MARKETING:

FREE

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

2024 Edition

by Jason McDonald, Ph.D.
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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!

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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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.

Duct Tape Marketing Blog

https://www.ducttapemarketing.com/blog/

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

> **Rating**: 5 | **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 | **Category**: portal

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 | **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 | **Category**: portal

Marketing Over Coffee

https://www.marketingovercoffee.com/

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

Rating: 4 | **Category**: podcast

Shopify Marketing Blog

https://www.shopify.com/blog

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

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

DMA News

https://www.dmnews.com/

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

Rating: 4 | **Category**: portal

The Drum

https://www.thedrum.com/us

A UK-based take on advertising and marketing.

Rating: 4 | **Category**: portal

AdAge

https://adage.com/

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

Rating: 4 | **Category**: portal

Marketo Blog

https://blog.marketo.com/

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

> **Rating**: 3 | **Category**: blog

Marketing Land Blog

https://marketingland.com/

> A blog focused on marketing and technology.

> **Rating**: 3 | **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 | **Category**: podcast

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 | **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 | **Category**: blog

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 | **Category**: blog

Orbit Media Marketing Blog

https://www.orbitmedia.com/blog/

Practical tips for content marketing, analytics and web design.

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

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 | **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 | **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 | **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 | **Category**: conference

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: 4 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **Category**: tutorial

Marketing91: Marketing Tutorials

https://www.marketing91.com/marketing-tutorials/

Massive list of marketing tutorials by subject.

Rating: 2 | **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**.

Permission Marketing

https://jm-seo.net/lyg

> Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity—time—Permission Marketing offers consumers incentives to accept advertising voluntarily.

> **Rating**: 5 | **Category**: book

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 | **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 | **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 | **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 | **Category**: book

Tribes

https://jm-seo.net/nwm

Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process.

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

Digital Marketing Institute

https://digitalmarketinginstitute.com/

> The Digital Marketing Institute delivers unparalleled learning experiences. Gain an internationally recognized digital marketing certification. Develop your digital skills and advance your marketing career.
>
> **Rating**: 3 | **Category**: organization

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.

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 | **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 | **Category**: resource

Search Engine Optimization (SEO) Starter Guide

https://jm-seo.net/googleseo

> The Search Essentials outline the most important elements of what makes your website eligible to appear on Google Search. While there's no guarantee that any particular site will be added to Google's index, sites that follow the Search Essentials are more likely to show up in Google's search results. SEO is about taking the next step and working on improving your site's presence in Search. This guide will walk you through some of the most common and effective improvements you can do on your site.

> **Rating**: 5 | **Category**: tutorial

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 | **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 | **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 | **Category**: tutorial

Bruce Clay SEO Tutorial

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

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 | **Category**: resource

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 | **Category**: overview

SEO Tutorial

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

The latest free tutorial on SEO by SEMRush.

Rating: 4 | **Category**: tutorial

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 | **Category**: article

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 | **Category**: overview

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 | **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 | **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 2024, says the author Brian Dean.

> **Rating**: 3 | **Category**: tutorial

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 | **Category**: tutorial

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 | **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 | **Category**: resource

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 | **Category**: overview

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 | **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 | **Category**: tutorial

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 | **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 | **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!

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 | **Category**: tool

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 | **Category**: tool

Answer the Public

https://answerthepublic.com/

> This incredible tool from Neil Patel, is actually a really fun way to brainstorm blog ideas. Input a keyword, then you get a visual wheel of who, what, where, when, and why phrases relating to your keyword. Excellent for keyword discovery and research.

> **Rating**: 5 | **Category**: tool

SERP Checker

https://ahrefs.com/serp-checker

> This site offers a SERP (Search Engine Results Page) Checker tool provided by Ahrefs, which allows users to analyze the top 10 search results for any keyword in 243 countries. Excellent for quick competitor analysis.

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

Google Ads Keyword Planner

https://ads.google.com/

Who got the data? Google got the data. Inside of Google Ads, go to the Tools Menu to find this tool. 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 | **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 | **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 | **Category**:

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 | **Category**: tool

Wordtracker

https://www.wordtracker.com/inspect

> An excellent free tool for keyword exploration as well as domain analysis. Input a keyword and/or a domain (including yours or a competitor), and run a full analysis with keyword suggestions.

> **Rating**: 4 | **Category**: tool

Keyword Difficulty

https://ahrefs.com/keyword-difficulty

> This tool helps users evaluate the competitiveness of specific keywords for organic search results.

> **Rating**: 4 | **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 | **Category**: tool

Keyword Everywhere Extension for Chrome & Firefox

https://keywordseverywhere.com/

> Keywords via a nifty Chrome extension.

> **Rating**: 3 | **Category**: tool

Keyword Generator

https://ahrefs.com/keyword-generator

> Find relevant keywords from our database of over 8 billion queries. Just enter up to ten words or phrases and choose from one of six keyword ideas reports.
>
> Fill your content calendar for weeks, months, or even years in minutes.
>
> **Rating**: 3 | **Category**: tool

(AI-Powered) SEO Keyword Research & Ideas

https://www.ryrob.com/keyword-tool/

> This tool offers a free keyword research tool powered by AI for SEO purposes. It helps users identify the best keywords to target for their blog content by providing insights such as estimated monthly search volume, keyword difficulty, and related keyword suggestions. Users can input a main keyword or phrase, and the tool generates a list of related keywords along with their corresponding metrics.
>
> **Rating**: 3 | **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 | **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 | **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 | **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**: 2 | **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 | **Category**: tool

Soovle

https://soovle.com/

> Yet another keyword discovery tool. Soovle polls not just Google, but Amazon and other.
>
> **Rating**: 2 | **Category**: tool

Keyword Tool

https://keywordtool.io/

> Yet another tool pulling from Google autocomplete.
>
> **Rating**: 2 | **Category**: tool

Keyword Research Tool

https://backlinko.com/tools/keyword

> Discover new keywords and performance data to use in your site content, SEO campaigns, and more.
>
> **Rating**: 2 | **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 | **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 | **Category**: tool

Search Engine Optimization (SEO) Starter Guide

https://jm-seo.net/googleseo

> The Search Essentials outline the most important elements of what makes your website eligible to appear on Google Search. While there's no guarantee that any particular site will be added to Google's index, sites that follow the Search Essentials are more likely to show up in Google's search results. SEO is about taking the next step and working on improving your site's presence in Search. This guide will walk you through some of the most common and effective improvements you can do on your site.

> **Rating**: 5 | **Category**: tutorial

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 | **Category**: tool

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 | **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 | **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 | **Category**: tool

2023 Survey Results: Google Algorithm Factors

https://searchengineland.com/2023-survey-local-search-ranking-factors-394839

The 2023 local search ranking factors survey is now out, it is a survey of what local SEO experts rank the most important ranking factors are for both ranking in the Google local pack and also in the Google organic local results. More survey details. This survey was conducted by Whitespark and surveyed 44 different local SEO experts. It asked these local SEO experts to rank 149 potential local search ranking factors in order of importance across both the local pack and organic rankings.

Rating: 4 | **Category**: resource

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 | **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 | **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 | **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 | **Category**: tool

Periodic Table of SEO (Factors)

https://searchengineland.com/seotable

Search Engine Land's Periodic Table of SEO Elements (originally known as The Periodic Table Of SEO Ranking Factors when it debuted in 2011) is a globally recognized and widely used tool designed to help you understand the essential elements of a winning SEO strategy. This resource is ideal for helping those new to SEO, as well as clients or stakeholders, understand the major factors that will lead to success with sustained effort over time.

Rating: 3 | **Category**: article

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 | **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 | **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: 2 | **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 | **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 | **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 | **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 | **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 | **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 | **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!

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 | **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 | **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 | **Category**: resource

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 | **Category**: tool

Link Building for SEO

https://backlinko.com/link-building

> This is a complete guide to link building in 2024. So if you want to build authority backlinks to your website, you'll enjoy the actionable tips in this new guide. Let's dive right in.

> **Rating**: 4 | **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 | **Category**: extension

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 | **Category**: tutorial

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 | **Category**: resource

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 | **Category**: tool

Help a Reporter Out (HARO - Connectively)

https://www.connectively.us/

> 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 | **Category**: service

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 | **Category**: resource

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 | **Category**: service

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 | **Category**: tool

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 | **Category**: article

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 | **Category**: tool

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 | **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 | **Category**: service

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 | **Category**:

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 | **Category**: tool

Website "Authority" Checker

https://ahrefs.com/website-authority-checker

"Website authority" is an SEO concept that refers to the "strength" of a given domain. Some people call this "domain authority," which is not to be confused with the Domain Authority (DA) metric from Moz. When we talk about domain authority, we're talking about a general SEO concept that's synonymous with "website authority."

Rating: 3 | **Category**:

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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: tool

SEJ Backlink Guide

https://www.searchenginejournal.com/link-building-create-backlinks-webceo-spa/481873/

Modern link building is all about using the opportunities when you see them, and sometimes creating your own.

Rating: 2 | **Category**: guide

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 | **Category**: tool

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 | **Category**: tool

FatJoe

https://fatjoe.com/

FatJoe is a paid link-building service.

Rating: 2 | **Category**: service

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 | **Category**: service

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 | **Category**: tool

Buzzsumo

https://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: 2 | **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 | **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 | **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 | **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 | **Category**: tool

Piktochart

http://piktochart.com

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

Rating: 1 | **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 | **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 | **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 | **Category**: resource

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 | **Category**: service

Help a Reporter Out (HARO - Connectively)

https://www.connectively.us/

> 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 | **Category**: service

PressRelease.com

http://www.pressrelease.com/

> Yet another press release service.

> **Rating**: 3 | **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 | **Category**: service

BriefingWire

http://www.briefingwire.com/

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

> **Rating**: 2 | **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 | **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 | **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 | **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!

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 | **Category**: tool

Rank Tracker

https://www.link-assistant.com/rank-tracker/

> Rank Tracker provides comprehensive keyword tracking, competitor analysis, and SERP analysis features to help users improve their SEO performance and achieve better search engine rankings.
>
> **Rating**: 4 | **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 | **Category**: tool

What's My Serp

https://whatsmyserp.com/serp-check

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

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

Delete Duplicates Keyword Tool

https://www.hivedigital.com/free-tools/delete-duplicates/

Enter in a huge list of keywords or data and immediately get back a list with duplicate entries removed. This tool is fantastic for quickly deleting duplicates words from a data export list.

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

SERP Rank Checker

https://serps.cloud/serp-checker

Another free rank checker. Input your keywords, location, andit will measure your SERP rank on a Google search.

Rating: 2 | **Category**: tool

SERP Robot Checker

https://www.serprobot.com/

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

Rating: 2 | **Category**: tool

Keyword Rank Checker

https://searchenginereports.net/

Yet another tool to check your rank online.

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

CatchPoint

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 | **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 | **Category**: tool

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 | **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 | **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 | **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 markup and LOCAL SEO.

Rating: 4 | **Category**: tool

Wordtracker

https://www.wordtracker.com/inspect

An excellent free tool for keyword exploration as well as domain analysis. Input a keyword and/or a domain (including yours or a competitor), and run a full analysis with keyword suggestions.

Rating: 4 | **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 | **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 | **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 your ON PAGE SEO and see if you are likely to be provoking a PANDA penalty for duplicate content.
>
> **Rating**: 3 | **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 | **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 | **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 | **Category**: service

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 | **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 | **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 | **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 | **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 | **Category**: tool

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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 (X). But still it's fun and informative.

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

Fetch and Render

https://technicalseo.com/tools/fetch-render/

This is a technical SEO tool to help you 'see' how your website appears to the Google robot.

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

WhereGoes

https://wheregoes.com/

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

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

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 | **Category**: blog

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 | **Category**: overview

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 | **Category**: video

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 markup and LOCAL SEO.
>
> **Rating**: 4 | **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 | **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 | **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 | **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 | **Category**: tool

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 | **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 | **Category**: resource

.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 | **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 | **Category**: tool

Compressor.io

https://compressor.io/

> It will reduce image sizes by up to 90%, with no loss of quality. Free tool to compress large images into smaller sizes for websites.
>
> **Rating**: 2 | **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 | **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 | **Category**: tool

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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!

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 | **Category**: tool

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 | **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 | **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 | **Category**: tool

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 | **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 | **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 | **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 | **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 | **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 markup and LOCAL SEO.

> **Rating**: 4 | **Category**: tool

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 | **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 | **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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: service

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 | **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 | **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 | **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 | **Category**: tool

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 | **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 | **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 | **Category**: service

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 | **Category**: resource

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 | **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 | **Category**: tool

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 | **Category**: tool

GMB Spy

https://chrome.google.com/webstore/detail/gmbspy/hijfnlgdhfpmnckieikhinolopcolofe

> 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 | **Category**: tool

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 | **Category**: service

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 | **Category**: tool

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 | **Category**: tool

MOZ Local SEO Guide

https://moz.com/local-seo-guide

> Learn the basics of local SEO.

> **Rating**: 3 | **Category**: tutorial

Valentin App

https://valentin.app/

> Local SEO / SERP checker.

> **Rating**: 3 | **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 | **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 | **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 | **Category**: resource

Georanker

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

> Check your rank on Google searches city-by-city.
>
> **Rating**: 3 | **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 | **Category**: tool

Bulk Keyword Generator

https://www.highervisibility.com/seo/tools/bulk-keyword-generator/

> A free local SEO keyword tool for small businesses and marketers. Select a business type and city, and it will automatically generate local keywords for your industry that potential customers might use to find you.
>
> **Rating**: 3 | **Category**: tool

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 | **Category**: blog

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 | **Category**: resource

Free Review Monitoring

https://freereviewmonitoring.com/

> Monitor your online business reviews.
>
> **Rating**: 2 | **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 | **Category**: tool

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 | **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 | **Category**: service

Google for Small Business

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 | **Category**: resource

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 | **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 | **Category**: resource

Small Thanks by Google

https://marketingkit.withgoogle.com/

> If you have a few good reviews on Google Business Profile, 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 | **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 | **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!

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 | **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 | **Category**: resource

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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: blog

Google Tag Assitant (new)

https://tagassistant.google.com/

Tag Assistant helps you make sure that your Google tags for Google Analytics, Google Ads, Tag Manager, and more are working correctly.

Rating: 4 | **Category**: tool

HotJar

https://www.hotjar.com/

Alternative to Google Analytics and GA4, Hotjar is a comprehensive analytics and feedback tool designed to provide website owners with valuable insights into user behavior and interaction.

Rating: 4 | **Category**: tool

GA4 - Conversion Tracking for Thank You Pages

https://youtu.be/tytTEwEUmgY

Setting up conversion tracking for your 'thank you' page in Google Analytics 4 isn't self-explanatory. This helpful video walks you thru step by step.

Rating: 4 | **Category**: video

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 | **Category**: tool

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 | **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 | **Category**: video

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 google to embed into your emails for tracking purposes.

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

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 | **Category**:

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 (X) profile.

> **Rating**: 3 | **Category**: resource

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 | **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 | **Category**: resource

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 | **Category**: resource

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 | **Category**: service

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 | **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 | **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 | **Category**: tool

Site Kit by Google

https://sitekit.withgoogle.com/

> Site Kit makes it easy to set up and configure key Google products, giving you authoritative and up-to-date advice on how to succeed on the web

> **Rating**: 3 | **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 | **Category**: tool

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 | **Category**: tool

Marketing Analytics Summit

https://marketinganalyticssummit.com/

The Marketing Analytics Summit is a conference designed for digital analytics trailblazers, professionals, and enthusiasts who are interested in leveraging data analytics to drive marketing strategies and business growth.

Rating: 2 | **Category**: conference

Campaign URL Builder (UTM Codes)

https://ga-dev-tools.google/campaign-url-builder/

Campaign URL Builder simplifies the process of creating custom campaign URLs with UTM parameters, enabling users to accurately measure and analyze the performance of their marketing campaigns in Google Analytics.

Rating: 2 | **Category**: tool

UTM Builder

https://www.myutmbuilder.com/

Use this nifty tool to build UTM codes for your URLs that will be trackable in Google Analytics.

Rating: 2 | **Category**: tool

Looker Studio

https://lookerstudio.google.com/

Google's newly acquired tool to help you make Google Analytics 4 actually work. Unfortunately, it is almost as hard to use as GA4 is. but thanks Google for trying.

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

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 | **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 | **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**: 1 | **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 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 | **Category**: blog

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 | **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 | **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 | **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 | **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 | **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.

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 | **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 | **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 | **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 | **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 | **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 –

Art of SEO

https://jm-seo.net/8g6

> Three acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. Complete with an array of effective tactics from basic to advanced, this fourth edition prepares digital marketers for 2023 and beyond with updates on SEO tools and new search engine optimization methods that have reshaped the SEO landscape, including how generative AI can be used to support SEO and SEO-related tasks.

> **Rating**: 5 | **Category**: book

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 | **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 | **Category**: book

SEO 2024: 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 2024—beginner to advanced!

> **Rating**: 4 | **Category**: book

SEO: Learn Search Engine Optimization With Smart Internet Marketing

https://jm-seo.net/d2fc9

> An updated 2024 version of a very popular SEO Book by author Adam Clarke. In its own words, 'No matter your background, SEO 2024 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 | **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 | **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 | **Category**: book

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 | **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 | **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 | **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 | **Category**: book

The SEO Entrepreneur: Start a Successful SEO Business

https://jm-seo.net/rul

If you're interested in how to start an SEO business, the first thing you need to know is how Search Engine Optimization (SEO) impacts business marketing and advertising efforts and how it connects with and engages customers. And while there are a few SEO books out there that explain what it means and how it works, The SEO Entrepreneur is one of the only SEO blueprint for teaching you how to turn it into a business—so you can be the go-to SEO expert locally, nationally, and beyond.

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

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 | **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 | **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 | **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 | **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 | **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 | **Category**: misc.

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 | **Category**: resource

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 | **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 | **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 | **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 | **Category**: misc.

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 | **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 | **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 | **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 | **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**.

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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!

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(X), and Reddit. Useful for competitive analysis.

> **Rating**: 5 | **Category**: App

ChatGPT

https://chat.openai.com/

> 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 | **Category**: tool

Grammarly

https://www.grammarly.com/

> Grammarly is a free writing assistant that ensures your content is free from errors. Paid version has many robust features, including many new AI type of features.

> **Rating**: 5 | **Category**: tool

Content Marketing World

https://www.contentmarketingworld.com/

> Content Marketing World is an event for content marketers to learn, network, and stay updated on the latest trends and innovations in the field of content marketing.

> **Rating**: 5 | **Category**: conference

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 | **Category**: resource

Make a Meme

https://makameme.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 | **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. Although it requires registration, the free service is pretty cool!

> **Rating**: 4 | **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 | **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 | **Category**: tool

Blog Title Generator

https://www.ryrob.com/blog-title-generator/

> Generate creative blog title ideas & headline examples using your target keywords with this free AI-powered SEO blog title generator tool

> **Rating**: 4 | **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**: 4 | **Category**: conference

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 | **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 | **Category**: service

Help a Reporter Out (HARO - Connectively)

https://www.connectively.us/

> 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 | **Category**: service

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 | **Category**: tool

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 | **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 | **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 | **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 | **Category**: conference

Stencil

https://getstencil.com/

> Easily create images like quotables for social media sharing. Has free and freemium versions.

> **Rating**: 3 | **Category**: tool

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 | **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 | **Category**: service

Easely

https://www.easel.ly/

> Use thousands of templates and design objects to easily create infographics for your blog.

> **Rating**: 3 | **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 | **Category**: service

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 | **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 | **Category**: service

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 | **Category**: tool

Word Swag

http://wordswag.co/

> This is an app to add text to your own photos for both iOS and Android.

> **Rating**: 3 | **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 | **Category**: tool

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 | **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 | **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(X), and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!
>
> **Rating**: 3 | **Category**: tool

https://venngage.com/

> Make accessible and professional infographics or any other visual you can think of. Transform your dull documents, dry data and confusing communications into engaging infographics with business-approved templates and AI-powered editing tools
>
> **Rating**: 3 | **Category**: tool

Infogram

https://infogram.com/

> Infogram offers a user-friendly yet powerful solution for creating stunning and impactful data visualizations, enabling users to tell compelling stories, convey insights, and engage their audience effectively across different platforms and mediums.
>
> **Rating**: 3 | **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 | **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 | **Category**: tool

Quozio - Quote and Graphic Maker

https://quozio.com/

> Input a quote, choose an image or background, and make a nifty 'meme' to post to your social media accounts.

> **Rating**: 2 | **Category**: tool

LavaCon

https://lavacon.org/

> The LavaCon Conference on Content Strategy and Technical Communication Management is primarily focused on addressing the needs and challenges faced by professionals working in the fields of content strategy and technical communication.

> **Rating**: 2 | **Category**: tool

Xtensio

https://xtensio.com/

> Collaborative document and content creation tools. Xtensio aims to streamline the process of creating, collaborating on, and sharing professional documents and presentations, making it easier for teams to work together effectively and produce high-quality deliverables.

> **Rating**: 2 | **Category**: tool

Vista

https://create.vista.com/

> VistaCreate simplifies the design process and empowers users to create professional-quality content for their businesses, from social media graphics to print materials, with ease.

> **Rating**: 2 | **Category**: tool

Adobe Express

https://www.adobe.com/express/

> Adobe Express is an all-in-one AI content creation app that offers a wide range of tools and features for making stunning social media posts, images, videos, flyers, and more.

> **Rating**: 2 | **Category**: tool

Easil

https://about.easil.com/

> Transform Easil's fresh, funky templates into a completely unique design in seconds. From posters to flyers, to menus to social media images and infographics.

> **Rating**: 2 | **Category**: tool

Visme

https://www.visme.co/

> Visme is one tool to design, store and share your content. It's one tool that gives you all the templates, graphics, assets you need.

> **Rating**: 2 | **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 | **Category**: conference

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 | **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 | **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 | **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 | **Category**: tool

Ginger Software

https://www.gingersoftware.com/

> Write better and faster with Ginger; The World's Best Grammar Checker.

> **Rating**: 2 | **Category**: tool

Keyhole

http://keyhole.co

> This tool provides real-time social conversation tracking for Twitter(X), 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 | **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 | **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 | **Category**: conference

Buzzsumo

https://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**: 2 | **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 | **Category**: tool

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 | **Category**:

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 | **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 | **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 | **Category**: resource

Piktochart

http://piktochart.com

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

> **Rating**: 1 | **Category**: tool

Content Marketing University

https://www.contentmarketinguniversity.com/

> Paid training in content marketing; brought to you by the Content Marketing Institute.

> **Rating**: 1 | **Category**: resource

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 | **Category**: tool

QuillBot

https://quillbot.com/

> QuillBot offers a comprehensive suite of writing tools designed to enhance your writing experience.

> **Rating**: 1 | **Category**: tool

Filestage: Content Review

https://filestage.io/

> The content review platform that cuts approval time by 30%

> Set up custom workflows with collaborative reviewer groups, making feedback fast, focused, and easy to track.

> **Rating**: | **Category**: tool

Feedhive

https://www.feedhive.com/

> Create, schedule, publish, and easily manage your social media content.

> **Rating**: | **Category**: tool

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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 | **Category**: tool

Blog Title Generator

https://www.ryrob.com/blog-title-generator/

> Generate creative blog title ideas & headline examples using your target keywords with this free AI-powered SEO blog title generator tool
>
> **Rating**: 4 | **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 | **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 | **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 | **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 | **Category**: tool

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 | **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 | **Category**: resource

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 | **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 | **Category**: tool

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 | **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 | **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 | **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 | **Category**: resource

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 | **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 | **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 | **Category**: tool

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 | **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 | **Category**: service

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 | **Category**: service

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 | **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 | **Category**: tool

Unsplash

https://unsplash.com/

> Useful tool to find royalty-free images. Great for blogging.
>
> **Rating**: 3 | **Category**: resource

Free PDF Converter

https://www.freepdfconvert.com/

> Convert to and from PDFs for your blog.
>
> **Rating**: 3 | **Category**: tool

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 | **Category**: resource

Medium.com

https://medium.com/

> Medium is to blogging, well, like Twitter(X) is to Twitter(X). So the some of the folks who did Twitter(X) 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 | **Category**: resource

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 | **Category**: service

Blog Post Generator

https://fatjoe.com/blog-title-generator/

> Generate 100+ Killer Blog Post Titles & Headlines in just One Click.
>
> **Rating**: 2 | **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 | **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 | **Category**: tool

Blog About

https://www.impactbnd.com/blog-title-generator/blogabout

Another brainstorming tool for better blogging.

Rating: 2 | **Category**: tool

Ginger Software

https://www.gingersoftware.com/

Write better and faster with Ginger; The World's Best Grammar Checker.

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

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 | **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 | **Category**: resource

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 | **Category**: tool

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 | **Category**: service

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 | **Category**: tool

Blog Name Generator

https://websitesetup.org/blog-name-generator/

> Thinking of starting a blog? Before you do, use this nifty tool to brainstorm blog ideas. Not for the posts, but for the blog itself.

> **Rating**: 1 | **Category**: tool

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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 Blueprint Online Courses

https://www.facebook.com/business/learn

> Online courses about Facebook by Facebook, with a heavy emphasis on Advertising.

> **Rating**: 5 | **Category**: resource

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 | **Category**: tool

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 | **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(X), and Reddit. Useful for competitive analysis.

Rating: 5 | **Category**: App

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 | **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 | **Category**: tool

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 | **Category**: overview

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 | **Category**: tool

Audience Insights from Facebook (Meta)

https://www.facebook.com/business/insights/tools/audience-insights

Facebook Audience Insights gives you aggregate information about two groups of people—people connected to your Page and people on Facebook—so you can create content that resonates and easily find more people like the ones in your current audience.

Rating: 4 | **Category**: tool

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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: tool

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 | **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

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 | **Category**:

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 | **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 | **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 | **Category**: tool

Buffer

https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 | **Category**: tool

SocialOomph

https://www.socialoomph.com/

SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter(X) 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 | **Category**: tool

ShortStack

http://www.shortstack.com/

ShortStack is a nifty program to optimize your social media campaigns on platforms like Facebook, Twitter(X), 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 | **Category**: service

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 | **Category**: tool

HootSuite

https://hootsuite.com/

Manage all of your social media accounts, including multiple Twitter(X) 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 | **Category**: vendor

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 | **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(X), and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

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

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 (X), Instagram, Pinterest, and Google+, it's all here.

> **Rating**: 3 | **Category**: vendor

Streamyard

https://streamyard.com/

> StreamYard simplifies the process of live streaming and recording, making it accessible to users of all levels of technical expertise. It offers features such as multistreaming, brand customization, and studio-quality recordings to enhance the streaming experience.

> **Rating**: 3 | **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 | **Category**: tool

Ultimate Guide to Facebook Advertising

https://blog.hootsuite.com/how-to-advertise-on-facebook/

> Excellent overview to advertising opportunities on Facebook.

> **Rating**: 3 | **Category**: tutorial

Meta (Facebook and Instagram Ads) Official

https://www.facebook.com/business

> Explore your advertising opportunities on the Meta platforms - Facebook and Instagram. This is the 'official' site to learn about advertising on the Meta networks.

Rating: 3 | **Category**: resource

Facebook Creators

https://creators.facebook.com/

Explore a universe of engaged fans while nurturing your most loyal community members. Create. Engage with fans, create content and thrive in a safe environment. Explore. Grow. Strengthen your bond with your community of fans and deepen your connections.

Rating: 3 | **Category**: tool

Facebook / Meta Pixel Helper

https://chrome.google.com/webstore/detail/meta-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc/related

Wonder if your website has the META pixel installed? Find out with this extension.

Rating: 3 | **Category**:

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 | **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 | **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 | **Category**: resource

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 | **Category**: tool

Heyo

http://heyo.com/

> Yet another tool to create contests and what not for Facebook.

> **Rating**: 2 | **Category**: service

Meta (Facebook) for Business Facebook Page

https://www.facebook.com/MetaforBusiness

> Watch Meta (Facebook) for Business about Meta (Facebook) for business on Meta (Facebook). Get it? Not very useful but it's the official Meta (Facebook) for Business Facebook page.

> **Rating**: 2 | **Category**: resource

Facebook Video Downloader

https://fdown.net/

> Download videos from Facebook.

> **Rating**: 2 | **Category**:

Comment Picker

https://commentpicker.com/

> This is a tool to help you manage contests on Facebook, X, and other social platforms like Instagram.

> **Rating**: 2 | **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 | **Category**: resource

Manychat

https://manychat.com/

> Manychat is a platform enabling businesses to automate conversations and drive sales on Instagram, WhatsApp, and Messenger. It offers tools to answer inquiries, capture leads, and deliver customer support across messaging apps, helping businesses engage with customers effectively.

> **Rating**: 2 | **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 | **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 | **Category**: tool

Facebook Marketing Guide

https://sproutsocial.com/insights/facebook-marketing-strategy/

> This blog is a guide aimed at helping brands maximize their Facebook marketing strategy. It covers various aspects of Facebook marketing, including why it's important, how to create a strategy, successful examples from other brands, recommended tools, and FAQs.

> **Rating**: 2 | **Category**: guide

SnapWidget

https://snapwidget.com/

> SnapWidget helps you display Instagram, Twitter(X), Facebook and YouTube on your website to increase your followers.

> **Rating**: 2 | **Category**: tool

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 | **Category**: resource

Facebook Mobile Studio

https://jm-seo.net/learn78203

> Tips and tools from Facebook on how to make better mobile ads.

> **Rating**: 2 | **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 | **Category**: tool

Keyhole

http://keyhole.co

> This tool provides real-time social conversation tracking for Twitter(X), 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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: tool

Facebook (Meta) 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 (Meta) ads via the Facebook (Meta) Ads Manager app. Available for both Android and iOS. This is the link to the Google Play Store.

Rating: 2 | **Category**:

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 | **Category**: resource

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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 | **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 | **Category**: overview

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 | **Category**: video

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 | **Category**: blog

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 | **Category**: tool

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 | **Category**: resource

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 | **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 | **Category**: tool

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 | **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 | **Category**: tool

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

HootSuite

https://hootsuite.com/

> Manage all of your social media accounts, including multiple Twitter(X) 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 | **Category**: vendor

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 | **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(X), and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

> **Rating**: 3 | **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 | **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 | **Category**: article

LinkedIn on Twitter

https://twitter.com/LinkedIn

Yes, LinkedIn is on Twitter (X). So follow LinkedIn on Twitter (X) for instant updates on LinkedIn about LinkedIn.

Rating: 3 | **Category**: resource

Become a LinkedIn Learning Instructor

https://learning.linkedin.com/instructors

Apply to join the passionate instructors who share their expertise and knowledge with the world! As a LinkedIn Learning instructor, you can:

Collaborate with some of the industry's top instructional designers, producers, directors, and editors to create valuable learning content. Help millions of learners reach professional and personal goals. Connect, engage, and grow with our active community of LinkedIn Learning Instructors. Earn extra income.

Rating: 3 | **Category**: resource

Buffer

https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 | **Category**: tool

LeadConnect

https://leadconnect.io/

LeadConnect is a LinkedIn outreach automation platform that streamlines lead generation efforts. It automates personalized invitations and follow-ups, syncs prospect details to HubSpot, and integrates with email finding services. Users can

define their target audience, set up personalized messages and follow-up cadences, and automate the sending of connection requests and follow-ups.

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

LinkedIn's Discover Hub

https://www.linkedin.com/mynetwork/discover-hub/

Discover cool stuff about your LinkedIn Profile and connections.

Rating: 3 | **Category**: resource

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 | **Category**: tool

Impactable

https://impactable.com/

Paid service to automate LinkedIn outreach.

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

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 | **Category**: tool

Discoverly

http://discover.ly/

Use this Chrome plug in to allow you to browse connections on Twitter(X), LinkedIn, and Facebook, and quickly find their profiles. For example, you can find someone on LinkedIn, and quickly find them on Twitter(X).

Rating: 3 | **Category**:

Crystal

https://www.crystalknows.com/

Crystal provides personality insights and data-driven communication guidance for business professionals. AI based tool that analyzes online information about a person and does a personality assessment.

Rating: 3 | **Category**: tool

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 | **Category**: tool

LinkedIn Marking Solution

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 | **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 | **Category**: resource

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 | **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 | **Category**: resource

Wize

https://wiza.co/

Wiza is a sales prospecting and engagement platform tailored for B2B businesses. It provides real-time email verification and enables users to bulk export prospect lists from LinkedIn. Wiza helps solve the challenge of finding accurate contact data for prospects by allowing users to convert LinkedIn leads into lists of verified contact data.

Rating: 1 | **Category**: tool

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 | **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 | **Category**: overview

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 | **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 | **Category**: tool

Pin Groupie

https://pingroupie.com/

> Find group boards on Pinterest where you can join and contribute.
>
> **Rating**: 4 | **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 | **Category**: tool

Pinterest Analytics

https://analytics.pinterest.com/

Pinterest Analytics allows users to gain insights into their Pinterest presence, audience engagement, and content performance. Users can track organic, paid, and earned engagement for their Pins, analyze audience behavior, discover their best-performing Pins and ads, and understand their audience's interests based on their interactions with content.

Rating: 4 | **Category**: tool

Pinterest Trends

https://business.pinterest.com/pinterest-predicts/

Discover the top trends for the year, from fashion to food and everything in between. You can use these trends to stay ahead of the curve—whether you're trendsetting or trend-shopping.

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

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 | **Category**: resource

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 | **Category**: tutorial

PInterest Tutorial

https://jm-seo.net/howtodcaed

Another excellent tutorial on how to use Pinterest for business by Buffer.

Rating: 3 | **Category**: tutorial

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 | **Category**: resource

TailWind

https://www.tailwindapp.com

Yet another post scheduling app; this one focused on Instagram and Pinterest.

Rating: 2 | **Category**: resource

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 | **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 | **Category**: tool

Pinterest Blog

https://business.pinterest.com/en/blog

> The official blog by Pinterest about Pinterest, targeted at small businesses.

> **Rating**: 2 | **Category**: blog

25
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 | **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 | **Category**: tool

PicoDash

https://www.picodash.com/

>Yet another search engine for Instagram.

>**Rating**: 4 | **Category**: tool

Unfold

https://unfold.com/

>Unfold provides a comprehensive set of tools to help users express their creativity and grow their presence on social media, particularly Instagram.

>**Rating**: 4 | **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 | **Category**: tool

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 | **Category**: tool

Bio.fm

https://bio.fm/

> Share more with your link in bio. bio.fm is a beautiful way to share your YouTube, Instagram, Twitter(X), and more content with just one bio link. Your bio is free.

> **Rating**: 4 | **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 | **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 | **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

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 | **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 | **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 | **Category**: tool

Instagram Hashtag Generator

https://app.sistrix.com/en/instagram-hashtags

Instagram Hashtag Generator empowers users to enhance their Instagram posts' visibility and engagement by selecting appropriate and effective hashtags.

Rating: 3 | **Category**: tool

Iconosquare

https://audit.iconosquare.com

Iconosquare is a comprehensive platform designed to help businesses and agencies optimize their Instagram presence, analyze their performance, and engage with their audience more effectively.

Rating: 3 | **Category**: tool

Phantom Buster

https://phantombuster.com/

Yet another Instagram tool to export posts and hashtabs.

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

Meta (Facebook and Instagram Ads) Official

https://www.facebook.com/business

Explore your advertising opportunities on the Meta platforms - Facebook and Instagram. This is the 'official' site to learn about advertising on the Meta networks.

Rating: 3 | **Category**: resource

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 | **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 | **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 | **Category**: tool

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 | **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 | **Category**: blog

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 | **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 | **Category**: tool

Later

https://later.com/

The simpler way to plan your visual content marketing Schedule & manage your Instagram posts.

Rating: 3 | **Category**: tool

Buffer

https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 | **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(X). 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 | **Category**: tool

Giphy

https://giphy.com/

Library of animated GIFs. Useful for Twitter(X) or Instagram posts. Annoying.

Rating: 2 | **Category**: resource

Lnk.bio

https://lnk.bio/

Lnk.Bio simplifies the process of managing multiple links in a user's bio, making it easier for creators to connect with their audience and maximize their online presence.

Rating: 2 | **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 | **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 | **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 | **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 | **Category**: App

Crowdfire

https://www.crowdfireapp.com/

By the power bestowed upon you by Crowdfire and so on and so forth, you can manage your Twitter(X) 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(X) only); Keeping track of how your social media updates affect your follower/unfollower stats; Checking the relationship between any two Twitter(X)/Instagram accounts and doing a whole lot more.

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

Keyhole

http://keyhole.co

> This tool provides real-time social conversation tracking for Twitter(X), 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 | **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 | **Category**: tool

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 | **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 | **Category**: tool

Comin

https://www.combin.com/

> Scheduler and content system for Instagram.
>
> **Rating**: 2 | **Category**: tool

ShoutCart

https://shoutcart.com/

> Influencer Marketing by Shoutcart. Top influencer marketing platform. Reach over 600M Active Followers & Subscribers!

> **Rating**: 2 | **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 | **Category**: tool

SnapWidget

https://snapwidget.com/

> SnapWidget helps you display Instagram, Twitter(X), Facebook and YouTube on your website to increase your followers.

> **Rating**: 2 | **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 | **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 | **Category**: tool

TailWind

https://www.tailwindapp.com

> Yet another post scheduling app; this one focused on Instagram and Pinterest.

> **Rating**: 2 | **Category**: resource

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 | **Category**: tutorial

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 | **Category**: tool

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 | **Category**: App

Hashtag Expert

https://www.hashtag.expert/

Hashtag Expert is your go-to solution for optimizing your social media presence with trending hashtags. Using intelligent algorithms, it swiftly identifies the most relevant and popular hashtags tailored to your content, saving you valuable time and effort.

Rating: 1 | **Category**: tool

Hoo.be

https://hoo.be/

Hoo.be serves as a comprehensive platform for creators to enhance their online presence, discover opportunities, and monetize their content effectively.

Rating: 1 | **Category**: tool

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 | **Category**: App

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 | **Category**: App

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 | **Category**: tool

HypeAuditor for Instagram

https://hypeauditor.com/

Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

Rating: 1 | **Category**: tool

Have 2 Have It

https://have2have.it/

Soldsie is a landing page that has the same look and feel as your brand's Instagram feed.

Rating: 1 | **Category**: tool

Instagram Marketing Guide

https://sproutsocial.com/insights/instagram-marketing-strategy/

This blog covers various aspects of Instagram marketing, including why businesses should use Instagram for marketing, how Instagram is used for marketing, creating an Instagram business account, developing an Instagram marketing strategy, and utilizing Instagram analytics and tools. The guide provides tips, best practices, and examples to help businesses leverage Instagram effectively to connect with customers and grow their brand presence.

Rating: 1 | **Category**: tool

Hashtagify.me

http://hashtagify.me

Hashtagify.me allows you to search tens of millions of Twitter(X) 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 | **Category**: tool

26

X (TWITTER)

Do you X? Oops, we mean "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 X (**https://twitter.com**). For some businesses, X can be an amazing marketing platform. For others, it's a huge waste of time.

Here are the best free tools and resources for X marketing, ranked with the best first!

Rite Tag - Find Twitter Hashtags

https://ritetag.com/

> Another really good service that helps you identify #hashtags on Twitter(X). Gives detailed statistics.

> **Rating**: 5 | **Category**: tool

Twitonomy

http://twitonomy.com

> Twitonomy is a free online Twitter(X) analytics tool which provides a wealth of information about all aspects of Twitter(X), including in-depth stats on any Twitter(X) 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(X) is part of your social media strategy.

> **Rating**: 5 | **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(X). 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 | **Category**: tool

TweetDeck

https://tweetdeck.twitter.com/

Twitter(X) Tool - great for posting and see what's going on in your twitter(X) account

Rating: 5 | **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(X), and Reddit. Useful for competitive analysis.

Rating: 5 | **Category**: App

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 | **Category**: tool

Twitter Flight School

https://www.twitterflightschool.com/

Learn how to advertise on Twitter(X) by Twitter(X) on Twitter(X) about Twitter(X).

Rating: 4 | **Category**: resource

Follower Search

https://www.followersearch.com/

Excellent way to search Twitter(X) 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 | **Category**: tool

Twitter Help and Tutorial

https://help.twitter.com/

Check out Twitter(X) help, which is actually a great step-by-step tutorial on how to use Twitter(X).

Rating: 4 | **Category**: tutorial

Followerwonk

https://followerwonk.com/

Followerwonk helps you explore and grow your social graph. Dig deeper into Twitter(X) 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 | **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(X).

Rating: 4 | **Category**: engine

Twitter for Business

https://business.twitter.com

Straight from the bird's mouth. Learn how to use Twitter(X) for business.

Rating: 4 | **Category**: overview

Twitter Analytics

https://analytics.twitter.com

The official page for Twitter(X) analytics and metrics. Sign up via Twitter(X), and learn how your tweets are doing!

Rating: 4 | **Category**: tool

ExportData.io

https://www.exportdata.io/

ExportData.io is a Twitter(X) search engine and export tool. Take a search query, including back in time, and search Twitter(X) for that. Export to Excel. Very useful for historical and competitors research.

Rating: 4 | **Category**: tool

Discoverly

http://discover.ly/

Use this Chrome plug in to allow you to browse connections on Twitter(X), LinkedIn, and Facebook, and quickly find their profiles. For example, you can find someone on LinkedIn, and quickly find them on Twitter(X).

Rating: 3 | **Category**:

TweetJukeBox

https://www.socialjukebox.com/

> TweetJukebox 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 | **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 | **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(X), and LinkedIn. Similar to Feedly but with less control on content but built in posting (which is pretty cool)!

> **Rating**: 3 | **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 | **Category**: tool

HootSuite

https://hootsuite.com/

> Manage all of your social media accounts, including multiple Twitter(X) 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 | **Category**: vendor

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(X), searches Instagram, Vine and Tumblr. Limited functionality for free, more with paid plans.

> **Rating**: 3 | **Category**: tool

SocialOomph

https://www.socialoomph.com/

> SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter(X) 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 | **Category**: tool

Twiangulate

http://twiangulate.com

> This nifty tool allows you to input up to three Twitter(X) 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(X).

> **Rating**: 3 | **Category**: tool

Buffer

https://buffer.com/

> Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

> **Rating**: 3 | **Category**: tool

Twitter Support

https://twitter.com/TwitterSupport

> Got a question about how to use Twitter(X)? Ask @TwitterSupport, Twitter's official support account #useful.

> **Rating**: 3 | **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 | **Category**: tool

Twitter Business Blog

https://business.twitter.com/en/blog.html

> Keep up with everything official Twitter(X) about how to market your business.

> **Rating**: 3 | **Category**: blog

Twitter Trending

https://twitter.com/i/trends

> See what's trending on Twitter via Trending on Twitter

> **Rating**: 3 | **Category**: resource

Foller.me

https://foller.me/

> Foller.me is a Twitter(X) analytics application that gives you rich insights about any public Twitter(X) profile. We gather near real-time data about topics, mentions, hashtags, followers, location and more!

> **Rating**: 3 | **Category**: tool

Rebrandly (LInk Shorterner)

https://www.rebrandly.com/

> Rebrandly allows you to use your own domain such as jm-seo.net and "rebrand" it as a link shortener. Thus, as opposed to bit.ly, ow.ly, or tinyurl.com, you get your own domain to work as a link shortener. Useful for branding.

> **Rating**: 3 | **Category**: tool

X Analytics (Explained)

https://analytics.twitter.com/about

> Analytics. Measure and boost your impact on Twitter. Meet your dashboards. Post activity. Measure engagement and learn how to make your posts more successful. Followers. Explore the interests, locations, and demographics of your followers. X Cards. Track how your X Cards drive clicks, app installs, and reposts. Here's how to get X Analytics. Start using X Cards. X Cards help you richly represent your content on X. Now use analytics to measure their effectiveness. Learn more. Become an advertiser. Compliment your ad campaigns with more information about your posts, followers, and X Cards.

> **Rating**: 3 | **Category**: tool

Twitter Blog

https://blog.twitter.com/

If Twitter(X) is important to you, you should read this - the 'official' Twitter(X) blog.

Rating: 3 | **Category**: blog

Buzzsumo

https://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: 2 | **Category**: tool

Meet Edgar

https://meetedgar.com/

MeetEdgar is a simple, easy-to-learn tool that helps freelancers, entrepreneurs, small businesses and social media teams create, schedule, publish and automate content daily

Rating: 2 | **Category**: tool

Comment Picker

https://commentpicker.com/

This is a tool to help you manage contests on Facebook, X, and other social platforms like Instagram.

Rating: 2 | **Category**: tool

Semiphermeral

https://semiphemeral.com/

This tool helps you to erase your digital footprint on Twitter(X). You can automatically delete older tweets.

Rating: 2 | **Category**: tool

Trends 24 - Twitter Trends

https://trends24.in/united-states/

Find the top trending topics on Twitter(X) by country.

Rating: 2 | **Category**: tool

Giphy

https://giphy.com/

Library of animated GIFs. Useful for Twitter(X) or Instagram posts. Annoying.

Rating: 2 | **Category**: resource

Twitter Audit

https://www.twitteraudit.com/

Quick and easy tool to audit whether the followers of a Twitter(X) account are 'fake' or 'real.' Take it all with a big grain of salt, but you get the point.

Rating: 2 | **Category**: tool

SnapWidget

https://snapwidget.com/

SnapWidget helps you display Instagram, Twitter(X), Facebook and YouTube on your website to increase your followers.

Rating: 2 | **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(X).

Rating: 2 | **Category**: service

Keyhole

http://keyhole.co

This tool provides real-time social conversation tracking for Twitter(X), 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 | **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(X) 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(X) only); Keeping track of how your social media updates affect your follower/unfollower stats; Checking the relationship between any two Twitter(X)/Instagram accounts and doing a whole lot more.

Rating: 2 | **Category**: tool

Tweepi

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(X) to find the best tweets and users to engage.

3) Get noticed, grow your brand. Grow your Twitter(X) account by as much as 100 new followers a day! Don't forget that relevant tweets matter.

Rating: 2 | **Category**: tool

Twitter (X) Marketing Guide

https://sproutsocial.com/insights/twitter-marketing/

The guide walks you through each step with detailed explanations, practical tips, and examples, helping you understand how to make the most out of Twitter for your brand's marketing efforts. It emphasizes the importance of being intentional with your strategy, staying authentic to your brand voice, and actively engaging with your audience to drive engagement and growth.

Rating: 1 | **Category**: tool

Hashtagify.me

http://hashtagify.me

Hashtagify.me allows you to search tens of millions of Twitter(X) 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 | **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 | **Category**: tool

Hashtag Expert

https://www.hashtag.expert/

Hashtag Expert is your go-to solution for optimizing your social media presence with trending hashtags. Using intelligent algorithms, it swiftly identifies the most relevant and popular hashtags tailored to your content, saving you valuable time and effort.

Rating: 1 | **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!

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 | **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 | **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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: resource

Trint: Automated Transcription

https://trint.com/

> Upload audio/video files. With Trint's AI, get searchable, editable transcripts in minutes. Like magic.

> **Rating**: 4 | **Category**: tool

Tubular Labs

https://tubularlabs.com/

> Social Video moves fast, and marketers need to anticipate content trends and changing behaviors in order to make smart decisions and act before competitors. Tubular provides a unified view of the interests and behaviors of social video audiences, helping businesses build a playbook that leads to repeatable success and higher ROI.

> **Rating**: 4 | **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 | **Category**: overview

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 | **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 | **Category**: resource

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 | **Category**: video

Exclude Kids Channels

https://excludekidchannels.com/

Paid tool to help with YouTube ads. YouTube often places your ads on 'kids' channels, creating lots of spurious views. Exclude Kid Channels From YouTube Ads Optimize YouTube Ad Placements. Exclude 25,000+ Children Channels From YouTube Ad Campaigns. New channels updated monthly.

Rating: 4 | **Category**: tool

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 | **Category**: resource

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 | **Category**: resource

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 | **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 | **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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: conference

YouTube SEO

http://backlinko.com/video-seo-guide

> This short, quick guide explains the basics of SEO (Search Engine Optimization) for YouTube.

> **Rating**: 3 | **Category**: resource

Hubspot YouTube Tutorial

https://www.hubspot.com/youtube-marketing

> This is a short but very beefy introduction to YouTube marketing for business.

> **Rating**: 3 | **Category**: overview

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 | **Category**: service

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 | **Category**: resource

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 | **Category**: resource

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 | **Category**: blog

AudioGram

https://getaudiogram.com/

> Convert your audio into engaging social video with Audiogram. Excellent for YouTube, especially if you have a PodCast.
>
> **Rating**: 3 | **Category**: tool

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 | **Category**: video

Wideo

http://wideo.co

> An online video maker, similar to iMovie or Windows Movie Maker.
>
> **Rating**: 3 | **Category**: tool

VidSummit

https://www.vidsummit.com/

> VidSummit is for Video Creators and Influencers, Marketers, Agencies and Brands involved in the Content Creation Process. Get access to the world's leading experts on audience growth all in one place.
>
> **Rating**: 3 | **Category**: tool

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 | **Category**: tool

My Fresh Tools (Export YouTube)

https://www.myfreshtools.com/

> Tools for YouTube that allow you to download data (export data) on a channel, or do a search and download the top 500 videos. Useful for research purposes.
>
> **Rating**: 3 | **Category**: tool

Wistia

https://wistia.com/

Wistia helps you boost your bottom line with tools to create, host, market, and analyze your videos. Your one-stop video marketing shop

We've got you covered from "action!" to analytics.

Rating: 3 | **Category**: tool

Animoto

https://animoto.com/

Easily create professional videos. Animoto's drag-and-drop editing tools and visual effects make it easy. No training or experience necessary.

Rating: 3 | **Category**: tool

Loom

https://www.loom.com/

Easily record and share AI-powered video messages with your teammates and customers to supercharge productivity. Video creation made easy by artificial intelligence.

Rating: 3 | **Category**: tool

Streamyard

https://streamyard.com/

StreamYard simplifies the process of live streaming and recording, making it accessible to users of all levels of technical expertise. It offers features such as multistreaming, brand customization, and studio-quality recordings to enhance the streaming experience.

Rating: 3 | **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 | **Category**: App

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 | **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 | **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 | **Category**: misc.

Ultimate Guide to YouTube Advertising

https://searchengineland.com/youtube-advertising-the-ultimate-guide-436845

> YouTube Advertising made simple. With billions of users worldwide, one of the lowest advertising costs and the growing preference for video, YouTube has some serious marketing potential. Aside from the well-known organic side of YouTube, it also offers highly lucrative marketing tools: retargeting video and display ads.
>
> **Rating**: 2 | **Category**: guide

Screencastify

https://www.screencastify.com/

> Screencastify serves as a valuable tool for educators and learners to create, share, and engage with interactive video content, thereby enhancing communication, learning, and teaching experiences.
>
> **Rating**: 2 | **Category**: tool

Invideo

https://invideo.io/

> InVideo simplifies the video creation process by leveraging AI technology to automate various aspects of video production, from generating scripts to editing visuals and adding voiceovers. It empowers users to create high-quality videos quickly and easily, regardless of their level of expertise.
>
> **Rating**: 2 | **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 | **Category**: extension

Zight

https://zight.com/

Zight is a versatile tool designed to enhance communication, productivity, and collaboration by enabling users to capture, annotate, and share screen content effectively, whether it's through videos, screenshots, or GIFs.

Rating: 2 | **Category**: tool

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 | **Category**:

YouTube Creators Channel

https://www.youtube.com/channel/UCkRfArvrzheW2E7b6SVT7vQ

YouTube's official channel for YouTubers.

Rating: 2 | **Category**: resource

Influencer Marking Hub

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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: article

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 | **Category**: tool

YouTube on Twitter

https://twitter.com/youtube

YouTube's official Twitter(X) profile (@YouTube). So does Twitter(X) have an official channel on YouTube? This could get weird.

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

Renderforest

https://www.renderforest.com/

Renderforest aims to empower users, from individuals to businesses of all sizes, to create professional-quality designs and marketing materials easily and affordably, all from one centralized platform.

Rating: 1 | **Category**: tool

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 | **Category**: tool

YouTube SEO

https://youtu.be/NY3y0V9UDwM

Learn the in's and out's of YouTube SEO.

Rating: 1 | **Category**: video

HypeAuditor for Instagram

https://hypeauditor.com/

Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

Rating: 1 | **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 | **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 | **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 | **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 | **Category**: conference

Email Innovations Summit

https://emailinnovationssummit.com/

> One of the best conferences on email marketing.

> **Rating**: 4 | **Category**: conference

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 | **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 google to embed into your emails for tracking purposes.

> **Rating**: 4 | **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 | **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 | **Category**: tool

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 | **Category**: tool

MailChimp

https://mailchimp.com/

Mailchimp is designed to help businesses of all sizes grow their audience, drive engagement, and increase sales through effective email marketing and automation strategies. Whether you're a small business owner or a marketing professional, Mailchimp provides the tools and insights you need to succeed in today's competitive landscape.

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

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 | **Category**: resource

Email Marketing Guide

https://neilpatel.com/blog/beginners-guide-email-marketing/

Neil Patel's guide to email marketing. The basics.

Rating: 3 | **Category**: tutorial

VYPER - Email List Grower

https://vyper.io/

Yet another tool to leverage rewards to grow your email list in a viral sense.

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

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 | **Category**: tool

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 | **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 | **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 | **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 | **Category**: tool

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(X) and email) they'll get the more awesomer things
>
> **Rating**: 3 | **Category**: tool

Find That Email

https://findthat.email/

> Find the email address of professionals in millions of companies worldwide.
>
> **Rating**: 3 | **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 | **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 | **Category**: tool

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 | **Category**: tool

MailSuite

https://mailsuite.com/en/

Unlimited Email Tracker (to 1 or multiple recipients). By using email tracking to individually monitor group emails, you can gain insights into recipient behavior and personalize your communications and follow-ups accordingly. Our email tracker allows for improved engagement, productivity, efficiency, and ultimately, better business outcomes.

Rating: 3 | **Category**: tool

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 | **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 | **Category**: conference

OmniSend

https://www.omnisend.com/

Omnisend empowers ecommerce brands to send targeted, personalized messages across multiple channels, automate marketing workflows, and drive sales efficiently. It offers a user-friendly interface, powerful features, and seamless integration with popular ecommerce platforms, making it a valuable tool for businesses looking to optimize their marketing efforts and grow their online presence.

Rating: 2 | **Category**: tool

Yesware

https://www.yesware.com/

Yesware aims to empower sales teams to close more deals by providing tools for tracking, analyzing, and optimizing their email outreach efforts directly within their existing email platforms.

Rating: 2 | **Category**: tool

Campaign URL Builder (UTM Codes)

https://ga-dev-tools.google/campaign-url-builder/

Campaign URL Builder simplifies the process of creating custom campaign URLs with UTM parameters, enabling users to accurately measure and analyze the performance of their marketing campaigns in Google Analytics.

Rating: 2 | **Category**: tool

EmailOctopus

https://emailoctopus.com/

EmailOctopus is a user-friendly and cost-effective solution for businesses looking to grow their audience and engage their subscribers through email marketing.

Rating: 2 | **Category**: tool

MailerLite

https://www.mailerlite.com/

MailerLite provides a user-friendly platform with powerful features to help businesses of all sizes succeed in their digital marketing efforts, from email campaigns to website creation and beyond.

Rating: 2 | **Category**: tool

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 | **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 | **Category**: extension

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 | **Category**: tool

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 | **Category**: tool

Google Workspace

https://developers.google.com/gmail/markup/overview

> Gmail allows certain markups in your email structure. Learn how to do it.

> **Rating**: 2 | **Category**: resource

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 | **Category**: tool

Skymem - email list

http://www.skymem.info/

> Find email addresses of companies and people.

> **Rating**: 2 | **Category**: tool

MailJet

https://www.mailjet.com/

> Mailjet provides a comprehensive set of features and tools to help businesses create engaging, targeted, and effective email marketing campaigns.

> **Rating**: 2 | **Category**: tool

Paved

https://www.paved.com/

Paved provides access to a wide range of newsletters across various topics and industries, allowing advertisers to reach their target audience at scale.

Rating: 1 | **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 | **Category**: App

Sender.net

https://www.sender.net/

Sender simplifies the journey to email marketing success by providing all the tools and resources you need to capture leads, nurture relationships, and drive conversions effectively. Whether you're a small business or a large enterprise, Sender empowers you to achieve your marketing goals with ease and confidence.

Rating: 1 | **Category**: tool

Brevo

https://www.brevo.com/

Brevo CRM Suite, an all-in-one platform designed to help businesses manage customer relationships effectively through various communication channels like Email, SMS, Chat, and more.

Rating: 1 | **Category**: tool

SendPulse

https://sendpulse.com/

SendPulse is an all-in-one platform that offers a wide range of multichannel marketing and sales tools to help businesses accelerate sales and grow.

Rating: 1 | **Category**: tool

Benchmark

https://www.benchmarkemail.com/

Benchmark Email is a powerful yet simple email marketing platform designed to help businesses create, send, and optimize email campaigns effortlessly.

Rating: 1 | **Category**: tool

EasySendy Pro

https://easysendy.com/

> Easysend aims to empower businesses with the tools and strategies needed to enhance their email marketing efforts, drive revenue growth, build customer loyalty, and maximize engagement with their audience.

> **Rating**: 1 | **Category**: tool

Dbow

https://bdow.com/

> Dbow offers tools to create visually appealing forms and pop-ups for websites, aimed at increasing lead generation and conversions. It provides a user-friendly platform for managing multiple sites and tracking important metrics. With integrations and testimonials highlighting its effectiveness, it's a go-to resource for enhancing online marketing efforts.

> **Rating**: 1 | **Category**: tool

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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(X), and Reddit. Useful for competitive analysis.

> **Rating**: 5 | **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 | **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 | **Category**: portal

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 | **Category**: resource

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 | **Category**: portal

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 | **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(X) and email) they'll get the more awesomer things

Rating: 3 | **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 | **Category**: portal

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 | **Category**: portal

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 | **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 | **Category**: tool

VYPER - Email List Grower

https://vyper.io/

Yet another tool to leverage rewards to grow your email list in a viral sense.

Rating: 3 | **Category**: tool

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 | **Category**: resource

Twitter Trending

https://twitter.com/i/trends

See what's trending on Twitter via Trending on Twitter

Rating: 3 | **Category**: resource

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 | **Category**: resource

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 | **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 | **Category**: service

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 | **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 | **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!

SocialBlade

https://socialblade.com/

> Social Blade tracks user statistics for YouTube, Twitch, Instagram, and Twitter!
>
> Get a deeper understanding of user growth and trends by utilizing Social Blade
>
> **Rating**: 5 | **Category**: resource

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 | **Category**: tool

Woobox

https://woobox.com/

> Woobox helps businesses of all sizes run effective marketing campaigns by providing tools to create contests, giveaways, polls, coupons, forms, and more across various marketing channels.
>
> **Rating**: 3 | **Category**: tool

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 | **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 | **Category**: tool

HootSuite

https://hootsuite.com/

> Manage all of your social media accounts, including multiple Twitter(X) 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 | **Category**: vendor

ShortStack

http://www.shortstack.com/

> ShortStack is a nifty program to optimize your social media campaigns on platforms like Facebook, Twitter(X), 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 | **Category**: service

SocialOomph

https://www.socialoomph.com/

> SocialOomph is a powerful free (and paid) suite of tools to manage and schedule your Twitter(X) 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 | **Category**: tool

Buffer

https://buffer.com/

Schedule tweets and other social media activity in the future. Competitor to Hootsuite.

Rating: 3 | **Category**: tool

Sumo Share Buttons

https://sumo.com/app/share

Use this button system to add Facebook, Twitter (X), LinkedIn, Instagram and other social share buttons to your blog or website.

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

Facebook / Meta Pixel Helper

https://chrome.google.com/webstore/detail/meta-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc/related

Wonder if your website has the META pixel installed? Find out with this extension.

Rating: 3 | **Category**:

Bitly

https://bitly.com

Bitly is a URL shortening service that will track your click-throughs. Very useful for email marketing, blogging, and Twitter(X).

Rating: 2 | **Category**: service

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 | **Category**: tool

Buzzsumo

https://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**: 2 | **Category**: tool

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 | **Category**:

Ocoya: Social Media Posting via AI

https://www.ocoya.com/

> Push a button, post on all socials. Social media, content marketing and copywriting - using AI. It's like having ChatGPT, Canva and Hootsuite at your fingertips.

> **Rating**: 2 | **Category**: tool

Storyclash

https://www.storyclash.ai/

> Storyclash is a search engine platform where users can search for images based on specific keywords or descriptions.

> **Rating**: 2 | **Category**: tool

Fedica

https://fedica.com/

> Fedica allows you to discover and engage with your audience like never before with their AI-driven social media management platform. Schedule, analyze, and optimize your content across multiple platforms while gaining deep insights into demographics and engagement metrics. Grow your followers organically and strategically with advanced publishing, analytics, and community-building tools.

> **Rating**: 2 | **Category**: tool

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(X) follower. With hundreds of combinations this tool is easily adaptable for all you SMM needs. Competitor to IFTTT.

Rating: 2 | **Category**: tool

UNUM

https://www.unum.la/

UNUM is your ultimate social media management platform, empowering creators and teams to streamline content creation, optimize bio links, and leverage AI-driven tools for unparalleled success. With UNUM, you can schedule posts, fine-tune hashtags, and track engagement with comprehensive analytics.

Rating: 1 | **Category**: tool

Audiense

https://www.audiense.com/

Everything you need to understand audiences and get better marketing results, social media results, influencer results, media strategies, growth strategies, and return on ad spend.

Rating: 1 | **Category**: tool

Flick

https://www.flick.social/platform

Handle copywriting, scheduling, hashtags, and analytics seamlessly with Flick, the AI-powered social marketing platform.

Rating: 1 | **Category**: tool

Iconosquare

https://www.iconosquare.com/

With iconosquare makes your life as a social media marketer way easier by Advanced analytics & reporting, Post scheduling, Collaboration tools, and AI-powered tools

Rating: 1 | **Category**: tool

Agorapulse

https://www.agorapulse.com/

Agorapulse social ROI allows users to measure the real business impact of their organic social media efforts, beyond just engagement metrics.

Rating: 1 | **Category**: tool

CoSchedule

https://coschedule.com/

With CoSchedule Calendars, you can organize everything all in one place.

Rating: 1 | **Category**: tool

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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 | **Category**: resource

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 | **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 | **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 | **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(X). 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 | **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 | **Category**: tool

Buzzsumo

https://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**: 2 | **Category**: tool

Keyhole

http://keyhole.co

> This tool provides real-time social conversation tracking for Twitter(X), 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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **Category**: conference

Social Media Week (SMW)

https://event.adweek.com/social-media-week-2024

> This conference, Social Media Week (SMW), is a prominent event that gathers professionals from various industries to explore and discuss the latest trends, strategies, and challenges in the realm of social media and digital marketing.

> **Rating**: 4 | **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 | **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(X), 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 | **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 | **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 | **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 | **Category**: conference

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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!

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 | **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 | **Category**: book

Social Media Marketing: 9 Easy Steps

https://jm-seo.net/619

> New for 2023! Bring your business to new heights with this comprehensive guidebook on utilizing social media to promote your brand and increase revenue! Social media has formed part of the day-to-day lives of almost every person with internet access on the planet. Tens of millions of user accounts are engaging in social media monthly—that's how vast and enormous these communities and networks are.

> **Rating**: 3 | **Category**: book

Social Media Marketing: Easy Steps to Rapid Growth, Stress-Free Advertising and Online Presence

https://jm-seo.net/qlr

> Social media is like the secret power-up juice for your business... Discover how to harness its magic now! Remember the Unicorn Frappuccino? Of course you do… It was Starbucks' answer to Instagram… and it worked! Their marketing team had a shrewd understanding of the power of social media, and the Unicorn Frappuccino was just one of its many successful strategies for building up hype around its products.

> **Rating**: 3 | **Category**: book

Social Media Mastery: A Simple Formula For Busy Business Owners And Entrepreneurs

https://jm-seo.net/b4w

> Drewbie Wilson, Vice President of Break Free Academy, shares the secrets to success in his new book on social media. With over 4.7 billion active users worldwide, social media offers entrepreneurs and business owners an unparalleled opportunity to build their brands and increase sales.

> **Rating**: 3 | **Category**: book

SOCIAL MEDIA MARKETING FOR BEGINNERS 2024: Your Step-by-Step Guide

https://jm-seo.net/ykl

> Begin your social media journey with 'Social Media Marketing for Beginners 2024', a comprehensive guide designed for those entering the dynamic world of online promotion.This easy-to-read paperback covers a range of essential topics to equip beginners with the knowledge and tools needed for success.

> **Rating**: 3 | **Category**: book

Social Media Marketing 2024: Mastering New Trends & Strategies

https://jm-seo.net/xab

> This book edition is your definitive guide to the ever-evolving landscape of social media marketing in the year 2024 and beyond. With social media platforms constantly changing and user behaviors evolving, this book is your compass to navigate the complex terrain of online engagement. It offers valuable insights into emerging trends, innovative strategies, and the latest tools that will define the social media marketing landscape in 2024.

> **Rating**: 3 | **Category**: book

Social Media Marketing: 9 Easy Steps

https://jm-seo.net/f7q

> New for 2023! Bring your business to new heights with this comprehensive guidebook on utilizing social media to promote your brand and increase revenue! Social media has formed part of the day-to-day lives of almost every person with internet access on the planet.

> **Rating**: 3 | **Category**: book

Effective Social Media Marketing: The Fast Track

https://jm-seo.net/22v

> The social media masterclass every business owner needs: Are you confident with your current strategy? This book will show you there's more… Did you know that 90% of startups fail at social media marketing? As an entrepreneur, you're in a digital jungle where every post seems like a gamble. Your once-engaging content now drowns in a sea of online noise. Watching competitors leap ahead, you wonder, "What's their formula for success?"

> **Rating**: 3 | **Category**: book

Social Media Marketing

https://jm-seo.net/tqj

> 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 thoroughly revised to reflect the latest developments in social media marketing research and practice.

> **Rating**: 3 | **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).

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 | **Category**: tool

Heepsy

https://www.heepsy.com/

> Advanced tools for agencies, advertisers and brands interacting with influencers.
>
> **Rating**: 4 | **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 | **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 | **Category**: service

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 | **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 | **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 | **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 | **Category**: resource

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 | **Category**: service

Heepsy

https://www.heepsy.com/influencer-statistics

Heepsy empowers marketers with the tools and insights needed to optimize influencer marketing campaigns, ensure authenticity, and drive engagement and growth effectively. Has a free demo, but largely a paid tool.

Rating: 3 | **Category**: tool

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 | **Category**: resource

Buzzsumo

https://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: 2 | **Category**: tool

ShoutCart

https://shoutcart.com/

Influencer Marketing by Shoutcart. Top influencer marketing platform. Reach over 600M Active Followers & Subscribers!

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

AspireIQ

https://www.aspireiq.com/

Tell a Better Brand Story. Leverage influencers to build authentic content that fuels your growth.

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

Onalytica

https://onalytica.com/

Connecting brands and influencer communities to create inspiring content.

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

Influencer Marking Hub

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 | **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 | **Category**: resource

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 | **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 | **Category**: service

HypeAuditor for Instagram

https://hypeauditor.com/

> Analyze any Instagram account for fake followers and engagements. Also scans YouTube.

> **Rating**: 1 | **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 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 | **Category**: resource

TikTok Support

https://support.tiktok.com/

> Here are the official help files on TikTok for both users and businesses.

> **Rating**: 5 | **Category**: resource

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 | **Category**: resource

LinkPop from Shopify

https://linkpop.com

> A link in bio that makes you money. Turn followers into customers through your social bio with Linkpop—a free, customizable link in bio tool powered by Shopify.

> **Rating**: 5 | **Category**: tool

Link Tree

https://linktr.ee/

> Tool to add multiple links to your Instagram feed. Also useful for TikTok.

> **Rating**: 5 | **Category**: resource

TikTok Official Blog

https://newsroom.tiktok.com/en-us

> TikTok's official blog which often showcases trends on the platform,

> **Rating**: 4 | **Category**: blog

TikTok Creator Center

https://ads.tiktok.com/business/creativecenter/pc/en

> TikTok helps creators, both in the advertising and organic aspects. Browse official TikTok resources to help you become a better TikTokker.

> **Rating**: 4 | **Category**: resource

CapCut | All-in-one Video Editor

https://www.capcut.com/

> Capture memorable moments and create on the go. Cut, trim, and edit videos with CapCut app to record and celebrate life. Finish editing with ease in just a few minutes and share your work on social media.

> **Rating**: 4 | **Category**: tool

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 | **Category**: service

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 | **Category**: tool

TikTok Creator's Marketplace

https://creatormarketplace.tiktok.com/

> The official platform for brand and creator collaborations on TikTok

> **Rating**: 3 | **Category**: resource

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 | **Category**:

Streamyard

https://streamyard.com/

> StreamYard simplifies the process of live streaming and recording, making it accessible to users of all levels of technical expertise. It offers features such as multistreaming, brand customization, and studio-quality recordings to enhance the streaming experience.

> **Rating**: 3 | **Category**: tool

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 | **Category**: tool

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 | **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 | **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 | **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 | **Category**: extension

Lnk.bio

https://lnk.bio/

> Lnk.Bio simplifies the process of managing multiple links in a user's bio, making it easier for creators to connect with their audience and maximize their online presence.
>
> **Rating**: 2 | **Category**: tool

Hashtag Expert

https://www.hashtag.expert/

> Hashtag Expert is your go-to solution for optimizing your social media presence with trending hashtags. Using intelligent algorithms, it swiftly identifies the most relevant and popular hashtags tailored to your content, saving you valuable time and effort.
>
> **Rating**: 1 | **Category**: tool

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 | **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 | **Category**: tool

Hoo.be

https://hoo.be/

Hoo.be serves as a comprehensive platform for creators to enhance their online presence, discover opportunities, and monetize their content effectively.

Rating: 1 | **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.

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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 | **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 | **Category**: tool

Google Ads Keyword Planner

https://ads.google.com/

> Who got the data? Google got the data. Inside of Google Ads, go to the Tools Menu to find this tool. 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 | **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 consolidates them into a master list. Excellent and fun tool for keyword brainstorming!
>
> **Rating**: 4 | **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 | **Category**: tool

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 | **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 | **Category**: tool

Delete Duplicates Keyword Tool

https://www.hivedigital.com/free-tools/delete-duplicates/

> Enter in a huge list of keywords or data and immediately get back a list with duplicate entries removed. This tool is fantastic for quickly deleting duplicates words from a data export list.
>
> **Rating**: 3 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **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 | **Category**: resource

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 | **Category**: tool

Google Ads Transparency

https://adstransparency.google.com/

> Explore competitor ads via this nifty tool from Google Ads. Input their domain or do other services, and figure out what they are doing in the ad space.

> **Rating**: 4 | **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 | **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 | **Category**: blog

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 | **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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: blog

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 | **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 | **Category**: resource

PPC Chat

https://officialppcchat.com/

The Twitter(X) based community is active all the time on the #ppcchat hashtag and Julie hosts weekly Twitter(X) 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(X), using its audio capabilities in Twitter(X) Spaces. Audio PPC Chats take place on Fridays at 12:00 PM EST.

Rating: 4 | **Category**: resource

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 | **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 | **Category**: conference

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 | **Category**: resource

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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: tool

Keyword Everywhere Extension for Chrome & Firefox

https://keywordseverywhere.com/

Keywords via a nifty Chrome extension.

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

Google Ads Official

https://support.google.com/google-ads/answer/6146252?hl=en

Official guide from Google on Google Ads, so use with a grain of salt. Get the most from your ad spend in your first few months with with The Ads Growth Formula, a four-step guide created by marketing experts, with personalized strategies for an optimal account setup to help you maximize your campaigns' impact.

Rating: 3 | **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 | **Category**: vendor

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 | **Category**: vendor

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 | **Category**: organization

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 | **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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: resource

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 | **Category**: tool

Learn with Google

https://learndigital.withgoogle.com/digitalgarage/

Google's learning site; largely about advertising and very fluffy-fluff.

Rating: 2 | **Category**: resource

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 | **Category**: tool

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 | **Category**: tool

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 | **Category**: resource

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 | **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 | **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: 1 | **Category**: tool

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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 | **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 | **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 | **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 | **Category**: resource

Google Ads Official

https://support.google.com/google-ads/answer/6146252?hl=en

Official guide from Google on Google Ads, so use with a grain of salt. Get the most from your ad spend in your first few months with with The Ads Growth Formula, a four-step guide created by marketing experts, with personalized strategies for an optimal account setup to help you maximize your campaigns' impact.

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

WordStream PPC Tutorials

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Rating: 2 | **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.

You vs. Google: The Very Unauthorized Guide to Google Ads: Colored Version

https://jm-seo.net/54p

> If you're going to run Google Ads, it's critically important to understand one key thing: It's You vs Google. Google is NOT on your side. Their training, tutorials, recommendations, and (especially) their reps can't be trusted.

> This is not to say that Google is evil or even that Google is trying to steal from you. They're just doing what any good business would do: trying to maximize their profits. And YOU just happen to be their biggest profit center. So, what do you do? You can't ignore the single biggest and best marketing network in the world

> **Rating**: 5 | **Category**: book

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 | **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 | **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 | **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 | **Category**: book

Mastering Google Ads 2024 : A Comprehensive Guide

https://jm-seo.net/g53

> Unlock the potential of Google Ads with this comprehensive guide! Whether you're a beginner or an experienced marketer, this book provides insights, strategies, and expert tips to help you optimize your campaigns, drive traffic, and boost conversions. From keyword targeting to ad creation and analytics, this book covers it all, empowering you to elevate your online advertising game.

> **Rating**: 3 | **Category**: book

GOOGLE ADS FOR ALL: Mastering Google Ads A Step-by-Step Guide to Campaign Success

https://jm-seo.net/dn1

> In-depth e-book that guides readers through the complexities of Google Ads. This comprehensive manual includes step-by-step setup instructions, effective campaign management techniques, and insider tips for selecting the right campaign options. It offers real-world examples and proven strategies for ad optimization, increasing sales, and expanding digital presence. Designed for

entrepreneurs, small business owners, and marketing professionals, this guide provides the tools needed to create impactful online campaigns and stay current with digital advertising trends.

Rating: 3 | **Category**: book

Google Ads Step-By-Step: Your step-by-step guide to generating leads through Goog

https://jm-seo.net/k30

A comprehensive guide for marketers looking to leverage Google's online advertising platform. This handbook covers essential topics including campaign activation and management, lead generation, and sales techniques. Readers will learn about key metrics (CPA, CPC, CPM, etc.), campaign types and structures, keyword matching, Quality Score, search campaign creation, ad extensions, optimization, display and YouTube campaigns, and more.

Rating: 3 | **Category**: book

Google Ads Mastery 2024 by Rahil Ahmed: Strategies for the Advanced Marketer

https://jm-seo.net/4e0

An essential read for anyone looking to navigate the ever-evolving landscape of digital marketing with finesse and profitability. This book delves deep into the art and science of optimizing Return on Ad Spend (ROAS) through meticulously designed sales funnels tailored to a variety of business models, from e-commerce platforms to service-based enterprises. Authored by digital marketing maestro Rahil Ahmed, the book distills years of frontline experience and insights into actionable strategies that promise not just to enhance advertising effectiveness but to transform it into a growth engine for businesses.

Rating: 3 | **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

TikTok Advertising

https://www.tiktok.com/business/

> Official guide to how to advertise on TikTok.
>
> **Rating**: 3 | **Category**: resource

Pinterest Advertising

https://business.pinterest.com/advertise/

> Official website on how to advertise on Pinterest.
>
> **Rating**: 3 | **Category**: resource

LinkedIn Advertising

https://business.linkedin.com/marketing-solutions

> Official website on how to advertise on LinkedIn.
>
> **Rating**: 3 | **Category**: resource

Ads on X

https://ads.twitter.com/

> Official resource on advertising on X (formerly Twitter)
>
> **Rating**: 3 | **Category**: resource

Meta (Facebook and Instagram Ads) Official

https://www.facebook.com/business

Explore your advertising opportunities on the Meta platforms - Facebook and Instagram. This is the 'official' site to learn about advertising on the Meta networks.

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