

Digital Marketing Research Guide & Tools (including Websites)

Digital Marketing Research

In online marketing, there are a lot of tools out there and many tools come and go. Tools you found useful this year may be gone next year. So instead of us listing all the tools, we are listing articles that have links to online tools. These articles are updated regularly and created by professional digital marketers.

Tools:

- **41 of the Best Free Marketing Tools for Smart Marketers**
<https://blog.bufferapp.com/free-marketing-tools>
- **37 Digital Marketing Tools That Make Life Easier**
<http://sproutsocial.com/insights/digital-marketing-tools/>
- **10 Free Online Marketing Tools Every Small Business Owner Needs**
<https://moz.com/blog/10-free-online-marketing-tools-every-small-business-owner-needs>
- **OkDork Digital Marketing Resources—By former Facebook and Mint employee**
<http://okdork.com/resources/>
- **Marketing Resources by Hubspot**
<http://www.hubspot.com/free-marketing-resources>
- **Tech Startup Tools by GrowthSupply**
<http://growth.supply/free/>

Guides:

- **SEO: The Beginner's Guide to Search Engine Optimization**
<https://moz.com/beginners-guide-to-seo>
- **Social Media: The Beginner's Guide to Social Media**
<https://moz.com/beginners-guide-to-social-media>
- **Beginner's Guide to Content Marketing**
<https://moz.com/beginners-guide-to-content-marketing>
- **The Absolute Beginner's Guide to Google Analytics**
<https://moz.com/blog/absolute-beginners-guide-to-google-analytics>
- **How to Learn Social Media Marketing: 41 Resources for Beginners**
<http://bit.ly/2aAXShH>
- **The Small Business Online Marketing Guide**
<https://goo.gl/aGBGmC>
- **How to Use Google AdWords: A Beginner's Guide to PPC Advertising**
<http://bit.ly/2aB1Syl>
- **75 Resources for Copywriting**
<https://blog.kissmetrics.com/75-copywriting-resources/>

- **TractionStack** curated directory of marketing resources focused on getting traction
<http://tractionstack.com/>

Website—Tools to help you with website building and competitive analysis

- **Builtwith**— Find out what websites are built with
Website: <http://builtwith.com/>
- **Follow**— Find out competitors traffic source , SEO keywords, PPC Ads and other online presence.
Website: <https://follow.net/>
- **Spyfu**— Similar to Follow above. Use both to get comprehensive view of your competitor's online presence.
Website: <https://www.spyfu.com/>
- **SimilarWeb**— Get insights for any website or app.
Website: <https://www.similarweb.com/>
- **CSS Stats**— Find out CSS stats of website. Don't know what the CSS is? Refer to this article:
https://en.wikipedia.org/wiki/Cascading_Style_Sheets
Website: <http://cssstats.com/>
- **SiteBuilderReport**— Reviews on various website platforms.
Website: <https://www.sitebuilderreport.com/>
- **Website Builders** —List of website building tools.
Website: <http://saijogeorge.com/website-builders/>
- **Small Victories**—Turn a dropbox folder into a website.
Website: <https://www.smallvictori.es/>
- **ZiteCraft**— Website Builder Based On Facebook.
Website: <http://zitecraft.com/>
- **More tools**— Want to have more tools like these? Check out this Quora article below.
Website: <https://www.quora.com/Is-there-any-tool-to-find-Competitors-Adwords-Display-Ads>

Created By: Jason Kim, Business Counselor

Email: Jasonkim@scorela.org