

WEBSITE NAME

URL

IP CLASS

DOMAIN AGE

# THE NERDY SPIDER HANDY TOOL KIT



Where do they belong?



Dreamweaver

Grammarly

Screaming Frog

Mail Chimp

Doodly

QRCode-Monkey

Bitly

SEMrush

Mapify 360

Google Ads

Instagram

Canva

## REACH

The channel that is used to communicate with your targeted Audience.

Options:

Owned Media  
Social Media  
Paid Media

Source:

Website  
Social Media Page  
Radio  
Television, etc.

Goal is to create Visitors and build Engagement

## ACT

To convert Visitors into Customers. Decision making stage where the Visitor acts on relevant, inspirational useful products/services to create leads, thereby generating a conversion.

Goal is to create Customers

## CONVERT

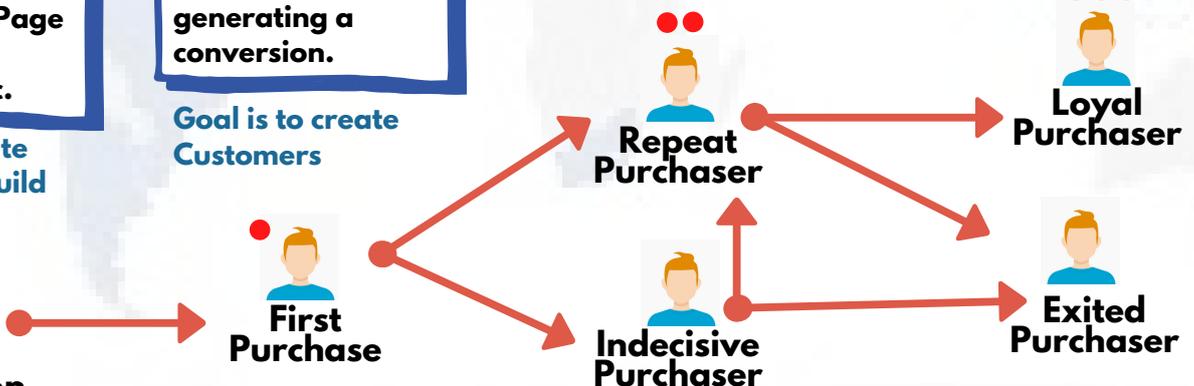
Marketing and re-marketing strategies to ensure conversions.

Goal is to create repeat customers and remarket to indecisive prospects

## ENGAGE

Social media marketing, repeat sales, social proof and referrals.

Goal is to create Loyal Customers



Is it true that you are confounded about how all the various parts of your digital marketing meet up to accomplish your objectives? Level up your advanced promoting aptitudes with our Nerdy Spider Toolkit. Regardless of whether you're a student, an entrepreneur, freelancer, or a marketing professional, our Toolkit can assist you with building up a far-reaching digital marketing strategy. These tools are used by The Nerdy Spiders when working with our Clients, to serve them better. The Nerdy Spiders Handy Tool kit is here to recommend and categorize the tools for you at each stage of the consumer's digital journey. The tools are as follows:

### **REACH: The Goal is to create visitors and build engagement.**



#### **Dreamweaver**

A web development tool which is easy and efficient for creating, publishing and managing web pages and mobile content.

#### **W3C CSS Validation**

W3C helps the internet users to check the validity of Web documents. An important step that ensures the technical quality of web pages.



## **Google Search Console**

Search Console is a free service tool that helps you track, understand, monitor and measure your website's performance.

## **Google My Business**

GMB is a free tool that allows you to list your local business easily. It's a user-friendly tool to build web presence and generate leads.

## **Google Analytics**

Google Analytics is one of the most popular free digital analytics software that allows you to analyze in depth about what visitors do when they visit your website.

## **PageSpeed Insights**

Web Speed Analysis test shows how fast a website loads for mobile and desktop devices. A higher score is better, and a score of 85 or higher means that the page does well.

## **WHOIS Search**

Once you enter a domain name, whose information you would like to view in the search field on the WHOIS main page, you can recover key domain data in this way including availability, domain owner search and creation and expiration details.

## **Google Keyword Planner**

This is an tool to generate keywords based on their monthly search volume. You can also get ideas as to which keyword you should use and why.

## **KeywordTool.io**

This is a free toll that will help you discover a list of new long-tail keywords relating to any subject by automatically extracting search recommendations from Google.

## **Grammarly**

Grammarly is a robust spell-checking tool which keeps your



writing error-free. This detects errors in grammar and punctuation, simple to advanced. It also offers advice and instructions on how to correct such errors in real-time.

### **Plagiarism Checker**

Plagiarism checker is a method of testing duplicate material of content a paragraph or text. It is a method for determining the similarities between the original content or a copy.

### **Google Doc**

It is a very effective platform for sharing and authoring documents in real time. Multiple users can edit a document simultaneously, while instantly seeing each other's changes.

### **ResizeImage.net**

Many photos or images are too big for a typical website page, so a common requirement is to resize them. This handy tool will help you create the size of your new picture.

### **Remove.bg**

This tool allows you to remove the background from an image.

### **SmallPDF.com**

This tool helps reducing the file size of your pdf. It uses a basic interface of drag and drop which can then be downloaded for distribution. You can not only access documents from your PC but also from Dropbox and Google Drive.

### **Doodly**

This is a creative tool for simple production of explainer videos (whiteboard, blackboard, glassboard). You can make videos with the library of pre-made people, music or you can also upload your own.

### **Toonly**

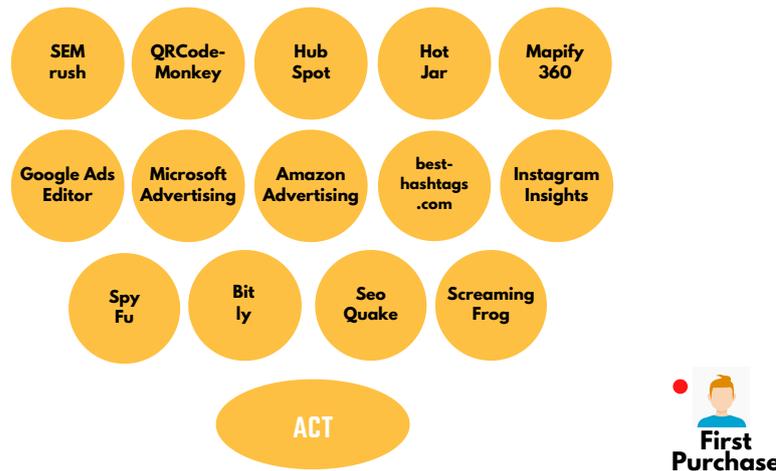
This is a great tool and a perfect way to create content that promotes efficiency. Marketing the product in these visuals are 94 percent better than textual content. And Toonly is an

excellent tool to create Animated Explainer Videos.

## Canva

Canva helps you to create beautiful images without having to use complex design software. Canva has a lot of user-friendly tools and functionalities that anyone can create a variety of sharing content.

## ACT: The goal is to create customers.



## Google Ads Editor

Google Ads Editor is a free, downloadable tool that handles your campaigns on Google Ads. A simple process which allows you to download one or more accounts, make offline changes, then upload the modifications to Google Ads. Google Ads Editor can assist you in saving time and make bulk modifications easier.

## Microsoft Advertising

Gain additional customers and get more results. Use Microsoft Ads to communicate with millions of prospective clients looking for your company.

## Amazon Advertising

This platform lets you feature your products on the world's largest online store, which can help with brand recognition and product exposure, with the ultimate goal of sales.

## Facebook Ads Manager

This is an all-in-one platform to build advertisements,



monitor when and where they will be running and track how well your campaigns are performing.

### **best-hashtags.com**

This is a free online tool that can provide you with the best hashtags based on analysed data. Using the correct hashtags you can improve feedback and engagement by the digital consumer.

### **Instagram Insights**

This is a native analytics tool that offers data on demographics and behaviour of the followers, as well as their content. This information makes it easy to compare content, evaluate campaigns and see how individual posts perform.

### **SEMrush**

A SEO tool that does your keyword analysis, monitors your competition's keyword plan, runs your blog's/ websites SEO audit, searches for opportunities for backlinking and much more.

### **QRCode-Monkey**

This is free, and creates a wide range of QR codes where you add your logo-pictures to it. QR codes can be made for information types, for example, URL's, Email, SMS , Text, etc.

### **HubSpot**

This is the all-in-one platform that provides tools for marketing, sales and service to help the company expand without compromise. This tool offers a full stack of marketing, sales and customer service applications, with a fully free CRM at its core. HubSpot provides resources for social media marketing, content management, web analytics, landing pages, customer support and search engine optimization.

### **Hotjar**

This tool calls itself all-in-one, because it includes both analytics and user feedback collection. This tool is designed to

help you understand what potential customers are doing on your site like session recording, heatmaps and surveys.

## Mapify 360

This Powerful tool for Google Maps & Google My Business optimisation is completely fitted. This tool is good in generating leads for your business.

## Spy Fu

SpyFu is an industry-leading, competitive keyword research tool with a number of great features. Competitive keyword analysis tools are useful when it comes to deciding which keywords and keyword combinations fit in your niche.

## Bitly

Bitly makes a URL short. This also gives you deep insights into Analytics.

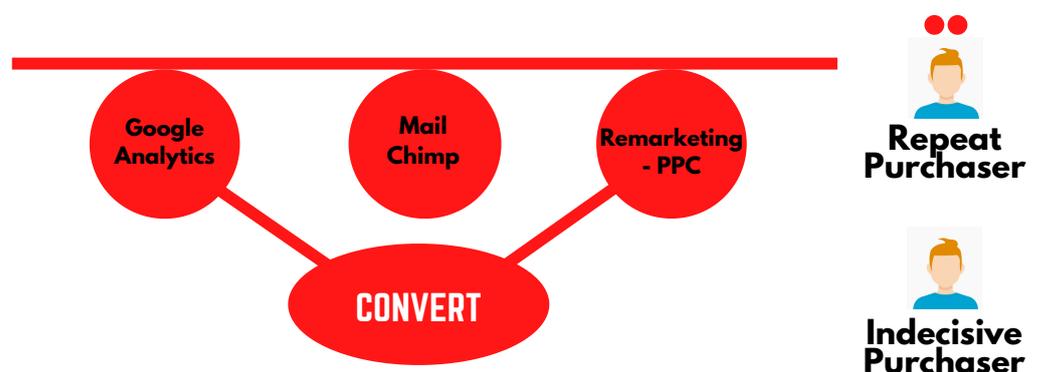
## SEO Quake

SEOquake is a free tool that provides you with organic search data at the click of a button. A useful tool in creating a site audit.

## Screaming Frog

The Screaming Frog SEO Spider is a website crawler that lets you tweak the On-Page Optimization data of your website, by extracting data and auditing for specific SEO issues.

**CONVERT: Goal is to create repeat customers and remarket to indecisive prospects.**



## Google Analytics

Apart from monitoring simple metrics such as page views and bounce levels, Google Analytics will also help you track more sophisticated conversion statistics by letting you see which of your landing pages converts the most customers and allows you to communicate.

## Mail Chimp

Mailchimp is a very popular website for email marketing. The primary role of it is to submit newsletters and automated emails to connect, engage and build meaningful, long-lasting relationships with your customers.

**ENGAGE: The goal is to create loyal customers.**

# ENGAGE

Hoot  
suite

Buffer

Mail  
Chimp



## Hootsuite

This is a platform for social media management where use a single interface to manage and track your activity on various social media channels.

## Buffer

Buffer is a powerful tool that enables you to schedule posts on social media across a variety of common social networks.

**You can reach out to me:**

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**For a Confidential, No Obligation Consultation!**