



Great Tools for Internet Marketing

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[Search Engine Optimization](#) * [Link Building](#)

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Google Adwords Keyword Research Tool

Google's keyword research tool is the best online marketing tool available. It helps you to fine-tune not just your AdWords campaign, but also helps you in figuring out keywords for search engine optimization. Combining this with Google Suggestions and Analytics, you can really build an effective SEO campaign.



ClickTale

[ClickTale](#) is an amazing tool to help you figure out user behavior online. It helps you record and track videos of user mouse movements on your website. You also get heatmap reports to see which part of your page gets the greatest (or lowest) attention span. It's a great tool to help you design your website.



Rank Checker

[Rank Checker](#) comes as an add-on to Mozilla Firefox and helps you check the search ranking of your website URLs for a particular keyword(s). It allows you to set presets for keywords and domain, so you can regularly generate your rankings history as a report and use it to analyze trends.



SeoQuake

[SeoQuake](#) is an extension to Firefox. It comes with a small bar that appears just on top of your browser window that displays Google Page Rank, Alexa Rank, etc. of that particular web page. Not just that, you can get these information for individual pages in SERPs as well.



Reciprocal Backlink Checker

This [tool](#) will show if there are active backlinks from a list of source URLs to your website. This is highly useful when you need to check for veracity of backlinks built by an external link builder.



Live Keyword Analysis

[Live Keyword Analysis](#) is a tool that helps check keyword density. Though there are multiple keyword analysis tools available online that compute keyword density from a particular URL, this one is quite useful as you can basically type in a section of text and analyze the ratio for specific keywords. This helps a lot when you are actually writing the content for your site.



IMAutomator

[IMAutomator](#) is a good link building tool to help you to build social bookmarks easily. You can easily automate the posting, by giving your URL and text, and IMAutomator will post it to various social bookmarking sites.



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