

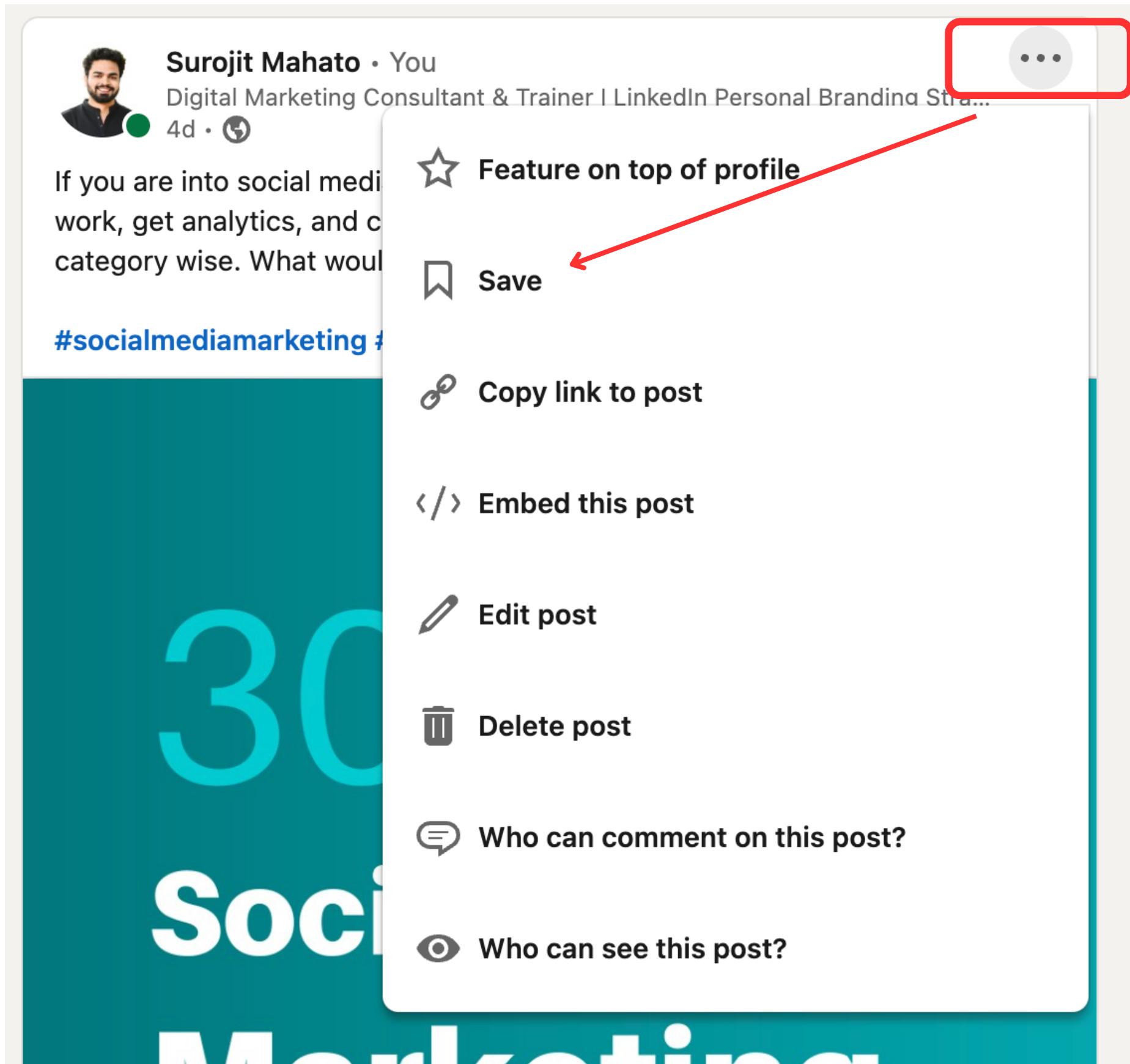
40 Free Digital Marketing Tools



Surojit Mahato
[@thesurojtmahato](https://twitter.com/thesurojtmahato)

Quick Note :

This is a massive list. It took almost a day to compile it.



Important :

I also run a 28 Days Digital Marketing Workshop.

**It's Live, Online & Recordings are shared.
Trained 5000+ people so far. Live Project
is included.**

New Batch Starts

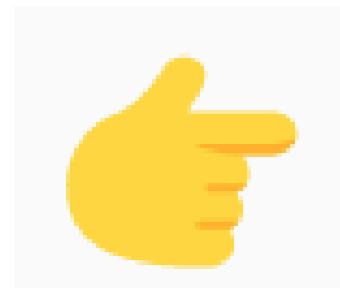
26th Feb.

**Visit My Profile
For More Details**



@thesurojitmahato

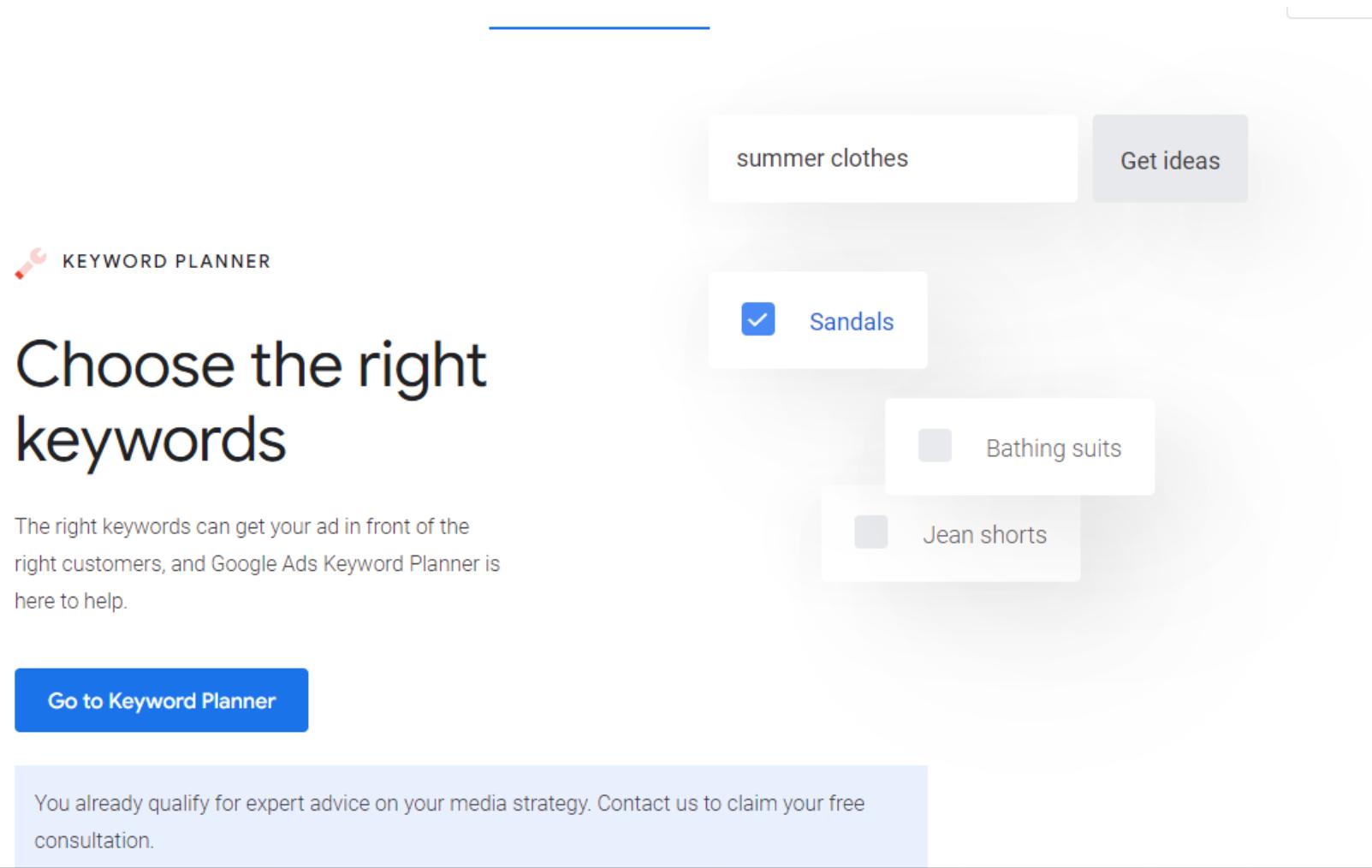
Keyword Research Tools



01

Google Keyword Planner

ads.google.com/intl/en_in/home/tools/keyword-planner/



Best Known For:

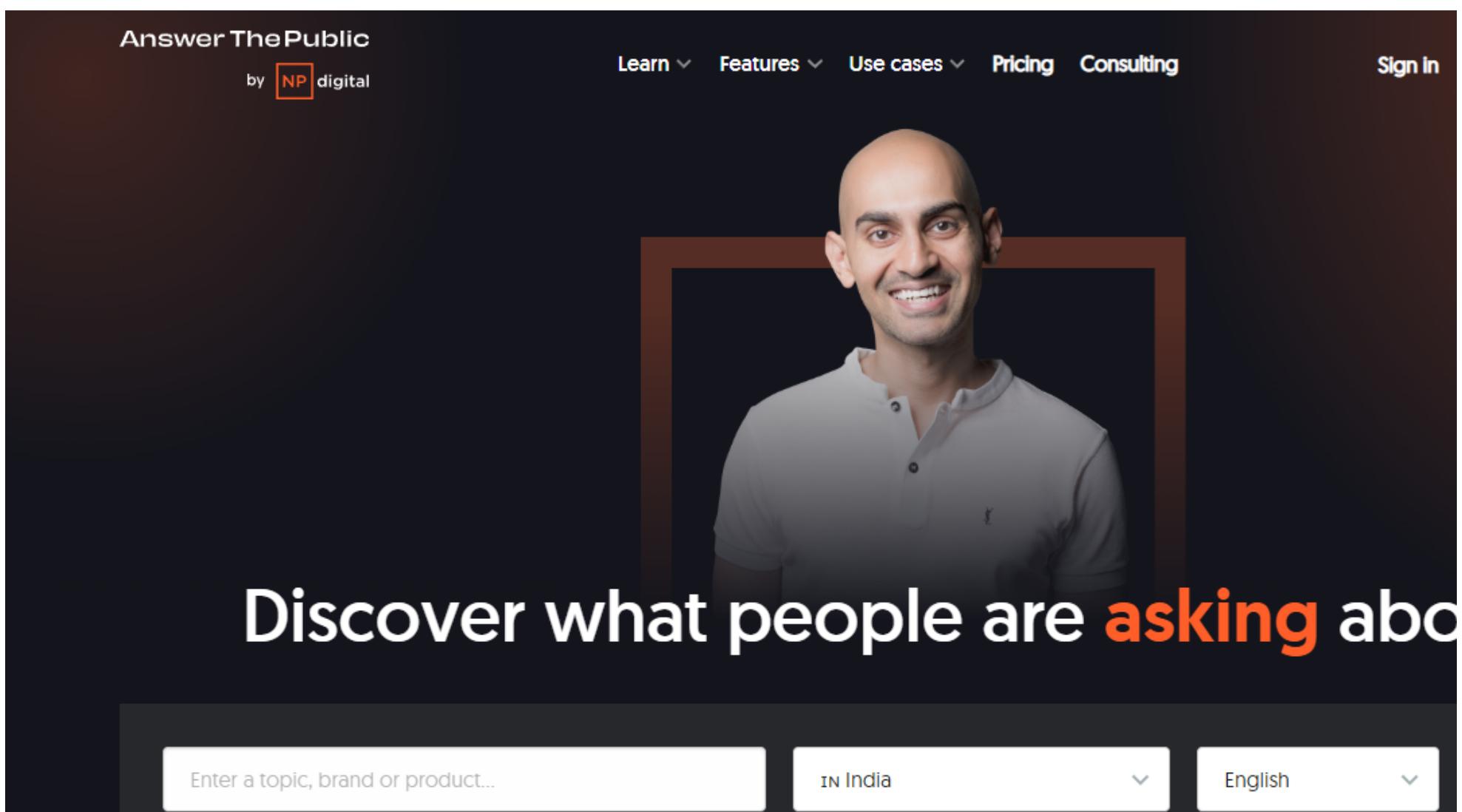
High-volume, long-tail keywords.

- Research keywords for your Search campaigns.
- Discover new keywords related to your business.
- See keywords your competitors are targeting.

02

Answer The Public (Free version)

answerthepublic.com



Best Known For:

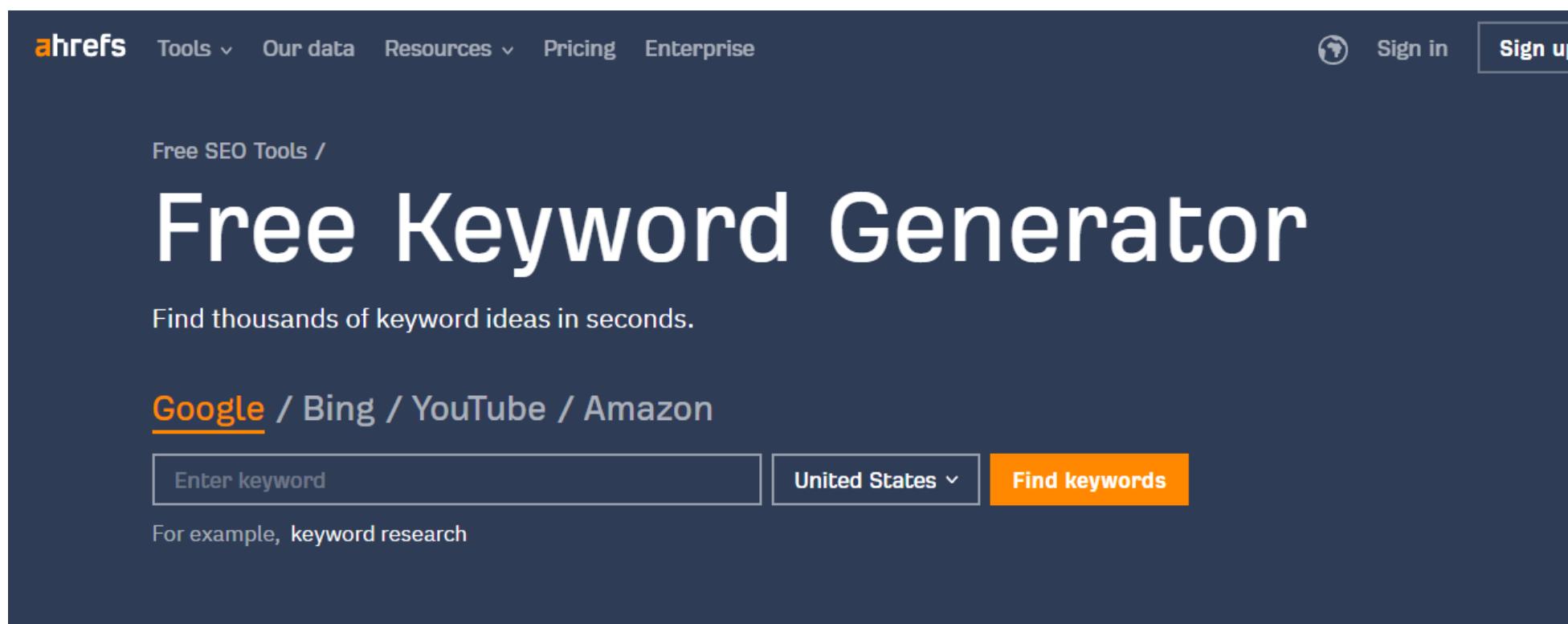
For visual keyword research.

- Visualizes search questions.
- Useful phrases and questions asked by people.
- Provides 5 W's - Who, What, When, Why & Where.

03

Ahrefs (Free Keyword Generator)

ahrefs.com/keyword-generator



Discover keyword ideas, all day
long

Best Known For:

Database with fresh keywords every month.

- Brainstorm seed keywords.
- Identify long-tail keywords.
- Analyze your competitors.

04

SEMRush (Free Keyword Generator)

[semrush.com/analytics/keywordmagic](https://www.semrush.com/analytics/keywordmagic)

The screenshot shows the SEMRush interface with the 'Keyword Magic Tool' selected in the sidebar. The main area displays keyword suggestions for the query 'custom t shirts'. A callout bubble points to a 'Get fresh data' message, which states: 'Semrush database shows you the most recent data and trends at all times.' A purple arrow points from this message to a question mark icon in the bottom right corner of the tool's interface.

Keyword	Intent	Volume	Trend	Keyword Difficulty %	CPC \$	SERP Features
custom t shirts	c	5,400	▲	89 ●	0.73	📍 ★ 📈 +2
t shirt design	c	5,400	▲	91 ●	0.81	📍 📈 +6

Best Known For:

Keywords Analytics.

- Analyze & filter by search intent.
- Review regional and global search volume.
- Compare your keywords with competitors.

05

Wordstream (Free Keyword Tool)

wordstream.com/keywords

Free Keyword Tool

Discover new keywords and performance data to use in your site content, Google Ads campaigns and more.

Enter a keyword or website URL to find suggestions:

www.example.com or keyword

FIND MY KEYWORDS

Keywords for bikes

Keywords for bikes	Search Volume	CPC	Competition
bike race	135,000	\$2.00	Low
kids bikes	90,500	\$0.56	High
bike store	60,500	\$0.92	Low
girls bike	49,500	\$1.20	High
bicycles for kids	27,100	\$2.58	Medium
adult tricycle			
children bike			

Best Known For:

keywords and performance data.

- Hundreds of relevant keyword results.
- long-tail keyword & negative keyword discovery.
- keyword suggestion, keyword grouping, keyword analysis.

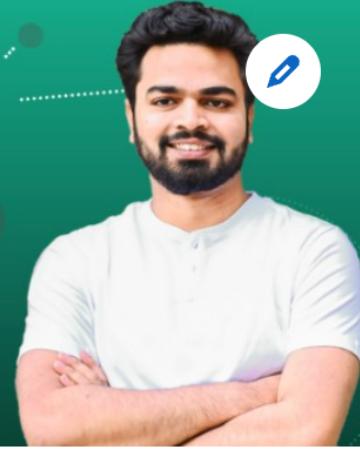
Like The Carousel?

You will **LOVE** the Newsletter

Join The 28 Days
Digital Marketing Workshop

Live Project + Internship Model
(Link in Featured Section)

100% Practical | 9.6/10 Avg Rating | 4500+ Alumni | Weekend Batch



Surojit Mahato
Digital Marketing Consultant & Trainer | LinkedIn Personal
Branding Strategist | Content Marketer | Blogger | Co-Founder@
GrowthDish Marketing | Telegram @surojtmahatofficial
Talks about #linkedintips, #contentwriting, #digitalmarketing,
#entrepreneurship, and #personalbranding
Bengaluru, Karnataka, India · [Contact info](#)
[Subscribe To Newsletter](#)



Zoringa



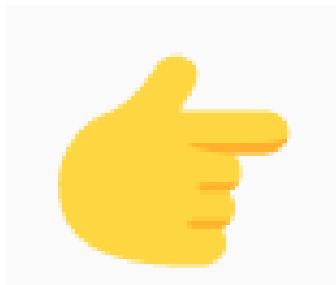
ICFAI Business School
Mumbai

Join 7,921+ marketers. Get 2 high value emails
every week

[Subscribe NOW](#)

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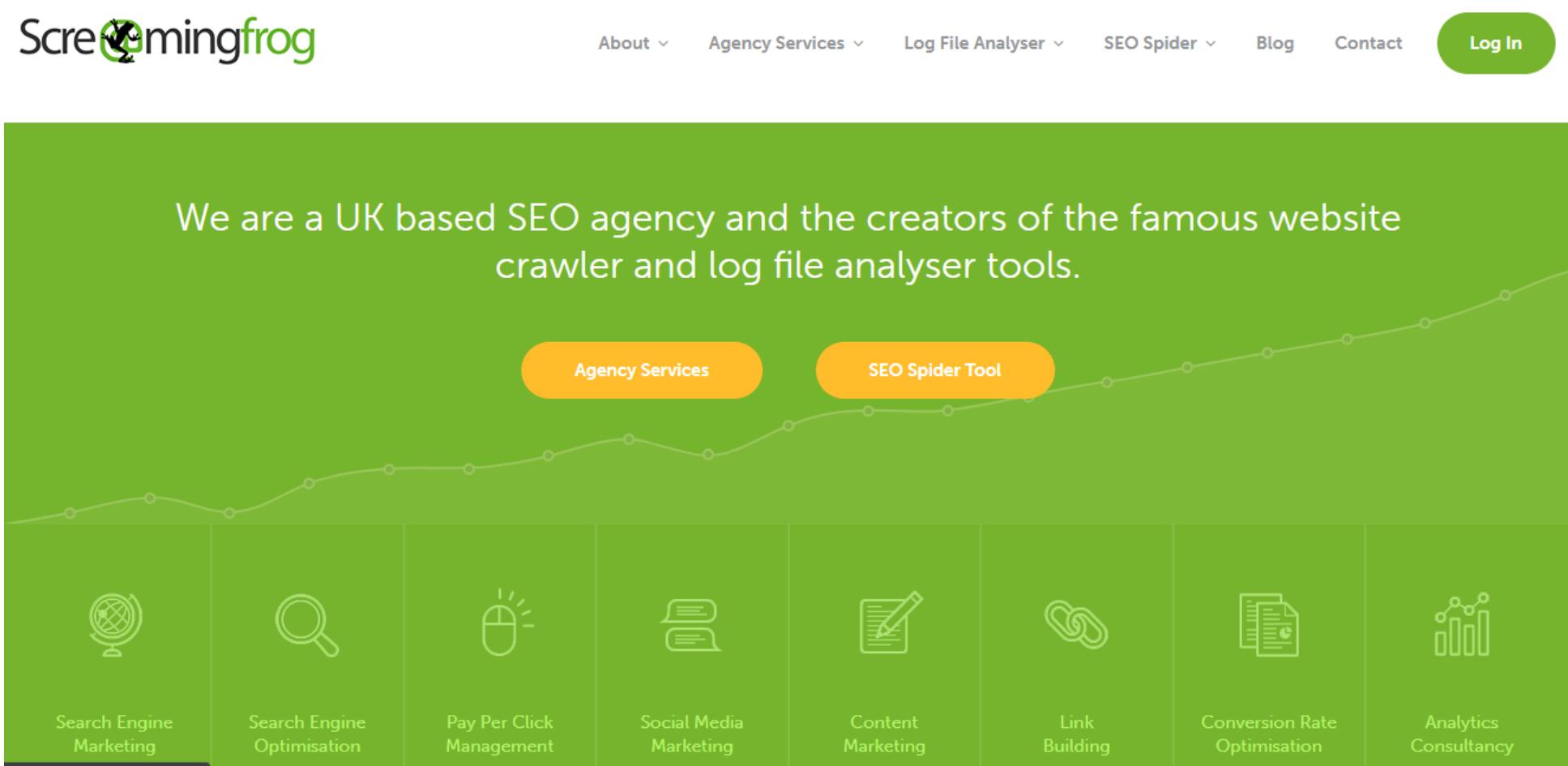
Search Engine Optimization Tools



01

Screaming Frog

screamingfrog.co.uk



Best Known For:

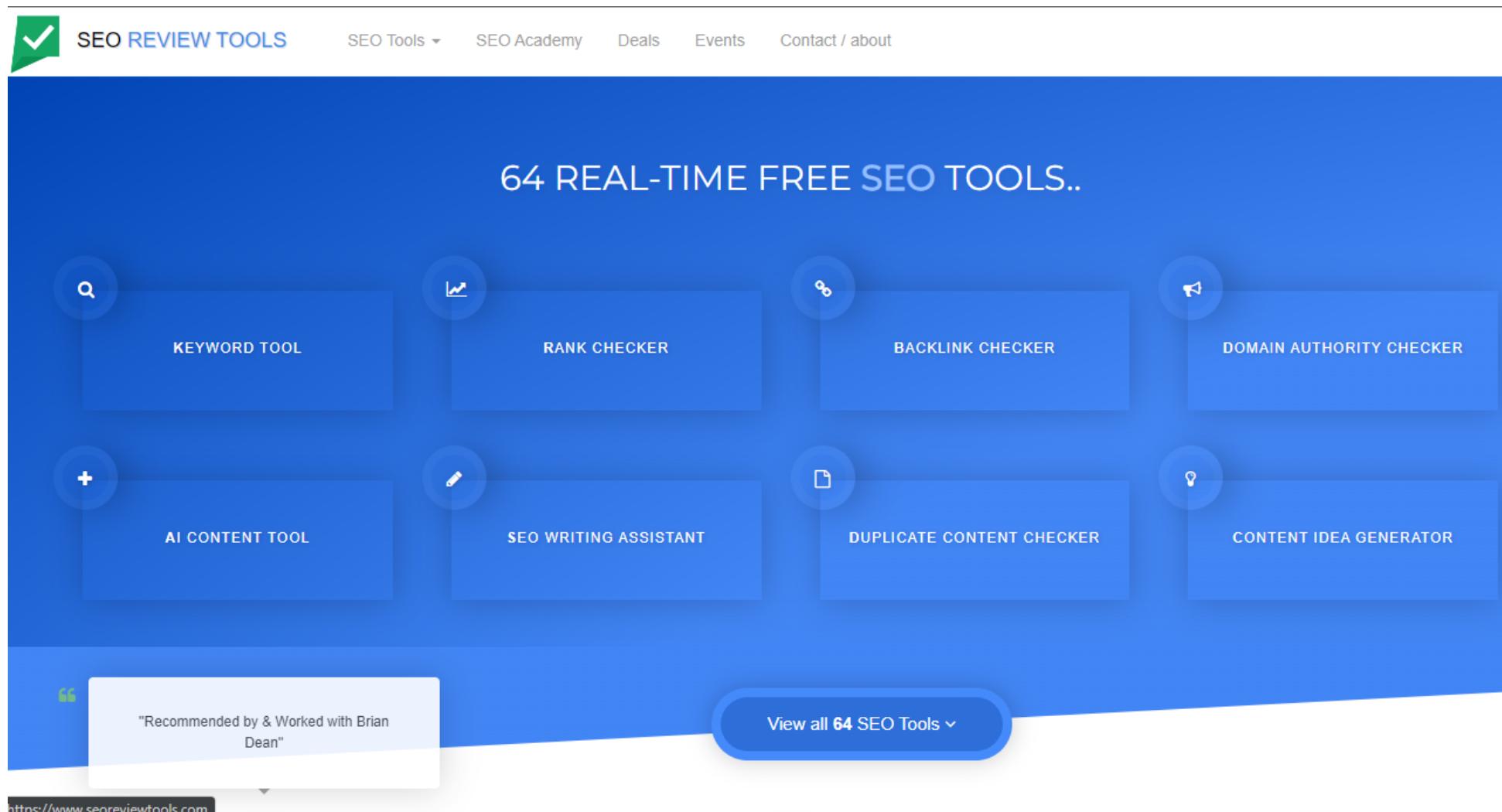
Free Website audit tool.

- Helps you improve onsite SEO.
- Also helps with technical SEO audit.
- Download & crawl 500 URLs for free.

02

SEO Review Tools

seoreviewtools.com



Best Known For:

To extract backlinks.

- Free Backlink checker.
- Keyword Density Checker.
- Broken link checker and Link Building Tool.

03

Bing Webmaster Tools

bing.com/webmasters/about

The screenshot shows the Microsoft Bing Webmaster Tools interface. At the top, there's a navigation bar with the Microsoft Bing logo, 'Webmaster Tools', 'Help', 'EN', and a 'Sign In' button. Below the header, a main title 'Get insights into your site' is followed by a subtext: 'Understand what leads people to your site, what people are searching for and focus on increasing traffic to your site with our reports and tools and get personalised messages and alerts for your sites.' A grid of six icons represents different tools: Dashboard (a circular gauge), SEO tools (a bar chart with a red arrow pointing up), Reporting tools (a clipboard with a bar chart), Diagnostic tools (a magnifying glass over a document with checkmarks and X's), Communication (an envelope icon), and a 'Sign Up' button with a link to see more insights.

Best Known For:

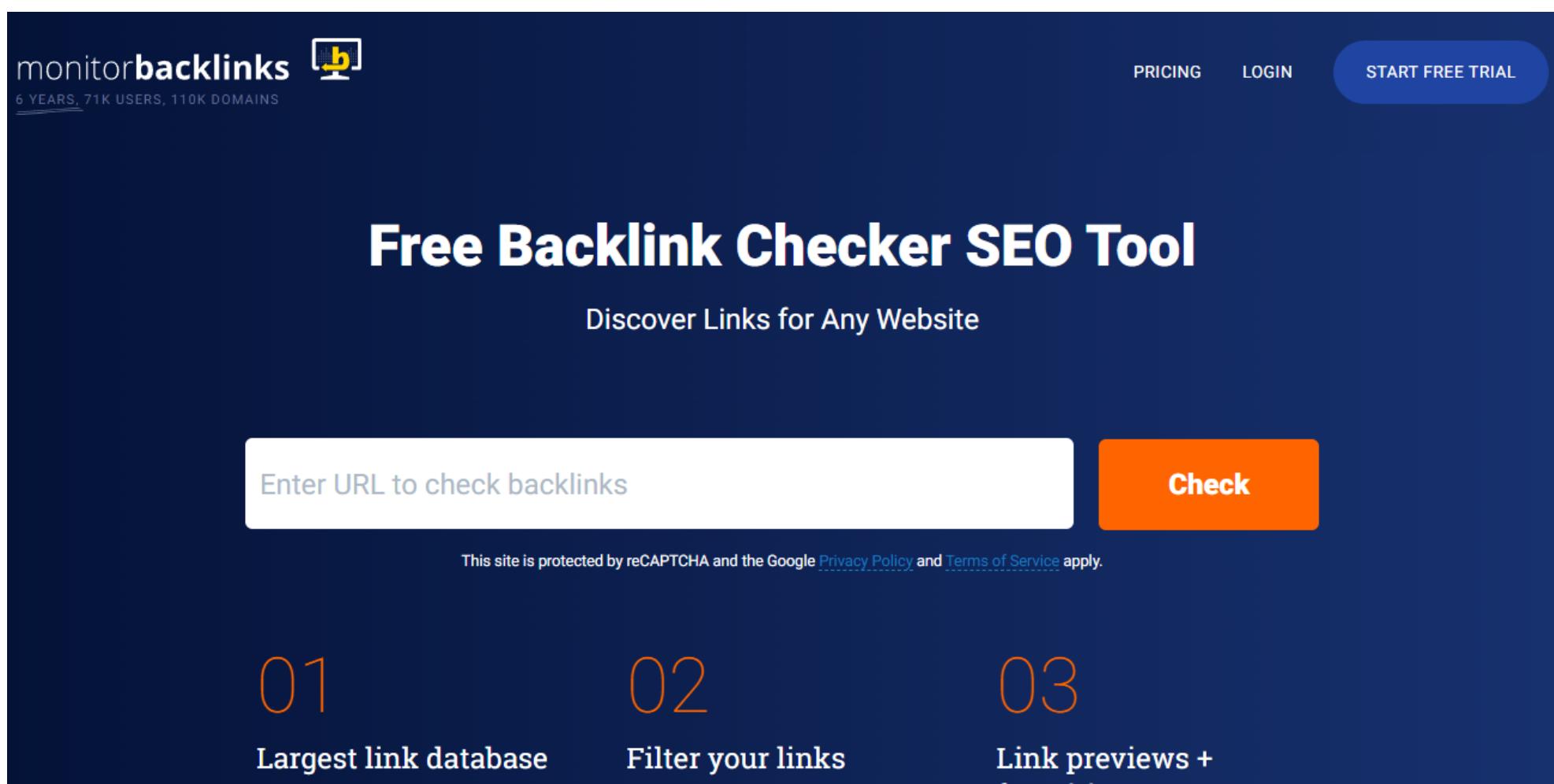
Free Website SEO Audit.

- Monitor the overall health of your website.
- Tools and reports for keywords driving traffic.
- Find websites linking to you.

04

Monitor Backlinks

monitorbacklinks.com/seo-tools/backlink-checker



Best Known For:

Free monitor tool for backlinks

- Identify good links with metrics.
- Find referring domains pointing to your website.
- Check out backlink status (follow or no-follow).

05

Website Auditor

www.link-assistant.com/website-auditor/



Best Known For:

website audit tool (Free Download)

- On-page auditing.
- Technical SEO guides.
- Fix issues to increase online traffic.

@thesurojitmahato

Analytics Tools



01

Google Analytics

analytics.google.com/

The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with the Analytics logo and a three-dot menu icon. The main heading is "Welcome to Google Analytics". Below it, a sub-headline says "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A blue "Start measuring" button is prominently displayed. To the left, a section titled "Complete information" discusses understanding site and app users for marketing performance. To the right, another section titled "Get insights only Google can give" highlights unique insights and machine learning capabilities. At the bottom of the page, there's a footer with links to "Analytics home", "Terms of Service", "Privacy Policy", and a "Send feedback" button.

Best Known For:

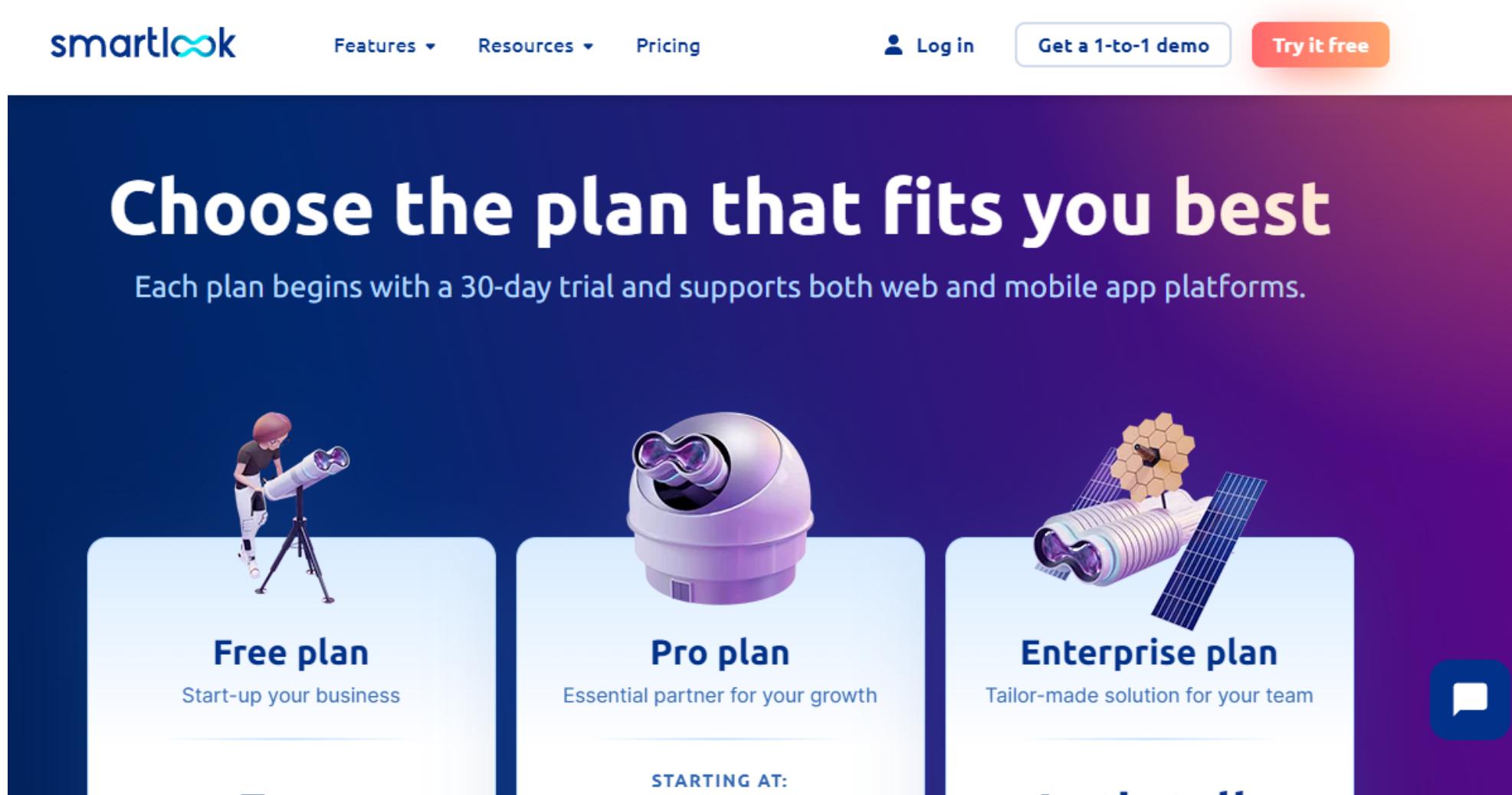
To track website traffic activity.

- Engagement Reports.
- Real-Time Reporting.
- Analyze and understand user behavior.

02

Smartlook

smartlook.com/pricing/



The screenshot shows the Smartlook pricing page. At the top, there's a navigation bar with the logo, 'Features', 'Resources', 'Pricing', 'Log in', 'Get a 1-to-1 demo' (button), and 'Try it free' (button). The main heading is 'Choose the plan that fits you best' with a subtext 'Each plan begins with a 30-day trial and supports both web and mobile app platforms.' Below are three plan cards: 'Free plan' (illustrated with a telescope icon), 'Pro plan' (illustrated with a camera lens icon), and 'Enterprise plan' (illustrated with a satellite dish and a honeycomb icon). Each card has a brief description and a 'STARTING AT:' label.

Best Known For:

Analyze user behavior on your website.

- Help improve conversion rate.
- Know how customers interact with websites.
- Analyze and check who visited a specific URL.

03

Vidiq

vidiq.com

The screenshot shows the Vidiq website's pricing page. At the top, it says "Plans that scale with your YouTube Channel & Audience". Below this are four plan options: BASIC, PRO, BOOST (Recommended), and MAX. Each plan has an icon, a name, a brief description, and a call-to-action button. A "RECOMMENDED" badge is above the BOOST plan. A "MAX" badge is above the MAX plan. Below the plans is a section titled "ACCESSIBILITY" with a table comparing Daily Ideas and vidIQ Keyword Engine across the four plans.

	No MCN lock-in! Cancel at any time			
Daily Ideas	3	10	50	50
vidIQ Keyword Engine			✓	✓

Best Known For:

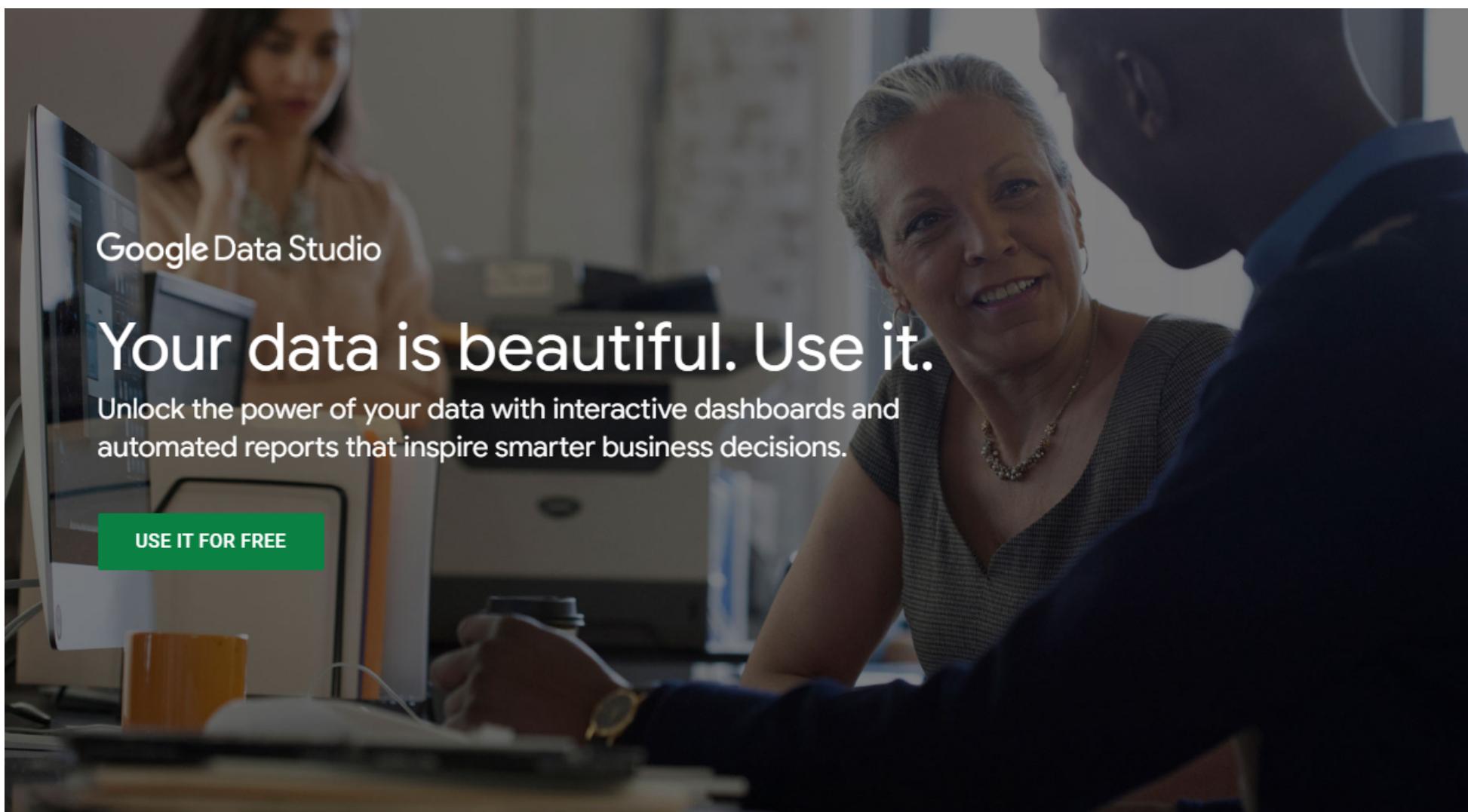
YouTube video Analytics.

- Video Scorecard.
- Monitor your channels.
- Get daily video ideas and keyword recommendations.

04

Google Data Studio

datastudio.withgoogle.com



Best Known For:

Campaign/analytics data visualization

- Easily import and visualize your data.
- Create and share data visualizations
- Monitor ad spend, site traffic, search rankings.

05

Google Search Console

search.google.com/search-console

Google Search Console

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



Optimize your content with

Best Known For:

To check indexing status and optimize visibility.

- Resolve server and indexing issues.
- Solve site load issues.
- Security issues like hacking and malware.

@thesurojitmahato

Content Writing Tools

01

UberSuggest (Free version)

app.neilpatel.com/en/ubersuggest/content_ideas

The screenshot shows the UberSuggest interface. On the left, there's a sidebar with 'Add Project' and various tools like Dashboard, Rank Tracking, SEO Opportunities, My Workspace (NEW!), and Chrome Extension. Below that is a 'Site Audit' section. Under 'Keyword Research', 'Content Ideas' is selected, which is highlighted in red. The main area has a search bar with 'Discover the most popular content on the Web' placeholder and a 'Language / Country' dropdown set to 'English / India'. A 'SEARCH' button is visible. A callout box says 'Get started: Enter in a keyword and click "Search" to find the content pieces that got the most social shares and Google traffic.' To the right, there's a large preview of the 'Content Ideas' report, which lists various content pieces with metrics like traffic, social shares, and domain authority.

Best Known For:

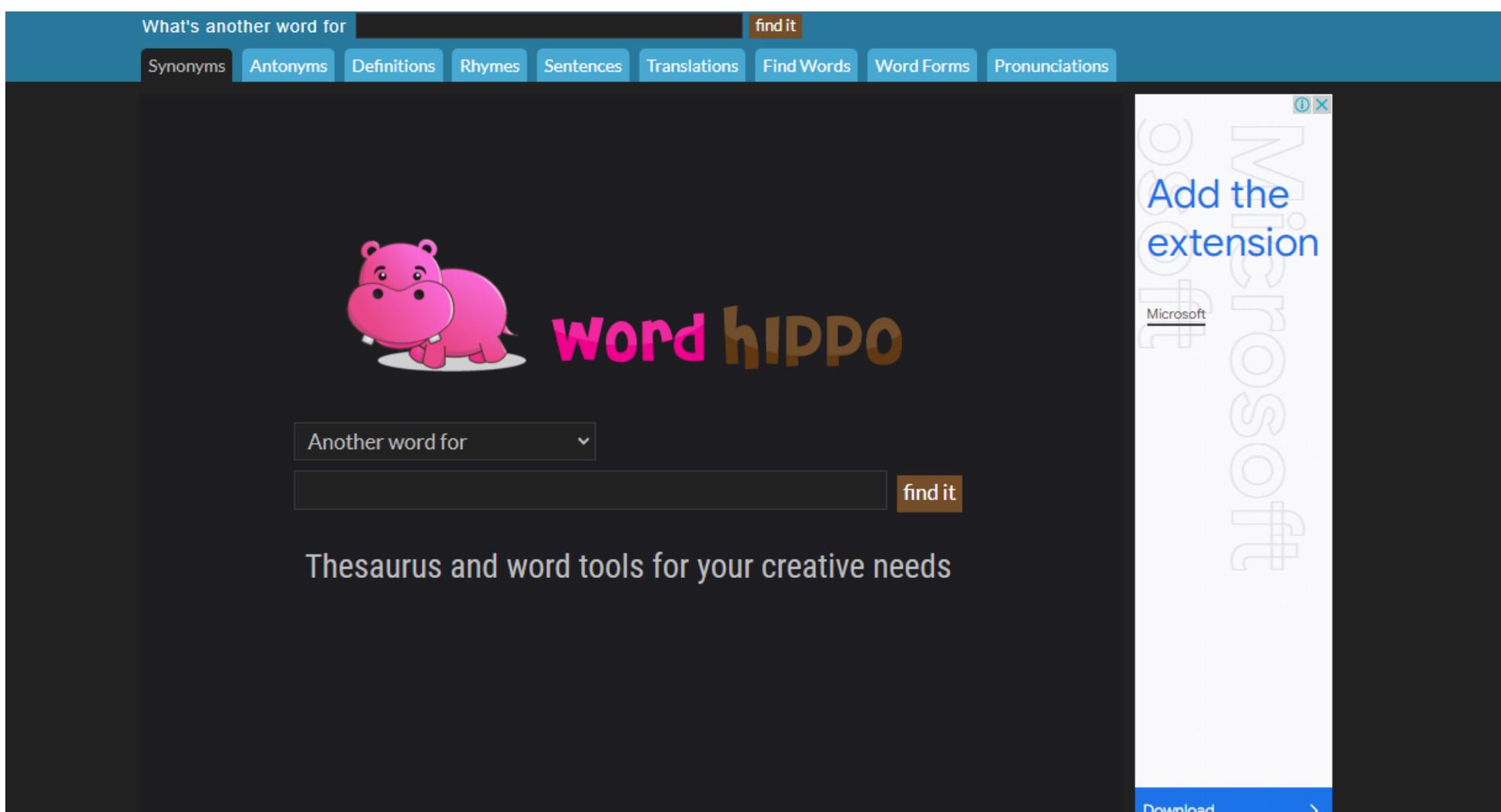
For domain overview and content ideas.

- Discover popular content on the web.
- Generate content and keyword ideas.
- Track your rank daily and do competitor analysis.

02

WordHippo

wordhippo.com



Best Known For:

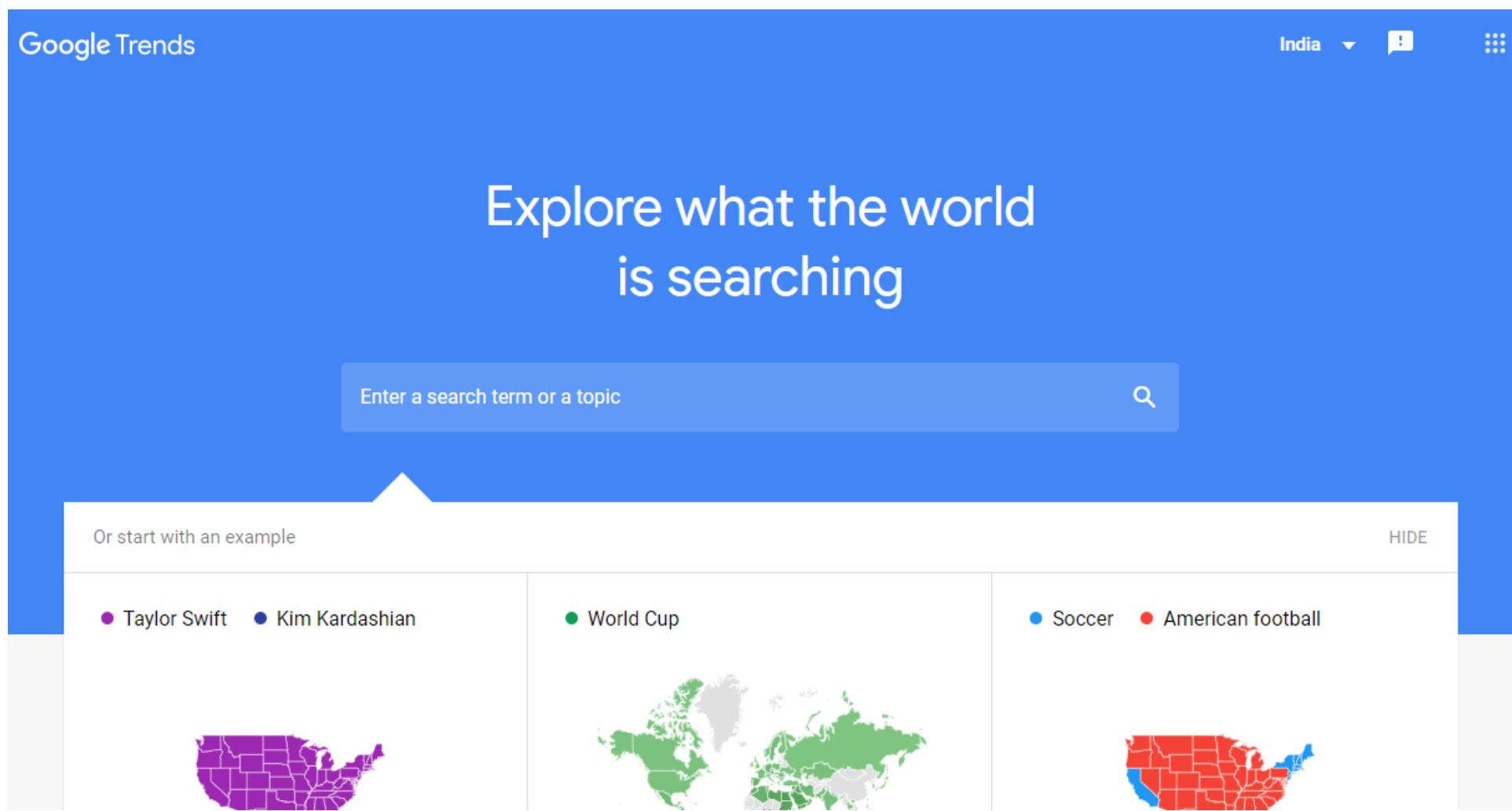
Find similar words and phrases.

- Find definitions, synonyms, antonyms.
- Discover translations for words.
- Assistance with prefixes and suffixes.

03

Google Trends

trends.google.com



Best Known For:

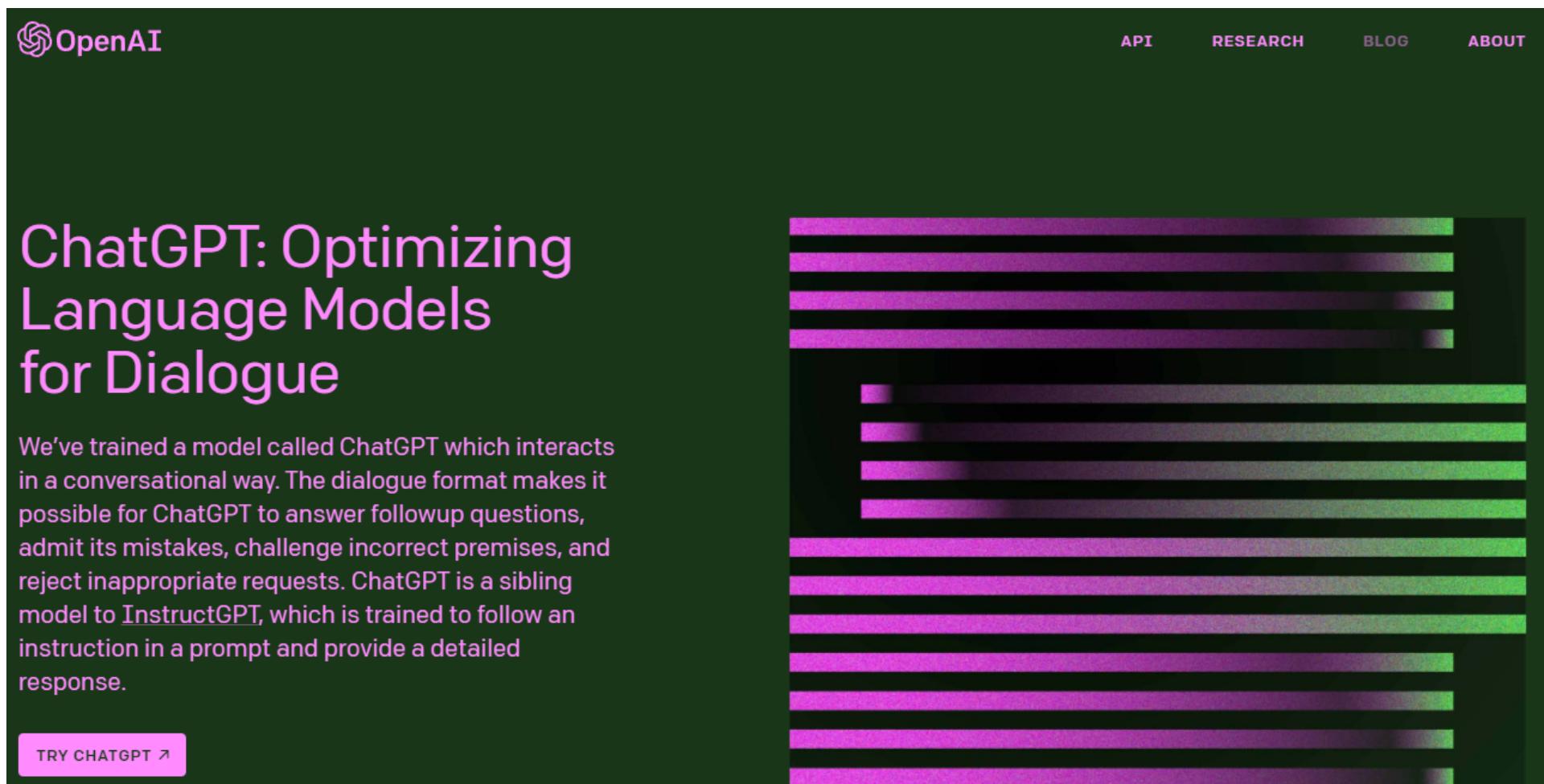
To analyze the popularity of a search term.

- Market research.
- Improve marketing and online advertising.
- Trend variations by location.

04

ChatGPT (Free version)

<https://chat.apps.openai.com/auth/login>



Best Known For:

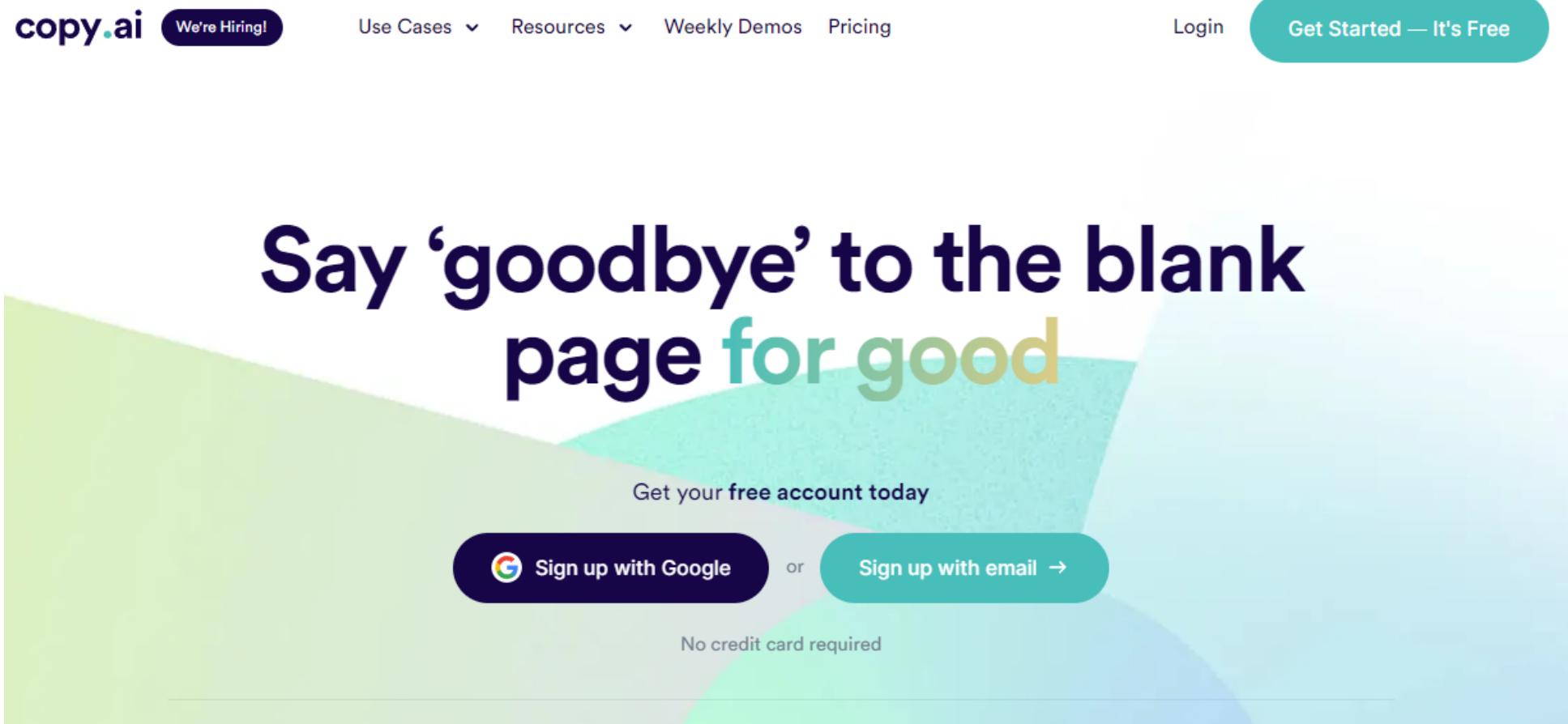
Conversational AI language model.

- Human-like text in response to prompts and questions.
- Text summarization.
- Generates ideas and topics.

05

Copy.ai (Free version)

www.copy.ai



Best Known For:

Generates High-Converting Copies.

- 90+ Copywriting Templates.
- In-built Plagiarism Checker.
- Generates long and short content.

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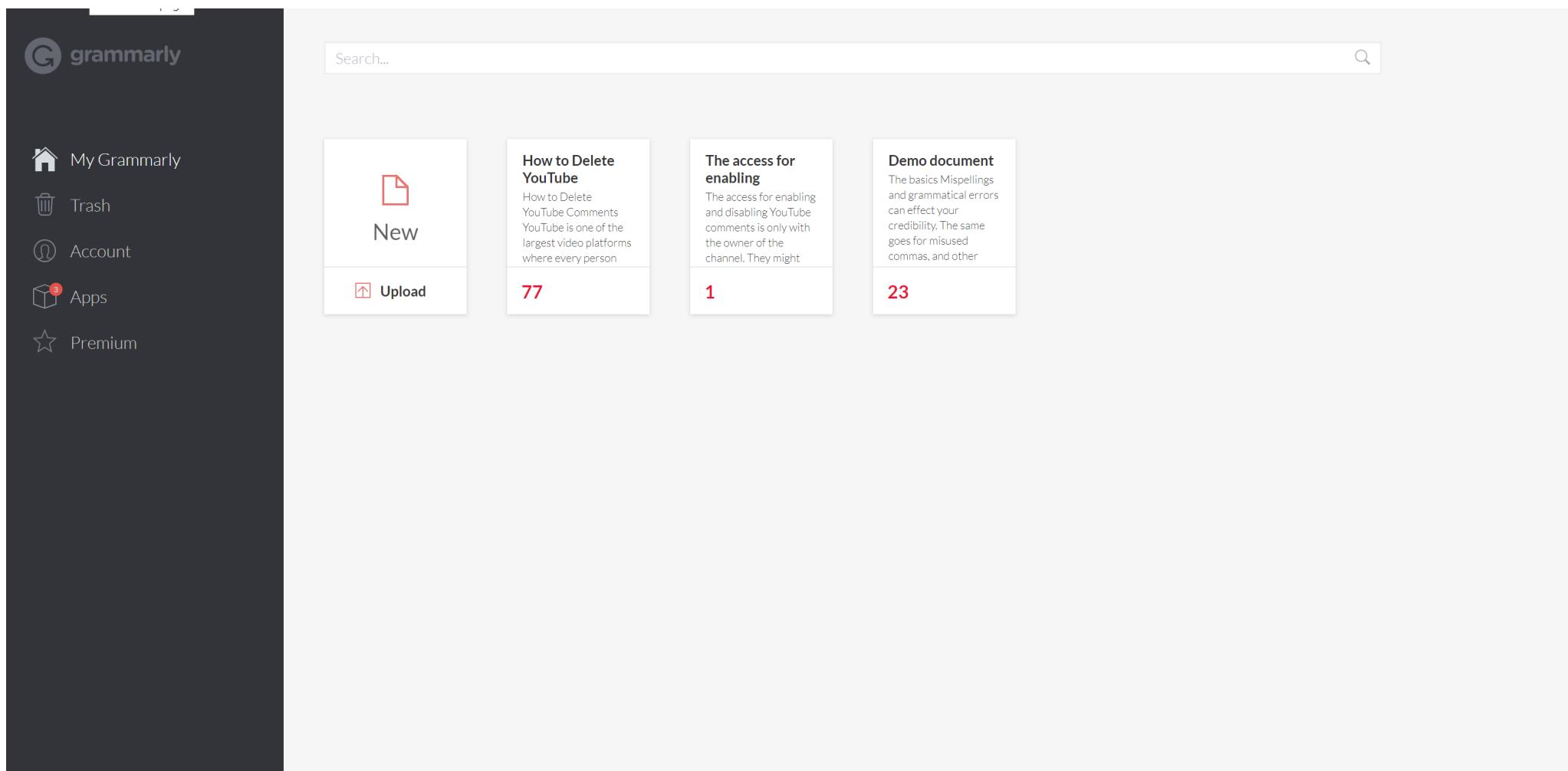
Grammar And Editing Tools



01

Grammarly (Free version)

grammarly.com/



Best Known For:

To write grammatically correct sentences

- Turning On Definitions and Synonyms
- Automatically Corrects Spelling
- Works in WordPress

02

Hemingway App (Free Version)

hemingwayapp.com/

The screenshot shows the Hemingway App website. At the top, there's a navigation bar with 'Feedback' and 'Help' on the left, and 'Write' and 'Edit' buttons on the right. Below the navigation is a toolbar with buttons for 'Bold', 'Italic', 'H1', 'H2', 'H3', 'Quote', 'Bullets', 'Numbers', and 'Link'. A green box labeled 'Desktop App' contains a green arrow pointing to the text 'Just Released! Version 3.0!'. Below the toolbar, the main content area starts with the heading 'Hemingway App makes your writing bold and clear.' followed by a paragraph of text with various colored highlights (yellow, red, purple) and explanatory text. To the right, under the heading 'Readability', it says 'Grade 6 Good' and 'Words: 133'. Below this are several colored boxes: blue for '2 adverbs, meeting the goal of 2 or fewer.', green for '1 use of passive voice, meeting the goal of 2 or fewer.', pink for '1 phrase has a simpler alternative.', yellow for '1 of 11 sentences is hard to read.', and red for '1 of 11 sentences is very hard to read.'

Best Known For:

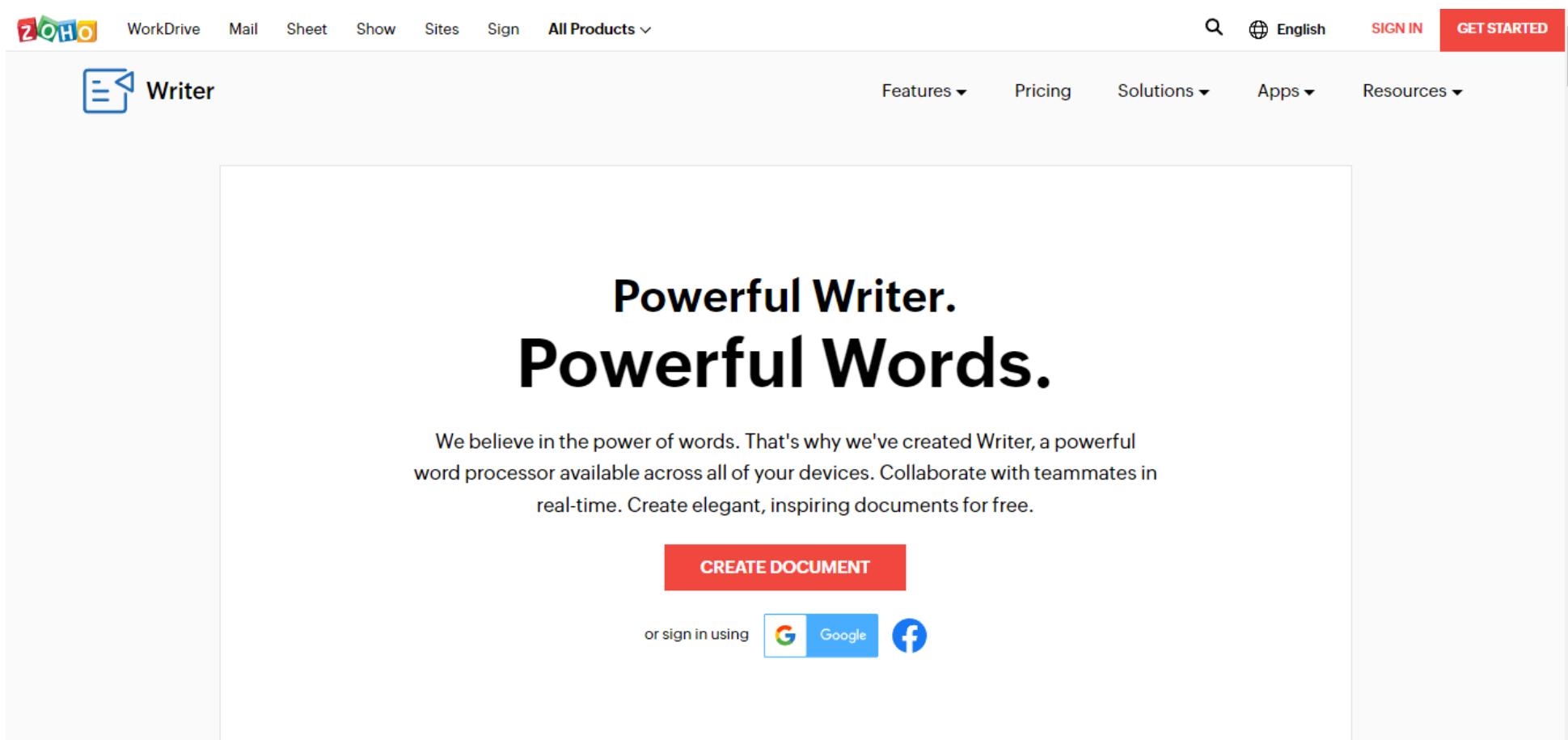
It makes your writing bold and clear.

- Highlights and corrects grammar.
- Helps you with Sentence structure.
- Self-editing tool.

03

Zoho writer

zoho.com



Best Known For:

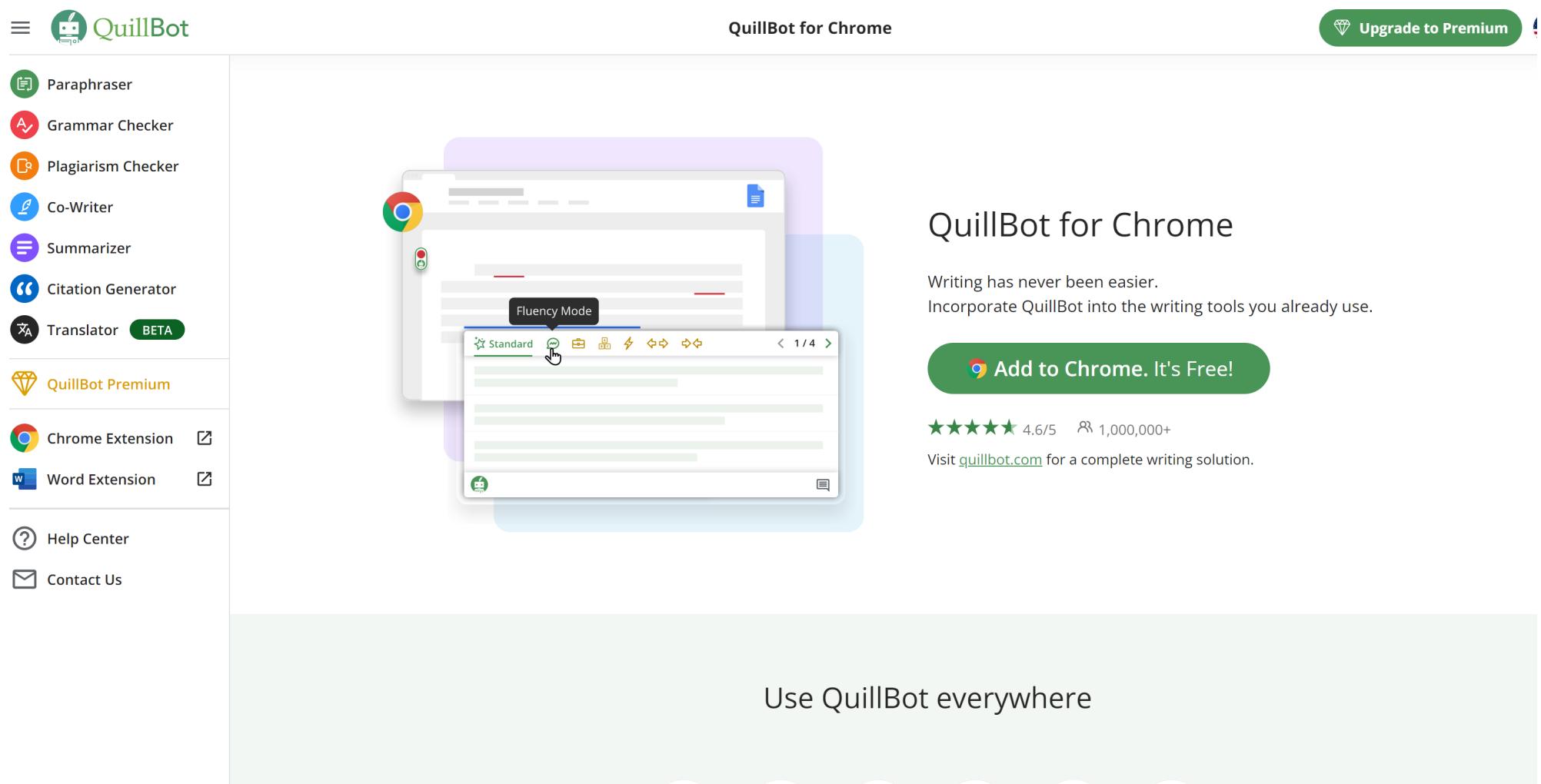
Instant proofing tool to check grammar & spelling.

- Helps Writing Assistant.
- Workflow Automation.
- Document Merge/Document Sign.

04

QuillBot (Free Version)

quillbot.com



Best Known For:

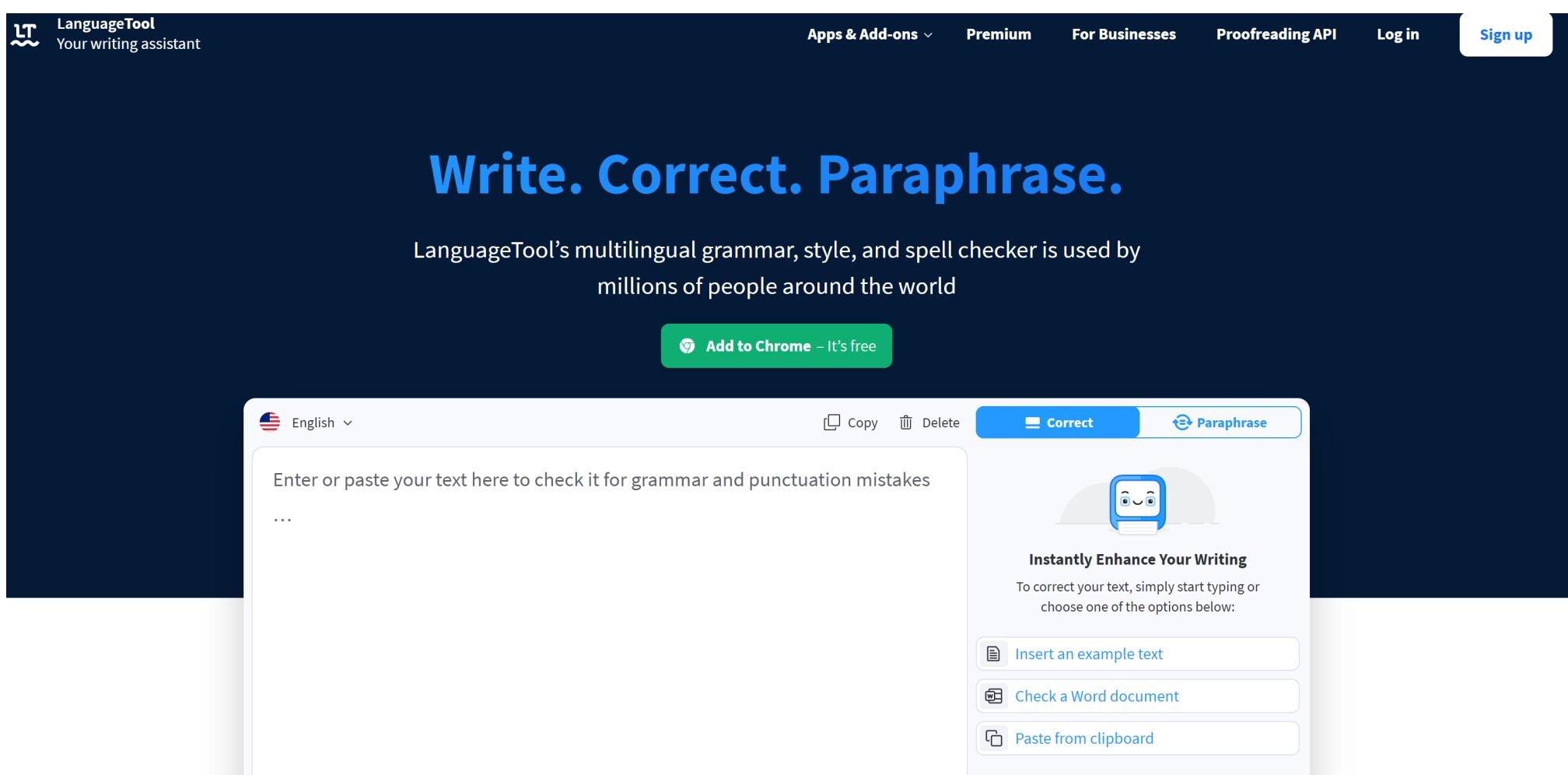
Paraphrasing tool and grammar Checker.

- Plagiarism Checker/Grammar Checker.
- Paraphrase unlimited words.
- Unlimited Freeze Words.

05

LanguageTool (Free Version)

languagetool.org/



Best Known For:

Online Grammar, Style & Spell Checker.

- Multiple Language Support.
- Use As An Add-On Or Extension.
- AutoCorrect.

@thesurojitmahato

Email Marketing Tools



01

Mailchimp

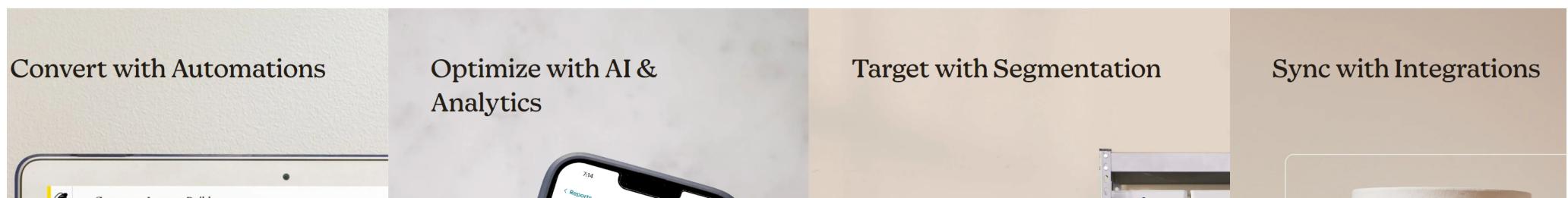
mailchimp.com/



Turn Emails into Revenue

Win new customers with the #1 email marketing and automations brand* that recommends ways to get more opens, clicks and sales.

[Sign Up](#)



Best Known For:

For email marketing.

- Complete campaign transparency
- View success and click-through rates
- Ability to manage subscribers and un-subscribers.

02

HubSpot (Free Version)

hubspot.com/products/marketing/email

The image shows a screenshot of the HubSpot Marketing Hub interface. On the left, there's a sidebar with options like 'Edit', 'Variation A', 'Variation B', 'Done', 'Edit', 'Settings', 'Send or schedule', and 'Actions'. Below this is a section titled 'Edit Button' with fields for 'Link to*', 'Link URL*', 'Button text*', 'Font*', 'Font size*', 'Background color', 'Border', and 'Corner radius'. To the right is a preview area with a colorful tropical-themed graphic and text: 'Make an impact with a strong header', 'Add information for your reader here. Direct your reader to complete an action, whether that is to learn more, purchase a product or download an ebook. Use this space to explain to readers why they should want to click on the button below.', and a 'Learn more' button. The preview area has a decorative border with yellow stars at the corners.

Email Marketing Tools

Create, personalize, and optimize your marketing emails without waiting on designers or IT.

[Get started free](#) [Get a demo](#)

- ✓ Boost your email open and clickthrough rates
- ✓ Create emails that are automatically tailored to each recipient
- ✓ Do it all independently – without help from designers or IT

Best Known For:

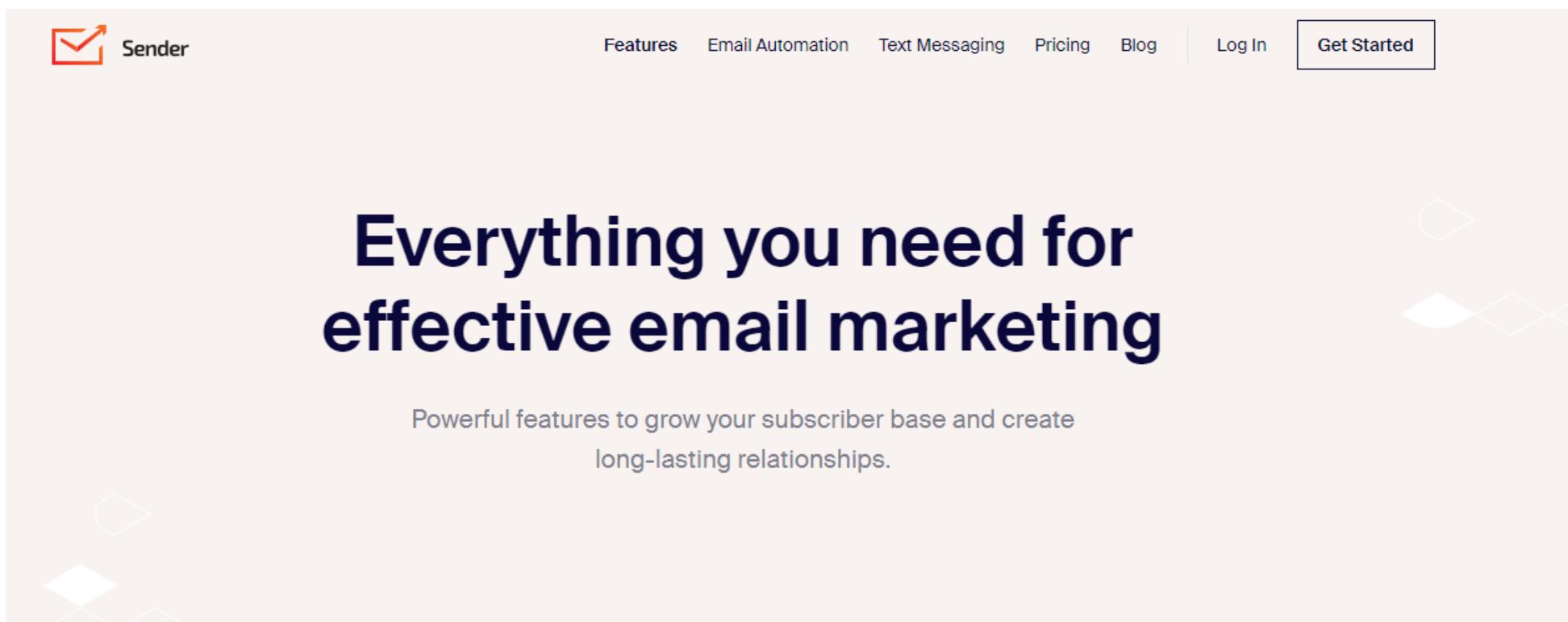
Professional email campaign.

- Create, personalize, & optimize marketing emails
- Lead tracking and conversions.
- Generates long and short content.

03

Sender (Free Version)

sender.net



Best Known For:

High email deliverability.

- Reporting/Analytics
- Create and send branded emails.
- Templates or build your own unique design.

04

MailerLite (Free Version)

www.copy.ai



EMAIL MARKETING

Grow your business with email

Collect subscribers, strengthen customer relationships, automate workflows and monetize your audience with MailerLite's advanced email marketing features.



Rated 'Best Email Marketing Tool for Selling Digital Subscriptions' by Forbes Advisor

Sign up free

Best Known For:

Advanced email marketing features.

- Drag & drop editor.
- Email automation builder.
- Signup forms & pop-ups

05

Omnisend (Free Version)

omnisend.com

The screenshot shows the homepage of omnisend.com. At the top, there's a navigation bar with links for Features, Pricing, Migration, Success stories, Resources, a search bar, a 'Request demo' button, and a 'Start free' button. Below the navigation, a large call-to-action banner features the text 'Increase sales, not your workload' in bold black font. To the right of this banner is a graphic showing a bar chart with revenue growth and a woman smiling. A sidebar on the left lists 'Abandoned cart', 'SMS', and 'Email' under the heading 'Your cart called'. At the bottom left, it says 'Trusted by 80,000+ ecommerce brands'.

Best Known For:

Easy-to-use tool for ecommerce email marketing.

- Professional looking email templates.
- Sales & performance reports.
- A/B testing.

@thesurojitmahato

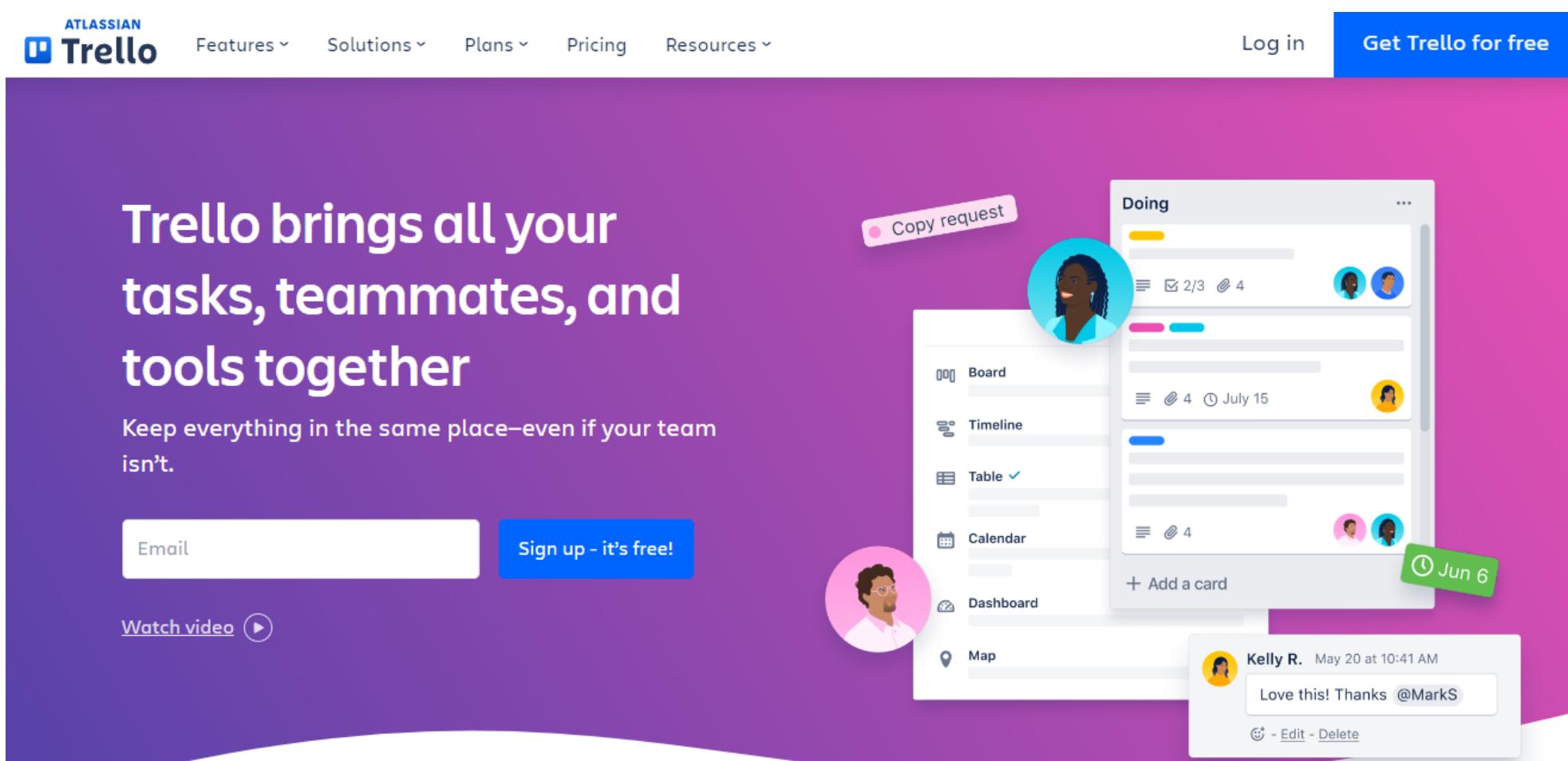
Social Media Tools



01

Trello (Free version)

trello.com



Best Known For:

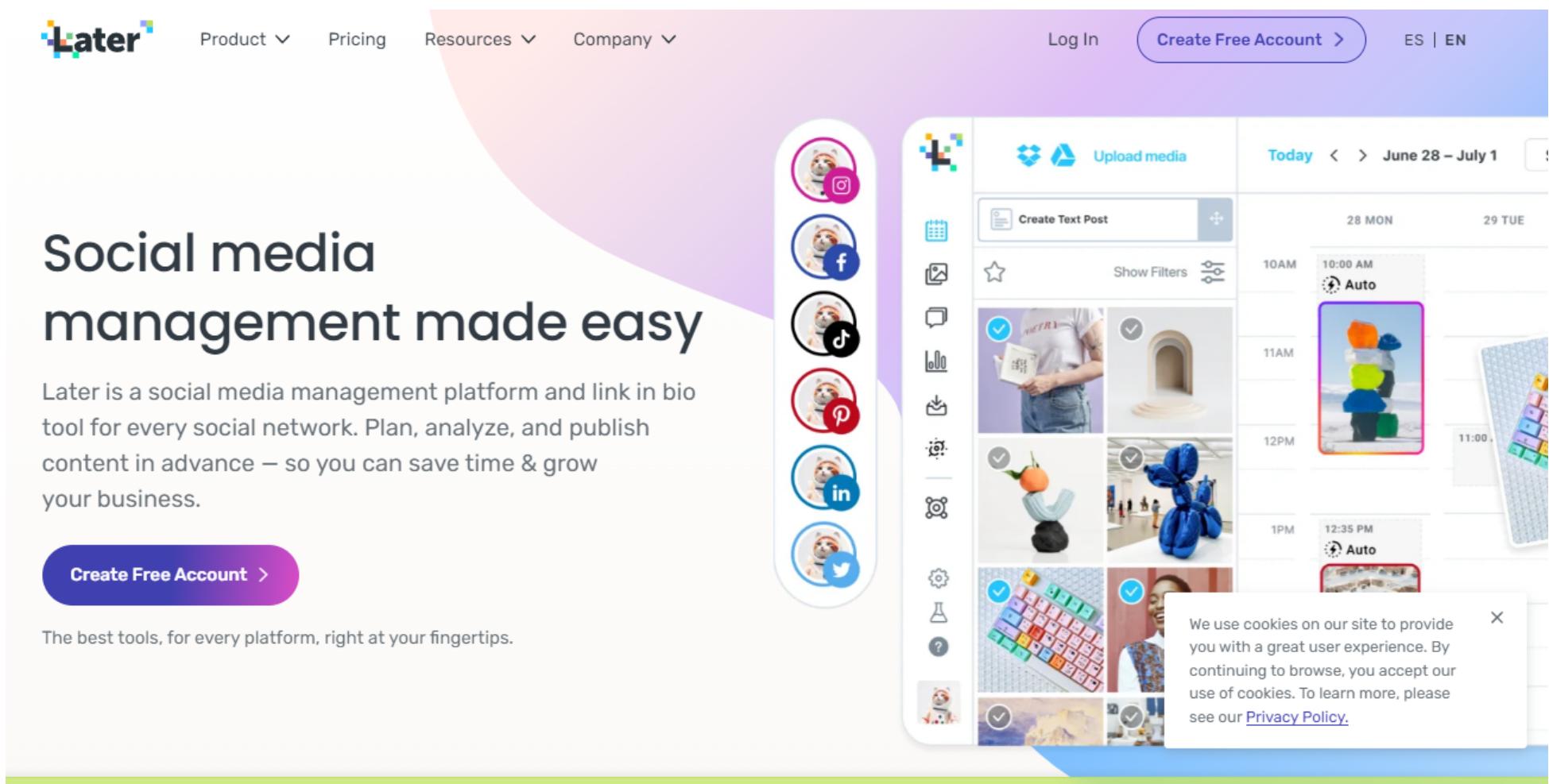
Organize your project & monitor progress.

- Keep task in order & deadlines on track.
- Collaborate with your team.
- Easy to use reports.

02

Later (Free version)

later.com



Best Known For:

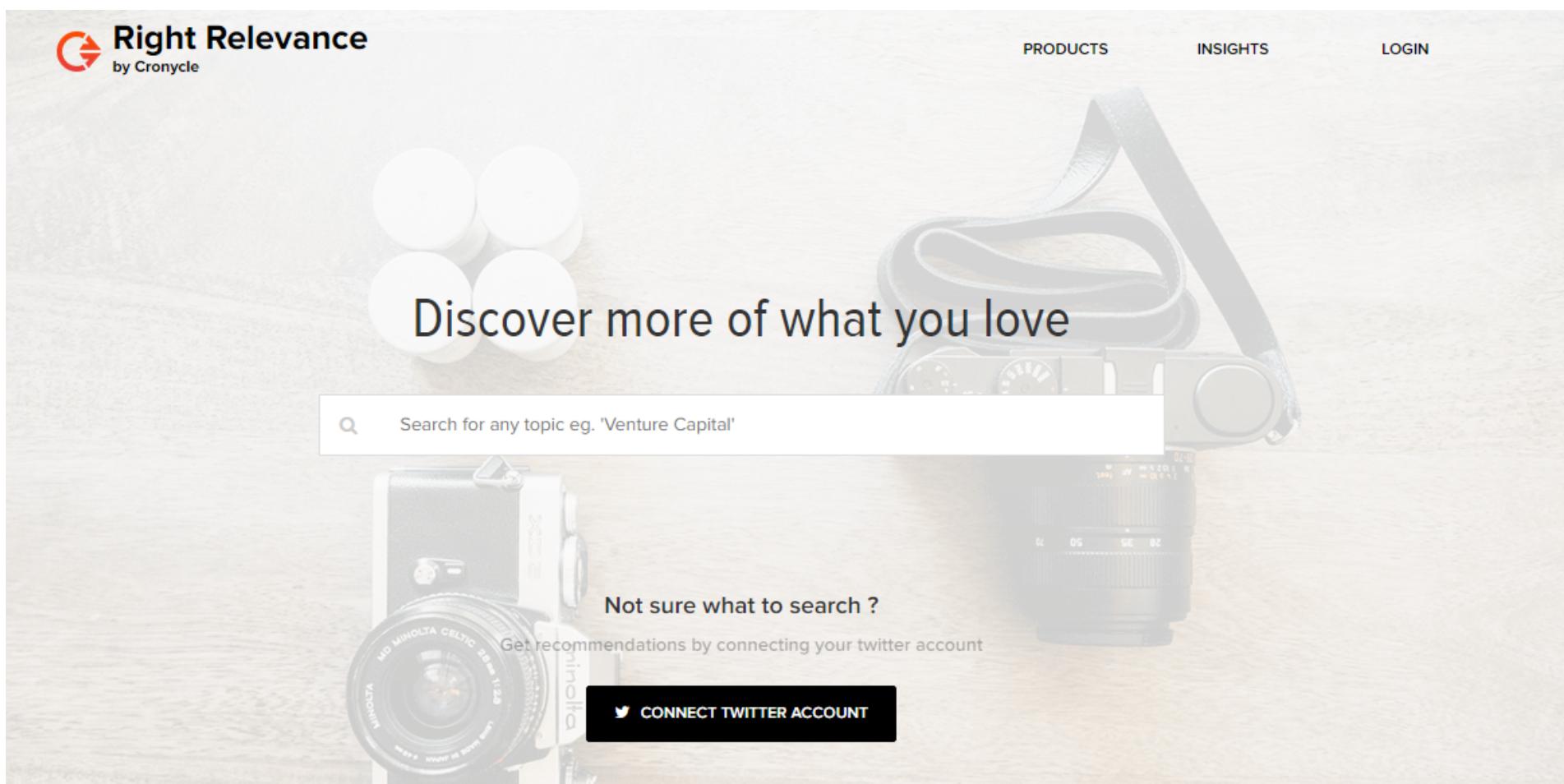
Multiple social media accounts in a single dashboard.

- Create, edit, & preview content
- Save time with automatic publishing
- Analyze & Optimize.

03

Right Relevance

rightrelevance.com



Best Known For:

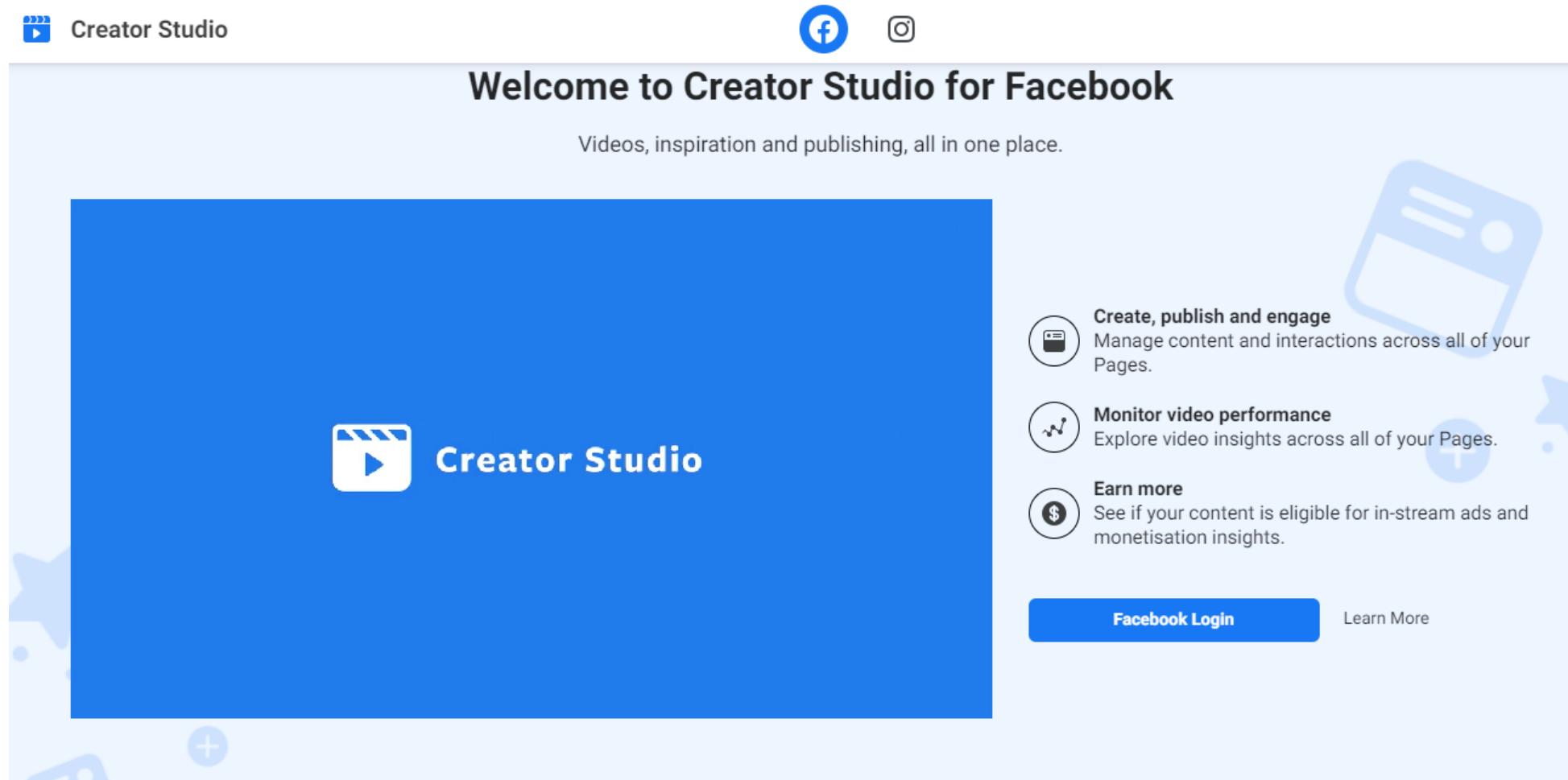
To find influencers in your industry.

- Crawling Modules and Custom Connectors.
- Ranking Rules Management.
- Personalized Recommendations.

04

Creator Studio

business.facebook.com/creatorstudio



Best Known For:

Scheduling Facebook and Instagram posts.

- Create, publish & manage your content.
- Detailed insights to know your audience.
- Can also download the Creator Studio app.

05

Buffer

buffer.com



The main content area of the Buffer homepage features a large call-to-action section on the left with the heading 'Grow your audience on social and beyond'. Below it is a brief description of Buffer's mission and a list of social media channels supported. On the right, there is a large screenshot of the Buffer software interface showing a publishing calendar, analytics, and engagement metrics for a user named 'theflowershop'. Two buttons at the bottom left encourage users to 'Get started now' or 'Watch video'.

Best Known For:

All-in-one Free social media toolkit.

- You can schedule 10 social updates for free.
- Helps you with when and what to publish.
- Customize your messages for each social network.

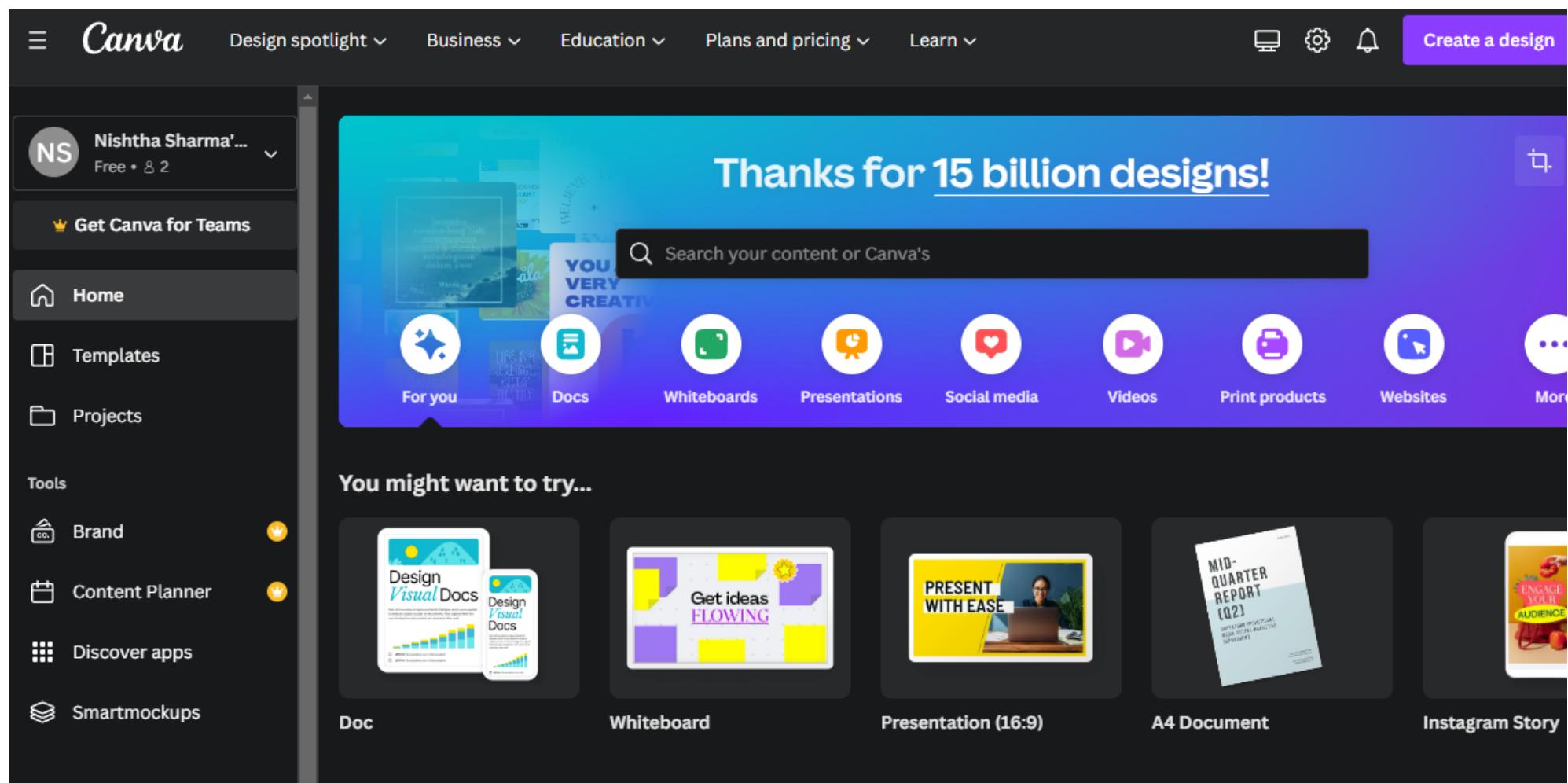
@thesurojitmahato

Images And Video Tools👉

01

Canva (Free version)

canva.com



Best Known For:

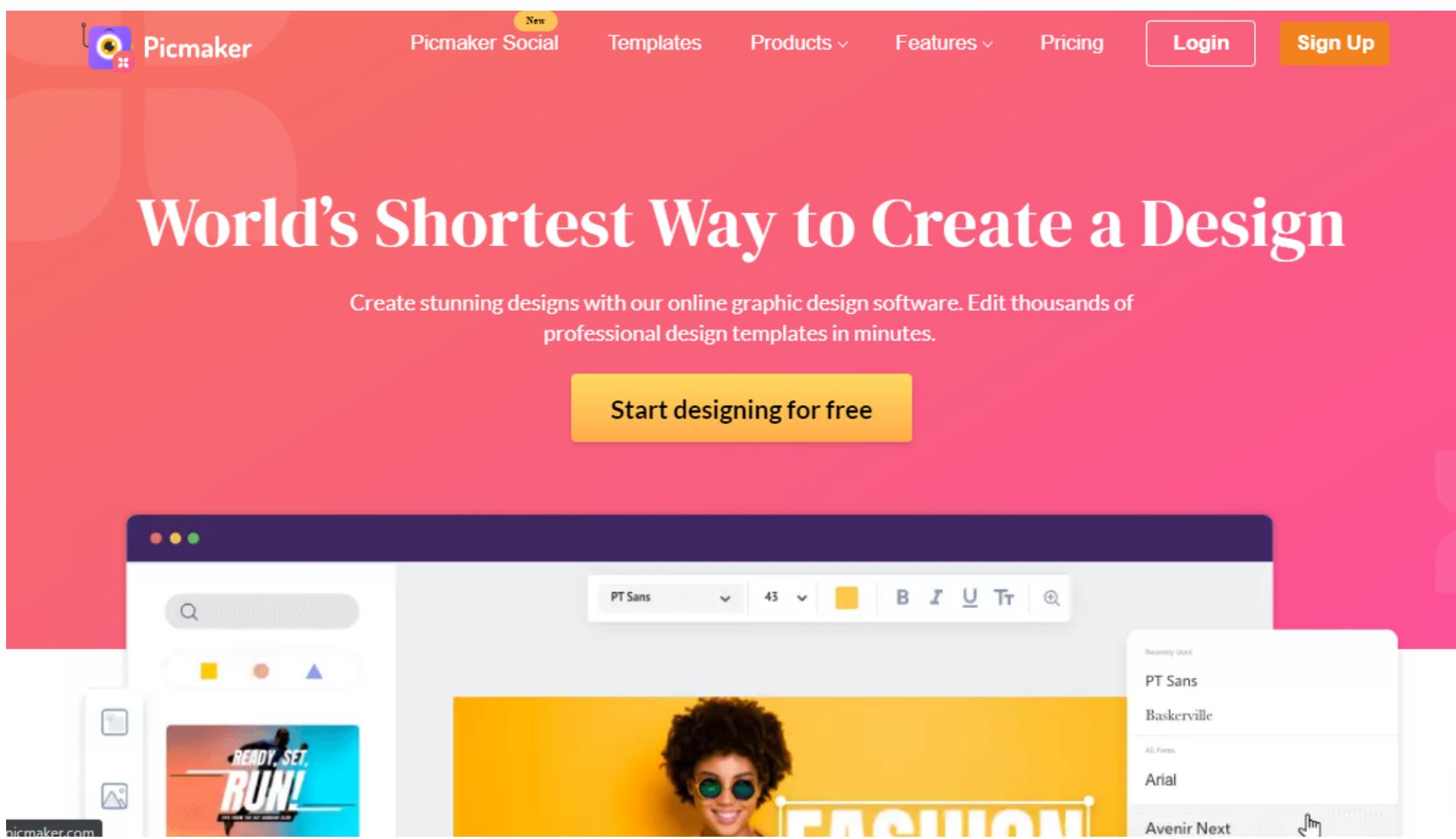
To design online using drag & drop features.

- Create images, presentations, videos & more.
- Free templates.
- Hundreds of elements, icons and graphics.

02

Picmakers (Free version)

picmaker.com



Best Known For:

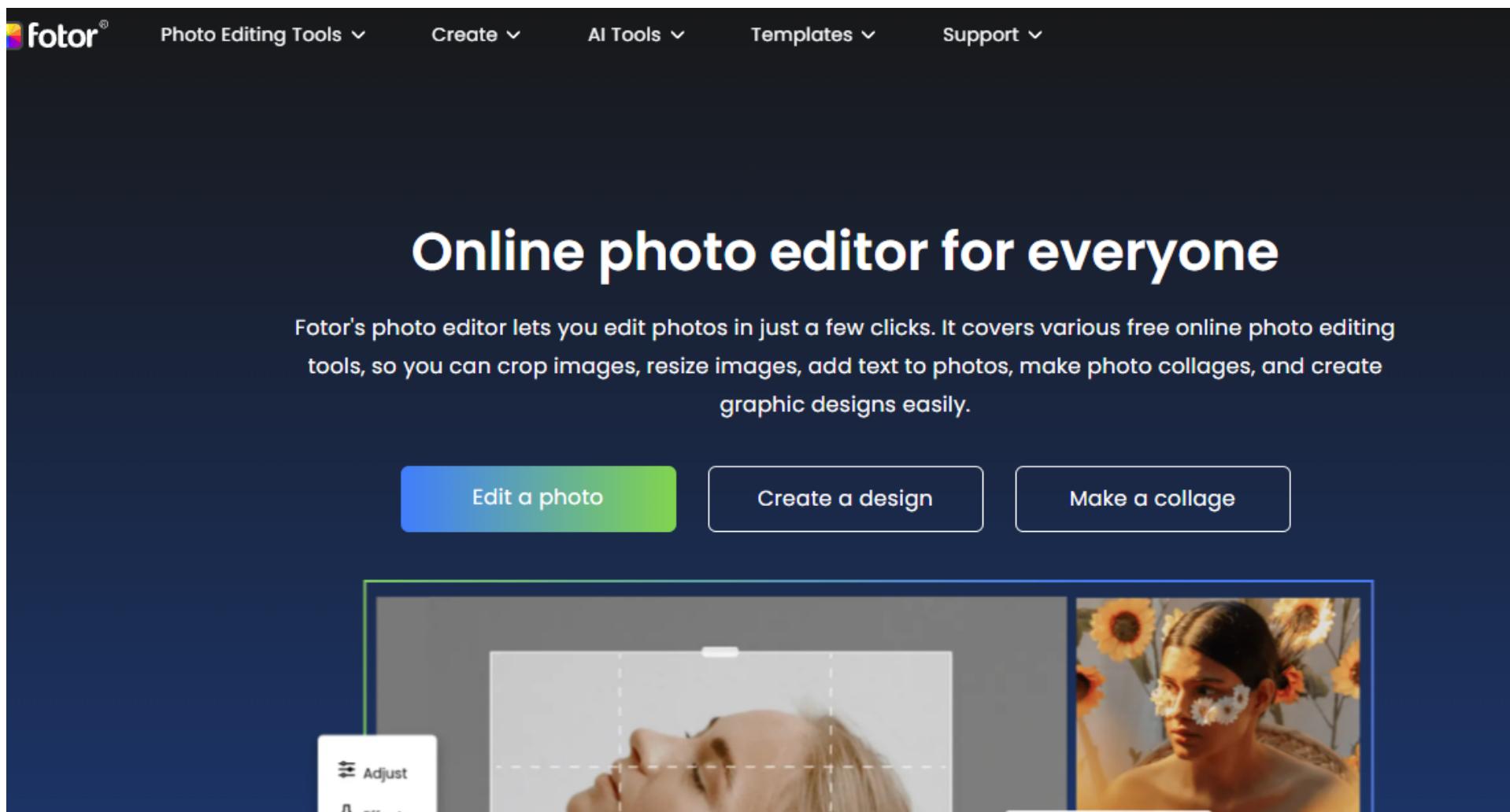
Easy way to create designs

- Photo editor.
- Design images, ads, logos, and more.
- Customizable templates.

03

Fotor

fotor.com



Best Known For:

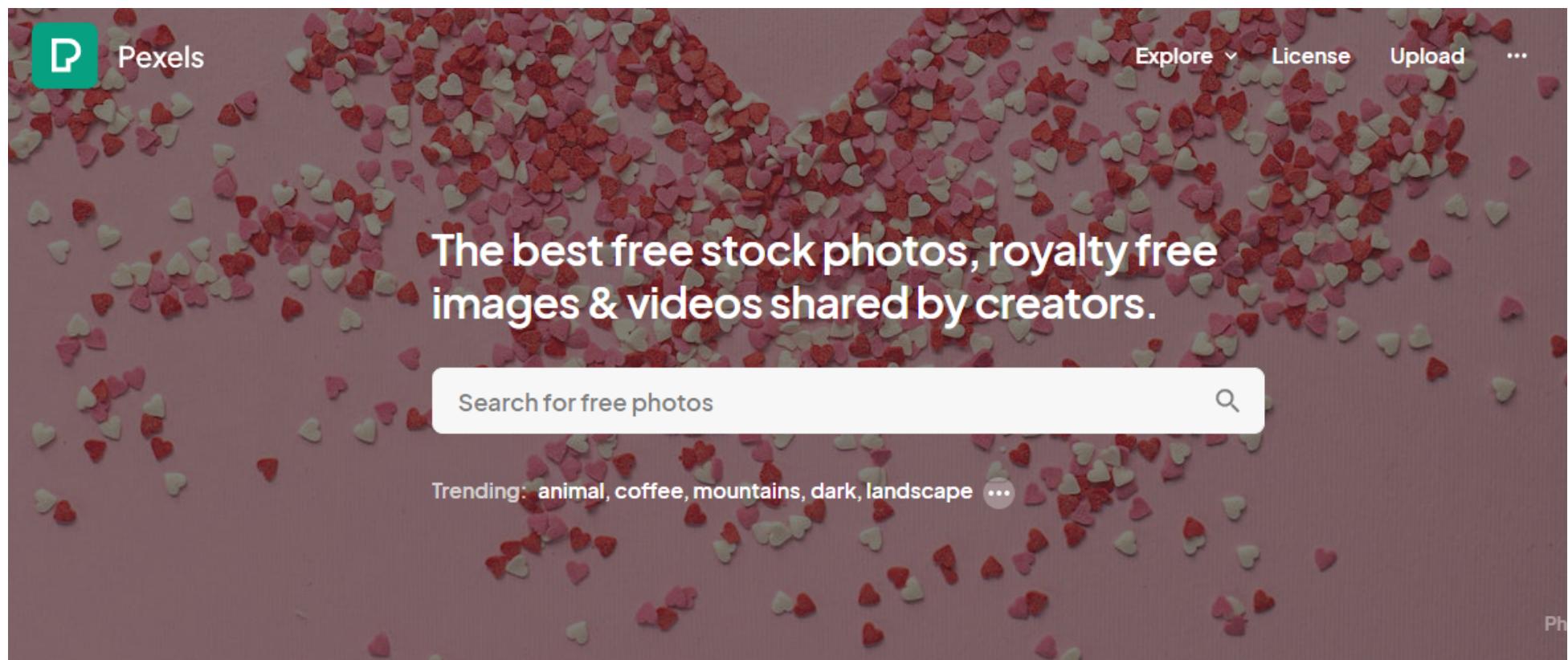
Free online photo editing tool.

- Crop and resize images.
- Remove background images.
- Collage maker.

04

Pexels

pexels.com



Best Known For:

Free stock images and Videos.

- High-resolution photos and videos.
- Download and use 9000+ Free stock photos.
- Free 4K Stock Videos.

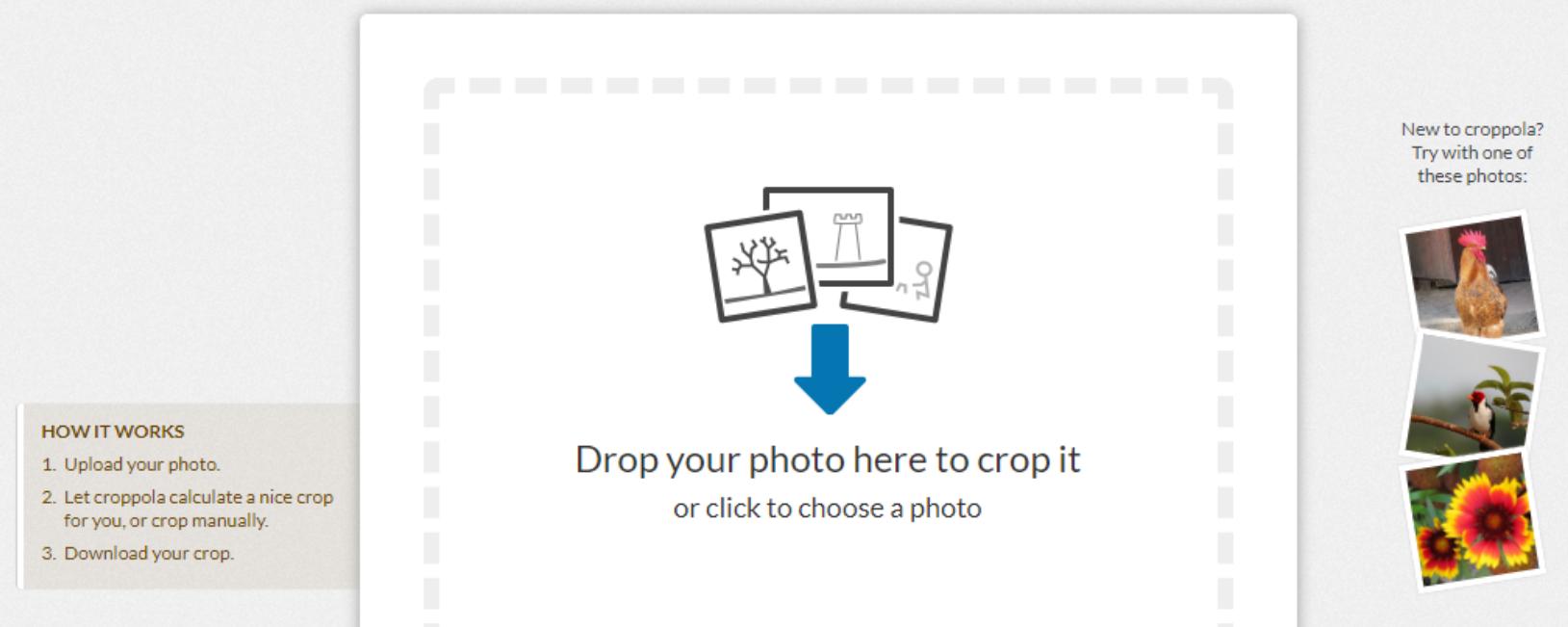
05

Croppola

croppola.com



[Online cropping](#) [FAQ](#) [About Croppola](#) [English](#) [Deutsch](#)



Best Known For:

Free online photo cropping tool.

- Crop your photos easily.
- Remove background.
- Analyze the composition of your picture.

Find This Helpful?

Like, Comment & Share.

