MOOC4 Tutors

Tpapt

Description

An article that clearly explain how to price the tutoring job.

Price

€

Free

How to use it in practice

Use it to start having a clear view of which parameters to consider when pricing your job as a tutor or freelancer.

Tpapt

LinkedIn

Description

An article which presents the findings of the "Tutoring Software Market" research report 2023.

Price

€

FREE

How to use it in practice

Discover what's changing in the Tutoring Software Market.

LinkedIn

Co-funded by the European Union

MOOC4 Tutors

SE Ranking

Description

SE Ranking is a comprehensive SEO platform that offers over 30 tools for every aspect of search marketing. The platform provides users with analytical data and monitoring features to help them improve their website's rankings in search engine results pages (SERPs).

Price

Free Trial
Essential Plan
€39.20/monthly

How to use it in practice

Get an overview of competitors website visits in one click.
Analyze competitors' paid and organic campaigns and see the dynamics.
the Competitive Research tool can help you understand which channels and keywords bring traffic to your rivals or which products they offer that you miss. You can get a general impression of your rivals' backlink profiles and dive into the history of the ads your competitors have been betting on in search.

https://seranking

Google Trends

Description

Google Trends is an online tool offering a visual comparison of relative traffic levels for specific search queries.

Price

FREE

How to use it in practice

With the data available in Google Trends, you can easily extract insights about where, when, how, and for how long people are searching for terms related to your product, service, or business. This helps you expand your optimization efforts to reach your audience with topics they're interested in right now, which in turn helps you increase traffic to your site.

https://trends.google.com/trends/

Co-funded by
the European Union

Similar Web

Description

For customers in the enterprise and small- to medium-sized business sectors, Similarweb offers digital intelligence services. The platform offers web analytics services and gives users access to data on the website traffic and performance of their clients and rivals.

Price

Starter
$125
per month
Billed yearly, or $149 month-to-month

How to use it in practice

Using this competitor analysis tool, look at the traffic's origins, the audience's demographics, and the sources of the traffic coming from your rival

https://www.similarweb.com

Bizstim Business Software

Description

Software for small service-based businesses needing scheduling, automated reminders, billing and much more.

Price

21-days free trial
Individual Plan $0.00/m
Small Business Plan $39.99/m

How to use it in practice

Calculate your tutor wage.
Stay informed and in the know about the latest developments in your industry through our informative news categories.

https://www.bizstim.com/tools

Pricing and Market

U-screen

Description
Guide on How to Price Your Online Course

Price
Free

How to use it in practice
Discover What impacts pricing online courses

https://www.uscreen.tv/blog/pricing-online-courses/

Sprout Social

Description
A social media management and optimization platform that offers solutions for publishing, analytics, engagement, and team collaboration.

Price
Starts at $99/user/month

How to use it in practice
Use Sprout Social to listen to and engage with your audience across social platforms efficiently from a single interface, helping you maintain a strong social presence and customer service.

https://sproutsocial.com

SharpSheets

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Description

Expert-built business plan and financial model templates

Price

Price depending on the business model or financial template.

How to use it in practice

Competitive Analysis for a Tutoring Business, Provide Tutoring Business Financial Model

https://sharpsheets.io/blog/competitive-analysis-tutoring-business/

Crazy Egg

Description

Crazy Egg is a web analytics tool that provides heatmaps, scroll maps, referral maps, and click reports. This tool helps you understand how visitors are interacting with your website.

Price

Plans start at $24/month.

How to use it in practice

Utilize Crazy Egg to track where users click most frequently on your website, how far they scroll, and what they ignore. This data can inform changes to improve user engagement on key pages, such as rearranging content to places where users focus their attention or simplifying navigation to enhance user experience and drive conversions.

https://www.crazyegg.com