Free Digital Marketing Tools for Small Businesses

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Thank you for downloading!

Here's a list of free tools we use and recommend for all businesses. For more tips and small business marketing ideas, follow us HERE. Now onto the list:

Search Engine Marketing Tools (SEM)

- Google Ads
  - Controlling 82% of search share, reach more potential customers exactly when they're searching for what you offer with Google Ads.
- Microsoft Ads
  - Reach a different audience and potentially lower your cost-per-click with Microsoft Ads. Bing is popular among Millennials, so if that's your target audience you'll want to use Microsoft for ads.
- Microsoft Clarity
  - Uncover how users interact with your website and optimize for better conversions with Microsoft Clarity's free heatmaps and session recordings.

Search Engine Optimization Tools (SEO)

- Google My Business
  - Claim your free Google My Business profile to ensure your business appears on Google Maps and local search results, boosting visibility and attracting new customers.
- Also Asked
  - Use AlsoAsked.com to uncover the questions your target audience is asking online, helping you tailor your content for better SEO and engagement.
- Google Trends
  - Use Google Trends to understand what people are searching for so you can tailor your products, services, and marketing efforts to their current interests.

Social Media Marketing Tools (SMM)

- Canva
  - Unleash your creativity with Canva's user-friendly design tools, perfect for anyone from social media beginners to design enthusiasts.
- UTM Link Builder
  - Use a UTM link builder to track clicks and understand exactly where your website traffic is coming from.
- Zapier
  - Zapier automates repetitive tasks between your favorite apps, saving you time and streamlining your workflow.

Website Tools

- Google Analytics
  - Uncover valuable insights about your website visitors to optimize your marketing and boost conversions with Google Analytics.
- Page Speed Insights
  - Use Page Speed Insights to identify website speed issues and create a faster, smoother user experience that boosts SEO and conversions.
- Rank Math
  - Unleash the full SEO potential of your website with Rank Math's powerful tools and user-friendly interface.