

Search Engine Marketing for Small Business

Resources and Free Tools Guide

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Resources With Multiple Features to Help Your SEM Campaign:

- <http://tools.seobook.com/>
- <http://www.smashingmagazine.com/2007/08/10/10-designers-checkpoints-to-be-aware-of/>
- http://www.seotoolset.com/tools/free_tools.html
- <http://www.websitegrader.com/>

Keyword Research Tools:

- <http://www.keyworddiscovery.com/search.html>
- <http://tools.seobook.com/general/keyword/> (makes helpful suggestions with predictions)

Keyword Analysis Tools:

- <http://www.webuildpages.com/seo-tools/keyword-density/>
- <http://seokeywordanalysis.com/seotools/Default.asp>
- <http://www.keyworddensity.com/>

Link Analysis Tools:

- In the Google Search box, simply enter the following to see who is linking to your site:
link:www.yoursite.com (no spaces)
- <http://www.webuildpages.com/tools/default.htm> (use Backlink and Anchor Text Tool)
- There are many other link analysis tools at <http://www.webuildpages.com/tools/default.htm> as well

“Rankings” Analysis Tools:

- To check your Google Ranking: <http://www.googlerankings.com>
- <http://sitescore.org/>
- <http://www.seomoz.org/page-strength/>

Article Marketing Tools:

- <http://www.ezinearticles.com>

- <http://www.goarticles.com>
- <http://www.articlescoop.com>
- <http://www.marketingscoop.com/articles.htm>

Social Media Tools:

- There are many free sites on which to start a blog... but how do you find an audience who shares your interests? Here is a good place to start: <http://topsites.blogflux.com/>
- These are also free sites: www.blogger.com, www.technorati.com, www.squarespace.com, etc.
- You can use Google's "Blog Search" to find blogs and start sharing your content
- As far as social networks are concerned, the sky is the limit... there are social networking sites for almost everyone nowadays. Use blogs or searches to find out where your users are spending time online. See the [Fusionbox SEM blog](#) for more information on how to utilize [social media marketing](#).

Press Release Tools:

- <http://www.sanepr.com>
- <http://www.prleap.com>
- <http://www.pr.com/press-releases/>

Coding 101: The Only Line of Code You'll Ever Need to Know (To Create a Link):

- `what you want the link to say`
- Example `Denver web design`
- **Remember, there are no spaces in this code!**

We hope this extensive list of tools will give you the ability to start utilizing the power of Search Engine Marketing for your business. Still, the online marketing space is characterized by change and innovation; today's newest tool is tomorrow's antique. So if you have any questions on how you can better incorporate the power of [Search Engine Marketing](#) (SEM) into your existing business model, feel free to contact us, we'd love to help you become the next [search engine success story](#).

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