**SQA Digital Marketing CPD Event  
Online Tools and Resources**

**Workshop 1 – The importance of the web**

***“In today’s Digital age, if your business doesn’t have a website – you don’t have a business.”***

**A look at the practical requirements of building a website; domains; CMS platforms demo; plugins; data capture; usability testing demo.**

Customer Personas: <https://www.digitalmarketer.com/blog/customer-avatar-worksheet/>  
User Journeys: <https://www.bluecorona.com/blog/new-digital-marketing-funnel-strategies>

Mock Flow: <https://www.mockflow.com/>  
Usability Hub - <https://usabilityhub.com/>

Wix: <https://www.wix.com/>  
Weebly: [https://www.weebly.com](https://www.weebly.com/)  
Wordpress: <https://wordpress.com/>   
  
Free Webhosting (and self-install Wordpress): <https://www.000webhost.com/>

Survey Monkey: <https://www.surveymonkey.com/>  
Google Forms: <https://docs.google.com/forms/>  
MailChimp (email campaigns): <https://mailchimp.com/>

**Workshop 2 – Optimise the web**

***“There’s no point in having a website if nobody can find it..”***

**How does Google rank websites? - practical tips and online resources.**

Authority (Keywords)  
Density Checker: <https://www.webconfs.com/seo-tools/keyword-density-checker/>  
Keyword Planner: <https://adwords.google.co.uk/ko/KeywordPlanner/Home>  
Answer the Public: <https://answerthepublic.com/>  
Google Search Console (performance): <https://search.google.com/search-console>

Trust  
AHrefs Backlink Checker: <https://ahrefs.com/backlink-checker>  
Google Search Console (links): <https://search.google.com/search-console>  
Google Reviews (on Google My Business): <https://www.google.co.uk/business/>

Mobile  
Google Mobile-Friendly Test: <https://search.google.com/test/mobile-friendly>  
Web Developer Chrome Plugin: <https://bit.ly/1dIeJGY>

Speed  
Google Page Speed Insights: <https://developers.google.com/speed/pagespeed/insights/>  
Pingdom: [https://tools.pingdom.com](https://tools.pingdom.com/)

Security  
SSL Server Test: <https://www.ssllabs.com/ssltest/>

**Workshop 3 - Socialise the web**

***“Your website will tell me what you do. Social media will help me understand how well you do it...”***

**Group discussions - ‘What is social media?’ followed by demonstration of the latest tools and platforms.**

Social Media Management  
Hootsuite (Free account): [https://hootsuite.com/create-free-account/](https://hootsuite.com/create-free-account#/)  
Buffer: <https://buffer.com/>  
IFTTT: <https://ifttt.com/>  
  
News and Trends  
Social Media Today (latest news and updates): <https://www.socialmediatoday.com/>  
Digital Trends: <https://www.digitaltrends.com/social-media/>  
The NSDesign Blog: <https://www.nsdesign.co.uk/our-blog/>  
  
Content Sourcing  
Pages to Watch (Facebook): Main Insights page of Facebook Business Page  
BuzzSumo (trending content): <https://buzzsumo.com/>  
Trends24 (top twitter trends): <https://trends24.in/united-kingdom/glasgow/>  
Whats Trending: <http://whatstrending.com/>  
Google Alerts: <https://www.google.co.uk/alerts>

**10 Gold Nuggets  
*Top Tips and Best practice***

1. Facebook Groups - <https://www.facebook.com/groups/> (peer support and collaboration)
2. Mentimeter - <https://www.mentimeter.com/>
3. FollowerWonk (Advanced Twitter Analytics) - <https://followerwonk.com/>
4. Google Trends (simple SEO Keyword tool) - <https://trends.google.com/trends/?geo=GB>
5. Awareness Days (daily #hashtag ideas) - [https://www.awarenessdays.com](https://www.awarenessdays.com/)
6. QUIK (video creation tool) - <https://quik.gopro.com/en/>
7. Canva (image creation tool) - <https://www.canva.com/>
8. Digital Boost (from Business Gateway) - [http://www.digitalboost.uk](http://www.digitalboost.uk/)
9. Marketing Teacher - <https://www.marketingteacher.com/>
10. Hootsuite Blog (tips and templates)- <https://blog.hootsuite.com/>