

10 Free Google Tools All Content Marketers Should Use

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Here are the 10 free Google tools:

1. Google AdWords: Keyword Planner

- Google Keyword Planner appears to be nothing more than a basic tool, it does everything right for content marketers who want to uncover keywords that can drive targeted traffic.

2. Google Analytics

- Use this tool to get an instant snapshot of your website performance over a particular period of time.
- This alone will give you a clear idea as to whether or not you're on track to achieving your goals.

3. Google Search Console

- Content marketers should become familiar with everything about the Google Search Console can do for them.
- Even if you only use it to track a few key metrics, it's well worth it in the long run.

4. Google Trends

- This free tool can help you find out fresh ideas for your blog and other content marketing opportunities.
- With this tool, you can explore any topic to see what's trending. You can also view "stories trending now," to see if there's anything that matches your industry and the approach that you want to take.

5. Google Sheets

- Google Sheets is one of the simplest and most efficient ways to record data, track changes and collaborate with others.
- You can also use Google Sheets to create a to-do list, which is something most content marketers heavily rely on.
- Even with a basic list, you'll always have a clear idea of what you need to accomplish.

6. Google+

- Google+ is a place to connect with others, including business partners, while also sharing content.
- Take the time to post regular updates to your Google+ page. You're probably doing so with Twitter and Facebook already, so there's no harm in adding this into your schedule.

7. Gmail

- If you prefer email provider for daily communication with coworkers and clients, you can use a Gmail account to carry out many aspects of your content marketing strategy.
- By using variety of plugins you can ensure that your Gmail account doing exactly what you want to do.

8. Google My Business

- With Google My Business, you can easily get a free business listing on Google.
- Better yet, this gives you the opportunity to provide a variety of information, including, but not limited to, your phone number, address and business category.
- Google My Business listings are front and center in the search results, so you can use this as part of your content marketing strategy.

9. Google Docs

- You can improve your efficiency by using Google Docs. It's free and extremely simple to use.
- On top of this, there are tons of features to experiment with.

Some of the key Google Docs features are:

- Checks for spelling errors.
- Provides an accurate word count.
- Allows me to easily insert screenshots.
- Makes it simple to share the document with the rest of my team, such as my editor.

10. Google Calendar

- Google Calendar is one of the top organization tools, among marketing professionals.
- It doesn't have all of the features that might be included in some of the paid tools, but it provides more than enough to keep you on track at all times.