

Pay Per Click Tools

Research

Wordtracker.com

Ubersuggest.org

Soovle.com

Yippy.com

Google.com/trends

BuzzSumo.com

En.mention.com

Woorank.com (\$)

Ad Text

Ontolo.com/seo-key-generator

Adwords.Google.com
/KeywordPlanner

Semrush.com (\$)

Spyfu.com (\$)

Wordstream.com (\$)

Pay Per Click Tools

Competition

Google Analyze
Competition

Semrush.com (\$)

Spyfu.com (\$)

iSpionage (\$)

Viral Heat (\$\$\$\$)

Reporting

Personalized!!

Raventools.com (\$)

Dashthis.com (\$)

Ninjacatppc.com (\$)

Datorama.com (\$)

Pay Per Click Tools

Analytics

Excel

Google Analytics

Google PageSpeed

Webpagetest.org

Webmaster Tools

Raventools.com (\$)

Optimizing

Google PageSpeed

Insights

Webpagetest.org

Feedthebot.com

Marin (\$\$\$\$)

Wordstream.com (\$)