



ARAXAM

A Marketing Technology Company



Our Top 10 Favorite *FREE* Blogging Tools

Content

1 **AdWords Keyword Planner** - <https://adwords.google.com/KeywordPlanner>

Keyword Planner is one of the best places to get started with your blog topic idea. You can search for keyword ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. Each blog post should focus on one keyword and Adwords Keyword Planner can help you find the right keyword for your topic.

2 **Portent's Content Idea Generator** - <http://www.portent.com/tools/title-maker>

The keyword you select for your blog post is important, but your title is what convinces people to read what you post. Most people make that decision in less than a second, so a catchy title may be the difference between a click or not. Portent's Content Idea Generator allows you to plug in your keyword and it will provide suggestions for an attention grabbing headline. Don't like the first one you see? No problem, keep hitting refresh until you find something that works for you!



Design

3 Canva - <http://www.canva.com/>

You've heard the saying "a picture is worth a thousand words." Well, according to recent stats, it's also worth 94% more views on your article and 53% more comments. Every blog post should have an image or photo, but finding the right one can be difficult. Canva makes it easy. Canva gives you everything you need to easily turn ideas into stunning designs. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so much more.

4 easelly - <http://www.easel.ly/>

Did you know that publishers who use infographics grow in traffic an average 12% more than those who don't? Infographics are also shared more on social media and increase engagement among readers. However, without a talent for graphic design, they can be difficult to make. Easelly features thousands of free infographic templates and design objects which users can customize to create and share their visual ideas online. Using the site is as easy as dragging and dropping design elements and, best of all, it's free!



SEO

5 **Google Analytics** - <http://www.google.com/analytics/>

You can't see how well your blog posts are performing or make improvements if you're not tracking results. Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic. Analytics provides insight into how much traffic you're getting, where you're getting it from, what type of devices are being used (i.e., desktops, tablets or mobile phones), and who your audience demographics are. Seriously, don't leave home without this one!

6 **WordPress SEO by Yoast** - <https://wordpress.org/plugins/wordpress-seo/>

Are you running a WordPress blog? If you are, you simply must install the WordPress SEO plugin by Yoast. This plugin helps you improve your site's SEO on all needed aspects. That includes not only the technical optimization, but better content as well. WordPress SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere. It also compares your keyword to other blog posts to see where you can make improvements. It's free and easy to implement, which helps make it one of our favorite tools.



Engagement

7 **MailChimp** - <http://www.mailchimp.com/>

Email marketing has been the most effective online marketing tool for the last decade. You can leverage the power of email marketing for your blog by creating a “subscribers list” - a list of readers who want to be notified when you publish new content. MailChimp allows you to completely automate this process and subscribers can choose between daily, weekly, or monthly digests. It’s also completely free for up to 2,000 subscribers!

8 **Disqus** - <https://disqus.com/>

Engagement is one of the most important metrics to measure when operating a blog. Aside from social sharing (or perhaps in conjunction with it), commenting is one of the best ways to engage with your readers. Disqus is a networked community platform that can easily be plugged into your blog to create engagement. It is a feature-rich comment system complete with social network integration, advanced administration and moderation options, and other extensive community functions. Oh, and it’s also free!



Social Media

9 **AddThis Sharing / AddThis Follow** - <http://www.addthis.com/>

Publishing great content is only good if people read it! If you want to get people to read your blog posts (or even better - share them), you need to promote your content. AddThis makes social engagement easy by providing easy-to-use tools that help your readers share content and drive viral traffic. They also provide in-depth analytics, so you can gain insight into your audience and user activity.

10 **HootSuite** - <https://hootsuite.com/>

Hootsuite is a social media management tool that helps you keep track of all your social network channels. You can monitor what people are saying about your company or brand and respond instantly. You can also schedule posts across all your social networks, making it easy to share your great content with just a few clicks!



About Us...



Araxam was founded in 2009, but didn't get off the ground until 2013. It was built on the idea of being helpful – finding simple ways to help people and companies reach their business, marketing, technological and development goals.

The contributing authors to Araxam come from a diverse background of business, marketing, technology and development. We specialize in search engine optimization (SEO), inbound marketing, social media marketing, web site design and development, pay-per-click (PPC) optimization and much, much more.

Our goal is to provide content that can help you solve some of the everyday problems you may encountered. We enjoy writing it and we hope you enjoy reading it!