

The Ultimate Inbound Marketing Toolkit



Wordtracker

Keyword Research Tool



Conduct detailed keyword research & identify competition for your keywords.



Google Adwords Keyword

Keyword Research and Discovery Tool

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Conduct detailed keyword research from hundreds of keyword suggestions.



Bing Keyword Research Tool

Keyword Research and Discovery Tool

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Conduct keyword research for sites you submit to Bing.



Übersuggest

Keyword Suggestion Tool



Übersuggest takes your main keyword, adds a letter or a digit in front of it, & extracts hundreds of suggestions for it.



Majestic SEO

Backlink Checker and Site Explorer



In-depth site ranking & backlink information.
Perfect for SEO monitoring & competitor
research.



Freemium

SpyFu

Competitor Keyword Research & SEO
Reporting Tool



Get unmatched insights on your competitors' keyword data & generate outstanding reports for clients.



HitTail

Keyword Suggestion Tool



A simple tool that makes suggestions based on the search terms that are already bringing people to your site.



Open Site Explorer

Backlink Analysis Tool



Provides detailed data about your or your competitors' backlinks & then evaluates the algorithmic weight of those pages & domains.



PageRank Status

SEO Chrome Extension



Provides instant access to Google PageRank & Alexa Rank of any web page.



Free

Google Webmaster Tools

Google's SEO Tool for Webmasters

.....



Get data, tools and diagnostics for a healthy, Google-friendly site from the search giant themselves!



SEO Tools for Excel

SEO Excel Add-on



Adds popular SEO functions like LinkCount & CheckBackLink to Excel. You can even link your Majestic SEO or SEOlytics account.



Free

Analytics



Google Analytics

Web Analytics and Reporting Tool

.....



An accurate, free tool to measure site visitors, conversions & so much more.



Crazy Egg

Website Clicks Analyzer Tool



Visual heatmaps and scrollmaps to show where your visitors click & navigate.



Compete

Site Traffic Data Estimator



View traffic data for over 1 million sites worldwide.



ClickTale

Heatmaps, Usability and Web Analytics Tool

.....



Analyze everything from visitor recordings, mouse move heatmaps & click heatmaps to conversion funnels & more.



Freemium

Localytics

Analytics Tool for Mobile & Web Apps



Complete real-time analysis for mobile & web apps.



Freemium

KISSmetrics

Customer Intelligence and Web Analytics Tool

.....



Track where visitors come from, what they do & who purchases. Complete customer intelligence & website analytics in one tool.



RJMetrics

Ecommerce Analytics Tool



Measure high-value business metrics like Churn Rate, CLV, Cohort Analysis, Repeat Purchase Rate & so much more.



Chartbeat

Real Time Website Interaction Data Tool

.....



Analyse in real-time where your visitors are from, what they're doing & how engaged they are.



Geckoboard

Business Metrics Dashboard



Track everything from uptime to traffic to conversions & other key business KPIs in one beautiful dashboard.



Mixpanel

Complete Web and Mobile Analytics Suite

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Mixpanel's refreshing interface combined with a focus on tracking actions & not views makes it a forerunner in the analytics space.



Freemium

Content
Marketing



Editorial Calendar (WP Plugin)

Editorial Calendar plugin for Wordpress

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Schedule & assign your Wordpress posts easily from the WP admin panel.



Free

Brightpod

Editorial Calendar & Task Management Tool



Powerful editorial calendar built within a task management app. Now plan all your marketing campaigns in one place.



Freemium

Piktochart

Infographic Creation Tool



Create beautiful infographics & data visualizations in an easy-to-use WSIWYG editor.



Scribe

Content Marketing Tool



Conduct keyword research, optimize your content for SEO, improve internal linking & connect with influencers.



Headline Analyzer

Headline Analysis Tool



Create effective, emphatic headlines for your blog posts or presentations in a jiffy!



Inbound.org

Content Discovery and Discussion Forum



Discover the best marketing content from the greatest marketers. All your inspiration in one place.



Headline Split Tester (WP Plugin)

A/B testing tool for Wordpress



Lets you test & analyze alternate headlines for each wordpress post.



Google Drive

Document Collaboration & Cloud Storage Tool

.....



Create & collaborate on documents, spreadsheets & presentations all in one place.



Yoast (WP Plugin)

SEO plugin for Wordpress



The most comprehensive SEO plugin for
Wordpress.



Skyword

Content Marketing Suite



Recruit from among 20000 writers,
plan promote & measure your content.



Email
Marketing



Mailchimp

Complete Email Marketing Tool



End-to-end email marketing. Create & send beautiful newsletters, manage subscriptions & more.



Freemium

Litmus Subject Line Checker

Visual Subject Line Checker



Instantly check how your subject line will look in various email clients.



Free

Campaign Monitor Template Builder

Email Newsletter Template Builder



Create sensational newsletter templates
with Campaign Monitor's dead-simple
WSIWYG editor.



Email Subject Line Spam Checker

Email Subject Line SPAM Checker



Instantly check your email subject lines' SPAM score. Remember, over 35% of SPAM is detected from an email's subject line.



Newsletter Spam Test

Email Newsletter Spam Analyzer



Analyze the 'Spammyness' of your email newsletters with a single click.



Free

Email Blacklist Check

Email Server Blacklist Checking Tool

.....



Check to make sure your email server hasn't been blacklisted.



Free

Social
Media



Followersonk

Twitter Followers Search & Analysis Tool

.....



Search for influencers, sort Twitter followers & analyze the impact of your campaigns on your network.



Freemium

Tweriod

Tool to find the best times to Tweet

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Tweriod analyses your networks activity & determines the best times for you to tweet.



Freemium

Buffer

Social Media Scheduling Tool



Share your content at pre-selected preferred times throughout the day.



Freemium

Hootsuite

Social Media Dashboard



Plan, share, monitor & analyze multiple accounts with this comprehensive social media marketing suite.

 Freemium

Mention

Media Monitoring Tool



Monitor brand mentions on social networks, news sites, forums, blogs or any web page



Freemium

Source Metrics

Social Media Tool for Ecommerce Companies



Helps ecommerce vendors run social media campaigns, generate leads & track direct ROI from social media.



Topsy

Search and Analytics Tool for the Social Web



Unmatched tool for influencer identification, custom reports & social media monitoring.



Freemium

Tweetdeck

Social Media Monitoring and Scheduling Tool



Ideal tool for monitoring multiple social media accounts, competitors & searches.



Simply Measured

Social Media Analytics and Reporting Tool

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Accurate tool to monitor social media results. Covers all major social networks from Twitter & Facebook to Instagram & Vine.



Blogger
Outreach



MyBlogGuest

Guest Blogging Community



Highly engaged community to help businesses find guest bloggers & help writers find relevant blogs.



BlogDash

Blogger Outreach Tool



Find the right bloggers to review your product. It even offers a turnkey solution for businesses with an outreach expert.



Freemium

Blog Friendly PR

Blogger Outreach Community



Hire bloggers & target the right bloggers
for relevant campaigns.



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