

Shahin Alam

9 Free Google Tools for Digital Marketers

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Google Trends

Google Trends allows a category of information such as the searches that are currently popular, Google Insights data for specific keywords, and traffic trends for websites. It will help you to compare w/ keywords. If you are looking for the best keyword opportunity for your online business, Google trends are the best tools for it.



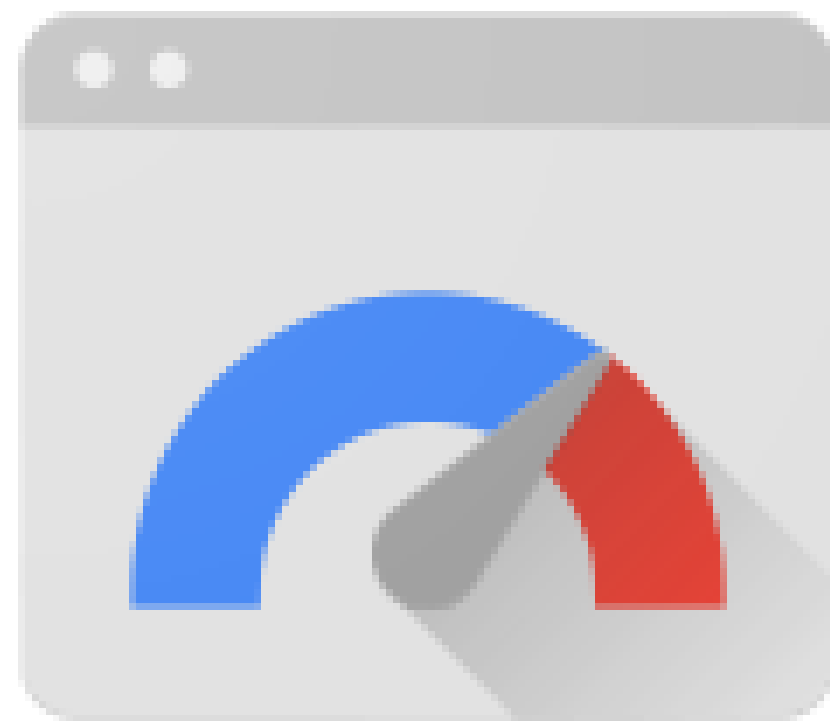
Google Consumer Barometer

Google Consumer Barometer helps you to find the right product, audience, device, etc. information as free. It has a lot more feature to find out the best niche for you. Want to learn more about their feature? Visit their official website.



Google AdWords

If you're not getting enough traffic on your website organically, then you might consider a paid campaign. You can research profitable keywords through Keyword Planner. Choose the right keywords and launch a campaign w/ Google. Make sure you use the advanced targeting option for the device, location, and other criteria to get the targeted audience.



Google PageSpeed Insights

It helps you to check your website page load speed on all device. Simply visit their website > input site URL > get reports.

If any error found on your web page, the report will suggest you fix them correctly.



Google Search Console

I think you've already known about this tool. Every marketer's need this tool, who maintain website technical issues. Google Search Console is the primary platform to manage your site problem and fix them. I suggest you join "Search Console Forum" to get updated w/ Google's algorithms.

Market Finder
think with **Google**

Google Market Finder

Google Market Finder can also help you develop your international marketing strategy. It helps you consider advertising solutions and the importance of analytics and measurement, as well as gives guidance to developers.



Google Analytics

You can learn more about your visitor's data through this tool. For Example,

- Demographics
- Social Engagement
- Device Used
- Traffic Sources
- Top Content
- Live Traffic Count

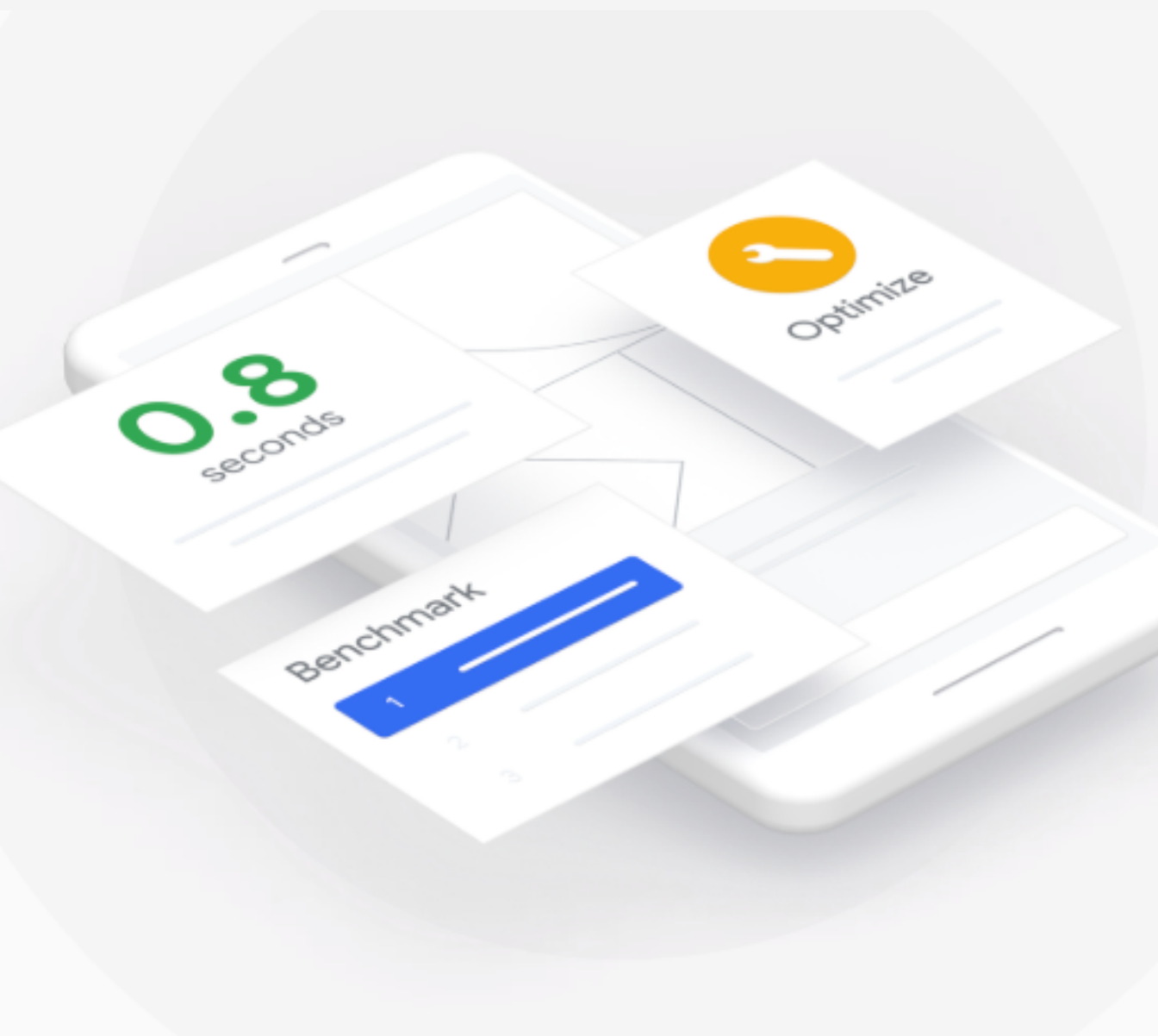


Google My Business

Claim your Google My Business listing and your business can get featured in the search results. It helps you to get more visible to your local customers.

If you haven't already claimed your Google My Business listing, visit their site and submit your store.

Google's Test My Site



This is an excellent tool to check your site is mobile-friendly or not. Nowadays most of the internet user's using their mobile device for personal purpose. So you have to build your site structure mobile-friendly.

Also, Google gives more priorities on a mobile-friendly website. A mobile-friendly site increased to rank higher on SERP.



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