

Analytics:

- <u>Alexa</u>: insight into the traffic and performance of any website.
- <u>Google Keyword Planner</u>: keyword related analytics.
- Google Trends: trend analytics.
- <u>Hootesuite</u>: social media management dashboard.
- Moz: SEO and inbound marketing tool.
- <u>SEMrush</u>: research tool that allows you to identify your metrics.