

21 Resources For Mastering Online Marketing

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1. The Periodic Table of SEO Success Factors

The chart provides an overview of the factors that affect search engine rankings, but there's a lot more to the Table. It explains the reasoning behind specific factors. You can learn a lot from studying it.

2. SEMrush

SEMrush is a tool for competitor research. It shows you the organic keywords that your competitors are ranking for, and also reveals the ads keyword for any site you specify.

3. Open Site Explorer`

Moz's Open Site Explorer is another SEO and SEM tool that'll help you explore any site. You can use it to find link building opportunities and find out where you're being mentioned on the web.

4. Quick Sprout

Quick Sprout gives you insights into how you can get the best results from your marketing efforts. The tool also tells you your load time, page size, number of requests, and speed score.

5. Ahrefs

With the Ahrefs site explorer you can:

- Explore all your links when you enter your domain name in the box
- Explore content by inputting any keyword into the box

6. Remove'em Ratios

Remove'em Ratios is a unique online marketing tool that predicts how many low-quality links and over-optimized anchor texts you should remove if you're experiencing issues with your ranking.

7. FeedTheBot Pagespeed

Feedthebot Pagespeed tests your site for speed-related issues and tells you how to optimize it.

8. The Art of SEO

The Art of SEO contains tons of accurate and reliable data that will help you understand the full spectrum of search engine optimization.

9. The Ultimate Guide to Google Adwords

Ultimate Guide To Google AdWords can teach you how to chisel your way into tough markets, pick profitable but cheap keywords, and write killer ad copy that will captivate your prospects.

10. Advanced Web Metrics with Google Analytics

Advanced Web Metrics with Google Analytics isn't for beginners, but rather for seasoned pros who want to do a deep-dive into each GA metric.

11. Google+ for Business

Chris Brogan, the author of Google+ For Business, shows you how Google's social network changes everything you know about search engine optimization and marketing, as well as social networking in general.

12. SEO King: How I Built My Blogging Empire

In this Kindle book, Jason Blair shares how he turned one blog with little traffic into a powerhouse that generates over 250,000 monthly visitors.

13. SEO Hack: How to Double Your Search Traffic in 45 Days

In SEO Hack: How to Double Your Search Traffic in 45 Days, the author, Michael Chibuzor, introduces you to the world of long-tail keywords and how to integrate them into your blog posts in a way that Google will reward you for.

14. Search Engine Marketing, Inc

Search Engine Marketing, Inc. contains a lot of valuable information on how you can increase traffic to your company website. This 528-page book contains comprehensive and actionable tips. It should do nicely as an SEO/SEM resource for you.

15. SEO: The Free Beginner's Guide From Moz

This beginner's guide to SEO has been read over a million times because it's incredibly valuable and thorough. It contains easy to understand information on SEO practices that will improve your search traffic.

16. Search Engine Marketing: Streamline Your Search Marketing Efforts

WordStream's resource helps you streamline your efforts in order to improve your productivity and achieve more in less time. It also demonstrates how the WordStream software provides relevant metrics that can improve your Google AdWords campaigns.

17. The Advanced Guide to SEO

This one teaches SEO and what works. When it comes to online marketing, a thorough grasp of content marketing and copywriting will be helpful.

18. SEO and SEM Predictions and Tips For 2015

In this post, James A. Martin predicted what the future would be like for search engine optimization and marketing.

19. 5 Search Engine Marketing Tips to Compete With the Big Guys

This resource guide is more than just a blog post. It shows you exactly what you need to compete with the big guys in your industry.

20. [SEO Guide To Google Webmaster Recommendations for Pagination](#)

This post will help you understand the common problems of pagination, such as crawl hog, page juice dilution, thin content and duplication.

21. [The Definitive Guide to Ecommerce Search Engine Optimization](#)

With this guide, you'll learn how to attract more qualified leads to your online store, services page, or landing page. Interestingly, some of the tips could be useful even if you're a personal blogger, or a B2B or B2C content marketer.