

10 Free PPC Tools to Enhance Campaign Performance - ArrayofSites

Written by James Tomerson

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There are several useful tools available for strategizing search engine marketing. You must have heard about Hitwise and Omniture, premium search engine marketing tools. But does everyone have access to these premium tools? Of course, not. Not to worry, there are some free PPC tools available for you as well. The efficacy and the ease of use of these top free pay per click marketing tools make them all the more effective. Out of the multiple free resources for planning your PPC keyword strategy, given below are the top 10 free pay per click tools that can really help you enhance the performance of your PPC campaigns.

#1. **Google**

Google offers around 11 free tools to conduct your pay per click campaign research. To find out which ones are more suitable for your requirements, you can try using them on your own and find out how they work for you. Some of these free tools include Google Analytics, Google Adwords Editor, Google Traffic Estimator, Google URL Builder, Google Ad Planner etc.

#2. **[Spyfu](#)**

The tool offers both free and a pro version. Using this PPC tool, you can find out the keyword gaps that you may have with your competitor. The free tool offers you competitive intelligence for keywords and ad copy, assisting you to plan an effective pay per click advertising campaign for your products and services.

#3. **[Ad Words Wrapper](#)**

If you are looking to create some great match types, this PPC tool proves to be a useful option for advertisers.

#4. **[Compete](#)**

This free PPC tool has similarity with Spyfu. However, you may get different results some times. Therefore it is advisable to reference both the tools for maximum benefits.

#5. **[MSN Ad Lab](#)**

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The ad lab offers advertisers a range of free research tools for getting an insight into audience intelligence and researching keywords. The free tools offered by MSN Ad Lab are really very effective in conducting online market research.

#6. [Keyword Mixer](#)

As the name suggests, the free tool helps you to combine keywords for creating a long-tail keyword list.

#7. [Niche Keyword Finder](#)

If you are building your keyword profile, niche keyword finder happens to be an excellent free PPC research tool. It provides you with a list of niches associated with your root or base keywords. Use it yourself to understand how the tool offers you great value.

#8. [Typo Generator](#)

As you enter a keyword in the box, the tool returns you a list of suggestions including human misspellings and typos. Use the tool to see how it can help you in your keyword research.

#9. [Keyword Map](#)

This yet another keyword research tool, available to you for free. This free PPC research tool returns you visual results which can further help you to build your keyword profile for your pay per click advertising campaigns.

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#10. [Geo Keyword List Generator](#)

If you are looking to build a geo-modified list of keywords, this free pay per click research tool can be a great tool for you. As soon as you enter a zip code and a radius, the tool returns you all the zip codes and abbreviations of applicable geo in that specific area.

To make your pay per click campaigns be successful, you need to plan out an effective

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marketing strategy, of which building an appropriate keyword portfolio is the most essential part. You can use the free pay per click research tools listed above to conduct their keyword research and gain an insight into competitive intelligence. It is extensive research that will help you plan a power PPC marketing strategy and lead your campaign to success.