

SEO, SOCIAL MEDIA, AND WEB MARKETING TOOLS

1. http://www.annatulchinsky.com/Resources_SEO.htm . This section was compiled by me in the process of my work with various clients, it is constantly being updated with new links. Pay attention to the 'Free tools' section, it will save you hundreds if not thousands of dollars and hours of efforts. Review my glossary page, it is functioning as a summary of what needs to be done for SEO.
2. Subscribe to WordTracker for 1 day (only a few dollars) and from the list you've compiled using <https://adwords.google.com/select/KeywordToolExternal> check to see what keywords are most popular with users. Start with very generic keywords and then "dig" into each one to review specific combinations. Do that BEFORE you do anything else.
3. Then use Google Suggest <http://www.google.com/webhp?complete=1&hl=en> and record how many search results are being returned for each keyword. As you start typing, Google shows you the number of results.
4. Then use Google Sponsored Links <http://www.google.com/sponsoredlinks> to see what competitors are buying your keywords.
5. Run you final selected keywords by Google <https://adwords.google.com/select/KeywordSandbox>
6. Use Yahoo keyword selector tool <http://inventory.overture.com/d/searchinventory/suggestion/>
7. To check what pages were indexed by Google and how often, use: <http://www.google.com/webmasters/> . Also a good tool: <http://www.wholinks2me.com/>
8. To check incoming links (back links), use this free service: <http://www.linkpopularity.com> and <http://www.marketleap.com>
9. To check back links, here is another tool <http://www.webuildpages.com/neat-o/>
10. To check outgoing links from your own website to other websites (and your own pages), use this free tool: <http://webxact.watchfire.com/>
11. **Google tools** <http://www.google.com/options/>
12. **Free SEO tools:** <http://www.google.com/webmasters>
13. Enroll in Google AdWords <https://adwords.google.com/support/bin/topic.py?topic=10808> , just enroll, you don't have to spend money right away.
14. Conversion rate and other measurements of your AdWords campaigns - <https://adwords.google.com/support/>
15. Enroll in Yahoo Search Engine Marketing <http://www.content.overture.com/d/USm/ac/index.jhtml> (Yahoo acquired Overture)
16. Web site statistics and conversion rate – Google Analytics <http://www.google.com/analytics/>
17. Traffic analysis by Alexa <http://www.alexa.com/> - this is an industry benchmark for blogs
18. Create surveys <http://www.surveymonkey.com> for free (very simple and nice service)
19. Create surveys <http://www.zoomerang.com> - allows you to conduct more sophisticated online surveys and polls. Basic service is free. Upgraded service is \$599 per yet, but it seems to be worth it, as it lets you export the results of your surveys into spreadsheets and business reports; brand your survey to enhance your professional look; save your data indefinitely; deploy an unlimited number of surveys to ensure you reach all your customers or constituents. Create polls <http://www.dpolls.com>
20. Free web conferencing – <http://www.uygma.com>
21. For free teleconferencing, use +1-218-936-6666 (U.S. telephone number). Note that long distance charges will apply. But you can buy a phone card at your nearest gas station and use it for North American calls. A \$5-dollar card will usually give you over 300 minutes (we use Apple). If you are doing online training, buy a phone card for each user and send them PINs by email. This will keep your teleconferencing costs down, at the negligible level.
22. **Everything you need to know about Web 2.0, Social Media Marketng, RSS, social bookmarking:** http://www.annatulchinsky.com/Resources_SEO_Blogs_Social_Media.htm
23. Create blogs in a matter of minutes: <https://www.2.blogger.com/start> (offered by Google) and <http://wordpress.org/> - also extremely popular.
24. Monitor blog postings via Google Search: <http://blogsearch.google.com/>
25. Make money off your blog and website http://www.annatulchinsky.com/Resources_SEO_Blogs_Social_Media.htm
26. Distribute your news or PR releases online using [Pr.com](http://www.pr.com) (free) and [PressReleaseNetwork](http://www.PressReleaseNetwork.com) (from \$200 to \$500) and [PRWebDirect](http://www.PRWebDirect.com) (\$169), and maybe also [PRNewsire](http://www.PRNewsire.com) (prices start at \$680 per release, plus an annual membership at \$150 is required, but the service is good). This venue is often undervalued. Run wild with it. Make sure you press releases are written well and not mind numbingly dry. Do not follow the crowd. Be different.
27. Mailing lists from [NetAtlantic](http://www.NetAtlantic.com) (very inexpensive) and [SparkList](http://www.SparkList.com) (more expensive, but still easily affordable)
28. Webinars and email marketing from [TechOnline](http://www.TechOnline.com) (hosted webinars with email promotion, great for technology companies, prices start at \$12K, but excellent results). Post your own webinars using Breeze from Adobe <http://www.adobe.com/products/acrobatconnectpro/>, Captasia <http://www.techsmith.com/> or free tools like <http://moodle.org/>. Both Adobe and Techsmith offer free trials.
29. Great inexpensive collection of templates for PPT, Word, Outlook, websites, symbols: <http://www.templatecentral.com/>
30. Free photos, graphics, videos, etc. <http://www.gettyimages.com> and <http://www.flickr.com> and <http://www.youtube.com>