SEO TOOLS TO POWER YOUR MARKETING

ADVANCE OHIO

SMART MARKETING WON'T BE EFFECTIVE IF IT ISN'T SEEN — so search engine optimization (SEO) that helps potential customers find their way to you is crucial. Here are some time-saving, effective, and low-cost (or even free) tools to help you optimize your marketing campaign for search.

What It Is	What It Does	What It Costs	Learn More About It
GOOGLE ANALYTICS is a collection of metrics to help you assess how well your digital marketing is working.	Offers a massive amount of information on customers' online behavior, and it can help you analyze that behavior, particularly in terms of what is working best in helping customers find your site.	Free (though there is a paid option for larger businesses)	• GOOGLE ANALYTICS BLOG • ZENDESK
GOOGLE KEYWORD PLANNER is a keyword resource that is part of Google AdWords.	Mines Google's search data to suggest effective keywords. It can help you pinpoint commonly searched words and phrases that are related to your product or service, to make your site and other marketing efforts more likely to appear in customers' searches.	Free to use once you have a Google AdWords account, but you'll be charged for that account based on a budget you set.	• BACKLINKO • FORTUNELORDS TUTORIAL
CLICKMETER TRACKS user information.	Keeps track of user interaction data, allowing you to see how your social media efforts contribute to sales through your website. It can track and analyze data from multiple sources, so your data are consolidated.	From $29 to $349 per month	• CLICKMETER BLOG
HEMINGWAY EDITOR is a text editing tool.	Helps you pare down text on your site, making it easier to read and helping your search terms to stand out.	Free	• TOOLS FOR EDITING TEXT AND SEO
OPEN SITE EXPLORER monitors SEO.	Lets you plug in your website's URL to get high-level stats that include page authority (how well your site ranks in search engines) and how many incoming links you're getting. It also offers keyword research and site auditing for SEO.	After a 30-day free trial, prices range from $99 to $599 per month	• OPEN SITE EXPLORER HELP HUB
SERPS.COM is a keyword listing tracker.	SERPs.com works on Google and other search engines and across multiple devices, languages, and locations to track keywords daily and give you ranking and other data.	After a 30-day free trial, prices start at $49 per month.	• HELP WITH SERPS.COM
KEYWORD TOOL is a keyword planner that's an alternative to Google Keywords.	Keyword Tool can help you identify "long-tail keywords"— groups of connected keywords that may be used in customers' searches. You can use this tool even if you don't have an account with Google Adwords or another provider.	Free	• SEARCH ENGINE JOURNAL ON KEYWORDS • BEGINNER'S GUIDE TO KEYWORDS • MORE KEYWORD TOOLS

Learn more about digital marketing strategy options by contacting an account specialist at Advance Ohio at 216-999-3900 or marketing@advance-ohio.com, or visit www.advance-ohio.com.

SOURCES:
https://analytics.googleblog.com/search/label/Analytics
https://support.zendesk.com/hc/en-us/articles/203664136-Google-Analytics-and-Help-Center-Part-1-Asking-the-right-questions
https://backlinko.com/google-keyword-planner
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https://www.wordstream.com/blog/ws/2017/01/23/keyword-search-volume
https://neilpatel.com/blog/10-free-keyword-research-tools-to-help-plan-your-new-site/