

Tool	URL	Description
Answer the Public	http://answerthepublic.com	Input keywords and get content ideas / frequently searched questions by country.
Buffer	https://buffer.com	Social media management tool that can be used to schedule updates in advance.
Buzzstream	buzzstream.com	Digital outreach management tool.
Buzzsumo	buzzsumo.com	Find most shared content and discover influencers. The free version gives you a very limited experience, but may be suitable for businesses that are just getting started with content creation.
Canva	canva.com	Image editing tool which can be used to design graphics and marketing materials and to overlay text on images.
Crazy Egg	crazyegg.com	Heatmap software to see where website users look and click most when on a webpage.
Fiverr	uk.fiverr.com	Find creative and professional services for website graphics, logos, marketing materials, videos, animations, and other creative services.
Followerwonk	moz.com/followerwonk	Twitter analytics tool which allows users to search and compare Twitter profiles.
Google Alerts	google.co.uk/alerts	Get notifications for new content published on a certain topic or keyword.
Google Analytics	google.co.uk/analytics	Web analytics services that track and report on website traffic.
Google Trends	google.co.uk/trends	See how often a set of keywords are Googled, enabling you to see what is trending and how that trend has changed over time. It also predicts how the trend may change in the future, and you can compare different keyword sets to one another. This resource is excellent and free.
Hunter	https://hunter.io/chrome	Extension that pulls the email address for any blog/website.
InkyBee	inkybee.com	Blogger outreach and digital outreach management software.
Majestic	https://majestic.com	SEO backlink checker. Check Trust Flow and Citation Flow for a website.

Tool	URL	Description
Moz Keyword Planner	https://moz.com/products/pro/keyword-e	Keyword planning tool.
Moz OSE	moz.com/researchtools/ose	Research backlinks on any website, analyse competitor backlink profiles, and measure a website's domain authority.
Piktochart	piktochart.com	Create infographics, reports, and presentations online. Both free and paid versions.
Rafflecopter	rafflecopter.com	App to run giveaways and competitions on websites and blogs.
Response Source	responsesource.com	A paid-for enquiry service for journalists and PR people. Used by all the major national newspapers in the UK. Worth the money only for companies that are seriously dedicated to PR.
Searchmetrics	http://www.searchmetrics.com	SEO keyword research and planning tool.
SEM Rush	semrush.com	Check organic keywords for any website.
Streak	streak.com	An extension for Gmail which lets you organise emails and workflow with folders, boxes, and pipelines.
Quantcast	quantcast.com	Audience measurement and insights software for websites and blogs.
Quick Click Website Audit	https://chrome.google.com/webstore/detail	Chrome extension with links to Moz, Majestic and other SEO tools. Quick way of using many of the tools listed here.
Yoast	yoast.com	SEO plugin for Wordpress. Helps users to optimise SEO on webpages and blog posts.