

60+ Best Free & Useful Digital Marketing Tools – Save Money and Time

Read overviews of the tools here: godfrey.com/insights/digital-and-web/60-free-digital-marketing-tools

Free Keyword Research and SEO Tools

Google Keyword Planner	Copyscape
Keywords Everywhere	Google Mobile-Friendly Testing Tool
LSI Graph	Schema Markup Generator
Thesaurus.com	Google Structured Data Testing Tool
SEMrush Free	Detailed SEO Extension
WordClouds	Moz Online Presence Checker

Content Planning

AnswerThePublic	Google Trends
BuzzSumo	Google Scholar

Free Content Marketing Tools (Optimization and Editing)

Grammarly	Diffchecker
Hemingway	Coschedule Headline Analyzer
Yoast Real-Time Content Analysis	Hubspot Blog Ideas Generator
Word2CleanHTML	CharacterCountOnline
Headline Swipe Files	

Free Paid Search Tools

Google Ads Editor (Previously AdWords Editor)	Google Ads Scripts
Microsoft Advertising Editor (Previously Bing Ads Editor)	Karooya Expanded Text Ad Preview Tool

Free Competitive Strategy and Audience Research Tools

SimilarWeb	SurveyMonkey
Mozbar	Google Forms
Google Alerts	

Free Website Audit and Site Optimization Tools

Hubspot's Website Grader	Google Tag Manager
Built With	Microsoft Clarity
Ghostery	Urlcheckr
Archive.org	Server Header Checker
Screaming Frog	HTTP Status
Google Analytics	Redirect Path
Google Search Console	Siteliner

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Free Page Speed Tools

[Pingdom](#)

[Google PageSpeed Insights](#)

Free Link Building Tools

[Link Gopher](#)

[Ahrefs Backlink Checker](#)

[Nofollow Simple](#)

[HARO](#)

[Majestic Lite](#)

[Moz Link Explorer](#)

[Hunter.io](#)

Free Social Media Tools

[Canva](#)

[Buffer](#)

[Adobe Express \(formerly Adobe Spark\)](#)

[Facebook Audience Insights](#)

[Creative Commons \(CC image search\)](#)

[Meta Ad Library](#)

[Pixabay](#)

[LinkedIn Ad Library](#)

[Pexels](#)

[Bit.ly](#)

[Unsplash](#)

[Coschedule Social Media Message Optimizer](#)

Free Email Marketing Tools

[MailChimp](#)

[Coschedule Email Subject Line Tester](#)

[MailerLite](#)

[Can I Email](#)

Free Lead Generation Tools

[SUMO](#)

[Hellobar](#)

Miscellaneous Free Tools To Use

[Trello](#)

[Dropbox](#)

[Flycut Plugin Clipboard Manager](#)

[Slack](#)

[Percentage Change Calculator](#)

[Zoom](#)

[Evernote](#)