

Digital Tools

Audit Your Website

Google Analytics – Website data tracking

FREE <https://www.google.co.uk/analytics>

Google Mobile Friendly Checker – Find out how mobile-friendly your website is

FREE <https://www.google.co.uk/webmasters/tools/mobile-friendly>

Nibbler – Check how good your website is

FREE <http://nibbler.silktide.com>

iPerceptions – Customer experience management

FREE Plan <https://www.iperceptions.com>

Keyword Eye – Keyword autosuggest tool for Google, Amazon and YouTube

FREE Trial <http://www.keywordeye.com>

Pingdom Speed Checker – Check the load time of your website

FREE Trial <http://tools.pingdom.com/fpt>

Yext – Online business listing checker

FREE <http://www.yext.com>

Audience Profiling

Experian Mosaic – UK consumer and demographic data

<http://www.experian.co.uk/marketing-services/products/mosaic-uk.html>

YouGov Profiler – Segmentation and media planning tool

FREE <https://yougov.co.uk/profileslite>

Social Scheduling

Buffer – Social media scheduling tool

FREE Trial <https://buffer.com>

Sprout Social – Social media scheduling and management tool

FREE Trial <http://sproutsocial.com>

Hootsuite – Social media scheduling and management tool

FREE Trial <https://hootsuite.com>

Social Content

Feedly – RSS Reader, ideal for content curation

FREE <https://feedly.com/i/welcome>

Pablo – Create basic images for your social profiles

FREE <https://buffer.com/pablo>

Social Measurement

LikeAlyzer – Analyse your Facebook page

FREE <http://likealyzer.com>

Facebook Insights – Measure user interaction on your Facebook page

FREE <https://www.facebook.com/insights>

Bitly – Shorten and track your URLs

FREE <https://bitly.com>