

20 FREE Tools and software essential for any online business

Whilst paid tools and software tend to get the job done easier and almost always in less time you can still find a wealth of software and online tools you can use totally for FREE.

Simply click on the links and put the tools to work.

1. SEO Toolbar

Tools Suite, Toolbar, Technical SEO

One of the most popular tools available, The SEO Toolbar puts a ton of information at your fingertips including backlinks and competitive research.



<http://www.seoquake.com/>

2. Buzzstream Tools Suite

Link Building, Tools Suite, Email

Most people know Buzzstream as an outreach platform, but they also offer a number of free link-building tools.



<http://tools.buzzstream.com/link-building>

3. Bitly

Social, Analytics

Most people use Bitly for URL shortening, but the real power of this platform comes from its analytics.

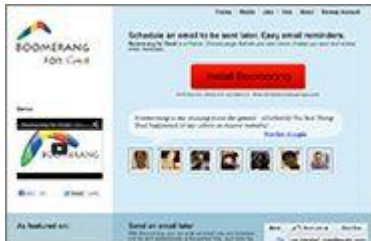


<https://bitly.com/>

4. Boomerang

Email, Productivity

Boomerang lets you follow up on emails, even when you forget. Great for link building or any time you send a lot of emails.



<http://www.boomeranggmail.com/>

5. Buffer

Social

Optimize your online social media sharing. Buffer allows you to share with your audience at the optimal times for greater visibility.



<https://bufferapp.com/>

6. BuiltWith

Competitive Intelligence

Use BuiltWith to discover what technology nearly any website was, well, built with. Great for competitive intelligence as well.



<http://builtwith.com/>

7. CircleCount

Social, Analytics

Google+ analytics ramped up. Free resource to track your followers and analyze your shares. See how many followers you've gained over time.



<http://www.circlecount.com/>

8. Content Strategy Generator Tool

Content

This tool from SEO gadget helps you plan your content strategy intelligently, using keyword research and estimating your audience size.



<http://seogadget.com/content-strategy-generator-tool-v2-update/>

9. Similar Page Checker

Content, Technical SEO

Use this tool to check for duplicate content issues. The Similar Page Checker will give you a score of how closely the HTML of two pages resemble each other.



<http://www.webconfz.com/similar-page-checker.php>

10. Anchor Text over Optimization Tool

Link Research, Technical SEO

Worried about Google's algorithm hitting you for over-optimized anchor text? Simply type in your URL for a full report of which links might raise flags.

<http://www.removeem.com/ratios.php>

11. Convert Word Documents to Clean HTML

Content, Productivity

Despite the rise of Google Docs, Word still dominates much of the world. Copying and pasting has always been a hurdle, but this tool makes it easy.



<http://word2cleanhtml.com/>

12. Copyscape

Content

Copyscape serves both as a plagiarism checker and a duplicate-content checker. Great to use if your content has been distributed across the web.



<http://www.copyscape.com/>

13. Domain Hunter Plus

Link Building

This magic extension for Chrome not only helps you find important broken links, but also tells you if the links point to an available domain.



<http://domainhunterplus.com/>

14. Email Format

Email, Productivity

Email Format helps you find the proper structure for thousands of companies and organizations across the web.



<http://email-format.com/>

15. Seer Toolbox

Tools Suite, Analytics, Link Research

SEER opened up its internal toolbox for everyone in the world to use. These are the same tools used in-house at SEER, and they rock.



<http://www.seerinteractive.com/seo-toolbox/>

16. Ubersuggest

Keyword Research

Every SEO loves Ubersuggest for its ease of use and wealth of keyword research ideas. Utilizing the power of Google Suggest, it returns hundreds of potential results.



<http://ubersuggest.org/>

17. Pingdom

Speed

Pingdom offers an entire suite of speed tools to help analyze page load, DNS issues, and connectivity.

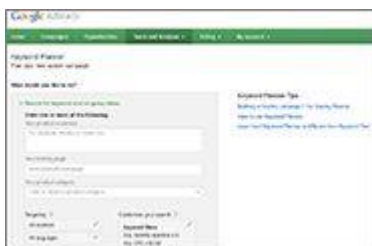


<http://tools.pingdom.com/fpt/>

18. Google Keyword Planner

Keyword Research

The tool to replace Google's popular keyword tool has been derided by some, but still offers data not available anywhere else.

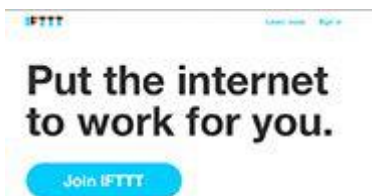


<http://adwords.google.com/keywordplanner>

19. IFTTT

Productivity

IFTTT stands for IF This, Then That. The tool allows you to create automatic triggers between various apps, like Gmail and Twitter.



<https://ifttt.com/>

20. Internet Marketing Ninjas SEO Tools

Tools Suite

The Ninjas are some of the best SEOs and online marketers out there, and they've put some of their best tools online for free.



<http://www.internetmarketingninjas.com/tools/>

I hope you find the tools useful, I know I do and use most on at least a weekly basis.

If you would like to get access to more tools, cutting edge training on all aspects of online marketing AND get instant access to over 1300 resale rights products with 40 brand new products added each month

[please click this link to PLR Profits Club](#)

David Henry

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