

# Required Tools

## 1. Analytics and Tracking Tools

- **Google Analytics:** Tracks user behavior, traffic sources, and conversions

## 2. Tag Management

- **Google Tag Manager (GTM):** Simplifies the deployment of marketing tags (e.g., analytics, pixel tracking) without modifying the website code.

## 3. SEO Tools

- **Ahrefs API Integration:** Tracks backlinks, keywords, and domain rankings.
- **Yoast SEO (for React frameworks like Next.js):** Optimizes on-page SEO.
- **SEMRush API Integration:** Provides SEO analytics and keyword tracking

## 4) Page speed tool

Page Speed Insight

## 5) Marketing Automation Tools

**ActiveCampaign:** Combines email marketing, automation, and customer tracking.