Search Engine Marketing (SEM) Tools Guide
Your Guide For SEM Tools

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20 Search Engine Marketing (SEM) Tools

Competitive Keyword Research Tools

#1 KeywordSpy

What is it? KeywordSpy is a tool that helps in keyword tracking and enables to perform advanced keyword research & get in-depth analysis of the competitors.

What are the common uses? This tool is of great help to trace the keywords and helps to study & comprehend different advertising strategies used by competitors for their Adwords and PPC campaigns.

What is it? A competitive keyword research tool, PPC Web Spy is a priceless tool that enables you to see & virtually steal the keywords that other advertisers of the same are using.

What are the common uses? The three common uses of this tool are: it enables you to manage the account yourself, saves time and energy & last but not the least, it helps with organic search results.
What is it? SEMrush is amongst one of the great competitive research tools that help in determining the list of pages & sites that are ranking for your keywords.

What are the common uses? This tool basically helps to conduct an in-depth backlink analysis, view displays from different devices and enhance the organic search.
What is it? SpyFu is that competitive keyword research tool that helps not only in building the Adword campaigns, but also in constructing SEO strategies in which keyword plays a crucial role.

What are the common uses? This tool is not merely restricted to analysing keyword and domain statistics, rather it helps in increasing your website’s traffic as well as make better connections by keeping a close check on your competitor’s keywords.
#5 iSpionage

Details at [http://www.ispionage.com/](http://www.ispionage.com/)

**What is it?** One of the latest entries in the field of spy tool market, iSpionage lays more focus on PPC as compared to organic SEO.

**What are the common uses?** iSpionage tool helps to give a boost to your ROI by giving an insight into the competitor’s effectively adequate keywords and the ad budget.
What is it? Soovle is free keyword research tool, which unites suggestion services from all major platforms like Google, YouTube, Bing etc.

What are the common uses? This tool is a great help for search and content creation, as it brings suggestions of all major platforms at one place.
#7 Ad Text Generator

**What is it?** As the name suggests, Ad Text Generator is an adword tool that helps to generate immediate suggestions for Google AdWords and benefits the adwords account.

**What are the common uses?** Ad Text Generator is a tool that enables to frame rich quality ads that are relevant to the Google search and the target audience.
#8 Adword Bid Tool

Details at [https://support.google.com/adwords/answer/2470105?hl=en](https://support.google.com/adwords/answer/2470105?hl=en)

**What is it?** Adword Bid Tool turns keyword list into targeted ads and further analyzes the results of those ads.

**What are the common uses?** Adword Bid Tool helps in analyzing the clicks, costs, impression, and conversions, which further reduces the effort of tracking PPC campaign.
What is it? This tool works like a keyword audit for you and identifies the negative keyword for your ad.

What are the common uses? This tool helps in reaching prospective customers, cost reduction and increasing ROI (return on investment).
**Budget Estimation Tools**

### #10 Google Traffic Estimator

Google Traffic Estimator analyzes and estimates the overall number of clicks on Google Adword ads and bid prices of top ad positions.

#### What is it?
Google Traffic Estimator analyzes and estimates the overall number of clicks on Google Adword ads and bid prices of top ad positions.

#### What are the common uses?
Although, this tool finds out a rough estimate, but it is a great tool in estimating budget requirements and search volumes.

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**Average CPC:** $15.58 (at a maximum CPC of $50.00)

**Estimated clicks per day:** 62,392 - 78,070 (at a daily budget of $250,000.00)

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Search Volume</th>
<th>Estimated Avg. CPC</th>
<th>Estimated Ad Positions</th>
<th>Estimated Clicks / Day</th>
<th>Estimated Cost / Day</th>
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</thead>
<tbody>
<tr>
<td>mortgage</td>
<td>$12.29 - $16.33</td>
<td>1 - 3</td>
<td>31,260 - 39,130</td>
<td>$384,340 - $639,020</td>
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<tr>
<td>&quot;mortgage&quot;</td>
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<td>[mortgage]</td>
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<td>1 - 3</td>
<td>455 - 569</td>
<td>$6,840 - $12,830</td>
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</tbody>
</table>

**Search Network Total:** $12.47 - $16.41

1 - 3

62,392 - 78,070

$777,270 - $1,279,630

Details at [https://support.google.com/adwords/answer/3114286?hl=en](https://support.google.com/adwords/answer/3114286?hl=en)
What is it? CPC ROI Calculator is an effective tool to determine return on investment (ROI) for pay-per-click (PPC) campaign.

What are the common uses? This tool helps in analyzing cost-per-click (CPC), which furthermore helps in analyzing future budgets for PPC campaigns.

Traditional Keyword Research Tools

#12 Wordtracker

What is it? Wordtracker is a widely used keyword tool that helps to enhance your business growth and increase the profits.

What are the common uses? Wordtracker gives a boost to the search engine rankings by attracting the targeted audience and fetch profits in terms of organic traffic for your site.
What is it? SpeedPPC is software that builds and enables to make the PPC campaign automated; thus, permitting you to frame target based ad groups and landing pages in less time.

What are the common uses? It helps you to create appropriate landing pages by using relevant search terms and write better ads, so as to generate higher PPC.
#14 Adwords Editor


**What is it?** Adwords Editor is a free Google application, which allows you to work offline and make changes when user is ready with the changes.

**What are the common uses?** This tool helps in checking the work before posting and also catches technical errors and don't allow users to post with mistakes.
What is it? Adword Scripts allows to control Adwords data programmatically, by simply using JavaScript in a browser based IDE.

What are the common uses? This tool helps generating reports, daily statistics, and client reporting.

Details at https://developers.google.com/adwords/scripts/
What is it? This tool is an effective tool for managing, automating and optimizing PPC campaigns.

What are the common uses? This tool is one of the best bid management tools, which allow you to optimize business goals like lead generation, defining ROI etc.
Is Your Winning Ad Really a Winner? Use This Free Tool to Be Sure!

If you've got two ads that have different click-through rates right now, how sure can you be that those ads will perform differently in the long run?

Enter your clicks and CTR's for each ad in the spaces below, and SplitTester will tell how how likely they are to have different long-term results.

Details at http://www.splittester.com/

What is it? It is a free online statistical significance tester tool.

What are the common uses? This tool allows you to calculate probability of result confidence between an A/B split tests of pay-per-click ad campaign.
Keyword Grouping & Generation Tools

#18 Keyword Combiner


**What is it?** Keyword Combiner is one of the efficient tools, as it combines two or three lists of words and wrap up the results in a form of keyword.

**What are the common uses?** This tool allows in building relevant keyword list without opening any excel sheet.
What is it? Keyword Wrapper is a free tool, which helps in creating keyword sets in all match types.

What are the common uses? This tool allows you to bring a list of keywords together in no time.
A/B Testing Tool

#20 Crazyegg


**What is it?** Crazyegg is one of the frequently used A/B testing tools that help to have a competitive edge over the competitive websites without incurring high costs.

**What are the common uses?** This is a strong tool that helps to understand the behaviour of the visitors and them create such reports that allow you to achieve the desired outcomes.