

IS YOUR WEBSITE MOBILE FRIENDLY?

The web is being accessed more and more on mobile devices. Designing your websites to be mobile friendly ensures that your pages perform well on all devices. Test how easily a visitor can use your page on a mobile device. Just enter a page URL to see how your page scores:

https://search.google.com/test/mobile-friendly?utm_source=gws&utm_medium=onebox&utm_campaign=suit/

CHAT BOTS – FIND YOURS.

Live chat software allows companies to communicate with their website visitors in real time via chat windows. Customer service representatives or support agents can interact in a timely manner with customers. Find out more how live chat can help your business. This website has a list of chat bots, ranked by best for business by size: <https://www.g2crowd.com/categories/live-chat?segment=small-business>

SMS MARKETING SOFTWARE.

Another website that helps you find and rank SMS software. Find the best SMS Marketing Software for your business. Compare product reviews and features to build your list. (Mailchimp has this function):

<https://www.capterra.com/sms-marketing-software/>

ANALYTIC TOOLS

- **Google Analytics** – If you don't already use Google Analytics, get it! This free tool shows you all of the important information about your website performance, including audience demographics, popular keywords, actions taken, and more: <https://analytics.google.com/analytics/web/#/>
- **SumoMe** – allows you to track your readers' behavior while on your site and make adjustments accordingly. Use their Heat Maps to see where people are clicking and their Content Analytics to see where people stop reading. <https://sumo.com/>
- **Hotjar** – allows you to analyze and understand the behavior of your website visitors with interesting metrics gotten from website visitor recording, heat maps, scroll maps and click maps. The tool also gives you access to feedback polls and surveys, for collecting feedback that can help you better understand your website visitors. <https://www.hotjar.com>
- **Ahrefs** – ridiculously efficient competitive analysis, keyword tracking, and traffic volume research. <https://ahrefs.com>
- **Google Data Studio** – Curated a bad-ass dashboard for 'stakeholders' to see how amazing you're doing. <https://datastudio.google.com>
- **Google Search Console** – Finding high impression, low click pages. <https://search.google.com/search-console/welcome>

SEO & BLOG CONTENT TOOLS

- **UberSuggest** – helps you come up with new keywords or blog topics with an easy "suggest" tool. Simply type in your main keyword to see a list of similar results. You can then select any of the results to expand it for even more options, look at Google trends data, or search for the term in Google. <https://neilpatel.com/ubersuggest/>

WISE ACADEMY

- **Google Keyword Planner** – lets you know which of your potential keywords pack the biggest punch. See how often your keywords are searched and if that changes over time (especially important for seasonal terms!) You can even find “more like this” for more ideas. <https://ads.google.com/home/tools/keyword-planner/>
- **Yoast** – a plugin for WordPress that adds extra search engine data to each blog post. This allows Google to easily read your page and increases your chances of ranking higher in search results. <https://yoast.com/>
- **SEMrush** – Google analytics results and reports can be a bit confusing such that people end up missing important information. SEMrush, one of the popular digital marketing tools, gives marketers a great opportunity to analyze google organic and paid search results to allow you to evaluate your site and perform competitor analysis. <https://www.semrush.com/>

SOCIAL MEDIA MARKETING TOOLS

- **MeetEdgar** – a great digital marketing tools for evergreen content. Add tweets, LinkedIn updates, and Facebook posts to your “library,” separated into as many categories as you want. Then set a calendar to schedule each category to post to a selected social media account at a specified time. <https://meet Edgar.com/>
- **Hootsuite** – offers an easy way to schedule posts and check all of your social media accounts in one place. Set up “streams” for scheduled messages, mentions, messages, posts, and more. You can even assign a comment or message to a team member for them to reply later. <https://hootsuite.com>
- **AgoraPulse** – allows you to schedule posts, measure your social media activities, and engage your followers with quizzes and competitions. <https://www.agorapulse.com>
- **Traackr** – an influencer marketing platform that allows you to find influencers and do an analysis of their social media profiles, connections and what they’re interested in. www.traackr.com
- **Brand24** – a social media monitoring tool that allows you to track mentions about your brand, or your competition, across social media platforms, blogs, forums, photo sites, etc. <https://brand24.com/>

EMAIL TOOLS

- **ActiveCampaign** – an all-in-one platform for your email marketing, marketing automation, and sales CRM software. It helps you engage with your contacts with welcome emails, trigger campaigns, sales follow-ups, and more. With countless data-driven automations, you can make sure you never miss an opportunity with a potential lead. <https://www.activecampaign.com>
- **Hatchbuck** – automates lead generation and client communication. Its CRM is specifically designed for small businesses, letting you see their activity in real time and trigger hot leads when they’re ready to buy. <https://www.hatchbuck.com>
- **HubSpot Sales** – (Formerly known as Sidekick) lets you see who opens your emails – and when. It also pulls up the contact’s professional history, company information, and latest tweets, and even lets you schedule emails to send at a later time. <https://www.hubspot.com/products/sales>

WISE ACADEMY

- **OptinMonster** – a popular email subscriber list building tool that is used by many WordPress bloggers and website owners to build their subscription lists. With many intriguing email opt-in templates, OptinMonster provides you with an easy to use interface and allows you to create converting email opt-in forms. <https://optinmonster.com/>
- **ThriveCart** – a complete influencer management platform that lets you find influencers and manage all communication with them. <https://thrivecart.com>

VISUAL DESIGN TOOLS

- **Canva** – allows users to make use of customized photo filters, manipulate text, create images from scratch or use stock photos, designs or background images and it also provides different social media network images size dimension all done with an easy drag-and-drop technology. <https://www.canva.com/>
- **Animoto** – allows you to create professional slideshow videos with music, custom text, visual effects, and more. Simply pick a template, add your media, and publish to share your video across your social media accounts. <https://animoto.com/>
- **Freepik** – gives you access to more than one million vectors, photos, icons, and more for one monthly subscription fee. Find the perfect stock photo for your blog or icon for your logo without worrying about attribution. You can even sort images by color. <https://www.freepik.com/>
- **Invision** – for sharing mockups, and creating prototypes. <https://www.invisionapp.com>

CONTENT CURATION TOOLS

- **Feedly** – a content curation tool that allows you to collect and read content from your favorite blogs or news site, subscribe to any RSS feed and most importantly, curate content for social sharing which you can either save or share directly from your Feedly user interface. <https://feedly.com/i/welcome>
- **Buffer** – the fast way to share anything you're reading. Simply download the extension or app and your links to the tool, and it will automatically add your post to your queue for the social media platform of your choice. <https://buffer.com/signup>
- **Snip.ly** – allows you to add a call-to-action on every blog and social media post shared. Personalize your links with themes, colors, logos, and more, making it a great way to increase conversions. <http://snip.ly/>
- **Scoop.it** is an incredible content curation platform that allows you to easily find and share unique, relevant content to your social networks, website or blog. <https://www.scoop.it/>