

# Digital Marketing Resources

**FREE COURSES, GUIDES,  
TOOLS AND MORE...**

**HIMANSHU SHARMA**  
**[TheRankingMachine.com](https://TheRankingMachine.com)**

# Free Digital Marketing Courses

## 1. Google's Fundamental of Digital Marketing

A Simple course to get started with basics of Digital Marketing. The course will take you through the terms and functionality of Digital Marketing world.

You will also get a certification on completion of the course from Google Digital Unlocked.

[Join The Course Now](#)

## 2. Free Digital Marketing Course by Sorav Jain

The course is provided on Udemy platform by Sorav Jain. Udemy is one of the biggest platform for online learning. It provides both paid and unpaid courses to students all over the world.

As most of the free courses on Udemy you will not get a certificate and life time access.

[Join The Course Now](#)

# Free Digital Marketing Courses

## 3. Digital Marketing Courses by edX

edX is an open course provider from universities likes Harvard, MIT and more. There are multiple free Digital Marketing courses available and you can choose any one accordingly.

All the courses are basic and good for beginners to get their hands on. For getting a certificate you will have to pay a fees that is mentioned with each course individually.

[Join The Course Now](#)

## 4. Content Marketing – HubSpot Academy

HubSpot Academy has some of the most amazing free courses. Many of them also come with a free certification as well.

Content Marketing course is one of their most popular free certification.

[Join The Course Now](#)

# Free Digital Marketing Courses

## 5. Facebook Blueprint

Facebook has provided a way to learn Facebook Ads in a better way. Facebook blueprint has more than 100 videos categorized into different topics.

All these video lectures are highly informational and you will learn a lot from them. Make sure you start from the basic block and then move further step by step.

[Join The Course Now](#)

## 6. Instagram Marketing from Later

This is not just a single course but heaven for those searching for Instagram marketing. There are more than 8 Instagram short courses,

Guides, Downloads, Case Studies and much more. Complete package for learning everything about Instagram that too for free.

[Join The Course Now](#)

# Free Digital Marketing Courses

## 7. Google Skillshop

Digital Marketing field revolves around the search engine giant Google. Majority of the tools that we use are from Google.

To help people learn all these tools and platform effectively Google launched Skillshop. It is a place where you can learn all these tools from scratch and also get certified for it.

[Join The Course Now](#)

## 8. Google Primer

Google designed Primer app specially for Business owners who are busy in their daily schedules. Its not easy for them to move out and take a complete course.

To solve this problem Primer is occupied with Short and Simple video lessons related to various topics.

[Join The Course Now](#)

# Free Digital Marketing Courses

## 9. Learn Digital Marketing from Digital Deepak

This course with 25 Free modules is from Deepak Kanakraju who is a Digital Marketer himself. In these 25 video lessons you will learn about all the major topics in Digital Marketing.

These topics will include Search Engine Optimization, Social Media Marketing, Search Engine Marketing and lot more.

[Join The Course Now](#)

## 10. Beginner's SEO Tutorial by Daragh Walsh

This one is specially for those who just want to go with Search Engine Optimization. More than 1.5 lakh students have already enrolled in this course.

There are close to 20 thousand ratings and reviews from students. Being a free Udemy course you will not get a certificate for this.

[Join The Course Now](#)

# Digital Marketing Blogs

## 1. Search Engine Land – SEO

As the name suggests the blog is focused mainly on Search Engine Optimization. But it is obviously not limited to SEO and encompasses all other topics as well.

It is a well known fact that Google rolls out new updates to its search algorithms. So, it is better to keep yourself updated with latest industry insights.

[Read The Blog Now](#)

## 2. Moz Blog – SEO

Moz is a software and service company based in seattle. You might have already heard about Moz Domain Authority which is domain rating scale from Moz itself.

Most of the articles are for beginners but they also help already settled Online Marketers.

[Read The Blog Now](#)

# Digital Marketing Blogs

## 3. HubSpot's Blog – Content

HubSpot gives complete tools package for business owners and entrepreneurs. HubSpot's blog is intended to provide knowledge mostly about content and inbound marketing.

You will learn some amazing things about Content Creation and its marketing on different channels.

[Read The Blog Now](#)

## 4. Optin Monster's Blog – Email Marketing

Email Marketing will always be one of the major part of your learning. Some people debate that Email Marketing is dead but some are earning dollars from it.

So, even after doing your course you will need a constant connection with latest tricks that are working.

[Read The Blog Now](#)

# Digital Marketing Blogs

## 5. PPCexpo's Blog – SEM

PPCexpo is a popular Google ads reporting tool. Their blog is very helpful for anyone learning paid ads on Google. It has got everything right from creating your first ad to optimizing your high budget ads.

The blog has answers to all your queries related to PPC advertisements.

[Read The Blog Now](#)

## 6. WordStream's PPC University – PPC Ads

This is one of the best resource that you will get for Paid Ads on the Internet. They have structured the content in the form of a course.

Not just blog articles but some case studies, guides, webinars, white papers and what not.

[Read The Blog Now](#)

# Digital Marketing Blogs

## 7. Later's Blog – Instagram Marketing

We have already mentioned Later's Instagram marketing course in our previous section. Their blog is no less than that. It has got lots and lots of tips, tricks and guides.

By learning these tips you will be able to figure out things that work well for Instagram.

[Read The Blog Now](#)

## 8. Social Media Explorer – SMM

The blog is focused mainly on Social Media and how it is impacting business world. The authors are sharing amazing tips and tricks to make your social media strategies working.

Start learning new things about different social media channels including Facebook, Instagram, Twitter, LinkedIn, etc.

[Read The Blog Now](#)

# Digital Marketing Blogs

## 9. Meet Mari's Blog – SMM

Mari Smith is a Facebook Marketing expert and is known for her amazing social media tips. She is referred as “The Queen of Facebook” because of her expertise in the field of Facebook Marketing.

She is also listed in “7 Women Who are Shaping Digital Marketing” by IBM.

[Read The Blog Now](#)

## 10. Jeffalytics – Analytics & Reporting

If you are not analyzing your campaigns then you are losing much of your opportunities. Digital Marketing decisions should always be based on proper analytics and reporting.

All the blogs above are good to plan and apply things. But you should also learn to report and analyze the results.

[Read The Blog Now](#)

# Digital Marketing Templates

## 1. HubSpot's Social Media Templates

Managing social media is not an easy task and needs much reporting. The reporting and schedules should have standard organization so that everyone can understand them.

For this purpose it is good to start working on pre-built templates. They are Excel or Powerpoint documents created specially for specific tasks.

[Download Now](#)

## 2. CoSchedule's Template & Guides Bundle

This thing just amazed me and it will amaze you as well. They have created hundreds of informational guides and templates for you people.

They could be downloaded and used for your Digital Marketing projects. These are one of the Best Free Online Resource for Digital Marketing.

[Download Now](#)

# Free Digital Marketing Tools

As There Are So Many Tools So Instead of Linking Them All Only The Names Are Being Shared.

1. Bitly: Shorten Links
2. Boomerang – Email Marketing
3. Buffer – Social Media Tool
4. BuiltWith – Website Technology Tracker
5. CopyScape – Plagiarism Checker
6. Domain Hunter Plus – Broken Backlink Checker
7. Easel.Ly – Infographics Creator
8. FollowMonk – Twitter Analytics
9. IFTTT – Application Automation
10. KnowEm – Check Username Availability
11. MozBar – SEO Toolbar
12. Panguin Tool – Penalty Testing
13. Pingdom – Website Speed Testing
14. SEOquake – SEO Toolbar
15. SimilarWeb – Competitive Intelligence
16. Trello – Productivity
17. Ubersuggest – Keyword Research
18. Wayback Machine – Visual Web History

The list only contains some not so known tools for the beginners. Other tools such as Search Console, Analytics, etc are left intentionally.

# What Next?

**Start Learning **Digital Marketing** From The Resources Shared Above.**

**Join Our Facebook Group For More Such Free Resources**

**Free Online Resources - Present Slide**

**Share This **eBook** With Someone Who Needs it The Most.**