

THE TOP 20

FREE INTERNET MARKETING TOOLS & RESOURCES THAT CAN HELP YOUR SMALL BUSINESS

Small businesses are built on big ideas. But often those ideas are supported by a not-so-big budget. Funding growth on a limited budget can be a challenge, but fortunately there are many free Internet marketing tools and resources available that can help you drive your business forward.

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With today's abundance of free resources, there is no reason why your marketing efforts shouldn't be benefiting from web analytics, search engine optimization, paid search, social media, email marketing, and other online marketing opportunities. By utilizing these resources, you can help cut costs and reallocate some of your dollars into other efforts to attract and retain clients. Whether you want to develop a more effective digital strategy, increase conversions, or improve customer engagement, these 20 free resources can help you gain a competitive advantage online.

Web Analytics

Knowledge is power and web analytics give you the intelligence you need to make better business decisions. Uncovering data and metrics related to your website traffic can assess how visitors are accessing and using your website, and help you learn what you need to do to improve.

1 [Google Analytics™](#)

Sign up for free, add tracking code to your web pages, and within hours you'll be able to access a plethora of important data and statistics about your website. It is an easy way to learn about your audience, analyze visitor traffic, sources and flow, and trace the customer path. Track multiple websites, blogs, Facebook pages, videos, mobile apps, and more. Get in-depth insights you can turn into action.

UNDERSTANDING THE COMPLEX CUSTOMER PATH

Multi-Channel Funnels are just one of the many types of reports you can access with Google Analytics. With these reports you can measure and analyze the entire customer path from initial engagement to conversion and understand the true influence of all the channels on your results. See how customers interact with search, social, display, email and more before the final conversion takes place.

2 [Yahoo® Marketing Dashboard](#)

Designed specifically for small businesses, the Yahoo Marketing Dashboard tracks metrics such as time spent on site, bounce rates, and page views. It can also track the performance of Facebook business pages that have 30+ likes, Constant Contact® email campaigns, and OrangeSoda™ managed SEO and paid search campaigns.

Social Media

Any B2B or B2C organization that wants to compete effectively in today's marketplace must include social media as part of its digital marketing strategy. Social media is essential for content marketing, building customer engagement, increasing leads, managing your brand's reputation, and growing awareness.

3 [HootSuite](#)

HootSuite allows you to manage your social media channel strategy all in one place. The free version enables you to add up to 5 social media profiles and do things like schedule posts, track who is interacting with your brand, and gain insights through basic reports.

4 [SmartBrief](#)

Keep tabs on what's going on in your industry with SmartBrief. This free tool allows you to select the topics that you are most interested in (i.e. business, finance, health care, etc.) and receive a daily email with the top news stories relative to the topic from multiple sources.

5 [Tagboard](#)

Get a better view of the social conversations pertaining to your brand, product, competition, or industry with Tagboard. This free tool allows you to conduct hashtag searches across Twitter, Instagram, Facebook, Vine, Google +, and App. net, and displays the results in one easy-to-read feed.

TURN LEMONS INTO LEMONADE

With HootSuite you can easily monitor the entire social picture of your brand. If the conversation is positive, you can continue to foster good relationships. If it's negative, you can address concerns immediately and regain control of the situation. Track and react in real time!

Search Engine Optimization (SEO)

If you are not on page one or two of the search results, chances are you are missing out on a lot of potential customers. From keyword research to landing page creation, search engine optimization incorporates numerous on-page and off-page elements in ways that can help your website rank higher.

6 [Google Trends™](#)

What keywords are generating the most interest in your industry? Find out with Google Trends. Access data and forecasts on a specific keyword term relative to the total global search volume. Results include a graph reflecting interest over time, a list of top searches and rising searches, and a map showing interest in different countries. You can click on each country to get details of regional interest by subregion, metro area, and city.

8 [Google & Bing® Webmaster Tools](#)

After putting all that effort into designing and developing your website, you want to be sure the search engines are able to find it. These are two separate free resources – one for Google and one for Bing – that show how each respective search engine views, crawls, and indexes your website. You'll receive detailed reports and diagnostic information on potential issues that could be affecting your site's performance and visibility.

9 [Google PageSpeed™](#)

Slow loading web pages are frustrating for your site's visitors and can ultimately result in lower conversions and lost sales. With the Google PageSpeed family of tools you can analyze your site's performance across a variety of devices, install browser extensions, and implement best practices so that your web pages will run faster.

7 [SEO Book](#)

This website is a source for many free search engine optimization tools. Set up a free account for access to free Firefox extensions, a keyword suggestion tool with detailed statistics, a spider test tool, and other features.

MOVE YOUR SITE INTO THE FAST LANE

Reduce your web page loading time without having to change your content with the free Google PageSpeed module. Depending on your web page's needs, the tool can resize images, re-encode images, combine and minify JavaScript and CSS files, remove unused meta data from each file, and much more. Use this tool to optimize your existing web pages or to apply best practices as you test new pages.

Paid Search

Target your advertising with paid search. With free Internet marketing tools that help you find keywords and analyze campaigns, you can make your brand stand out and increase your ROI.

10 [Google AdWords™ Ad Preview and Diagnosis Tool](#)

If you are currently running a Google AdWords campaign, this free tool allows you to see what searchers see when your ad is triggered without increasing impressions or affecting its performance. Choose your desired Google domain, language, device, and location to verify your ad is running and view its appearance.

12 [Google Keyword Planner](#)

Whether you are new to paid and organic search or have experience in these search engine marketing channels, the Google Keyword Planner is a great tool for building out campaigns. Log in with a Gmail account, access the "Tools and Analysis" menu and use the Keyword Planner to start researching keywords and getting historical statistics and traffic estimates. This type of information can help you identify targeted keywords and ad groups so you can better plan your SEO and paid search strategy and budgets. The tool can also give you recommendations for ad group structure and can scan a URL you provide for keyword ideas based on the content of a page.

11 [Bing® Ad Preview Tool](#)

Similar to the Google AdWords Preview and Diagnosis tool, this tool enables you to see a preview of your paid search ad based on your chosen Bing domain, language, and location. It also won't impact clicks or impressions.

GET MORE BING FOR YOUR BUCK

Many brands are unaware that Bing is taking up an increasingly larger share of the search engine market. If you want to diversify a strictly Google-focused paid search campaign, consider Bing. It is a good way to add volume and visibility, often at a significantly lower cost.

Content

Creating and marketing relevant, valuable, and original content can help attract and engage your target audience. Whether it's a white paper or a webinar, compelling content is an important complement to any SEO or social media strategy.

13 [Content Strategy Generator Tool](#)

You know your business needs to generate more web content, but where do you begin? The Content Strategy Generator is a powerful tool that can help you come up with great ideas for blog posts, web pages, white papers, videos, infographics, and more. Enter your desired keyword into the search query and the tool will search the web's most popular sites including Google News, Bing News, Digg, Reddit, and YouTube for content related to your keywords. Use the tool as a starting point for generating your own unique content.

14 [Copyscape](#)

You've worked hard to develop valuable, original web content. Make sure someone isn't plagiarizing it with Copyscape. Simply type in the URL of

your web page and this free service will search the web and identify sites that have plagiarized your content.

15 [PR Log](#)

Distribute your company press releases for free with PR Log. This online press release submission and distribution service will distribute your press release to search engines and PRLog RSS feed and email subscribers. It includes social sharing features, clickable links, video embedding, one industry listing, three keyword/tag listings, a company profile with logo, basic analytics, and more.

16 [Infogr.am](#)

Visually interesting and containing compelling information, infographics are a smart way to establish your business as an authority and drive

traffic to your website. Create your own infographics in-house with Infogr.am – no design skills are necessary! Featuring tools for easy editing, the free version gives you access to design, graph, and chart templates you can customize to illustrate your data or story.

BUILD BUZZ WITH PRESS RELEASES

Press releases can generate buzz and visibility for your brand. When writing press releases keep in mind that they must be written as timely news, not advertising. A few topics that typically make effective press releases include winning an award, introducing new products or services, announcing new hires or clients, opening a new location, participating in an event or philanthropic activity, and publishing a report.

Email Marketing

Reach your target market – and help obtain measurable results – with email marketing. An effective email campaign is a cost-effective way to connect with your customers, communicate your messages, build loyalty, and increase leads.

17 [MailChimp®](#)

Email marketing is targeted and measurable, and with MailChimp, it's free for fewer than 2,000 subscribers. Design and send up to 12,000 emails per month featuring promotions, coupon codes, company news, and more. You can also share the email across social networks, track its performance, and analyze subscriber activity.

IT'S ALL IN THE SUBJECT LINE

The subject line is critical to getting your email opened. There are several free tools, including the Lyris ContentChecker, that allow you to test your email's subject line to see if it will be labeled as "spam." When writing a subject line try to use words that introduce urgency like "limited time" but avoid spam filter red flag words like "act now" or "guarantee." You should also stay away from using all capital letters and exclamation marks.

18 [Lyris™ ContentChecker](#)

Make sure your email doesn't get delivered to a junk box. Just enter the subject line and body content of your email into the Lyris ContentChecker and you'll receive a "spam score" which will give you an idea of how your email will be filtered and routed. You'll also get recommendations on how to alter your email so that you can increase its deliverability.

Mobile Optimization

With more and more consumers searching and shopping on mobile devices it is essential that you consider how all your users experience your website. Optimizing your website for the mobile user can help improve conversions, maintain brand identity, engage visitors through mobile-specific features, and help your search engine rankings.

19 [HTML5 Up](#)

Responsive design gives your site's visitors an optimal view of your website no matter what device they are viewing it on. HTML5 Up is a website that offers a full portfolio of free and customizable responsive design templates built on HTML5 and CSS3.

20 [AddThis](#)

Designed for mobile, tablet, and desktop, AddThis Smart Layers adds multiple social plugins to your site with one piece of code without disrupting your content. Get more traffic and increase site engagement by showing social tools such as Facebook, Twitter, LinkedIn, Google +, and Pinterest, as well as content recommendations.



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