

Day 3

Key Word Research tool for SEO

Free Tool

1 Google KeyWord Planner

2 Most Keyword Exploer

3 KeyWord Surfer

4 Keyword Tool.Io

5 Question DP

Paid Tool

1 Ahref (Site Audit Tool)

2 Semrush (Popular Tool)

3 SEO Adda Tool

Key word = Search Volume High Search Volume low



Finds and execute the task directly on the browser without use of a website (only with the extension)



Plagiarism Checker

Digital marketing encompasses all marketing activities that utilize digital platforms and technologies, including the internet and mobile devices, to connect with customers. It aims to increase brand awareness, drive sales, and promote goods or services through various online channels and techniques.

Plagiarism	0%
Exact Match	0%
partial Match	0%
Unique	100%



Semrush Tool

Semrush: A Powerhouse for Digital Marketing Insights

Semrush is a comprehensive and widely-used software-as-a-service (SaaS) platform designed to be an all-in-one suite for digital marketing professionals. It provides a vast array of tools that offer valuable insights into a website's online visibility, helping businesses to improve their online marketing strategies and gain a competitive edge.

Is a paid tool to check and search and it has more options in that Seo , traffic market , Local , Content writing with AI



Google Adscence

AdSense is a free tool for the Digital Marketing and Seo check

Google AdSense offers several tools to help publishers maximize their earnings. Key tools include:

- **Performance Reports:** Found within the AdSense dashboard, these reports provide detailed insights into

your earnings, showing which ad units, pages, and traffic sources are performing best by tracking metrics like CPC, RPM, and CTR.

- **Auto Ads:** This is an AI-powered tool that automatically scans your site and places ads in optimal locations, simplifying ad management and potentially increasing revenue without manual effort.
- **Google Analytics Integration:** By linking AdSense with Google Analytics, you can get a deeper understanding of your audience's behavior, which helps you create content that attracts more visitors and earns more ad revenue.
- **Third-Party Optimization Tools:** External tools like heatmaps (e.g., Hotjar) help you visualize where users click the most, allowing you to strategically place ads for higher visibility and engagement.