2020's most popular digital marketing websites ranked

To my knowledge, this is among the largest digital marketing rankings ever conducted. Several listings (including Smartinsights's list and Medium's 63 tools ranked) have tried to collect popular tools and websites.
Both of these were well done and helped this study to complete.

I have manually collected the data myself using SEMRush for global searches, Google Trend for % search changes YoY and SparkToro for social accounts information, including engagement rates. Then I have used Excel to put the data together and come up with the final ranking.

I have decided to conduct this research to better reveal tools, websites and influencers that people can't get enough of, and those we are moving away from.

I have looked at 100 of the world's most-followed websites and gave them a normalised score out of 100 on each of the following factors, before taking an overall average score for the final ranking.

Twitter Followers

The Twitter following of the website/ tool and influencer (as of 15/05/2020).

Engagement rate

The engagement rate of the brand's main Twitter account, according to Sparktoro Scoring system. This takes into account the average number of likes, retweets, tweets per week and following to followers' ratio.

Global Search Volume

The average number of monthly Google searches for the tool, the website and the influencer, across the last twelve months, according to SEMrush.

% Change in Search Interest

For each influencer, tool and website, I analysed the change in Google Trends data from the past twelve months, compared to the previous 15 months, to see how search interest has changed.

For each website, influencer and tool, I took an average of the worldwide search interest for the period 01/01/2018 to 31/12/2018 and the same for 01/01/2019 to 31/03/2020 and

calculated the percentage change between the two figures to show the year on year change in search interest for each brand.

I wanted to include 2020, so I have added 3 extra months (January, February and March 2020). This added data didn't mess up my average, because the average was calculated across 15 months as opposed to 12 months for the previous period.

I haven't included April 2020 to avoid the data being skewed by the Covid-19's impact.

The Most Powerful Digital Marketing Influencers

I looked at the social media following of some of the world's biggest digital marketing influencers on LinkedIn, Twitter and YouTube.
% Change in Search Interest was then calculated using the same methodology as for the digital marketing websites, tools and trends.