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10 TOOLS TO IMPROVE YOUR ONLINE MARKETING



training@webforservices.com
www.webforservices.com



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Introduction

Online marketing is now a big part of any business or brand's operation.

People now use the internet daily so having a strong online / web presence is essential for reaching and engaging with potential customers. However, building an effective marketing strategy requires the right tools to analyse performance, optimise content, and streamline workflows. Fortunately, many tools are available to help businesses maximise their marketing efforts without requiring a large budget.

From media management and SEO optimisations to email marketing and analytics, these tools provide valuable insights and automation to improve efficiency and boost results.

In this document, we will discuss tools that may be used to improve online marketing activities.

1. Google Analytics

Best for: Tracking website traffic and user behaviour

Google Analytics is a common tool for marketers. It provides insights into a website's visitors, user behaviour, and how they interact with the content on the website. You can make data-driven decisions (like which products to promote first) to improve your marketing strategy with detailed reports and metrics.

Key Features of Google Analytics:

- Real-time visitor tracking
- Traffic source analysis
- User demographics and interests



2. Canva

Best for: Creating stunning visual content (images, videos, graphics).

Canva is a graphic and online design tool that is user-friendly. This tool allows marketers to create professional visuals without design experience. It offers thousands of templates for social media posts, presentations, infographics, and more.

Key Features of Canva:

- Drag-and-drop interface
- Free stock images and icons that can be used inside the design
- Customisable templates



3. Mailchimp

Best for: Email marketing campaigns

Mailchimp is a well-known email marketing platform. Mailchimp has a free plan. Even with a free plan you still can send newsletters, automate email sequences, and manage up to 500 contacts.

Key Features of Mailchimp:

- Email automation
- Audience segmentation
- Pre-designed email templates



4. Buffer

Best for: Social media scheduling

Buffer is also a tool for social media management that helps schedule posts across multiple platforms. The free plan allows you to manage three social media accounts (eg Facebook, X, Instagram) and schedule up to 10 posts in advance.

Key Features of Buffer:

- Social media scheduling
- Analytics on post-performance
- Team collaboration options



5. *Google Search Console*

Best for: SEO monitoring/reporting and website optimisation

Google Search Console is a good tool offered by Google. It is free and it allows marketers to track the performance of a particular website on Google search results. It offers useful information and data about search queries, keyword queries, indexing issues, and mobile usability.

Key Features of Google Search Console:

- Tracking keyword performance
- Website indexing reports
- Mobile usability analysis



6. *Ubersuggest*

Best for: Keyword research and SEO insights

Ubersuggest is an SEO tool that helps find keyword opportunities, analyse competitors, and get content ideas.

Key Features of Ubersuggest:

- Keyword suggestions
- SEO difficulty analysis
- Competitor domain analysis



7. Trello

Best for: Organising projects

Trello is a good tool especially for project management that helps marketers stay organised with to-do lists, content calendars, and team collaboration.

Key Features of Trello:

- Drag-and-drop task management
- Customisable boards and lists
- Team collaboration tools



8. Hootsuite

Best for: Social media management

Hootsuite offers plans that allow scheduling posts, tracking social media performance, and engaging with a brand's followers from a single dashboard.

Key Features of Hootsuite:

- Social media posts scheduling
- Analytics reports for the social media platforms
- Content curation tools



9. Yoast SEO (Free Version)

Best for: WordPress SEO optimisation

Yoast SEO provides a plugin used in WordPress websites that helps improve website SEO by offering keyword optimisation, readability analysis, and metadata enhancements.

Key Features of Yoast SEO:

- On-page SEO analysis
- XML sitemap generation
- Readability and keyword optimisation



10. MozBar

Best for: SEO competitor analysis

MozBar is a free browser extension that allows marketers to analyse domain authority, page authority, and backlinks for any website.

Key Features of MozBar:

- SEO metrics on any webpage
- Keyword difficulty analysis
- Competitor backlink insights



Conclusion

Using these tools, you can enhance online marketing strategy without breaking the bank.

Start leveraging these resources today to boost your online marketing success.



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