

Tool	Category	Description	Cost
Keyword Everywhere	Market Research	Browser addon that shows search volume & CPC in Google & many other keyword research tools	Paid
Google Forms	Market Research	Build market research surveys to collect feedback and email addresses	Free
Google Trends ★	Market Research	Find sizzling hot topics ideas for any business	Free
Openai ★	Copywriting	The best free ai writer and content generator	Free
Pexels ★	Copywriting	Best free stock images and videos to go with your content	Free
MyThemeShop	Wordpress	Premium Wordpress Themes For Any Site	\$59
Schema	Wordpress	Theme for completedigitalmarketingcourse.com website	\$59
NameVine	Wordpress	Instantly Find a Domain, Facebook and Twitter Account	Free
Namesation	Wordpress	Run a contest to crowdsource 150+ domain name ideas	\$35
Bluehost	Wordpress	Reliable and Inexpensive Domain Registration & Hosting	\$2.95/mo
MonsterInsights	Wordpress	Google Analytics Plugin for WordPress	Free
Mailchimp	Email Marketing	Email marketing software - free up to 2000 subscribers	Free
WP Subscriber Pro	Email Marketing	Wordpress Plugin to capture email addresses with pop ups & side bar sign ups forms	\$29
Leadpages	Email Marketing	Capture email addresses with Landing Pages & Leadboxes	\$25 /mo
SEO Audit Tool	SEO	Enter the URL of any landing page or blog article and see how optimized it is for one keyword or phrase	Free
Ahrefs	SEO	SEO Backlink Checker (alternatives: OpensiteExplorer, MajesticSEO, Semrush)	Free
Google Search Console	SEO	View your site from Googles perspective with reports about indexing status, search queries, crawl errors and penalties	Free
Google PageSpeed Insights	SEO	Enter the URL of your homepage or blog article to get customised tips to speed up your site	Free
WP Revision Control	SEO	Frees up storage e.g. only keeps the latest five versions of each page on your site	Free
WP Smush	SEO	Wordpress Plugin to improve your website speed by compressing all of your images in one click!	Free
WP Super Cache	SEO	Wordpress Plugin to speed up your website by using browser caching (just install it - you don't need to understand it!)	Free
Ubersuggest	SEO	Generate 1000's of keywords ideas in one click. Install Keyword Everywhere (above) for search volume & CPC data	Free
Buzzsumo	SEO	Find proven content ideas & formats from around the web	Free
VidIQ	YouTube	Uncover the secrets to success behind your favorite YouTube videos	Free
Canva ★	YouTube	Best free online video and image editor	Free
Screencastomatic	YouTube	Basic Video Recording & Editing Software	Free
Camtasia	YouTube	Professional Video Recording & Editing Software	\$199
Samsung Go Mic USB Microphone	YouTube	Budget USB Microphone	\$35
Blue Yeti USB Microphone	YouTube	Professional USB Microphone	\$129
Imgur	Facebook	Find the most viral photos to share	Free
Pinterest	Facebook	Find viral quotes images to share	Free
Gleam	Facebook	Create a contest and give people an incentive to like and share	Free
Google URL Shortener	Twitter	Create short URLs that can be easily shared, tweeted, or emailed to friends.	Free
Twitter Publish	Twitter	Embed tweets, timelines or follow buttons on your website	Free
Ritetag	Twitter	Find the best hashtags to increase your visibility	Free
Buffer	Twitter	Schedule posts and manage all social media accounts all in one place	Free
Quora	Quora	Become An Authority & Drive Long-Term Website Traffic by Answering Simple Questions	Free
Google Ads / Adwords	Adwords	Transform your traffic and sales overnight with paid advertising	Free
Spyfu	Adwords	Download Your Competitors' Most Profitable Keywords and Ads	Free
Notes			
1) ★ = 5 must have tools (all completely free)			
2) All paid tools are optional and not required to complete the course			
3) Learn how to use all tools and templates inside the course			