

56 SEO & Inbound Marketing Tools

That Actually Work



SMA Marketing

ABOUT THIS EBOOK

The goal of this eBook is simple; to provide you with tools we actually believe in. This list is made up only of tools we have actually used ourselves and believe do a great job.

SEO & Inbound marketing are essential to any business wanting to grow their reach and revenue using the internet. As more and more people search the Internet for products, reviews, insights, and advice, you have an opportunity to attract new customers every second of the day as long as the right marketing plan is put into place.

In addition to creating useful content that will grab the attention of your target audience, having and using the right set of powerful marketing tools can help ensure your success. Below we have compiled a list of 56 awesome SEO and Inbound Marketing tools you can use to get the most out of your efforts.

56 SEO & INBOUND MARKETING TOOLS

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This symbol indicates an "Agency Pick" which means it's a tool we currently use in our Inbound and SEO tool box.

1

ALL-IN-ONE

TOOLS

HUBSPOT ☆

WEBSITE:

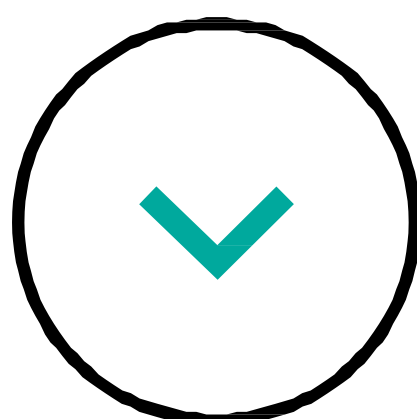
hubspot.com

PRICE:

\$50/month and up

The beauty of HubSpot is that it features the combined power of an inbound marketing platform with dynamic sales software to make your overall job of attracting browsers and turning them into customers an easy one. If you are looking for one piece of software to streamline your sales and marketing efforts, Hubspot is simply the best there is.

Forget about completing tasks manually – use HubSpot to schedule content publications, effectively manage email accounts, track contacts, and monitor your team's progress all with the click of a few buttons. With HubSpot, you'll find that everything you need - from creating landing pages and managing leads to incorporating calls-to-action, managing your blog and getting powerful analytics to drive your marketing in the right direction.



LEADSIUS

WEBSITE:

leadsius.com

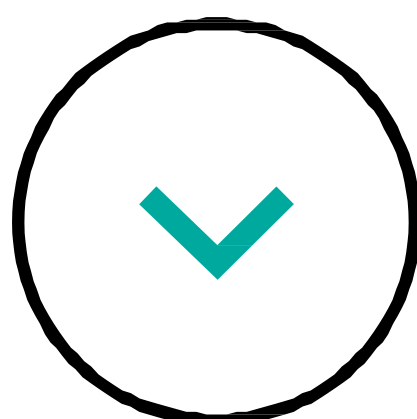
PRICE:

Free up to 2500

\$55/month and up

If you're a small business owner who wants to do more than just email blasts and click-funnels, Leadsus is the perfect tool for you.

While it doesn't have all the bells and whistles like Hubspot, this entry-level inbound marketing software can pack a pretty big punch. Their software is focused around the needs of everyday SMB's that want to create a more personal marketing experience.



RAVEN TOOLS

WEBSITE:

raventools.com

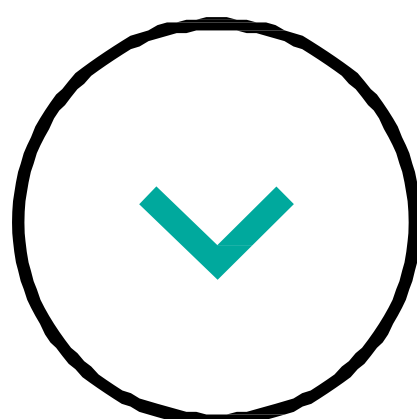
PRICE:

\$79/month and up

It's always a good idea to complete a full audit on your website before beginning any serious marketing efforts, and Raven makes the process an easy one – especially if your time is limited. The Raven system enables you to catch SEO issues and track their fixes to ensure a successful outcome.

Raven also allows you to create dynamic social media campaign reports in a matter of mere minutes, track multiple social media accounts at the same time, and generate in depth reports on social metrics that matter the most for your business.

Their link building tools are powered by data from some of the world's best sites like Majestic and Moz. Comprehensive online marketing reports are other aspects to take advantage of when working with Raven. Whether you're a small or large agency, Raven is one of the best SEO suites on the market.



MAILCHIMP

WEBSITE:

mailchimp.com

PRICE:

Free to \$79/month and up

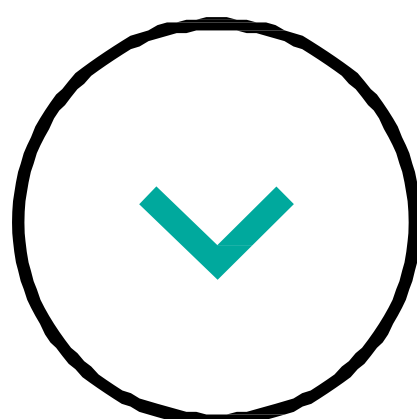
While this company started out as an email marketing tool, it's evolved into something much bigger!

MailChimp now allows users to create:

- Email
- Landing pages
- Postcards
- Signup forms
- Google remarketing ads
- Facebook ads

It also connects with a number of third party CRMs and can automate much of the marketing process for small to midsize businesses.

One of its biggest selling points is that you can use most of the tool for free!



2

ANALYTICS &

RESEARCH

ADWORDS KEYWORD PLANNER TOOL

WEBSITE:

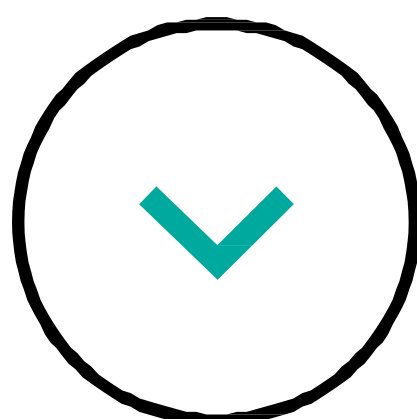
adwords.google.com/KeywordPlanner

PRICE:

Free

With the AdWords Keyword Planner Tool, you can determine how a list of keywords will perform for a given Search Network campaign and create dynamic keyword groups by multiplying several different lists of performing keywords together.

This impressive tool can be used to search for new keyword ideas using websites, categories, and phrases, and then to get historical statistics and traffic forecasts for those keywords so you can easily determine which should be used in your campaigns. Keyword Planner can also help you choose competitive bids and budgets for the keywords that will be used within your AdWords campaigns.



AHREFS

WEBSITE:

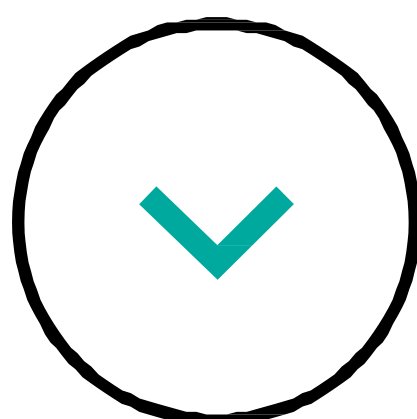
ahrefs.com

PRICE:

\$99/month and up

aHrefs is a straightforward and easy-to-use online tool that allows you to track your brand mentions, keywords, and backlinks, so you know exactly how they're performing at any given time.

With the click of a mouse, you can get your hands on detailed backlink data for any URL of your choosing. You can also quickly analyze the search traffic of your competitors and discover what kind of content is working well within your particular niche.



BING WEBMASTER TOOLS

WEBSITE:

bing.com/toolbox/webmaster

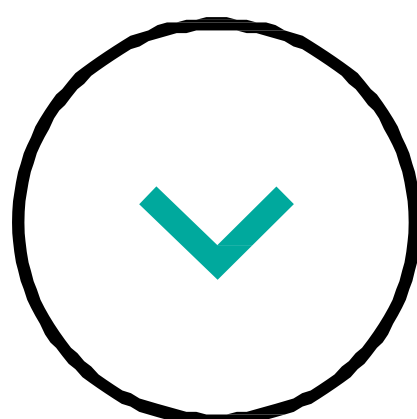
PRICE:

Free

You'll find it easy to figure out how you can improve and enrich your site for your visitors and search engines using Bing Webmaster Tools.

After scanning your site upon request, Bing Webmaster Tools makes insightful content and structural recommendations that are designed to help increase your overall traffic flow.

You can also use the service to determine the interest trends of people all over the world, so you know where to expand your market next. Expect to increase your presence in Bing's search engine results by using Bing's webmaster tools to optimize your site.



GOOGLE ANALYTICS ★

WEBSITE:

google.com/analytics

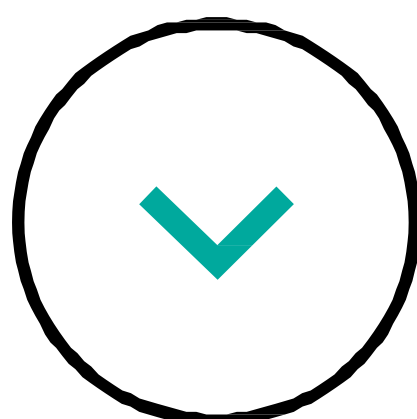
PRICE:

Free

Using Google Analytics is one of the most effective ways to gain both customer and advertising insights, so you can execute a profitable marketing strategy that outperforms your competition on a regular basis.

As the most widely used website analytics service provider, Google Analytics offers tools and resources that are second to none when it comes to tracking traffic, activity, trends, and even buying habits among your website visitors.

The service is integrated with AdWords, which gives you the power to ensure that your marketing investments are worth every penny.



GOOGLE SEARCH CONSOLE

WEBSITE:

google.com/webmasters/tools

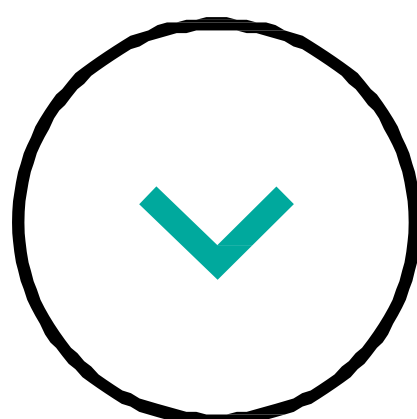
PRICE:

Free

An awesome way to optimize and maintain your presence in Google search results is to make use of Search Console.

This free service allows you to submit new content for the search engine to crawl, as well as remove old content you no longer want catalogued. You can also monitor and address spam issues, which effectively keeps your site clean and ready for crawling.

With Search Console, you're even able to learn what sites are linking to you at any given time, determine which queries result in your presence in the search engines, and monitor mobile site performance



SEMRUSH ☆

WEBSITE:

semrush.com

PRICE:

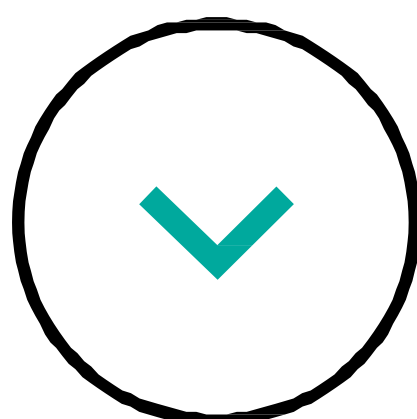
\$99.95/month and up

[14-day free trial](#)

You'll find a large suite of tools to take advantage of at SEMrush including the ability to collect data on competitor websites, check the health of your own site, and gain insight into profitable keyword rankings all in one place.

You can expect SEMrush to provide you with expert keyword and backlink strategy recommendations as well as monitor your local, regional, and national SERP positions for any keyword you're concerned about.

SEMrush also offers an in-depth social media tool that will keep you up-to-date about what your competition is up to.



SERPSTAT★

WEBSITE:

serpstat.com

PRICE:

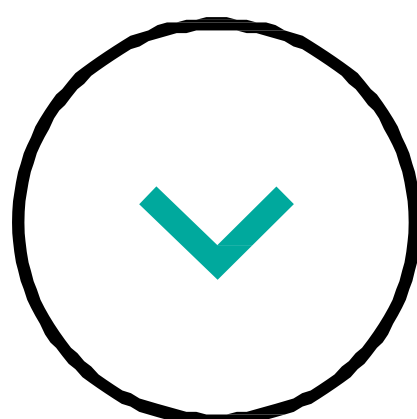
Free

Good search marketing takes good data. Serpstat is a powerful SEO and Growth Hacking tool that give your a complete few of your sites health, opportunities for growth and helps you uncover new opportunities.

The “search questions” feature is a great tool for content marketing research.

There are a number of pricing options for single site users to full-scale agencies. Plus, they have a free version which is really great.

If you are looking for a tool with great research data with a lot of other perks like backlink analysis, dashboards, rank tracking and more, Serpstat is worth a look.



WORDSTREAM'S ☆ FREE KEYWORD TOOLS

WEBSITE:

wordstream.com/keywords

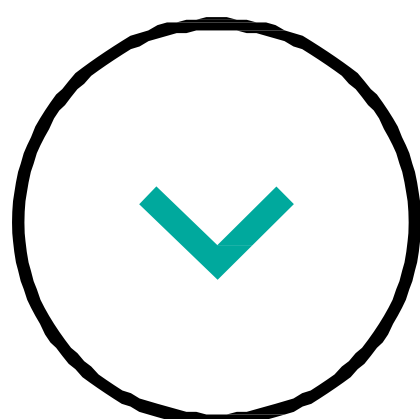
PRICE:

Free

Easy to use, free, and effective, Wordsteam's free keyword tools are designed to give your content marketing campaigns to a more competitive edge.

In addition to one of the most comprehensive keyword suggestions tools online, Wordstream provides free access to a quality keyword niche finder that provides structured keyword suggestions as opposed to disorganized lists.

You'll also enjoy using Wordstream's keyword grouper service that helps you sort your lists of keywords into workable groups for text advertisement development.



3

BROWSER

TOOLS

SEO QUAKE ☆

WEBSITE:

seoquake.com

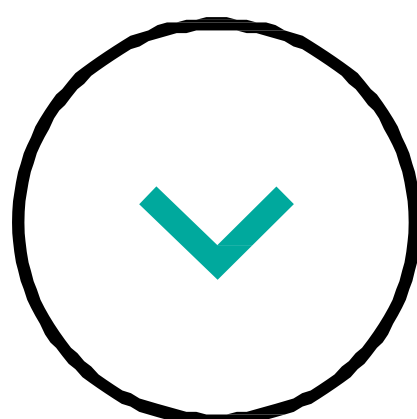
PRICE:

Free

This is one of the best SEO browser extensions on the web. It's built and maintained by SEMRush, but does not require a SEMRush license to use.

With this extension, you can Check any webpage for a huge selection of SEO parameters on the fly.

If you are serious about SEO and need great data fast, this is one must-have browser extension.



POCKET

WEBSITE:

getpocket.com

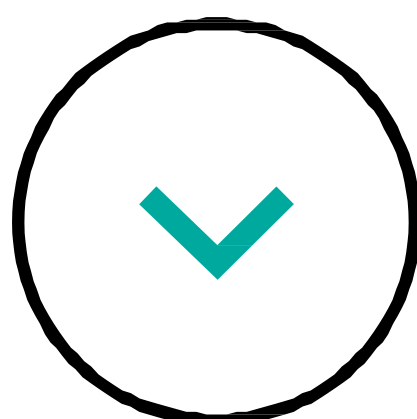
PRICE:

Free

Pocket is a powerful browser add-on and app that allows you to save website pages that you can access on any device.

One of the key components to inbound and SEO is content, and research can be very time consuming. Using Pocket, you can save articles, stats, facts and more to access at any time in the future.

Another great feature is Pocket can even email your favorite articles right to your inbox!



MAJESTIC BACKLINKS ANALYZER ☆

WEBSITE:

majestic.com/majestic-widgets/plugins

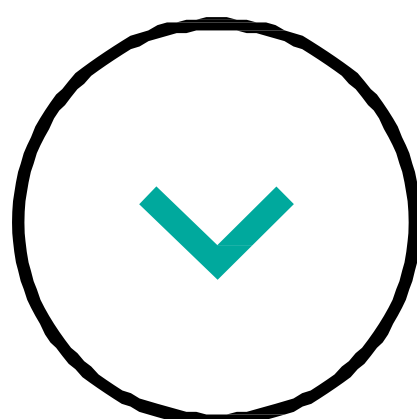
PRICE:

Free

Simply put, Majestic Backlinks Analyzer allows you to see SEO flow metrics for any URL within your browser.

The analyzer can be used to draw backlink information from Majestic Site Explorer, which provides a summary of the number of backlinks and the referring domains of a given website that you're researching.

Use Majestic Backlinks Analyzer daily to stay on top of older links that are in danger of becoming broken.



MOZ SEO TOOLBAR ☆

WEBSITE:

moz.com/tools/seo-toolbar

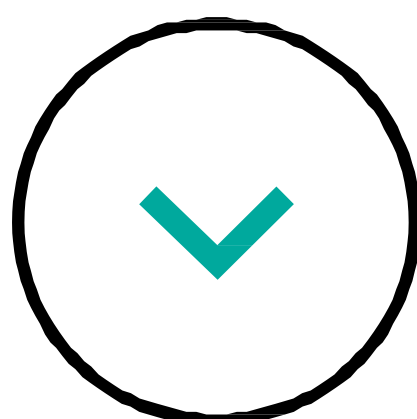
PRICE:

Free

The MOZ SEO toolbar gives you the power to access powerful SEO and search tools while you're browsing the Web.

You can check out a variety of SEO metrics of any site you are visiting at a glance, and expose SEO page elements using the Analyze Page Overlay function. It's also possible to determine how difficult it would be to rank with specific keywords, so you can more effectively build a winning content strategy.

With the help of the MOZ SEO toolbar, you should find it easy to view social metrics for popular sites like Facebook and Twitter, too.



NAME2EMAIL

WEBSITE:

name2email.com

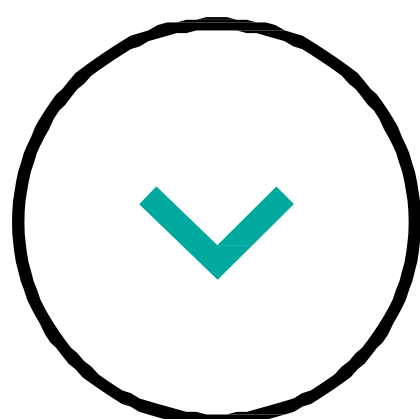
PRICE:

Free

Whether you are prospecting for new businesses or trying to build links, email is a powerful tool. What do you do if you don't know the email address of the person you are trying to contact?

Name2Email allows you to find email based on someone's name right from Gmail. Just by entering a person name, last name, corporate domain name into "To field" of your Gmail account and let the tool do the rest.

It will automatically generate most common corporate email address patterns for this person giving you a better chance to connect.



4

CONTENT

MARKETING TOOLS

TRENDEMON ★

WEBSITE:

trendemon.com

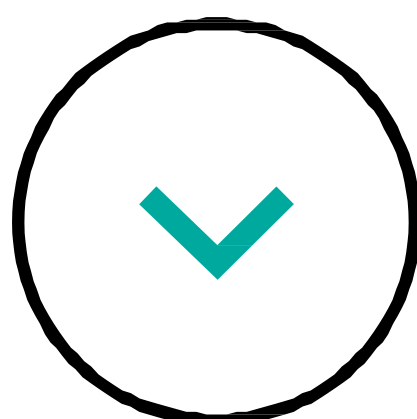
PRICE:

Contact for pricing

Trendemon allows you to see how many successful customer journeys were actually affected by your marketing efforts. You will be able to discover how every piece of content, channel or event affect your goals.

Another great feature is content personalization. By personalizing content experiences in real time you ensure that your message is delivered at the right time. With Trendemon, you can create performance-driven content recommendations and calls-to-action to automatically boost website conversion rates.

Knowing which content to create for every stage of the journey is something many companies struggle with. This tool empowers your content creators with performance data to better align your marketing efforts.





WEBSITE:

canva.com

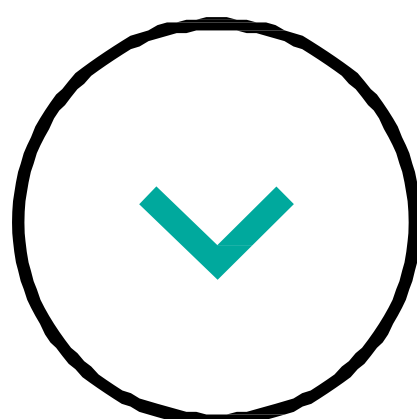
PRICE:

Free - \$1 per premium image

Creating eye-catching graphics and designs for your online content can get pretty pricey when working with a professional graphic designer, and super time consuming when working with design software yourself.

With Canva, you can create your own stunning designs in a matter of minutes by simply dragging and dropping your favorite fonts, graphics, and photos into the program's design tool.

The program's design tool comes complete with a photo straightener, image cropper, speech bubble maker, and graphic enhancer that can turn any graphic into a unique design that's **all** your own.



BUZZSUMO ☆

WEBSITE:

buzzsumo.com

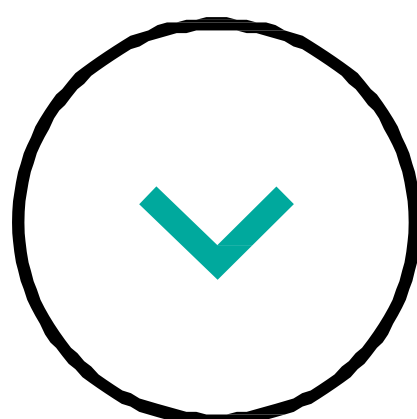
PRICE:

Free - \$500+

Buzzsumo is the go-to tool for many of the internet's top content creators. This tool allows you to analyze how content and topics are trending and performing online.

Some main features include:

- **Powerful Content Insights:** Discover the most-shared content across all social networks and run detailed analysis reports.
- **Influencer Amplification:** Find influencers in any topic area and review the content they share and amplify.
- **Content Alerts:** Be the first to see content mentioning your keyword; or when an author or competitor publishes new content.
- **Competitor Analysis:** Track your competitor's content performance and do detailed comparisons.



GOOGLE TRENDS ☆

WEBSITE:

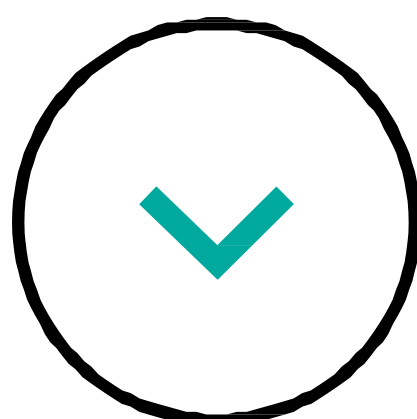
google.com/trends

PRICE

Free

Keeping track of how various keywords perform in search engines is easy to do with the help of Google Trends. The tool allows you to determine how often particular phrases, keywords, and even subjects have been searched for within a specified period of time.

You can query up to five keywords or phrases at once to learn how often they've each been searched for in Google during the time parameters that you select, which should help you determine which of your preferred keywords will perform best in the search engines should you include them in your content development strategy.



PIKTOCHART ☆

WEBSITE

piktochart.com

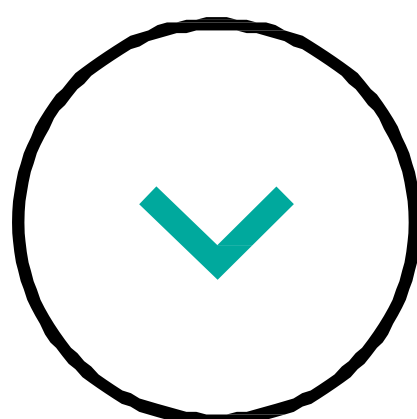
PRICE:

Free - \$52/month and up

Piktochart offers the opportunity to create vibrant infographics within a straight-forward editing tool, featuring thousands of icons and images that you can use as you please.

Piktochart incorporates a point-and-click application that gives you full control over the background colors, font types, banners, and graphics of your infographics. Create your infographics from scratch, or choose from more than 400 templates.

There are also a variety of ready-to-use graphics that can be incorporated into your infographic designs. You can even download your own charts and maps right into the application during the creation process.



PINGLER ☆

WEBSITE:

pingler.com

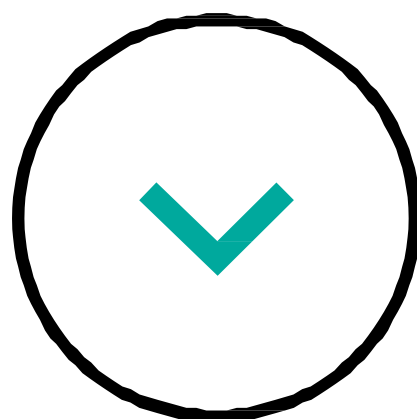
PRICE:

\$2.99/month and up

Pingler makes it convenient to inform search engines, indexers, and crawlers when updates have been made to your website so your pages can be ranked quickly and effectively – and you can choose which terms you'd like to be ranked for.

The website offers the ability to ping your website up to five times a day for free, but with a premium account you can gain access to even more pings as well as social feed services.

Pingler also offers plugins for Firefox, Wordpress, Google Chrome, and Internet Explorer.



PING-O-MATIC ☆

WEBSITE

pingomatic.com

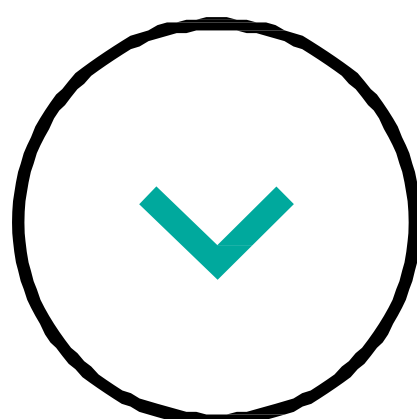
PRICE:

Free

Utilizing Ping-O-Matic is a simple and effective way to automatically let search engines know when updates have been made to your website.

Ping-O-Matic is diligent in scouring the downstream services they use (including Technorati and Feed Bburner) to ensure legitimacy and proper performance, so you can be sure that every submission made on your behalf is of quality.

To use the tool, you only need to input a website name and link then choose which search engines you would like the site to be submitted to. The rest is done for you on the backend, and a confirmation of the submissions should arrive in your email inbox shortly thereafter.



ZERYYS

WEBSITE:

zerys.com

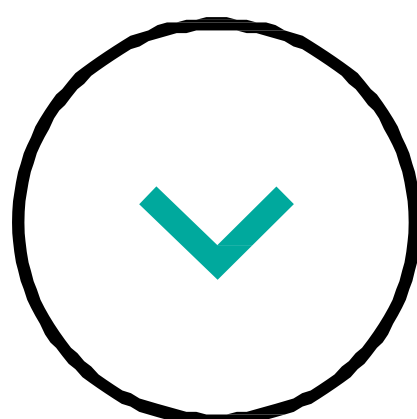
PRICE:

Prices vary based on author and price per word.

Every successful online marketer relies on quality content to drive traffic to their products and services, which is where Zerys comes in. This content marketing software is packed with features that make it easy to establish an authoritative presence within your industry, increase brand recognition among your target audience, and improve your overall conversion rates.

Zerys provides the tools you need to plan an effective content strategy, create high performance topics and titles, as well as plan your editorial calendar months in advance.

In addition, Zerys gives you access to literally thousands of high-quality writers who are sure to help make your online presence shine.



5

KNOWLEDGE

CENTERS

BACKLINKO

WEBSITE:

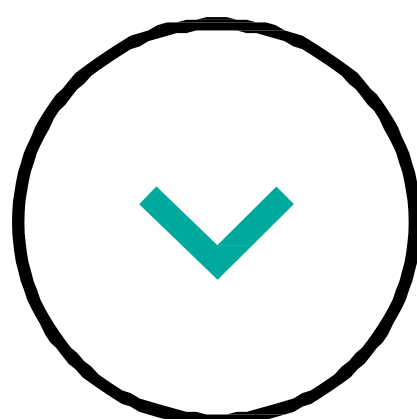
backlinko.com

PRICE:

Free

As one of the most popular SEO websites online, Backlinko publishes fresh content that's packed with actionable advice, in-depth case studies, and insight into proven strategies that you can use to get more traffic, improve your lead capture statistics, and more effectively engage with your visitors.

Brian Dean started Backlinko back in 2010 and has since won the confidence in thousands of marketers, entrepreneurs, and Internet companies around the world, which proves that his guidance and backlink expertise can be counted on.



HUBSPOT BLOG ☆

WEBSITE

blog.hubspot.com

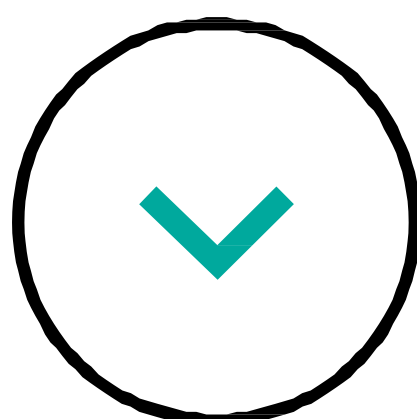
PRICE:

Free

The HubSpot Blog is a great resource for all things related to inbound marketing. This blog has more than 400,000 subscribers and attracts over 4.5 million visitors.

HubSpot makes it easy to stay on trend with the latest marketing, sales, and service tips and news. This site also features an abundance of helpful templates, tools, and resources, many of which are free!

If you're looking to shape up your inbound marketing game, we highly recommend subscribing to the HubSpot Blog.





WEBSITE:

moz.com

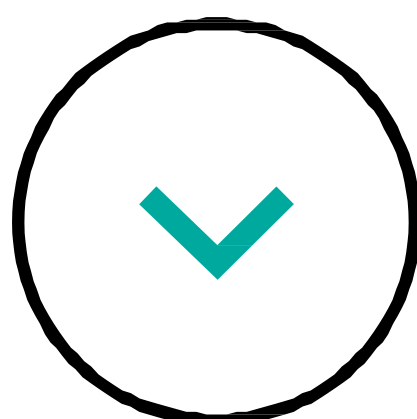
PRICE:

Free

Designed to boost your online visibility and help make crushing the competition a reality, MOZ features a variety of tools that are sure to aid in your search and content marketing endeavors.

With MOZ you can keep track of weekly keyword rankings for your site and those of your competitors, analyze important links that have an effect on your search engine rank, identify and fix SEO issues, and find lucrative optimization opportunities among top-performing content on the Web.

With access to the service's weekly site traffic reports, gauging the effectiveness of each MOZ tool is easy to do.



SEARCH ENGINE LAND

WEBSITE

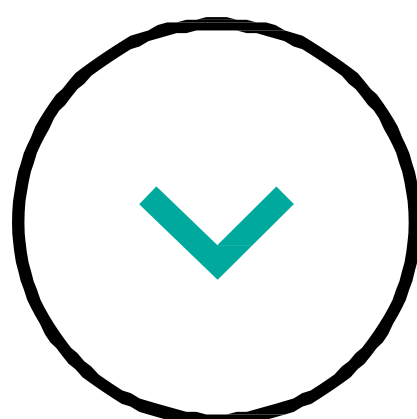
searchengineland.com

PRICE:

Free

Search Engine Land covers all aspects of digital marketing and advertising technology. With Search Engine Land, you can read about breaking news stories, industry trends, popular platforms, and best practices.

Search Engine Land also features contributed articles by industry experts across all digital marketing disciplines, filled with tips and strategies that will help you run successful marketing campaigns.



6

LINK BUILDING

FREE BROKEN LINK CHECKER

WEBSITE

brokenlinkcheck.com

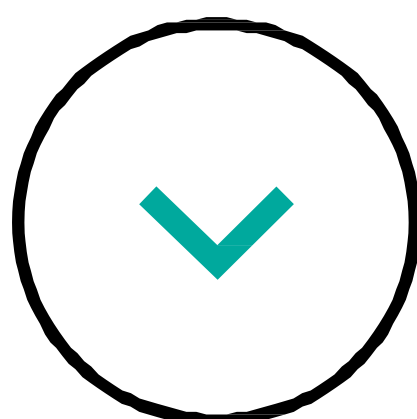
PRICE:

Free

Conveniently check your websites and blogs for broken links, validate your internal and external URLs, and identify specific locations of problematic links using Free Broken Link Checker on a regular basis.

Expect to enjoy lots of flexibility by choosing how and when your reports are delivered. Free Broken Link Checker keeps track of hyperlink issues that have already been reported to you so they are not repeated in future reports unless you specifically request them to be.

The service is capable of crawling a myriad of different types of coding whether based on HTML, PHP, Cold Fusion, JSP, or ASP.JSP, or ASP.



CITATION LABS ☆

WEBSITE

citationlabs.com

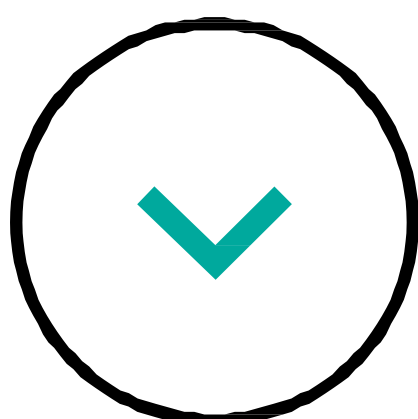
PRICE:

Varies upon service

Citation Labs is a powerful link building system that focuses on reaching your target audience through the development of authoritative content.

Their full-service plan includes a team of experts who will identify your target audience and then plan, write, as well as publish intriguing content for you that builds links, attracts visitors, and ultimately earns you more profits.

Citation Labs also offers self-service options that will allow you to connect with blogs, news sites, and online publishers for link collaboration.



THE HOTH ★

WEBSITE

thehoth.com

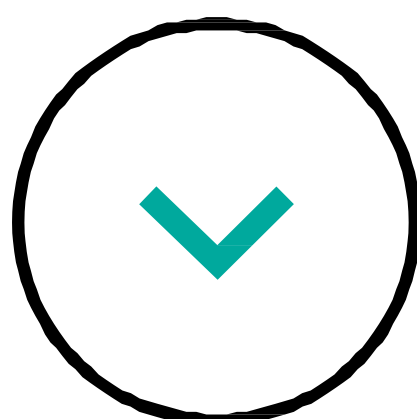
PRICE:

Varies upon service

With help from The Hoth, you can take advantage of managed SEO services without having to hire your own in-house or virtual team. Each Hoth package includes press release production, profile diversification, homepage link building, and audience outreach content creation.

The Hoth even sets you up with a complete consultation and a dedicated manager who will align your objectives and help you put together an effective SEO plan.

You'll be provided with white label reports and rank tracking information, so you're always aware of how effective your campaigns are.



FATJOE ☆

WEBSITE

fatjoe.com

PRICE:

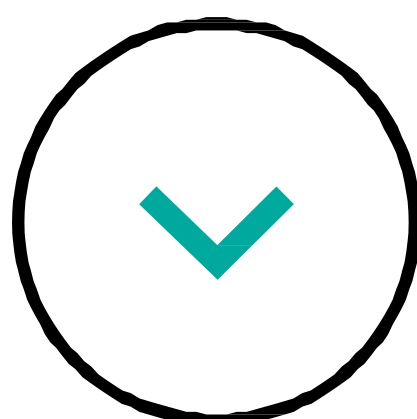
Varies upon service

Similar to The Hoth, with FatJoe you can take advantage of managed SEO services without having to hire your own in-house or virtual team.

This company has some great link building and content distribution options that can help your site get more traffic and rank better in the search results.

Fatjoe has geared their services towards agencies who know they need links, but struggle to do it at scale.

They work on Link Building and Content Marketing campaigns for more than 1,000 Agencies in 12 countries and produce more than 5,000 link placements every single month.



MAJESTIC★

WEBSITE:

majestic.com

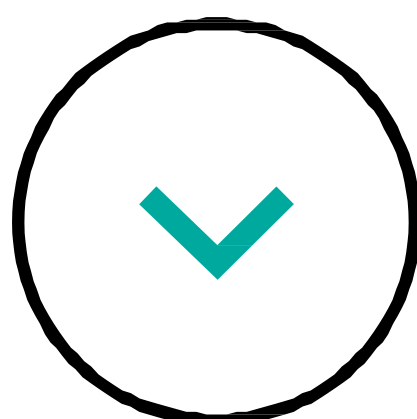
PRICE

\$49/month and up

Majestic features the world's largest Link Intelligence database, offering you the opportunity to discover how websites on the Internet actually connect with one another.

Majestic's site explorer enables you to check out competitor domains in rich detail to gain insight into their performance, as well as the number and variety of backlinks they have.

Additionally, use majestic to find potential clients, improve your social media presence, and even keep track of your SEO team.



7

LOCAL SEO

MOZ LOCAL★

WEBSITE:

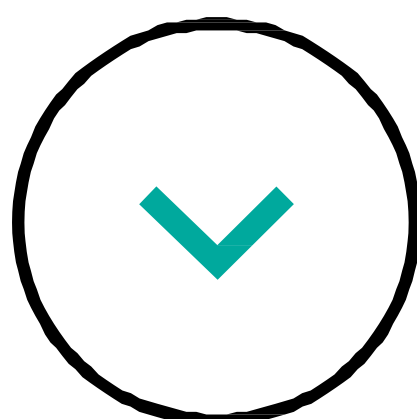
moz.com/local

PRICE:

\$99/year and up

Quickly deliver rich and consistent business listings to your favorite apps, search engines, maps, and directories using Moz Local.

The service enables you to instantly identify duplicate listings, so they can be deleted as necessary, and you don't get penalized. With the help of Google My Business Data formatting, Moz Local automatically syncs all of your listings and ensures that they are always up to date with your latest business information.



BRIGHTLOCAL ☆

WEBSITE:

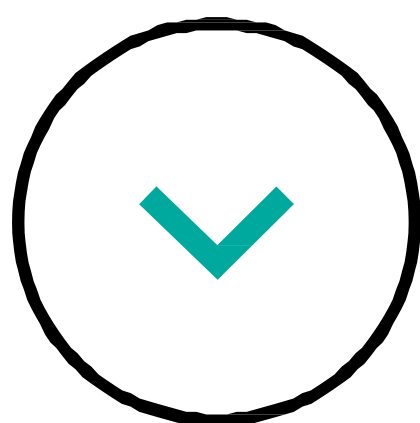
brightlocal.com

PRICE:

\$29/monthly and up

BrightLocal helps marketers working with a local business do their job better. Their tools and services have already helped over 80,000 local marketers deliver success for their brands and clients.

Whether you're looking to boost local rankings, increase online visibility, build citations, develop an amazing online reputation or even grow your marketing agency, BrightLocal's powerful tools make local marketing success simple.



WHITESPARK ☆

WEBSITE:

whitespark.ca

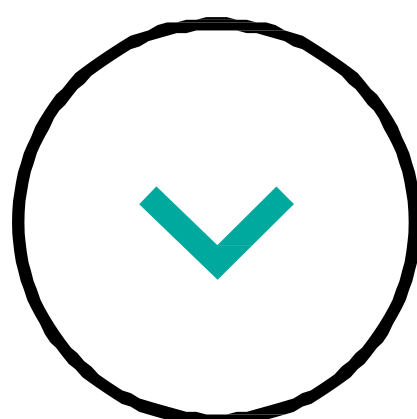
PRICE:

Varies upon service

Local SEO management is a piece of cake with the help of WhiteSpark, as their local search experts do all the legwork for you.

The WhiteSpark team can optimize your website with key terms and content as well as help you get positive reviews, so you can build a strong reputation online. They can also build valuable local citations to help put you a step ahead of your competition.

They'll even track your ranking across organic listings, so you can better understand how customers find you.



YEXT

WEBSITE:

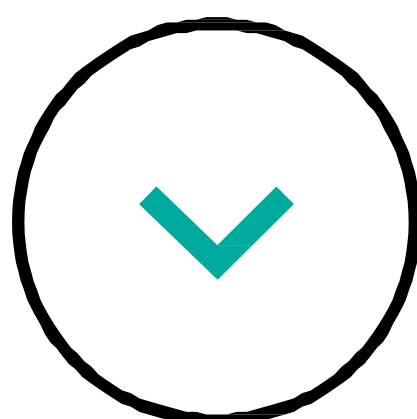
yext.com

PRICE:

\$199 - \$999/year

As a location management platform, Yext provides you with the tools and resources you need to grow and manage your online presence, effectively engage with your customers, and maximize visits to your brick-and-mortar store or website.

Yext's analytics system provides page reporting, keyword insight, and review monitoring services. You can also use the Yext platform to manage local employee workflows, making it easy to optimize your digital presence and protect your brand reputation.



8

RANKING

TOOLS

ACCURANKER

WEBSITE:

accuranker.com

PRICE:

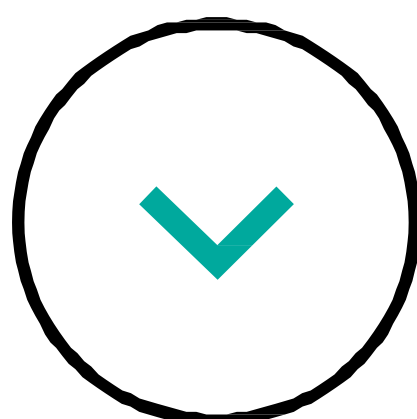
\$49+/month

AccuRanker is the world's fastest, most accurate rank-tracker. Their software provides over 20,000 customers the features they "can't live without."

In-depth analytics combined with a powerful infrastructure takes guesswork out of the equation by providing up-to-date and accurate data, fast.

The cloud-based platform means that no matter whether you're keeping it local or going global, it's possible to get great insights on keyword performance for both desktop and mobile on Google and Bing.

AccuRanker puts you in control and enables agility in a competitive online marketplace.



SERPFOX

WEBSITE:

serpfox.com

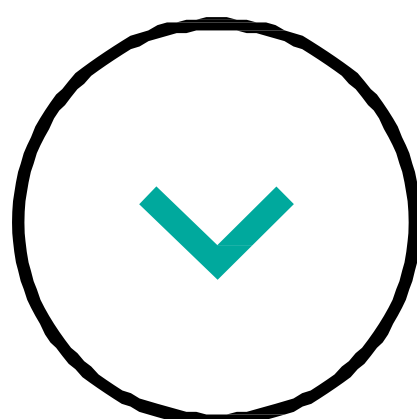
PRICE:

\$10 -\$800/month

You can rely on Serpfox to provide you with consistent data, utilizing intelligent technology that's always able to track your SERPs from the same location.

Serpfox lets you track any changes that have been made to your SERPS on a daily, weekly, and monthly basis, depending on your specific needs. Within the system, you can create groups and notifications for specific clients or keywords, making organization and efficiency a breeze.

The system's interface is easy to use, so you can get in and get out in a matter of mere minutes.



WINCHER

WEBSITE:

wincher.com

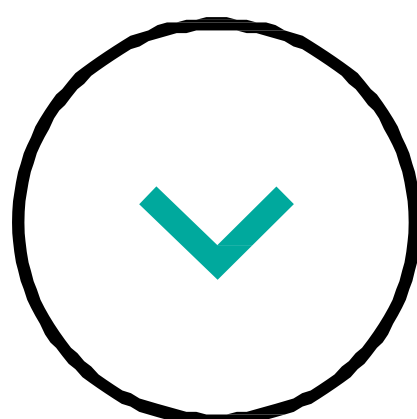
PRICE:

Varied by number of sites

With Wincher you can get daily rank updates to stay up-to-date on search engine positions for your websites as well as your competitors.

There's no need to log in every day in order to get the information you need, as Wincher alerts you anytime important changes are made to your rankings. When your rankings are impressive, you can share the results on social media with just a couple clicks on your keyboard.

What's more is that you're able to have all your ranking reports delivered via email in .csv or .pdf format in daily, weekly, or monthly intervals.



9

SITE OPTIMIZATION TOOLS

ANALYTICS REFERRER/ GHOST SPAM BLOCKER

WEBSITE:

analytics-toolkit.com

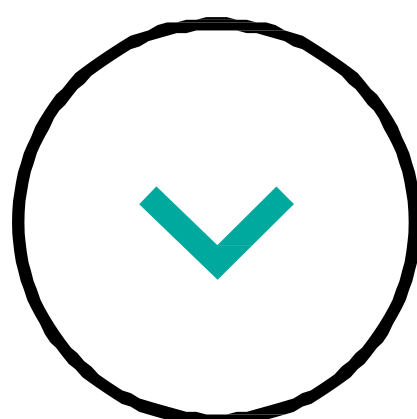
PRICE:

Free

If you're tired of fake referral traffic from spam bots being recorded in your Google Analytics reports, you may find the referrer and ghost spam filter over at analytics-toolkit.com to be of help.

By making a few simple selections within the spam blocker program, you can effectively eliminate ghost referrals from your Google Analytics reports for good.

The program is fully automated so once you've set up your preferred parameters, your filters will be updated as new spam referrals are detected.



BAD BEHAVIOR ☆

WEBSITE:

bad-behavior.ioerror.us

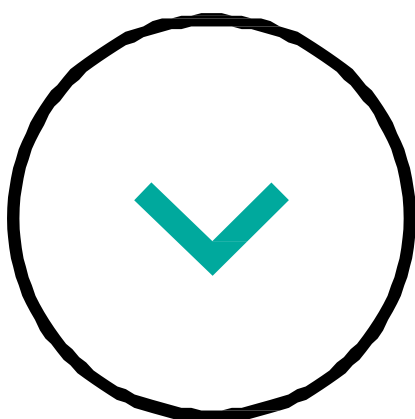
PRICE:

Free

You can expect to prevent spammers from delivering junk, or even seeing your website in the first place, when you utilize Bad Behavior in conjunction with your other SEO tools.

Bad Behavior is a PHP-based program that effectively blocks spam on blogs, forums, guest books, and content management systems by acting as a gatekeeper to the robots that deliver spam mail, making your websites and applications are virtually impenetrable.

While Bad Behavior transcends other spam blocker tools by working in a unique way, it can be used to complement any other link spam solutions you might already be using.



GOOGLE MOBILE-FRIENDLY TEST★

WEBSITE:

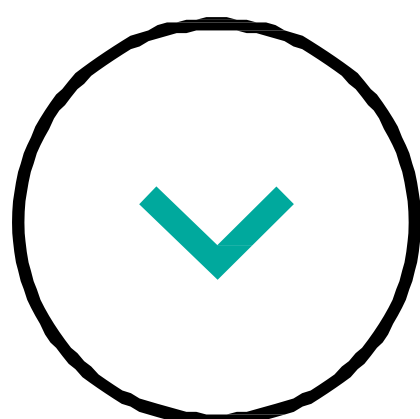
google.com/webmasters/tools/mobile-friendly

PRICE:

Free

To ensure that your website is attractive, easy to navigate, and engaging to mobile Internet surfers, it's a good idea to employ Google's Mobile-Friendly Test. It will scan your website to help you determine whether or not it delivers a dynamic experience to all of your mobile visitors no matter the size or design of their device.

With this test you can ensure that your website's text is viewable on a wide range of mobile devices without having to zoom, that links are located far enough away from each other that they can be easily clicked, and that any software that's utilized within your website design can be fully loaded by mobile users.



GOOGLE PAGESPEED INSIGHTS ☆

WEBSITE:

developers.google.com/speed/pagespeed/insights/

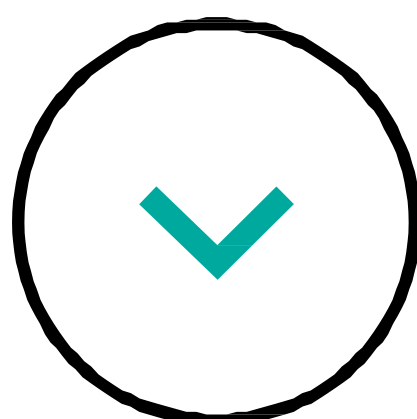
PRICE

Free

PageSpeed Insights can be used to measure the performance of any page on your website for most mobile and desktop devices.

After the program scans a website page of your choice, you'll receive a score between 0 and 100. A score of 85 or higher typically indicates a well-performing page and offers assurance that you are effectively reaching mobile users.

Scores below 85 are accompanied by suggestions about how you can improve performance to increase load times both above the fold and overall.



MICRODATA GENERATOR

WEBSITE:

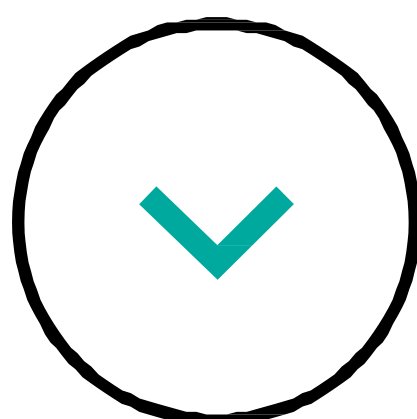
microdatagenerator.com

PRICE:

Free

With the help of Microdata Generator, you can ensure that all of your content page markups are converted into the standard Schema markup structure that all the big search engines, such as Bing, Yahoo!, and Google, have been using since January of 2011.

Microdata Generator is super easy to use and is always a work in progress, so you can expect to enjoy even more flexibility and integration as time goes on.



QUICK REDIRECTS

WEBSITE:

tidyrepo.com/quick-pagepost-redirect/

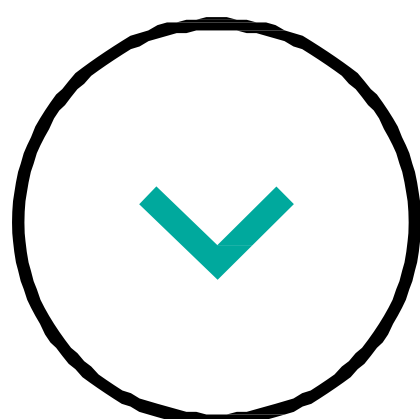
PRICE:

Free

Sometimes redirecting a blog post, or even an entire webpage, is a necessity for SEO and promotional purposes. When you need to tackle URL redirection work, you won't regret relying on Quick Redirects to get the job done.

You can use Quick Redirects to fix typos in URL page names, and to redirect old URLs to new ones in order to avoid 404 error codes. You can even perform redirects without having to create any new posts or pages.

Quick Redirects' built-in FAQ feed is updated daily, so you should never be left in the dark when it comes to figuring out how to utilize some of the more in-depth tools that are built into the plugin.



SCHEMA ORGANIZATION ☆

WEBSITE:

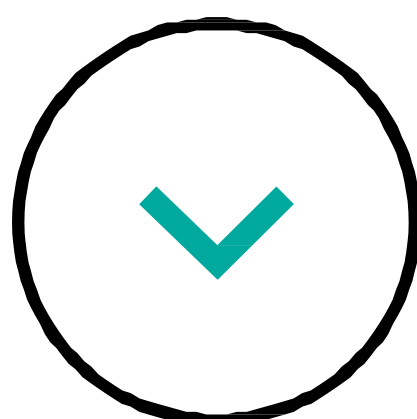
[Schema.org](https://schema.org)

PRICE:

Free

Schema.org provides an opportunity to take part in a collaborative community with the goal of developing and making use of various schemas for structured data that can be used on web pages, emails, and just about any other types of online publication.

Schemas make it easy to aggregate product ratings, special offers, addresses, and affiliations. Sponsored by Google, Yahoo!, and Microsoft, Schema.org is one of the most effective resources for marking up your website and email templates.



SCREAMING FROG SEO SPIDER ☆

WEBSITE:

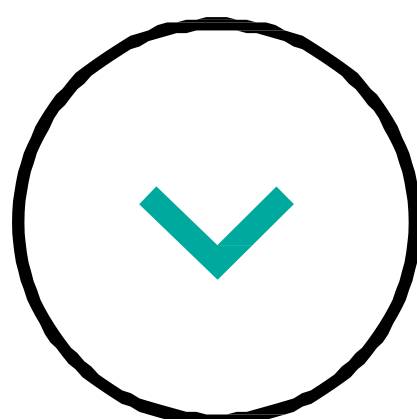
screamingfrog.co.uk/seo-spider/

PRICE:

Free

Once this small-but-mighty program is installed on your computer, Screaming Frog SEO Spider can be used to spider script, links, CSS, and even SEO perspectives of any website on the Internet.

Once gathered, the information is presented in tidy tabs by type, offering powerful filtering capabilities. The Screaming Frog SEO Spider also offers the ability to export key SEO elements, such as meta-descriptions and headings, into an excel spreadsheet, so you can analyze ongoing trends and determine where changes need to be made within your marketing campaign.



STRUCTURED DATA MARKUP HELPER ☆

WEBSITE:

developers.google.com/structured-data/

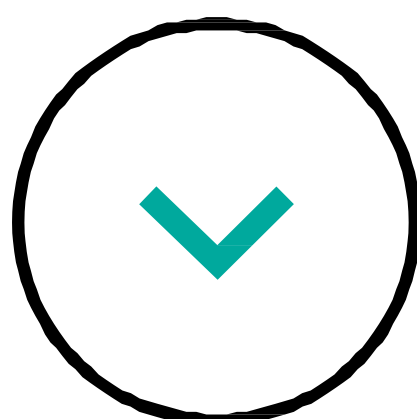
PRICE

Free

You can annotate your website's content, so it's easier for machines to understand by utilizing Structured Data Markup Helper on a consistent basis.

Structured data enables search engines like Google and Bing to easily index your content and present it to prospective visitors more prominently in the search results.

When your content is structured with data markup, you qualify for two cool Google perks – enhanced presentation opportunities in the search results and publication in their knowledge graph.



WP FASTEST CACHE

WEBSITE:

wpfastestcache.com

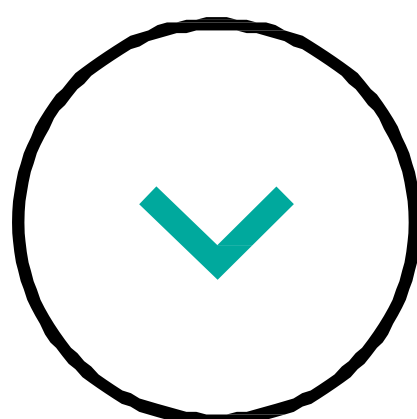
PRICE:

Free

The WP Fastest Cache plugin for WordPress creates quality static HTML files for your dynamic web pages so visitors don't have to suffer through long loading times while browsing your content.

You can make use of the plugin's Gzip compression tool to dramatically reduce your website's file sizes and increase the speed at which they transfer from your server to a visitor's browser.

Both SSL and CDN support are integrated into the WP Fastest Cache plugin, ensuring minimal compatibility issues no matter what types of website and content templates and plugins you might be using.



WP META SEO

WEBSITE:

wordpress.org/plugins/wp-meta-seo/

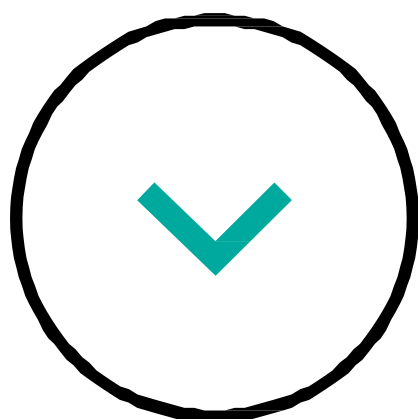
PRICE:

Free

There are seven different functionalities integrated into the WP Meta SEO Wordpress plugin, all of which are designed to the online marketing process a painless one.

WP Meta SEO enables you to edit all of your website metadata in bulk using a single-view application and fix any HTML and image sizing issues while you're at it.

The plugin also makes it easy to monitor a live SEO analysis and keep up with the performance of archived content, as well as stay up-to-date with your daily Alexa traffic rank.



WP SECURITY

WEBSITE:

wordpress.org/plugins/all-in-one-wp-security-and-firewall/

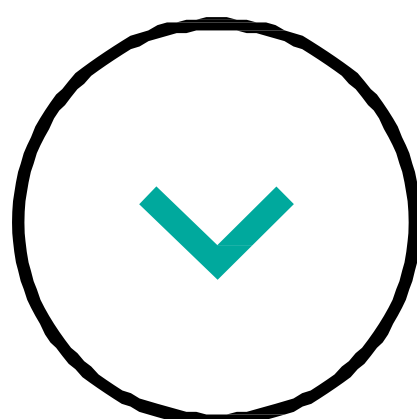
PRICE:

Free

When it comes to security plugins, you'd be hard-pressed to find a more reliable and stable option than the all-in-one WP Security and Firewall system.

This well-supported plugin implements and enforces all of the latest WordPress security practices, and consistently checks for vulnerabilities using a grading system that helps determine how well your site is being protected at any given time based on the security protocols you have in place.

The WP Security plugin offers optimal security for user registration, login, and account management as well as database information and file systems being utilized throughout your website.



YOAST SEO ☆

WEBSITE:

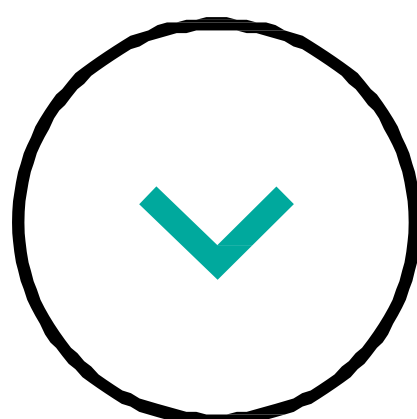
yoast.com

PRICE:

Free

Yoast SEO is one of the most extensive WordPress tools online today. You can find everything from real-time page analysis functionality to RSS enhancement tools within your Yoast SEO control panel, which makes it easy to streamline your entire site by optimizing your SEO efforts, improving content quality, and increasing exposure on the search engines all in one place.

Sign up with Yoast SEO to enjoy tools that allow for Robot Meta configuration, permalink cleanup, XML sitemap creation, RSS enhancing, and redirect management.



10

SOCIAL MEDIA MARKETING TOOLS

BUFFER

WEBSITE

buffer.com

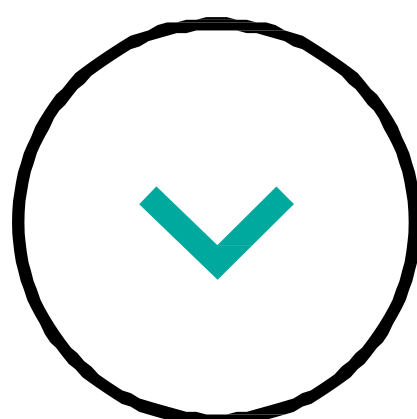
PRICE:

Free - \$15-\$399/month

Buffer's vision is to build the simplest and most powerful social media tool, and to set the bar for great customer support.

This powerful tool will help you track your social media efforts, see insightful data and help you pick the best times to post on each of your platforms.

The make things easy on the go, the buffer app works on all major smartphone platforms so your social media marketing can be at its best.



HOOTSUITE

WEBSITE:

hootsuite.com

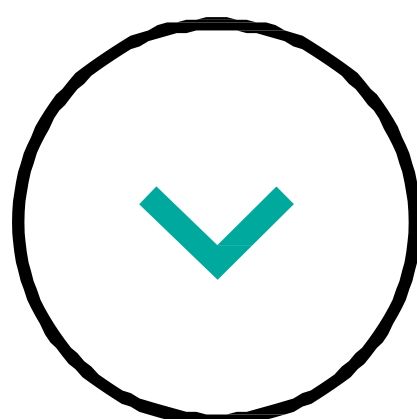
PRICE:

Free - \$45/month and up

With Hootsuite, you can create a winning social media strategy that makes your brand shine in the eyes of potential customers around the world.

Hootsuite also helps you safeguard your social media reputation by identifying and minimizing fraudulent account interactions.

The company will even train your social media team on your products and services, as well as teach them how to properly manage PR crises and media escalations. You'll find a variety of apps to integrate into your Hootsuite service plan, such as Hootlet, which is a browser plugin that lets you post your content to several social media outlets at the same time.



SMA MARKETING INBOUND INTENSIVE

Tools Alone Won't Get the Job Done.

It's essential to set the tone and goals for the entire project before taking action.

The **Inbound Intensive** is a 30-day consultation during which the SMA Inbound Strategy team dives into your current website performance, search engine analytics, and content gaps. With your business goals as our north star, we use data on your buyer persona, competition, and keywords to determine opportunities for optimization. At the end of the 30 days, we deliver to you a data-driven **Inbound Marketing Blueprint** focused on shifting resources to the most measurable and effective inbound marketing strategies.

Contact us today and let's get serious about your Inbound Marketing.

[Contact SMA Marketing](#)



SMA Marketing