will be.

Rating: 2 Stars | **Category:** tool

YOUTUBE MONETIZATION ESTIMATOR - https://influencermarketinghub.com/youtube-money-calculator/

Use this tool to estimate earnings from YouTube as an influencer. How accurate is it? Well, who really knows?

Rating: 2 Stars | **Category:** tool

QUANTIFY - INFLUENCER MARKETING ON INSTAGRAM - https://jm-seo.net/df556

This extension allows you to gain insights into the performance and audience of any profile on Instagram, TikTok or YouTube. Use this tool to get analytics on what engages your audience and everyone else's, while getting to know your audience better. Organize your Influencer Marketing campaigns using lists, contacts, forecasts, predictions and more.

Rating: 2 Stars | **Category:** extension

YOUTUBE CREATORS CHANNEL - https://www.youtube.com/channel/UCkRfArvrzheW2E7b6SVT7vQ

YouTube's official channel for YouTubers.

Rating: 2 Stars | **Category:** resource

REV.COM - https://www.rev.com/

Transcription service for YouTube Videos. Convert Audio & Video To Text. Humans Working Side By Side With The Best Speech-to-Text AI

Rating: 2 Stars | **Category:** service

RAPIDTAGS - https://rapidtags.io/

Your all in one website solution for YouTube SEO and channel automation. Enter a title and get suggestions on YouTube tags.

Rating: 2 Stars | **Category:**

YOUTUBE (BRAND) CHANNELS - https://jm-seo.net/ytchannel

Brand channels on YouTube have an advertising component, but many of the items on this page are applicable to regular channels on YouTube as well. So this is a useful 'how to' article on managing a brand page on YouTube.

Rating: 2 Stars | **Category:** article

YOUTUBE SEO - https://youtu.be/NY3y0V9UDwM

Learn the in's and out's of YouTube SEO.

Rating: 1 Stars | **Category:** video

YOUTUBE EMBED TOOL (CUSTOMIZED) - http://www.classynemesis.com/projects/ytembed/

Sure you can embed YouTube videos directly, but this cool tool allows you to optimize and customize what you want to do. For example, start at a particular moment, or add easy social share buttons.

Rating: 1 Stars | **Category:** tool

HYPEAUDITOR FOR INSTAGRAM - https://hypeauditor.com/

Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

Rating: 1 Stars | **Category:** tool

SOCIAL MEDIA SALARY CALCULATOR –

https://lickd.co/blog/social-salary-calculator

What is a view worth? What is a follower worth? Who makes what on YouTube, TikTok etc.? This calculator helps you estimate.

Rating: 1 Stars | **Category:** tool

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EMAIL MARKETING

Email marketing is the Rodney Dangerfield of social media marketing: it don't get no respect. Yet it's incredibly important. "Liking" a company on Facebook, after all, is a lot less intrusive than giving them permission to send you personalized emails. Our email inboxes are the holy grail of all marketers!

In that spirit, here are the best free tools and resources for email marketing!

EMAIL MONDAY BLOG - https://www.emailmonday.com/

The go-to blog about everything email marketing. Gurus and goodies galore on email.

Rating: 5 Stars | **Category:** blog

MAIL TESTER - http://www.mail-tester.com/

Use this tool to pre-test your emails for your email newsletter. Simply visit the site, copy the email address it generates (each one is unique), send a test email to this unique, randomly generated email address, and 'presto' you get a spam score with feedback.

Rating: 5 Stars | **Category:** tool

EMAIL INNOVATIONS SUMMIT - https://emailinnovationssummit.com/

One of the best conferences on email marketing.

Rating: 4 Stars | **Category:** conference

HTML TO TEXT EMAIL CONVERTER -
http://templates.mailchimp.com/resources/html-to-text

Since some of your email newsletter subscribers prefer text vs HTML-based email messages, it's important to send both HTML and text versions of your mass email messages so their email client can display the format they prefer. Use this handy tool to quickly convert your HTML email newsletter into a format your text-based email subscribers will appreciate.

Rating: 4 Stars | **Category:** tool

CSS INLINER TOOL - http://templates.mailchimp.com/resources/inline-css

Since some email services and email clients strip out important elements like <head> and <style> from HTML email messages, it's important the styles in your email messages appear inline within your markup. Use this handy tool from MailChimp to convert your HTML email messages to a more email friendly format.

Rating: 4 Stars | **Category:** tool

THE HEMINGWAY APP - http://www.hemingwayapp.com/

Let's face it. Americans, and people everywhere, aren't getting smarter. This app allows you to paste in text from your blog post or email, and check the 'grade level.' It also identifies hard-to-read sentences. Can you say DUM IT DOWNE?

Rating: 4 Stars | **Category:** tool

GOOGLE ANALYTICS CAMPAIGNS URL BUILDER –

https://ga-dev-tools.appspot.com/campaign-url-builder/

Use this tool to build URLs to track your ad campaigns. For instance, if you have ad campaigns on Facebook or LinkedIn, or an email newsletter, you can use this tool from Google to make them easier to track in Google Analytics.

Rating: 4 Stars | **Category:** tool

RAVEN URL BUILDER FOR GOOGLE ANALYTICS - https://raventools.com/marketing-reports/google-analytics/url-builder/

This RAVEN tool does the same thing as the Google URL builder, but is perhaps a bit simpler. With the Google Analytics URL Builder, you can easily tag URLs with custom campaign variables. Campaign variables allow you to track which of your promotions are generating the most traffic/conversions. Use it in combo with a URL shortener like bit.ly, tinyurl, or goo.gl to embed into your emails for tracking purposes.

Rating: 4 Stars | **Category:** tool

EMAIL EVOLUTION CONFERENCE - https://emailevolution.emailexperience.org/

Are you an email nerd? Do you love email? Do you use email for marketing and really rely on it? If so, this is THE conference for email marketing. A must go for everyone who's crazy for email marketing.

Rating: 4 Stars | **Category:** conference

VYPER - EMAIL LIST GROWER - https://vyper.io/

Yet another tool to leverage rewards to grow your email list in a viral sense.

Rating: 3 Stars | **Category:** tool

NEW EMAIL TEST - https://putsmail.com/tests/new

Want to see what a proposed email message will look like in your inbox? Use this nifty, free tool to test your email messages. Testing is the key to successful email campaigns.

Rating: 3 Stars | **Category:** tool

LITMUS SCOPE TOOL FOR EMAIL - https://litmus.com/scope/

Create a clean, web-based version of any email, with desktop and mobile previews. It's perfect for sharing, and it's totally free. Includes 'Code Inspector,' Peek behind the curtain and see how they pulled off that cool video or fancy

text. Scope's sleek code inspector makes viewing email source code a breeze. We even decode and clean up the HTML, making it crystal clear.

Rating: 3 Stars | **Category:** tool

HUNTER FOR EMAIL - https://hunter.io/

Input a domain (like jm-seo.net) and uncover available emails. This is a good way to guess / research emails and then send out an email to influencers. Useful to promote your content.

Rating: 3 Stars | **Category:** tool

EMAIL DESIGN REFERENCE - http://templates.mailchimp.com/

If the mechanics of sending HTML-based email messages to subscribers is a mystery, this guide provides an excellent primer. It describes basic concepts, designing, developing and testing mass HTML email messages, all important to making sure your email not only reaches its destination, but looks good when it arrives.

Rating: 3 Stars | **Category:** resource

EMAIL DELIVERABILITY TEST –

https://www.sendforensics.com/email-deliverability-test/

Test your mailing performance - for free. Unique pre-emptive email deliverability testing, plus realtime scoring for live campaigns. Compare your deliverability performance with industry and regional benchmarks. Set deliverability alerts to monitor performance and safeguard reputation.

Rating: 3 Stars | **Category:** tool

EMAIL BLACKLIST CHECK - http://mxtoolbox.com/blacklists.aspx

The IP address of the email server from where email messages are sent is important in determining if they ultimately arrive at their destination. IP addresses of email servers used to send spam are blacklisted, preventing other,

legitimate messages sent from the same IP address (but different domains) from successful delivery. If you suspect your email messages aren't reaching their intended recipients, enter the IP address of your email server in this handy tool to check it against over 100 DNS based email blacklists.

Rating: 3 Stars | **Category:** tool

MAILCHIMP - http://mailchimp.com

MailChimp is a web-based email marketing service. It helps you design email newsletters, share them on social networks, integrate with services, and track your results.

Rating: 3 Stars | **Category:** service

CONSTANT CONTACT - http://constantcontact.com

Constant Contact is an online marketing company that enables users create and manage email marketing campaigns like email newsletters, online surveys, event invitations, and promotions, and their email lists to more effectively connect with customers.

Rating: 3 Stars | **Category:** service

SMARTBRIBE (GO VIRAL) - http://www.smartbribe.com/

Step 1: Identify the most popular awesome free thing you give away on your website Step 2: Setup a SmartBribe to give away something even more awesomer on the thank you page in exchange for people telling their friends about you Step 3: Once your peeps tell their friends about you (via Twitter and email) they'll get the more awesomer thing

Rating: 3 Stars | **Category:** tool

DRIP - https://www.drip.com/

A DRIP campaign in email allows for an automated response. First, they buy something (or sign up), then after a few days, they get email #2, then a few days later and email #3. It's AI meets email.

Rating: 3 Stars | **Category:** service

BLAZE TODAY - https://blaze.today/

Eliminate repetitive typing and mistakes. Easy-to-use templates with endless customizability and powerful automation. All with full control at your fingertips.

Rating: 3 Stars | **Category:** tool

EMAIL MARKETING GUIDE –

https://neilpatel.com/blog/beginners-guide-email-marketing/

Neil Patel's guide to email marketing. The basics.

Rating: 3 Stars | **Category:** tutorial

EMAIL THE SMART WAY –

https://www.smartpassiveincome.com/email-the-smart-way/

Tools and templates for better email marketing from Pat Flynn, author of Superfans.

Rating: 3 Stars | **Category:** resource

MAIL CON - https://mailcon.com/

MailCon is a unique one-day experience uniting email marketing professionals and industry-leading brands with the latest and most advanced technology, solutions, and strategies. Our attendees represent a global audience of those who are reimagining the future of email marketing, SMS, marketing automation, and lead generation in an age of data privacy.

Rating: 3 Stars | **Category:** conference

FIND THAT EMAIL - https://findthat.email/

Find the email address of professionals in millions of companies worldwide.

Rating: 3 Stars | **Category:** tool

AWEBER - https://www.aweber.com/

AWeber, along with Constant Contact, is one of more established email service providers, though they don't offer a free plan. Pricing starts at $19/month, with first month free/30-day free trial.

Rating: 3 Stars | **Category:** service

SKYMEM - EMAIL LIST - http://www.skymem.info/

Find email addresses of companies and people.

Rating: 2 Stars | **Category:** tool

TEXT EXPANDER - https://textexpander.com/

TextExpander lets you instantly insert snippets of text from a repository of emails, boilerplate and other content, as you type – using a quick search or abbreviation. Useful for email marketing.

Rating: 2 Stars | **Category:** tool

GMAIL / EMAIL MARKUP HELP CENTER - https://developers.google.com/gmail/markup/overview

Gmail allows certain markups in your email structure. Learn how to do it.

Rating: 2 Stars | **Category:** resource

GMAIL MAIL TRACKER - https://hunter.io/mailtracker

Use this tool to track who opens your Gmails. Useful for one-on-one email marketing purposes.

Rating: 2 Stars | **Category:** tool

SUMO - https://sumo.com/

Free Tools to Automate Your Site Growth. We've noticed lots of people struggle to collect emails because the tools just aren't available or are too expensive. So we thought, why not make our tools available for you? Our goal, plain and simple, is to help you grow your website.

Rating: 2 Stars | **Category:** tool

FIND EMAILS ON WEBSITES AND SOCIAL NETWORKS - https://jm-seo.net/1158e

Find prospects instantly right from your browser on any social platform. Find emails from your browser on Social Networks. Find the email addresses of decision makers in millions of companies worldwide. It's a must use tool for Sales Development Executives, Marketers and Recruiters. It's been rated as one of the most accurate tools by Ahrefs with a 92% accuracy rate according to their test.

Rating: 2 Stars | **Category:** extension

SNOV.IO - https://snov.io/

Snov.io has both free and paid versions of email tools. Identify emails of prospects and create DRIP campaigns via email.

Rating: 2 Stars | **Category:** tool

MAILCHIMP: MARKETING & CRM TO GROW YOUR BUSINESS –

https://jm-seo.net/6e266

Mailchimp's Marketing & CRM mobile app helps you market smarter and grow your business faster from day one. Access the tools you need wherever your work takes you and get up and running in minutes - no experience needed.

Rating: 1 Stars | **Category:** App

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VIRAL

Viruses can travel from person to person in the real world. So too in the Social Media world, a video, a post, a widget, a comment - almost anything can 'go viral.' Indeed the very social nature of Social Media makes it ideal for viral marketing - whether good or bad.

Here are the best free tools and resources on viral marketing, ranked with the best first!

CROWDTANGLE - https://jm-seo.net/crowdtangle

> CrowdTangle for Chrome lets you browse the web and then take a URL such as your competitor's website or blog post, and see who shared it on Facebook, Twitter, and Reddit. Useful for competitive analysis.
>
> **Rating:** 5 Stars | **Category:** App

BUZZFEED - http://www.buzzfeed.com/trending

> What is going viral on the Web right now? Buzzfeed is a service that tracks virality. What is going viral - who would know? One of the cooler things it offers is users who 'predict' what will go viral, including the ability to follow the ones with better predictive records. So now viral has its own predictors.
>
> **Rating:** 5 Stars | **Category:** portal

WHAT'S TRENDING - https://whatstrending.com/

> Ever wonder what's trending? This site can answer exactly that question! This site features the most popular videos and latest trends keeping users in the know. A useful heuristic is the color-coded views icon, which tells you how many people have viewed the post, making it easy to find the most popular posts. Content ranges from 'Man wears beard of bees' to international news.
>
> **Rating:** 4 Stars | **Category:** portal

VYPER - EMAIL LIST GROWER - https://vyper.io/

Yet another tool to leverage rewards to grow your email list in a viral sense.

Rating: 3 Stars | **Category:** tool

POPULAR ON YOUTUBE - https://jm-seo.net/ytcreators

An auto-generated collection of what's popular on YouTube, and - shall we say - 'going viral.' As a marketer, seek to observe and understand why things go viral and how to leverage the video popularity wave.

Rating: 3 Stars | **Category:** service

DIGG - http://digg.com/

Digg is really a social news meets social bookmarking site. Diggers 'digg' stories they find compelling, and others can follow what is being 'digged' or 'dugg.'

Rating: 3 Stars | **Category:** portal

IMGUR - http://imgur.com/

Imgur is a new kind of image search; great for finding trending MEMES and other images across social media.

Rating: 3 Stars | **Category:** resource

POPURLS - https://upstract.com/

See what's trending everywhere. Popurls is a news aggregator which lists popular stories being shared by major web sources and by category (including technology, politics, business, entertainment, sports, etc.) making it a window into viral marketing everywhere.

Rating: 3 Stars | **Category:** service

SNIP.LY - http://snip.ly

Share other people's content, but add your own image or text link to promote yourself. So in a sense you can 'hijack' some content from others to promote your own stuff (cue Dr. Evil laugh).

Rating: 3 Stars | **Category:** tool

THE VERGE - http://theverge.com

The Verge is a site that posts articles about what's happening now, ranging from trending celebrities to the latest tech craze. The site has useful features such as the 'Trending Now' tab at the top and the 'TL;DR' section when you need news fast. It also features videos and forums.

Rating: 3 Stars | **Category:** portal

SMARTBRIBE (GO VIRAL) - http://www.smartbribe.com/

Step 1: Identify the most popular awesome free thing you give away on your website Step 2: Setup a SmartBribe to give away something even more awesomer on the thank you page in exchange for people telling their friends about you Step 3: Once your peeps tell their friends about you (via Twitter and email) they'll get the more awesomer thing

Rating: 3 Stars | **Category:** tool

REDDIT - https://www.reddit.com/

Reddit, which calls itself 'the front page of the Internet', is a popular site for social news browsing. The site has useful tabs such as 'new', 'rising', and 'controversial' that you can use for your viral marketing needs. Users can upvote or downvote articles giving you another heuristic to gauge what's trending now. The most upvoted stories can reach Reddit's front page. Reddit organizes topics by subreddits (i.e., forums). Despite its spartan user interface, it is used by many in the tech community to share favorite news stories.

Rating: 3 Stars | **Category:** portal

JONAH BERGER'S WORKSHEETS - https://jonahberger.com/resources/

Want to go viral? Use these handy worksheets from the author of CONTAGIOUS to work through your product, service, or idea and make it more likely to get shared, and to even go viral.

Rating: 3 Stars | **Category:** resource

TWITTER TRENDING - https://twitter.com/i/trends

See what's trending on Twitter via Trending on Twitter

Rating: 3 Stars | **Category:** resource

TREND HUNTER BUSINESS - http://trendhunter.com/business

If you need some blog post creation inspiration, check out Trend Hunter Business, part of the larger Trend Hunter network of sites covering trends in everything from technology, lifestyle, culture, design, and 'bizarre'. With its handy filtering tools at the top of the page and infinite scrolling, you'll find something to spur your imagination in no time.

Rating: 3 Stars | **Category:** resource

ALLTOP - http://alltop.com

Alltop, founded by Guy Kawasaki, is a new way to search for topics. Choose a topic and search to find the hottest, most popular, newest buzz going on that topic. Great way to find out not what something is, but what is happening in that topic area.

Rating: 2 Stars | **Category:** service

LIST OF INTERNET PHENOMENA WIKIPEDIA ENTRY - http://en.wikipedia.org/wiki/List_of_Internet_phenomena

From a marketer's perspective, this Wikipedia article should be named What Goes Viral (And Why). Read this list, carefully, and look for the patterns of

what goes viral and why, as well as what went viral when. It's a fascinating timeline and look at the age of viral marketing, Internet-style.

Rating: 2 Stars | **Category:** article

UPVIRAL - http://upviral.com/

This is a paid service that allows you to connect an email to an offer, and thereby use email marketing / social to help something 'go viral.'

Rating: 2 Stars | **Category:** service

GOOGLE TRENDS - https://trends.google.com/trends/

Use Google's interface to monitor keyword trends! This tool is like the person in High School voted 'most likely to succeed' and then he totally failed, and now is either in jail, homeless or dead. Google has ALL the cool trending information on search, and yet they produce this pathetic, useless, teasy-tease tool. Oh Google - you are such a tease!

Rating: 1 Stars | **Category:** tool

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SMM TOOLS

Surprisingly, there are not that many, general, all-purpose, free tools for understanding and deploying Social Media - at least not yet. Most are for cross-posting to Facebook, Twitter, TikTok, and LinkedIn. A few help you monitor or figure out what's going on in the conversation space. Still others help you encourage social use of your website or other social media venues.

Here are the best free Social Media Tools (of a general variety), ranked with the best first!

BUZZSUMO - http://buzzsumo.com/

> Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.
>
> **Rating:** 5 Stars | **Category:** tool

SHARETHIS - http://www.sharethis.com/get-sharing-tools/

> Use this widget on your website to allow users to easily share your content. Competitive to Addthis.com.
>
> **Rating:** 4 Stars | **Category:** tool

SEMRUSH SOCIAL MEDIA POSTER - https://jm-seo.net/a7bc6

> Share content on social media with just one click while you browse the web. Found something share-worthy while surfing the web? Schedule a post to Facebook, Twitter or LinkedIn from anywhere on the internet in just one click using the Social Media Poster extension, and the tool will make it live the moment you need it.
>
> **Rating:** 3 Stars | **Category:** extension

SUMO SHARE BUTTONS - https://sumo.com/app/share

Use this button system to add Facebook, Twitter, LinkedIn, Instagram and other social share buttons to your blog or website.

Rating: 3 Stars | **Category:** tool

SHORTSTACK - http://www.shortstack.com/

ShortStack is a nifty program to optimize your social media campaigns on platforms like Facebook, Twitter, Instagram and Pinterest. On Facebook, ShortStack provides polls and surveys, contents, and forms for newsletter signups, contact us, etc. and is free for Business Pages up to a certain number of Likes. No expiring trials. No credit card required.

Rating: 3 Stars | **Category:** service

KNOWEM - http://knowem.com

Use KnowEm to check the availability of your business name across social networks like Facebook, Twitter, LinkedIn, etc. An all-in-one shop for researching potential brand identity across social media.

Rating: 3 Stars | **Category:** tool

SOCIALOOMPH - https://www.socialoomph.com/

SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter and Facebook posts. Imagine going to the beach, forgetting about the office, yet having 67 different Tweets auto-posted, that's what SocialOomph is about. Use technology to appear busy and Facebooking / Tweeting all the time.

Rating: 3 Stars | **Category:** tool

IFTTT - https://ifttt.com

This app, If Then Then That, is a great tool for linking multiple social media accounts. It allows you to create 'recipes' that link your tools exactly the way you like them! For example: make a recipe that adds to a Google Apps spreadsheet every time a particular user uploads to Instagram - a great way to keep up with your competitors SMM strategies! With over 120 supported applications, the 'recipes' are endless, making this a good tool for your SMM strategies.

Rating: 3 Stars | **Category:** tool

BUFFER - https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 Stars | **Category:** tool

HOOTSUITE - https://hootsuite.com/

Manage all of your social media accounts, including multiple Twitter profiles through HootSuite. HootSuite makes it easy to manage multiple users over various social media accounts and allows you to track statistics. LOVE THIS TOOL!

Rating: 3 Stars | **Category:** vendor

SNAP FOCUS - https://forbusiness.snapchat.com/resources/snapfocus

Whether you're learning the basics or honing in on a specialty, Snap Focus courses and certifications help you develop the skills you need to plan, buy, and run effective Snapchat campaigns.

Rating: 2 Stars | **Category:**

ZAPIER - https://zapier.com

This tool allows users to not only see analytics but to create 'zaps'- instructions to combine your tools exactly how you like them! For example, create a 'zap'

that adds to a Google Apps spreadsheet every time you receive a new Twitter follower. With hundreds of combinations this tool is easily adaptable for all you SMM needs. Competitor to IFTTT.

Rating: 2 Stars | **Category:** tool

KNOWEM SOCIAL MEDIA OPTIMIZER - http://smo.knowem.com

This tool analyzes a Web URL, such as a blog post or your home page, to verify you are using the MICRODATA formats to communicate with Google and other social media sites. Does not always report accurate data, however.

Rating: 2 Stars | **Category:** tool

BITLY - https://bitly.com

Bitly is a URL shortening service that will track your click-throughs. Very useful for email marketing, blogging, and Twitter.

Rating: 2 Stars | **Category:** service

31

REPUTATION MONITORING

Sometimes we do not want to talk... We want to listen. Or measure. Social Media can be an amazing way to learn from customers - their comments, their reviews, their criticisms, and even their complaints. There are few free tools for monitoring and measuring, but we identify those that we know. For larger companies there are paid services that help monitor the social conversation.

Here are the best free resources on Social Media monitoring and metrics, ranked with the best first!

FEEDLY - https://feedly.com/

Feedly is a newsreader integrated with Google or Facebook. It's useful for social media because you can follow important blogs or other content and share it with your followers. It can also spur great blog ideas.

Rating: 5 Stars | **Category:** resource

BUZZSUMO - http://buzzsumo.com/

Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.

Rating: 5 Stars | **Category:** tool

GOOGLE NEWS - https://news.google.com/

Excellent for reputation management as well as keeping up-to-date on specific keywords that matter to you and your business. First, sign in to your Google account or gmail. Second, customize Google news for your interest. Third, monitor your reputation as well as topics that matter to you. Go Google!

Rating: 4 Stars | **Category:** service

GOOGLE EMAIL ALERTS - https://www.google.com/alerts

Use Google to alert you by email for search results that matter to you. Input your company name, for example, to see when new web pages, blog posts, or other items surface on the web. Enter your target keywords to keep an eye on yourself and your competitors. Part of the Gmail system.

Rating: 3 Stars | **Category:** service

MENTION - https://mention.com/en/

Similar to Google Alerts. Enter your email address and get free email alerts when topics are mentioned. For example, use your company name (personal name) and monitor your reputation online.

Rating: 3 Stars | **Category:** service

CYFE - http://cyfe.com

Cyfe is an all-in-one dashboard that helps you monitor and analyze data found across your online services, including Google Analytics, Salesforce, AdSense, MailChimp, Amazon, Facebook, WordPress, Zendesk, and Twitter. It has many features including: pre-built widgets, custom data sources, real time reports, and data exports. Cyfe's website is very thorough, allowing you to use this tool flexibly and easily for all your marketing needs.

Rating: 3 Stars | **Category:** service

NOTIFY - https://notify.ly/

Easy setup and you get to see when your company is mentioned on various social media services. I am sure exciting things are coming up from Notify.

Rating: 2 Stars | **Category:** tool

KEYHOLE - http://keyhole.co

This tool provides real-time social conversation tracking for Twitter, Facebook, and Instagram. Use this tool to measure conversations around your business, identify prospective clients and influencers talking about your services, and find relevant content. Enables tracking of hashtags, keywords, and URLs.

Rating: 2 Stars | **Category:** tool

32

SMM MEDIA

Social Media is hot. It's so hot that there are many new media outlets that cover the topic. Here are our picks for the most informative blogs and portals that cover the Social Media universe. Where better to learn about online media, than online?

Here are the best free publications and blogs on Social Media Marketing, ranked with the best first!

WEBPRONEWS - http://www.webpronews.com/

Comprehensive (overwhelmingly so) resource for news, information, and tips related to online business. Search engines, search engine optimization (SEO), search engine marketing (SEM), social media marketing, advertising, and online branding - all covered in overwhelming detail. Information overload, but it does cover SEO and social media.

Rating: 5 Stars | **Category:** portal

SOCIAL MEDIA EXAMINER - http://www.socialmediaexaminer.com/

The look and feel of this one is pretty hokey, but the content is very, very good. Social Media Examiner focuses very much on the marketing aspects of social media marketing.In fact, while Mashable is more about social media 'in general,' Social Media Examiner is more about 'social media marketing.'

Rating: 5 Stars | **Category:** portal

SOCIAL PROS PODCAST - https://jm-seo.net/socpros-pod

Social Pros shines the spotlight on social media practitioners, people doing the real work for real companies. Each episode includes insights from a leading social media strategist plus current trends and ideas in the social media industry, discussed and ratified or debunked by Jay Baer of Convince & Convert and

Adam Brown of Salesforce. Finally, each episode ends with The Big Two where our guest gives us their rapid-fire answers to two important questions.

Rating: 4 Stars | **Category:** podcast

SOCIAL MEDIA EXAMINER PODCAST - https://www.socialmediaexaminer.com/podcast

Get your news on the go and in your ears with the Social Media Examiner Podcast, focused, of course, on social media marketing.

Rating: 4 Stars | **Category:** portal

SOCIAL MEDIA TODAY - http://www.socialmediatoday.com/

Portal and blog by journalists, online managers, and advertising professionals in for those working in PR, marketing, advertising, on social media and marketing. It covers all aspects of social media tools, platforms, companies and personalities from a global perspective. All content is contributed by members and curated by editorial staff.

Rating: 4 Stars | **Category:** portal

HOOTSUITE BLOG - https://blog.hootsuite.com/

Hootsuite is one of the top scheduling programs. And, like Buffer, they do a great job with their blog on social media marketing.

Rating: 3 Stars | **Category:** blog

33

SMM CONFERENCES

The original social media: the Real World. Attend a real-world social media marketing conference and network with other humans. How quaint! Here are our picks for the most informative social media conferences. Where better to learn about online media, than in the real world? (Be sure to be live tweeting while you're there).

Here are the best social media marketing conferences!

SOCIAL MEDIA WORLD - https://www.socialmediaexaminer.com/smmworld/

> Social Media Marketing World claims to be the world's largest social media marketing conference. Learn from top social media experts.
>
> **Rating:** 5 Stars | **Category:** conference

SOCIAL MEDIA STRATEGIES SUMMIT (SMSS) - http://socialmediastrategiessummit.com/

> Social Media Strategies Summit is a social media marketing conference focused on providing engaging and informative social media case studies and concepts from the industry's leading companies and thought leaders. Learn top trends and innovative thoughts in social media, customer analytics and content from the finest social media experts and social media consultants.
>
> **Rating:** 4 Stars | **Category:** conference

THE SOCIAL SHAKEUP - http://www.socialshakeupshow.com/

> To get your messages across the digital and social universe, and to test their effectiveness, you must navigate the ins and outs of live streaming, SEO, storytelling, social selling, Snapchat, Instagram and so much more. At The Social Shake-Up, speakers from brands like Twitter, Google, Microsoft, Oracle, Arby's, The Coca-Cola Company and many others will show you and your team how to take your social media strategy to the next level.

Rating: 3 Stars | **Category:** conference

SOCIAL MEDIA CAMP (CANADA) - http://socialmediacamp.ca/

Canada's largest social media conference. What makes it unique is the broad spectrum of delegates they attract as tackle all aspects of social media. People come from all over North America, and from all sectors of the economy small business, large business, government, education, and non-profit.Of course they cover social media marketing communications, sales, crowdsourcing, e-learning, digital marketing, content marketing, e-mail marketing, inbound marketing, and more.

Rating: 3 Stars | **Category:** conference

INBOUND - http://www.inbound.com/

INBOUND fuels the passion that drives the most innovative and successful business leaders of our time. INBOUND's purpose is to provide the inspiration, education, and connections you need to transform your business. More for content marketing than for SEO, but since content is king.

Rating: 2 Stars | **Category:** conference

SOCIAL MEDIA WEEK - http://socialmediaweek.org

Social Media Week is a leading set of worldwide conferences that curates and shares the best ideas, innovations and insights about how social media and technology are changing business, society and culture around the world. SMW hosts conferences on six continents, including Europe, North America, South America, Africa, Australia and Asia. Each Week is individually organized and consists of dozens of local events in the organizing city.

Rating: 2 Stars | **Category:** conference

34

SMM BOOKS

Yes, Virginia, there are still books out there. Both in Kindle (eBook) and even (gasp!) hard copy format. Of course, please check out my book on the topic, the Social Media Marketing Workbook at **http://jmlinks.com/smm**. Then, check out this list of the best books Social Media Marketing, ranked with the best first!

ULTIMATE GUIDE TO SOCIAL MEDIA MARKETING - https://amzn.to/2YJlV3p

> Ultimate Guide to Social Media Marketing takes readers through a 360-degree perspective of social media marketing in businesses, from strategy to tactics, from organic to paid, from B2B to B2C, encompassing all of the current networks.
>
> **Rating:** 5 Stars | **Category:** book

SOCIAL MEDIA MARKETING ALL-IN-ONE FOR DUMMIES –

https://jm-seo.net/smm-marketing

> No person can ignore social media these days—and no business can afford to ignore it either. Social Media Marketing All-in-One For Dummies helps you take a step back, make sense of the noise, and get your brand voice heard over the babble—in the way you want it to be.
>
> **Rating:** 4 Stars | **Category:** book

SOCIAL MEDIA MARKETING GUIDE 2021 2 BOOKS IN 1: GAIN CUSTOMERS THROUGH INSTAGRAM, FACEBOOK, YOUTUBE, AND TWITTER - https://amzn.to/3cHkOJD

> Social Media Marketing Guide 2021 2 Books in 1 will provide you with everything you need to further your business on social media and gain legitimate leads through your social platforms. Gone are the days of businesses

not having to worry about their social media presence. It should now be one of the main focal points of any well-operated marketing strategy.

Rating: 4 Stars | **Category:** book

SOCIAL MEDIA MARKETING FOR DUMMIES - https://amzn.to/3tw30XN

In the new edition of Social Media Marketing for Dummies, leading SMM voices Shiv Singh and Stephanie Diamond clear away the confusion and show you the smartest, most effective ways to plan, launch, manage, and assess your campaigns—and then iterate and optimize for increased success.

Rating: 4 Stars | **Category:** book

SOCIAL MEDIA MARKETING: THE 2020'S ULTIMATE BEST STRATEGIES TO BECOME AN EXPERT AND CREATE YOUR PERSONAL BRAND USING FACEBOOK, TWITTER, YOUTUBE & INSTAGRAM (+ 7 TRICKS TO GROW YOUR BUSINESS) - https://amzn.to/3cIL3Q0

Social media is more powerful and reliable consistently and has much higher ROI than mainstream advertising and media. Social media marketing is no longer an option. Your customers expect you to touch them the way they do, no matter who they are. The vast majority of businesses have insufficient marketing strategies for social media. Many businesses are playing catch-up with current trends in digital marketing, and when the business has perfected them, their tactics will be obsolete.

Rating: 4 Stars | **Category:** book

500 SOCIAL MEDIA MARKETING TIPS: ESSENTIAL ADVICE, HINTS AND STRATEGY FOR BUSINESS - http://amzn.to/2g0e8ca

Andrew Macarthy brings forth a wonderful cornucopia of tips and advice on social media marketing. While the book doesn't provide an overarching conceptual framework on social media marketing, it does have a great 'laundry list' approach that you can scroll through, looking for ideas for your own company.

Rating: 4 Stars | **Category:** book

CRUSHING IT - http://amzn.to/2DSVnjJ

An instant classic by a guru of social media marketing chutzpah. Four-time New York Times bestselling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands.

Rating: 4 Stars | **Category:** book

365 DAYS OF SOCIAL POSTS - https://jm-seo.net/a3o

In order to thrive as a small business, it's crucial to build a stand out brand across social media. If you are a small business owner and constantly wondering "what should I post on social media?" You are facing the tough world of social media that's an absolute must in the competitive business industry. Owning a small business is one job and constantly thinking of creative and engaging content to post on social media is an entirely different job.

Rating: 3 Stars | **Category:** book

SOCIAL MEDIA MARKETING 2022 - https://jm-seo.net/fl7

How many times have you thought about how it would feel to be a CEO who draws a $4,000, $5,000, or even $6,000 paycheck every month? And best of all, the security knowing this will last indefinitely How would you feel to be in this powerful financial position? Of course, until a few years ago, it was unthinkable for a "normal" person to reach that state of economic independence.

Rating: 3 Stars | **Category:** book

SOCIAL MEDIA MARKETING 2021 - https://jm-seo.net/a7h

Are you Looking for the Most Complete and Definitive Guide to Learn all the Tips and Strategies to Become a Social Media Marketing Manager in 2021? Then This Is The Only Full Practical Manual about Social Media Marketing Strategies and Tips that will teach you how to build a brand or start a business.

Rating: 3 Stars | **Category:** book

SOCIAL MEDIA MARKETING - https://jm-seo.net/smm-tuten

The market leading and award winning text on social media marketing has been fully updated for this fourth edition. With a balance of essential theory and practical application, the text has been been thoroughly revised to reflect the latest developments in social media marketing research and practice.

Rating: 3 Stars | **Category:** book

35

INFLUENCERS

Influencers have become a thing. They're like customers, fans, or superfans in that they "love" your product or service. Or maybe they don't. Influencers are often "big guns for hire" who (for a fee) will mentions, shout out, or promote your product to their fans. Call the FTC as some of this is rather off, perhaps illegal but it's a Brave New World when it comes to "influencer marketing." Use this resource list to find your own influencers for hire (or not).

BUZZSUMO - http://buzzsumo.com/

Buzzsumo is a 'buzz' monitoring tool for social media. Input a website (domain) and/or a topic and see what people are sharing across Facebook, Twitter, Google+ and other social media. Great for link-building (because what people link to is what they share), and also for social media.

Rating: 5 Stars | **Category:** tool

HEEPSY - https://www.heepsy.com/

Advanced tools for agencies, advertisers and brands interacting with influencers.

Rating: 4 Stars | **Category:** tool

PITCHBOX - https://pitchbox.com/

Find bloggers, publishers, and influencers in record time. With multiple prospecting profiles and intuitive keyword search, Pitchbox allows you to find influencers in your niche in a matter of seconds. Integration with top SEO providers, such as Moz, Majestic, SEMRush, Ahrefs, and LRT ensure that you only pull back the most authoritative publishers.

Rating: 4 Stars | **Category:** service

OCTOLY - https://www.octoly.com/

Octoly helps brands increase their visibility, build trust and boost sales by connecting vetted micro-influencers and consumers at scale. Brands leverage our curated community to create social media posts and eCommerce reviews in exchange for a gifted product.

Rating: 4 Stars | **Category:** tool

NOX INFLUENCER - https://www.noxinfluencer.com/

This tool allows you to search YouTube by keyword and identify the top channels. Thus you can use it to find influencers as well as for competitive research on YouTube.

Rating: 4 Stars | **Category:** tool

FIND YOUR INFLUENCE - https://findyourinfluence.com/

Turn the Internet's Most Powerful Voices Into Your Marketing Machine. Let us help you create global conversations led by inspired content.

The Platform. Discover influencers. Manage campaigns. Track metrics.

Rating: 3 Stars | **Category:** resource

UPFLUENCE - https://upfluence.com/

Find relevant influencers and run better campaigns with our AI-powered, all-in-one platform for smarter, data-driven influencer marketing.

Rating: 3 Stars | **Category:** resource

SCRUNCH - https://www.scrunch.com/

Kick your influencer marketing goals in the peach. Reach your ideal consumer with data-driven audience insights and a powerful technology platform to make influencer marketing magic.

Rating: 3 Stars | **Category:** resource

BUZZSTREAM - https://www.buzzstream.com/

Build Relationships. Build Buzz. Research influencers, manage your relationships, and conduct outreach that's personalized and efficient.

Rating: 3 Stars | **Category:** tool

IZEA - https://izea.com/

IZEAx 3.0 is the new generation of our influencer marketing platform. The newly designed and re-engineered IZEAx gives you more scale, flexibility, and freedom than ever.

Rating: 3 Stars | **Category:** service

NINJA OUTREACH - https://ninjaoutreach.com/

Businesses, SEO agencies, marketing agencies, digital PR firms, lead generation specialists, email marketers, link builders, campaign managers—anyone with massive influencer marketing & outreach needs!

Rating: 2 Stars | **Category:** service

SHOUTCART - https://shoutcart.com/

Influencer Marketing by Shoutcart. Top influencer marketing platform. Reach over 600M Active Followers & Subscribers!

Rating: 2 Stars | **Category:** resource

TOMOSON - https://www.tomoson.com/

Influencer marketplace. Find Brand Campaigns. Be a risk taker. Discover new things to talk about and get rewarded for sharing your product experience.

Rating: 2 Stars | **Category:** resource

TAGGER MEDIA - https://www.taggermedia.com/

Drive tangible results with influencer marketing. The complete influencer & brand partnership platform. Unlimited relationships & searches.

Rating: 2 Stars | **Category:** service

BRANDBACKER - https://www.brandbacker.com/

Build Your Brand With Influencers. Engage and grow your brand's audience through original content from thousands of Influencers and Creators.

Rating: 2 Stars | **Category:** resource

MUSTR - http://getmustr.com/

Mustr helps you and your team organise your network of journalists and bloggers. That way, you can concentrate on improving your relationship with them.

Rating: 2 Stars | **Category:** service

ONALYTICA - https://onalytica.com/

Connecting brands and influencer communities to create inspiring content.

Rating: 2 Stars | **Category:** resource

TAPINFLUENCER - https://www.tapinfluence.com/

So how do you harness the power of authentic, meaningful content, in which consumers will engage? Influencer marketing has proven to be the answer. Influencer Marketing is the most effective way to reengage and motivate consumers because it harnesses the power of authentic, meaningful content, created by consumers, for consumers. It's trusted and valuable, rather than interruptive and contrived.

Rating: 2 Stars | **Category:** service

WEBFLUENTIAL - https://webfluential.com/

Collaborate with influencers in America to build your brand. Webfluential helps thousands of customers - from small e-commerce shops to big brands - to craft stories with influencers, share them with audiences and build their brands.

Rating: 2 Stars | **Category:** resource

TRAACKR - https://www.traackr.com/

Best-in-Class Influencer Marketing Starts Here. Traackr is a system of record for all types of influencer marketing including organic advocacy, gifting and paid partnerships. The platform is used by marketing and insights teams to run global programs from discovery to measurement.

Rating: 2 Stars | **Category:** tool

YOUTUBE MONETIZATION ESTIMATOR - https://influencermarketinghub.com/youtube-money-calculator/

Use this tool to estimate earnings from YouTube as an influencer. How accurate is it? Well, who really knows?

Rating: 2 Stars | **Category:** tool

FACEBOOK BRANDS COLLABORATOR - https://www.facebook.com/creators/tools/brand-collabs-manager

Brand Collabs Manager makes it easier to get discovered for paid partnerships and unlock the earning potential of your Facebook presence. Connect with brands looking to promote their products and services through the relationship you have with your followers, then collaborate on campaigns that can increase your engagement.

Rating: 2 Stars | **Category:** resource

ASPIREIQ - https://www.aspireiq.com/

Tell a Better Brand Story. Leverage influencers to build authentic content that fuels your growth.

Rating: 2 Stars | **Category:** service

ADLY - http://adly.com/

Adly is a digital marketing software and services provider. We connect brands and agencies with influencers and celebrities to reach further, engage more deeply, and drive leads and sales. Our tools offer a way to boost engagement and generate earned media using data-driven audience targeting, in-stream social advertising, and real-time events that result in direct sales and actionable insights.

Rating: 1 Stars | **Category:** service

HYPEAUDITOR FOR INSTAGRAM - https://hypeauditor.com/

Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

Rating: 1 Stars | **Category:** tool

36

TIKTOK

TikTok is the new thing, the new kid on the block. Silly videos. But some great brand opportunities. Use these TikTok tools to get tocking!

TIKTOK CREATOR PORTAL –

https://www.tiktok.com/creators/creator-portal/en-us/

TikTok by TikTok; a massive resource of how to create amazing content on TikTok.

Rating: 5 Stars | **Category:** resource

TIKTOK SUPPORT - https://support.tiktok.com/

Here are the official help files on TikTok for both users and businesses.

Rating: 5 Stars | **Category:** resource

TIKTOK FOR BUSINESS - https://www.tiktok.com/business/en

TikTok For Business is where you can unleash your brand's creative side. A fully immersive no judgement world where there's an audience for every voice. No matter how big or small your business, no matter what you're making or selling, we believe your brand deserves to be discovered here.

Rating: 5 Stars | **Category:** resource

LINK TREE - https://linktr.ee/

Tool to add multiple links to your Instagram feed. Also useful for TikTok.

Rating: 5 Stars | **Category:** resource

TIKTOK OFFICIAL BLOG - https://newsroom.tiktok.com/en-us

TikTok's official blog which often showcases trends on the platform,

Rating: 4 Stars | **Category:** blog

TIKTOK ID - https://commentpicker.com/tiktok-id.php

TikTok User ID finder is an online tool to get a user ID from a TikTok user and see the follower and fans count. This tool can help you find TikTok username, user ID and TikTok user statistics like hearts, followers, following and video's.

Rating: 3 Stars | **Category:** tool

SNAPTIK - TIKTOK DOWNLOADER - https://snaptik.app/en

Download TikTok videos without the watermark. Useful if you have a video on TikTok but you also want to post it to Instagram Reels or YouTube shorts.

Rating: 3 Stars | **Category:**

CAPCUT - https://jm-seo.net/xov

From today, "Viamaker" Officially renamed to "CapCut"! CapCut is a free all-in-one video editing app that helps you create incredible videos. 「Easy to use」 Cut, reverse and change speed: getting it just right is easier than ever ・

Posting only your wonderful moments. 「High quality」 Advanced filters and flawless beauty effects open up a world of possibilities

Rating: 3 Stars | **Category:** tool

TIKTOK CREATOR'S MARKETPLACE - https://creatormarketplace.tiktok.com/

Rating: 3 Stars | **Category:** resource

TIKTOK SHOPS - https://seller-us-accounts.tiktok.com/

Grow your business with TikTok Shop today! TikTok has launched e-commerce, so you can sell products and services on TikTok.

Rating: 3 Stars | **Category:** service

TOK UPGRADE - https://tokupgrade.com/

Paid tool. We will market your profile targeted towards your unique target audience. TokUpgrade will like or follow posts of people who have similar interests on your behalf. Just keep on adding your own high quality content to get the maximum results.

Rating: 2 Stars | **Category:** tool

TOKSOCIAL - https://toksocial.com/

No bots, no spam & no fake followers. Just real targeted organic growth powered by the most advanced technology. Setup in minutes, get started now.

Rating: 2 Stars | **Category:** tool

ANALISA.IO - https://analisa.io/

Instagram and TikTok AI Analytics. Enter any @Profile or #Hashtag

to analyze real-time competitors' social strategy|

Rating: 2 Stars | **Category:** tool

QUANTIFY - INFLUENCER MARKETING ON INSTAGRAM - https://jm-seo.net/df556

This extension allows you to gain insights into the performance and audience of any profile on Instagram, TikTok or YouTube. Use this tool to get analytics on what engages your audience and everyone else's, while getting to know your audience better. Organize your Influencer Marketing campaigns using lists, contacts, forecasts, predictions and more.

Rating: 2 Stars | **Category:** extension

AUTOTOKKER - https://autotokker.com/

Be careful as this is a bot! AutoTokker is a TikTok growth service that helps you get more followers, views, and engagement. Getting started takes seconds.

Rating: 1 Stars | **Category:** tool

SOCIAL VIRAL - https://www.social-viral.com/

Yikes! Cav Hic Dragones! Another paid service to buy likes. Not recommended, but you should know that such services do exist.

Rating: 1 Stars | **Category:** tool

IV.

GOOGLE ADS

Formerly known as Google AdWords, Google Ads is the dominant advertising platform on the Internet. Google also controls YouTube as well as "remarketing" when ads "follow you around" the Internet. Here are the best resources for Google Ads, plus resources on the other major ad platforms such as Facebook, Twitter, and Instagram.

37

KEYWORD TOOLS

As in SEO, keywords drive the advertising process on Google Ads. Here are the best keyword tools with a focus on advertising.

TWINWORD KEYWORD TOOL - https://www.twinword.com/ideas/

Billed as the first "LSI" (Latent Semantic Indexing) tool and the first semantic keyword research tool that can sort by relevance. Useful for keyword discovery and finding related words, especially when writing a blog post.

Rating: 5 Stars | **Category:** tool

UBERSUGGEST - https://neilpatel.com/ubersuggest/

This tool pulls the "autocomplete" data from Bing, and provides you an easy way to "shop" for keywords.

Rating: 5 Stars | **Category:** tool

GOOGLE SUGGEST AND GOOGLE RELATED SEARCHES - https://www.google.com/

From the Google home page, enter a target keyword phrase such as 'flower shop'. First, notice the keywords 'suggested' in the drop-down list - this is called Google Suggest, and can be very useful. Second, do an actual search, then scroll down to the VERY bottom, and look for 'Searches related to flower shop' to see searches related to your search term. Fantastic ways to identify potential target keywords and key phrases!

Rating: 4 Stars | **Category:** tool

GOOGLE ADS KEYWORD PLANNER - https://ads.google.com/

Who got the data? Google got the data. Use the Keyword Planner for keyword discovery for both SEO and AdWords, but be sure to know how to use it. Not

the easiest user interface, and remember it ONLY gives data for EXACT match types. NOTE: you MUST have a paid account to use, and be LOGGED IN.

Rating: 4 Stars | **Category:** tool

SEED KEYWORDS - http://www.seedkeywords.com/

This is a wonderful human / machine tool. Gather your team together (or they can be in diverse cities). Create a prompt, such as 'your hungry and you love Italian food, what would you search for?' This then creates a 'workspace' and as people type in their ideas it consoldiates them into a master list. Excellent and fun tool for keyword brainstorming!

Rating: 4 Stars | **Category:** tool

DYNAMIC KEYWORD GENERATOR TOOL - http://rustybrick.com/keyword-phrase-tool.php

This tool enables you to enter your primary, secondary and even tertiary keyword phrases separated by comma (,) into the appropriate fields and click Generate Keywords to receive a robust list of keywords to copy and paste into your program of choice. For rank-checking, it makes it easy to generate a longer keyword list.

Rating: 3 Stars | **Category:** tool

MERGE WORDS - https://www.toptal.com/marketing/mergewords

When you build your keywords list, especially for AdWords, you often want to take keywords and combine them into phrases. This is especially true for local search keyword phrases. This tool allows you to enter keywords and generate keyword lists.

Rating: 3 Stars | **Category:** tool

DELETE DUPLICATES KEYWORD TOOL - http://angular.marketing/free-tools/delete-duplicates

If you are building a long list for rank-checking, or for AdWords input, you often will unknowingly generate duplicates. Then when you pull your reports, they will often not correspond to your original, because rank checker and other tools auto-delete duplicates. Use this tool to prevent this from happening in the first place.

Rating: 3 Stars | **Category:** tool

SEM RUSH - https://www.semrush.com/

Similar to KeywordSpy, this tool allows you to enter a domain or a competitor, and returns a list of AdWords keywords they are running under as well as their organic keywords. Use it to track a competitor, as well as to generate a keyword list (keyword discovery).

Rating: 3 Stars | **Category:** tool

GOOGLE ADS TO GOOGLE SHEETS BY GOOGLE - http://rb.gy/wjquau

Quickly import your Google Ads data into Google Sheets. The Google Ads spreadsheet add-on helps you create custom, easy to update reports, using your Google Ads data.

Rating: 2 Stars | **Category:** tool

CLEVER ADS KEYWORD PLANNER - https://jm-seo.net/4e018

Generate and choose the perfect Google Keywords for your Google Ads campaigns with Clever Ads Google Keyword Tool Extension. Find the right Google Keywords for your Google Ads Campaigns. Quickly discover and analyze tons of profitable long-tail keywords related to your business.

Rating: 2 Stars | **Category:** App

SPYFU - http://www.spyfu.com/

SpyFu will track your ads and competitors ads. Similar to KeywordSpy but not as good. Nonetheless, input a competitor's domain and you can see their ads and some basic information on their keywords and bids.

Rating: 2 Stars | **Category:** tool

KEYWORD FINDER - https://kwfinder.com/

A very fun, interesting tool to discover keywords. Input some keywords, and get quick ideas for related terms, helper words, and more.

Rating: 2 Stars | **Category:** tool

DANZAMBONINI KEYWORD TOOL - http://seo.danzambonini.com/

Input a few keywords, and this tool will mix and match them into phrases.

Rating: 1 Stars | **Category:** tool

KEYWORD TOOL - http://keywordtool.io

Similar to Ubersuggest, this tool builds upon Google Suggest to provide a list of 'helper' words and phrases. For example, enter insoles and you'll see shoe insoles, insoles for runners, etc. It also provides questions containing the keyword users enter when searching Google and keyword suggestions for YouTube, Bing and Apple App Store. Great for finding helper words as part of keyword research. Additional related data like keyword search volume and CPC requires paid account.

Rating: 1 Stars | **Category:** tool

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GOOGLE ADS TOOLS

Google Ads has both Google tools and third party tools. Here are the best tools to help you be a better advertiser on Google, as well as YouTube, the Display Network and other networks.

ADWORDS YOUTUBE CHANNEL - https://www.youtube.com/user/learnwithgoogle

> Official Google AdWords channel. Learn from the horse's mouth how to advertise on AdWords, why advertise, etc. Of course, be a bit skeptical as it is by Google, about Google, and ultimately for Google!
>
> **Rating:** 5 Stars | **Category:** resource

SKILLSHOP (FORMERLY GOOGLE ACADEMY OF ADS) - https://skillshop.withgoogle.com/

> Google has 'outsourced' their learning to a third-party, but this is the official learning resource for AdWords as well as YouTube and Google Analytics.
>
> **Rating:** 5 Stars | **Category:** resource

GOOGLE ADWORDS HELP CENTER - https://support.google.com/google-ads/

> Your gateway to easy-to-use lessons about the Google AdWords advertising program. Whether you're just getting started with AdWords, seeking to improve your ad performance, or studying for the Google Advertising Professionals exam, you'll find lessons designed to help you learn at your own pace. You can also read the complete version (with all available lessons).
>
> **Rating:** 5 Stars | **Category:** resource

GOOGLE ADS & COMMERCE BLOG - https://blog.google/products/ads-commerce/

The official blog for Google Ads and Commerce solutions.. It's more for sophisticated users than for newbies, but - that said - you should pay attention to it if you are spending money with Google.

Rating: 4 Stars | **Category:** blog

LOCAL KEYWORD LIST GENERATOR - http://5minutesite.com/local_keywords.php

Don't know your local geography? What about all those pesky zip codes and small suburban towns? Enter a zip code or city into this tool, and it generates a nifty list of possible nearby locales and zips for your SEO efforts. A time saver if local search is important to your SEO or AdWords.

Rating: 4 Stars | **Category:** tool

GOOGLE PARTNERS HELP CENTER - https://www.google.com/partners/about/

Google partners is Google's platform for agencies and consultants, particularly for AdWords. However, you can 'join' as an individual and thereby get access to many wonderful FREE Google AdWords learning resources. If you are a serious learner with respect to AdWords, this is a great way to go behind the scenes and learn even more about AdWords.

Rating: 4 Stars | **Category:** resource

MATCHPEG ADWORDS GENERATOR - http://matchpeg.com/misc/adwordsgenerator.asp

Got a list of keywords? Want to create a list of them in phrase match? This nifty tool will do that for you. However, be CAREFUL as it does NOT add the required plus signs for modified broad match!

Rating: 4 Stars | **Category:** tool

CLICK GUARD - https://www.clickguard.com/

Another tool that works to combat spurious clicks on both the search and the Google Display Network (GDN).

Rating: 4 Stars | **Category:** tool

ANONYMOUS AD PREVIEWER - https://ads.google.com/anon/AdPreview

Use this tool to preview ads (and organic results) on Google, even if you do not have a Google Ads account. It's a little tricky to use, so - if possible - I recommend setting up a paid Google Ads account and using the tool 'inside' of Google Ads.

Rating: 4 Stars | **Category:** tool

GOOGLE ADWORDS COMMUNITY –

https://support.google.com/google-ads/community

This is the official Google AdWords community group, wherein users post questions and get answers from Googlers or other AdWords gurus on AdWords. It's a bit of a free-for-all but useful if you have a burning question about AdWords! Just remember that these are Google forums, so things can be on the salesy side.

Rating: 4 Stars | **Category:** resource

ADWORDS EDITOR - https://ads.google.com/home/tools/ads-editor/

AdWords Editor is a free, downloadable (Windows or Mac) application for managing large Google AdWords accounts efficiently. Download campaigns, make changes with powerful editing tools, then upload the changes to AdWords.

Rating: 4 Stars | **Category:** tool

WORDSTREAM GOOGLE ADS BLOG - https://www.wordstream.com/blog/

If you want to keep up-to-date on Google Ads, you can do no better than the WordStream blog. Their team has frequent updates, a few free tools, and other 'advanced' tips on Google Ads.

Rating: 4 Stars | **Category:** blog

TAG ASSISTANT FOR CHROME - http://tinyurl.com/tagasst

If you're using AdWords and Google Analytics to track conversions, you need to verify you have the right 'tags' running as Javascript on your website. Ask your developer to get the conversion tracking code from AdWords and install on ALL pages of your website. Then use this Chrome extension to double check / verify it actually is there.

Rating: 4 Stars | **Category:** tool

PPC CHAT - https://officialppcchat.com/

The Twitter based community is active all the time on the #ppcchat hashtag and Julie hosts weekly Twitter chats on Tuesdays at 12:00 PM EST. In the spring of 2021 audio versions of the chat were added. Initially taking place on Clubhouse, the chats have shifted back to Twitter, using its audio capabilities in Twitter Spaces. Audio PPC Chats take place on Fridays at 12:00 PM EST.

Rating: 4 Stars | **Category:** resource

CLICKCEASE - https://www.clickcease.com/

This is a PAID tool, but an important one. It focuses on reducing click fraud, which is a pretty big problem in the search network and a huge problem in the Google Display Network.

Rating: 4 Stars | **Category:** tool

LEAD PAGES - https://www.leadpages.net/

Another non-free app, LeadPages allows you to quickly and easily create landing pages (not just for AdWords but for Social Media Campaigns). Then you can split test which ones perform better.

Rating: 3 Stars | **Category:** vendor

SPLIT TESTER BY PERRY MARSHALL - https://www.perrymarshall.com/splittester/

Is ad one better, or ad two better? AdWords allows you to set up experiments to 'split test' or 'A/B test.' But sometimes it's just as easy to run two ads and plug in the numbers. This tool will then 'do the math.'

Rating: 3 Stars | **Category:** tool

HERO CONFERENCE - https://www.ppchero.com/hero-conf/

The event for quality, all-inclusive PPC education, Hero Conf brings you: Content for every level of PPC marketer – thoroughly vetted with a focus on innovation and relevance; Expert speakers who've done the work – engaging content from experts who do what you do daily; Actionable ideas & real-life examples – case studies with tips and tricks to immediately apply;

Rating: 3 Stars | **Category:** conference

ADWORDS WRAPPER - http://www.adwordswrapper.com/

Use this tool to take your basic keyword list, and then wrap them with various characters to create each of seven target keyword match types in AdWords (such as quotes for phrase match, and brackets for exact match).

Rating: 3 Stars | **Category:** tool

GOOGLE ADWORDS ON FACEBOOK - https://www.facebook.com/ENGoogleAds/

Google's official AdWords page on Facebook. If you are into AdWords, then you should 'like' the Google's AdWords page on Facebook to receive information as Google makes it available here.

Rating: 3 Stars | **Category:** resource

MICROSOFT BING ADVERTISING CENTER - https://about.ads.microsoft.com/en-us

Yes, Virginia, there is another search engine besides Google. It's called Bing, and it runs both Bing and Yahoo. And yes, Virginia, you can advertise on Bing, too. It's about 10% of the traffic on Google, on average, though public claims

are more like 35%. Try it and see. Often the CPC is lower than on Google, so why not?

Rating: 3 Stars | **Category:** resource

AdWord & SEO Keyword Permutation Generator - http://seo.danzambonini.com/

Enter your keywords into this tool and it will cross-match them to generate a list. This is useful especially for AdWords when you want to create exact, phrase, or modified broad match keywords.

Rating: 3 Stars | **Category:** tool

USA Zip Code Map (Interactive) - http://maps.huge.info/zip.htm

Free tool for browsing the USA by zipcode. Enter a zipcode and find nearby zipcodes. Great to then pop into a local SEO tool and see if you show in a particular zip code for a "short tail" search like "divorce lawyer" or "plumber"

Rating: 3 Stars | **Category:** tool

Keyword Everywhere Extension for Chrome & Firefox - https://keywordseverywhere.com/

Keywords via a nifty Chrome extension.

Rating: 3 Stars | **Category:** tool

Landing Page Designs - https://99designs.com/landing-page-design

Turn traffic into sales with a beautiful landing page—a place where your business or brand can shine online. Start a contest and our designers will create quality landing pages you'll love, guaranteed.

Rating: 3 Stars | **Category:** service

Optmyzr PPC Town Hall - https://www.optmyzr.com/ppctownhall/

Videos in a sort of video log format from Optmyzr. Useful to keep up-to-date on trends and ideas in PPC / Google Ads.

Rating: 3 Stars | **Category:** resource

RESPONSIVE AD PREVIEW TOOL –

https://www.karooya.com/responsive-search-ad-preview-tool

Google Ads has transitioned to 'Responsive Search Ads.' They're hard to preview, although you can do it "in the interface." Here's an external tool to help you and your team brainstorm some good RSAs.

Rating: 3 Stars | **Category:** tool

ADWORDS APP - https://jm-seo.net/ads-app

Are you crazy for Google Ads? And are you crazy for your mobile phone? Well, you're in luck. This is the APP for Google Ads. The link is to the Android version, but - of course - it's also available on Apple. Download to your phone and receive updates in real-time on your Google Ads performance.

Rating: 2 Stars | **Category:** tool

MOAT AD SEARCH - https://moat.com/

Want to snoop on competitors? Steal their ad ideas? Enter Moat Ad Search. Enter a competitor name and Moat goes and finds all sorts of ads that they've posted across the Internet. Mainly the Display ads, but excellent to see how a company brainstormed its ad strategy.

Rating: 2 Stars | **Category:** tool

LEARN WITH GOOGLE - https://learndigital.withgoogle.com/digitalgarage/

Google's learning site; largely about advertising and very fluffy-fluff.

Rating: 2 Stars | **Category:** resource

ADWORDS TUTORIAL BY GOOGLE -
https://support.google.com/adwords/answer/6146252

Get ready to learn Google's official policies and suggestions on AdWords. Yes, it's propaganda! Yes, it's overly optimistic! But, yes, if you're serious about AdWords you can, and should, learn from the Google directly.

Rating: 2 Stars | **Category:** resource

CALLRAIL - https://www.callrail.com/

This is not a free app, but there really aren't any free call tracking apps. Enter CallRail. You can connect it up to your AdWords and generate variable phone numbers to track inbound calls.

Rating: 2 Stars | **Category:** vendor

ADWORDS CREATIVE TOOL –

https://www.hivedigital.com/free-tools/adwords-creative-design/

Use this free tool to pre-generate your AdWords ads. This is a wonderful and easy way to work with a team and generate AdWords ad ideas. Again, does not support the new extended formats.

Rating: 2 Stars | **Category:** tool

THINK WITH GOOGLE - https://www.thinkwithgoogle.com/

This flashy, very Madison Avenue ad agency guide is a gateway to fun and sometime informative studies by Google about Google, and about Internet advertising and marketing in general. It pushes AdWords, of course, but still has a wealth of fun stuff about Internet marketing.

Rating: 2 Stars | **Category:** resource

WORDSTREAM PPC TUTORIALS - https://www.wordstream.com/learn

Tutorials on pay-per-click by WordStream, a leading vendor in the space. Good information, though a bit haphazard and salesy.

Rating: 2 Stars | **Category:** resource

GOOGLE ADS PREVIEW TOOL –

https://www.karooya.com/expanded-text-ad-preview-tool

Input some text, including headlines and descriptions, as well as sitelinks and call outs. This tool will show you a preview of what your ads will look like on Google.

Rating: 2 Stars | **Category:** tool

CLICK CEASE - https://www.clickcease.com/

This paid tool attempts to prevent click fraud on Google Ads. Click fraud will waste 20% of PPC advertisers' budgets in 2021. Competitors and bots can click on your ads and waste your advertising budget. ClickCease™ Google Ads click fraud protection software will exclude invalid IPs and block fake clicks. This will boost your campaigns and allow you to acquire more customers.

Rating: 2 Stars | **Category:** tool

PPC PROTECT - https://ppcprotect.com/

Click Fraud is a real problem across Google Ads. This is a paid tool that claims to monitor and reduce click fraud.

Rating: 2 Stars | **Category:** tool

PAID SEARCH ORGANIZATION - https://www.paidsearch.org/

The Paid Search Association is dedicated to advancing the paid search industry by encouraging communication, learning, collaboration, diversity and high ethical and business standards among professionals and organizations involved in the paid search industry.

Rating: 2 Stars | **Category:** organization

GOOGLE AD GRANTS - http://www.google.com/grants/

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through $10,000 per month in in-kind AdWords advertising, to promote their missions and initiatives on Google search engine result pages.

Rating: 2 Stars | **Category:** resource

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GOOGLE ADS TUTORIALS

How does Google Ads work? You can learn by doing (and you should), and read my books (which I assume you have), but there are also some key, free tutorials available online. Check them out below.

ADWORDS YOUTUBE CHANNEL - https://www.youtube.com/user/learnwithgoogle

> Official Google AdWords channel. Learn from the horse's mouth how to advertise on AdWords, why advertise, etc. Of course, be a bit skeptical as it is by Google, about Google, and ultimately for Google!
>
> **Rating:** 5 Stars | **Category:** resource

GOOGLE ADWORDS HELP CENTER - https://support.google.com/google-ads/

> Your gateway to easy-to-use lessons about the Google AdWords advertising program. Whether you're just getting started with AdWords, seeking to improve your ad performance, or studying for the Google Advertising Professionals exam, you'll find lessons designed to help you learn at your own pace. You can also read the complete version (with all available lessons).
>
> **Rating:** 5 Stars | **Category:** resource

GOOGLE PARTNERS HELP CENTER - https://www.google.com/partners/about/

> Google partners is Google's platform for agencies and consultants, particularly for AdWords. However, you can 'join' as an individual and thereby get access to many wonderful FREE Google AdWords learning resources. If you are a serious learner with respect to AdWords, this is a great way to go behind the scenes and learn even more about AdWords.
>
> **Rating:** 4 Stars | **Category:** resource

GOOGLE ADWORDS COMMUNITY –

https://support.google.com/google-ads/community

This is the official Google AdWords community group, wherein users post questions and get answers from Googlers or other AdWords gurus on AdWords. It's a bit of a free-for-all but useful if you have a burning question about AdWords! Just remember that these are Google forums, so things can be on the salesy side.

Rating: 4 Stars | **Category:** resource

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Rating: 2 Stars | **Category:** resource

LEARN WITH GOOGLE - https://learndigital.withgoogle.com/digitalgarage/

Google's learning site; largely about advertising and very fluffy-fluff.

Rating: 2 Stars | **Category:** resource

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GOOGLE ADS BOOKS

There are not many third-party experts on Google Ads who have written books. I have one, of course, the AdWords Workbook (**http://jmlinks.com/adwords**). Here are other recommended books on AdWords.

GOOGLE ADS (ADWORDS) WORKBOOK: ADVERTISING ON GOOGLE ADS, YOUTUBE, & THE DISPLAY NETWORK - https://jm-seo.net/c5b

> Buy the book used by Jason McDonald to teach Google Ads. With over 175 reviews, this is one of the highest rated and most popular books on Google Ads (AdWords). It includes video links, worksheets, and quizzes.
>
> **Rating:** 5 Stars | **Category:** book

HOW TO WIN CUSTOMERS WITH GOOGLE ADS: A PRACTICAL JARGON FREE GUIDE FOR CEOS AND BUSINESS OWNERS - http://rb.gy/kq5wnu

> Learn what is Google Ads & what makes successful & profitably Google Ads campaigns to help generate a constant stream of leads, sales and ultimately customers. This book is written for CEO's & Marketing Managers of businesses, with a jargon-free approach. Perfect for those who may have little or no-knowledge of Google Ads (Yet!)
>
> **Rating:** 4 Stars | **Category:** book

MAKE EACH CLICK COUNT: T.O.P. GUIDE TO SUCCESS USING GOOGLE ADS - http://rb.gy/3tb5in

> Make Each Click Count – T.O.P. Guide to Success Using Google AdWords is the first book of the Make Each Click Count book series. Originally published in 2015, within this book, I included all the knowledge I had acquired successfully running Google AdWords campaigns for over a decade. However, in the years since the book was originally published in 2015, many things have

changed. Google AdWords has changed. Heck, it is not even Google AdWords anymore. It is now Google Ads.

Rating: 4 Stars | **Category:** book

RAPID GOOGLE ADS SUCCESS: AND HOW TO ACHIEVE IT IN 7 SIMPLE STEPS - http://rb.gy/csxow0

In Rapid Google Ads Success, Claire Jarrett sets out to show you the reality of how to create a successful Google Ads campaign. By talking through examples in various industries such as locksmiths, relationship coaches, will writers and personal trainers, Jarrett debunks the often-held belief that Google Ads should be managed by a specialist. Drawing from real-life examples and her 14 years of experience, she details the strategies that work for developing a profitable Google Ads account.

Rating: 4 Stars | **Category:** book

ULTIMATE GUIDE TO GOOGLE ADS - https://amzn.to/36hAQXv

Covering the latest breaking news in Google Ads, this sixth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google Ads Express, Google's Product Listing Ads, and more. Changes in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout.

Rating: 4 Stars | **Category:** book

GOOGLE ADS IN PLAIN ENGLISH - https://tinyurl.com/5228dyx3

Simple & Easy guide with professional tips to avoid costly mistake & make positive ROI. Learn to Advertise Your Business on Google without losing money. Learn in structure way with easy step-by-step guide. Written by a successful practitioner of Google Ads since 2009 in the UK.

Rating: 3 Stars | **Category:** book

GOOGLE ADWORDS GUIDE 2022 - https://tinyurl.com/2p8tw2nr

Learn How To Drive Consistent, Reliable, High-Quality Traffic To Your Site Every Single Day With Google AdWords! Your customers are using Google every single day to search for the products and services you offer, but you're losing business to your competition because their AdWords campaigns are more optimized than yours are. It doesn't have to be that way.

Rating: 2 Stars | **Category:** book

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OTHER ONLINE ADS

The world is bigger than Google Ads. There's Facebook, Instagram, Twitter, and LinkedIn – to name the four biggies. So don't limit your advertising to just the Google platforms. Think bigger. Think different. And think beyond the Googleplex.

YOUTUBE ADVERTISING RESOURCES - https://www.youtube.com/ads/

YouTube wants you to advertise! But, it also hides some good free SEO-oriented resources here for how to use YouTube effectively. Worth a look, and a bookmark.

Rating: 4 | **Category**: resource

YOUTUBE AD PARTNERS - https://www.youtube.com/ads/making-a-video-ad/

Whether you have your own video or need to create one from scratch, these services can help bring your business to life on YouTube. Partners with YouTube who make ad creation easier if not easy.

Rating: 3 | **Category**: resource

FACEBOOK BUSINESS (ADVERTISING), INCLUDING INSTAGRAM - https://www.facebook.com/business/

Facebook advertising opportunities. Run text ads on Facebook by selecting the demographics of who you want to reach. Pay-per-click model. Now includes Instagram and Messenger ad info.

Rating: 4 | **Category**: overview

TWITTER FOR BUSINESS - https://business.twitter.com

Straight from the bird's mouth. Learn how to use Twitter for business.

Rating: 4 | **Category**: overview

INSTAGRAM FOR BUSINESS - https://business.instagram.com

Hey you're a business! Here's how to get on Instagram as a business, and use it to your advantage.

Rating: 4 | **Category**: resource

PINTEREST FOR BUSINESS - https://business.pinterest.com

Looking to 'get started' on Pinterest? Here is the official site on how a business page for Pinterest works including how to advertise on Pinterest.

Rating: 3 | **Category**: resource

LINKEDIN MARKETING & ADVERTISING SOLUTIONS - http://business.linkedin.com/marketing-solutions

LinkedIn advertising, like Facebook advertising and unlike Google AdWords, is demographically based. Identify your target customer based on gender, interests, groups they belong to, etc., then set up your pay-per-click advertising.

Rating: 3 | **Category**: service

TIKTOK FOR BUSINESS - https://www.tiktok.com/business/en-US

TikTok is so hip, so youth, so fresh. It wouldn't have something as mercantile as advertising, would it? Oh yes it would. Oh yes it would.

Rating: 3 | **Category**: resource