

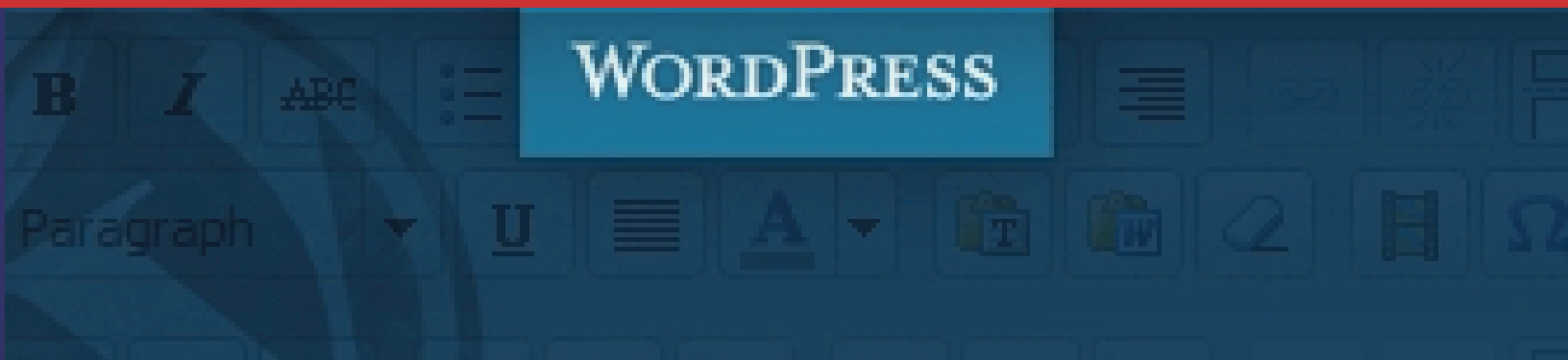
**FREE 39-page guide with 200+ resources!**



# Website Toolkit

**Your ONE-STOP resource to the products & services you need to launch and operate your online business.**

*Includes getting started tips and topics on research, content creation, list building, social media, monetization, website setup, and more.*



**Using technology to help companies discover and grow niche markets**

# Overview

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## Why this guide was created

While trying to manage all of the products and services that help us develop and operate our websites, we found it increasingly difficult to keep track of the multitude of tools available. There are so many (and changing daily), it's easy to get bogged down and overwhelmed weeding through all of them. We try to choose tools that save us time or allow us to add features and functionality that might otherwise need custom programming.

Most of these resources we've used, are using, or have heard of in the course of research, courses, ebooks, seminars, web surfing, networking, social media, etc.

The Table of Contents is loosely ordered by category and order of implementation. Some tools will be listed in multiple categories.

## How to use this guide

1. **Just getting started.** If you're just starting and are new to launching websites, feel free to browse the categories for a tool/service that fits your needs. If you're not sure where to start and what you might need, check out the Getting Started section of this guide.
2. **Need a specific feature or functionality for your website,** but don't have time to research them all? Refer to the table of contents for the categories, or the alphabetical index at the end of the document.
3. **Use it as a master list for your login and password information.** We use this, as well as Roboform to keep track of all of our passwords online. This document also helps us keep track of tools that we might want to use in the future.

Feel free to click the links here in this document to learn more about the services. None of them are affiliate links (i.e. we are not being compensated when you click from this document).

You'll note the following icons:



Items with a star are recommended and products or services that we use and/or have used.



Items with this icon are the basics required for you to operate a website.

## Disclosures

We only recommend products that we have either used, or have a high sense of confidence from reputable sources. While we do have affiliate relationships with some of these resources, there are NO affiliate links in this document. Please note that this is not meant to be the end-all for internet tools and services, but just a snapshot of the ones we've come across, use and consider in our businesses (at the time of this writing). Technology changes quickly and companies come and go. This report is for informational purposes only. While every attempt has been made to verify the information provided, we cannot assume responsibility for errors, inaccuracies, omissions, or issues related to these third party programs or services. We just hope you find a few takeaways that you can use in your business.

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# I. Getting Started

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If you're new to building websites via WordPress and just want a basic site, here are the basic steps that can get you started. The services we use and recommend are below.

If you are looking for more detailed instructions about how to implement the steps below (i.e. installing WordPress, working with FTP programs, setting up and navigating your hosting account), that is another tutorial in itself! ☺ We're currently working on a solution that will help with the more technical details if you're interested in some guidance for a more do-it-yourself package. Send us a note if you're looking for something in particular, and we'll try to steer you in the right direction, or create a solution for you.

## Minimum Setup:

1. Domain name and hosting plan (\$5-\$20/mo)
2. WordPress.org. (not WordPress.com) Free
3. FTP Program for loading files up to your website. Free
4. Theme or Skin for the look and feel of your website (Free to \$200)
5. Google analytics (setup a google account to manage this). Free
6. Minimum Plugins
  - a. Akismet – spam control for comments (if you'll be allowing comments on your site). Free
  - b. WP Security Scan. Secure your site from hackers. Free
  - c. WP-DB Manager. Automates a backup of your database and includes other features. Free
  - d. ShareThis or SexyBookmarks. Free
7. List Building – Aweber or other email list and autoresponder provider – (we recommend a paid service - aweber is currently \$19/mo.)
8. Social Media Accounts – select ones that fit your business. Free
9. eCommerce – Depending on the products and services you are selling, PayPal is an easy method to setup a secure payment system if accepting payments on your site. There are numerous eCommerce and merchant account services available if you need a full eCommerce solution. Plans vary.

**A note about Securing your website.** Prior to installing your website, you will want to do at least some minimal security measures to prevent hackers from compromising it. We're working on a simple version of instructions for those of you that want to tackle it yourself. A few of the items should be done prior to installing WordPress, but some can be done after the fact. There's a lot of information about how to secure your site online, but one of the basic ones we'd recommend is to NOT install your WordPress with the

prefix of WP (WordPress default), just make it something different. This is much harder to change later (as we discovered ourselves), and is such an easy thing to implement up front. Additionally there are a few plugins we listed that can help with security, assuming they are keeping up with the latest WordPress versions.

Here are all of the products and services we use in our websites (and the list keeps growing). This list is a bit overwhelming, so don't feel like you need all of these up front:

1. Domain and Hosting: [Dreamhost](#) - \$119/yr & includes one domain registration (monthly options available).
2. Website Platform: [WordPress](#) (download at WordPress.org not .com) – Free
3. FTP Program ([FileZilla](#) is a good one and free) for loading files to your website.
4. WordPress Theme:
  - a. [WooThemes](#) - \$70 for 3. Watch for specials, they just had a 5 theme special for the same price.
  - b. Obox Mobile (we use their mobile plugin that works with our existing theme; they also sell themes for WordPress)
  - c. Hot Video Squeeze Page Templates
5. Statistics and Analytics: [Google Analytics](#), [Google Webmaster Tools](#) Free
6. WordPress Plugins (these are all described later in this document).  
Some of these can be added later:
  - a. Free
    - i. Akismet
    - ii. All-in-one-SEO
    - iii. Tweetmeme
    - iv. ShareThis
    - v. Sexy Bookmarks
    - vi. Google XML Sitemap
    - vii. WP Security Scan
    - viii. WP-DB Manager
    - ix. Vipers Video quicktags
    - x. Simply Show IDs
    - xi. Flickr Plugin
    - xii. DB Cache or W3 Cache
    - xiii. WP Minify
    - xiv. WP-Malwatch
    - xv. WP Editorial Calendar
    - xvi. Display Widgets
    - xvii. FD Feedburner plugin
    - xviii. WP Widget Cache

- b. Paid
  - i. Scribe-SEO
  - ii. Popup Domination (for capturing more traffic)
  - iii. MaxBlogPress Ninja Affiliate Link Management
  - iv. Obox Mobile Platform (for viewing website on a smartphone)
  - v. Tweetadder
- 7. Other
  - a. Google Website Optimizer
  - b. Adobe Creative Suite (Adobe Professional, Photoshop, Illustrator, InDesign)
  - c. eBook Covers (for free or paid information product offerings)
    - i. eCoverCreator3D (see notes)
    - ii. eBookCoversCreator
    - iii. Adobe Creative Suite (Photoshop, Illustrator)
- 8. Keyword and Product/Service Research
  - a. Wordtracker (paid)
  - b. Wordtracker Labs
  - c. Wordtracker Firefox Plugin
  - d. Google Search-based Keyword Tool
  - e. Google AdWords Keyword Tool
  - f. Clickbank and other affiliate programs
  - g. Amazon
- 9. Content Management, copywriting, photos
  - a. Stock.xchng
  - b. iStockPhoto (paid)
  - c. Copyblogger
  - d. Problogger
- 10. Time Management and Productivity
  - a. Remember the Milk (paid)
  - b. Evernote (free and paid)
- 11. List & Relationship Building
  - a. Aweber (paid, free trial)
  - b. RSS Feeds – Feedburner, Google Reader (free)
- 12. Social Media (free)
  - a. Twitter
  - b. Facebook
  - c. LinkedIn
  - d. Gravatar
  - e. Vimeo
  - f. YouTube
  - g. Twitterfeed
  - h. Del.icio.us
  - i. Digg

## j. Stumble Upon

## 13. Monetizing

## a. Affiliate Programs (free)

- i. Clickbank
- ii. Commission Junction
- iii. Share a Sale
- iv. Commission Junction
- v. Amazon Associates
- vi. Pepperjam
- vii. LinkShare
- viii. Kolimbo

## b. eCommerce (paid)

- i. Paypal

## c. Other

- i. Craigslist
- ii. eLance

## How much does all this cost?

While many of the services are free, there are some basics that you must pay for. Here's a breakdown of what we spend/have spent in developing and maintaining our websites. Some of these are essential costs, and others are enhancements.

Description	One Time	Monthly	Yearly	Optional	Notes
* Domain Registration			\$9.95		1 <sup>st</sup> year included with hosting package
* Dreamhost hosting			\$119		Monthly packages available
* WooThemes	\$70			✓	Included 3 themes
Scribe SEO		\$27		✓	SEO WordPress plugin
Evernote		\$5		✓	Central repository for keeping and managing notes, ideas from multiple devices
Remember the Milk			\$49	✓	Time management
Obox Mobile	\$47			✓	WordPress plugin (theme) for mobile viewing
* aWeber		\$19		✓	Email autoresponder
Popup Domination	\$37			✓	Tool to capture emails
MaxBlog Press	\$67			✓	Affiliate link tracking/cloaking
Tweetadder	\$67			✓	Twitter automation tool
WordTracker			\$297	✓	SEO Tool
Hot Video Squeeze Templates	\$47			✓	Landing page templates for free ebooks, products. Etc.
RoboForm	\$29			✓	Secure password manager
eCoverCreator3d	\$47			✓	eBook Covers
<b>Total</b>	<b>\$411</b>	<b>\$51</b>	<b>\$475</b>		

As you can see, most of the costs are for optional items. Many of the one time costs spent are investments to save time and features that might need custom programming.

If you prefer to budget on the monthly basis, you could easily find monthly plans for your hosting and spend roughly less than \$10-50/mo for your basic website needs. While a few items in the above chart are optional (paid theme, email autoresponder) they are highly recommended for a more professional look and ability to capture names on your website. Your mailing list is your most important asset! Paid themes also come with support and other features, and generally are easier to customize.

Use this sidebar to record notes, logins and passwords for accounts you signup for.

Logins/passwords/Notes

## II. Technical - Website

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### Domain and Hosting Companies

This section has a key because it's a required purchase (unless you're being hosted on WordPress.com, which we don't recommend). Since we're a happy customer of Dreamhost, this is our #1 recommendation and has the star for this category. However, we've heard some good things about the others listed here. If you already have hosting and are happy with it, don't switch, just go with what you have. And, there are many hosting companies out there, too many to list here. We prefer to register our domain with our hosting company (one less technical setup step and it makes it easier for renewals – one vendor).

#### **My Domain and Hosting Solution:** \_\_\_\_\_



#### **Dreamhost** (domains, hosting, and more)

We're a happy customer for over ten years with no complaints thus far. And, their service is great. You can buy domains and hosting plans here starting at \$8.95/mo with yearly pricing options.

#### **GoDaddy** (domains, hosting, and more)

We use GoDaddy to search for available domain names. They have a great bulk register search feature that helps you quickly narrow down available names and combinations (although as of this writing it seems they're limiting the number of bulk searches, ack!). Using keywords, research and a specific process for finding great domains, it's a great resource. We've also purchased SSL certificates here. Plans start at \$4.99/mo.

While we have not used the following companies, they have a following:

**Hostgator** - Plans start at \$4.95/mo.

**Rackspace** - Plans vary. Mercedes of the hosting world.

**Pair Networks** - Plans start at \$9.95/mo.

**Dotster** - Plans start at \$5.75/mo.

## WordPress Platform / Content Management System

### ★ [WordPress](#) (WordPress.org not WordPress.com)

WordPress is the only platform we'll address here, because that is the only one we use. (There are other blog platforms such as Blogspot, Blogger, Six Apart, Movable Type, ...) Be sure to use the non-hosted version at <http://WordPress.org> vs. the WordPress.com so that you have full control of your domain and content. If you sign up using WordPress.com your site will be "yourname.WordPress.com" instead of "yourname.com". Installation instructions are included on the WordPress site. You can also search installing WordPress in google to find other tutorials and information. Free

### Themes

We highly recommend going with a paid theme for your WordPress site, but there are free themes as well. Here are just a few we've run across, but you can also just google WordPress themes and you'll have a number of options.

### ★ [WooThemes](#)

This is our personal favorite (since we purchase and use WooThemes). They have great designs and support. Paid themes start at \$70 (and often include a 3-for-1 deal), and also have other pricing options. They also have free themes if you want to try them out. They build in a huge amount of functionality, so you don't have to load your site up with other third-party plugins (which lightens the load and keeps updating simpler).

### ★ [Obox-Mobile](#)

Converts your existing WordPress site for mobile viewing. We've installed this on our site. These guys worked with WooThemes to develop a mobile solution that works with their themes. It's a plugin that gets installed in the control panel of WordPress. They also sell standalone WordPress themes.

### [Headway](#)

While we haven't use this theme, it gets a lot of thumbs up. Price \$87-\$164.

[99designs.com](#) (WordPress themes, graphics design, logo, website designs, icons, etc.)

**Press75**

\$75 themes.

**Solostream**

Free and \$79 themes.

**Frugal Theme**

\$89 - \$499

**Studiopress**

Prices vary.

**Unique Blog Designs**

Prices vary. They offer:

**Squeezetheme** - designing squeeze pages (\$397)

**Affiliatetheme** - designed for affiliate sites (\$97-147)

**Salespagetheme** - for designing one page websites, sales pages, etc. (\$97)



**Hot Video Squeeze Templates** - Squeeze Page Template programs. (\$47)

**WordPress Premium Themes Directory**

Prices varies.

**WordPress Theme Base**

Free WordPress themes.

**OptimizePress** – Squeeze page website themes, sales pages, etc. Currently \$97



## Statistics and Analytics



**Google Analytics**

Another free tool from google. Setup a google analytics account for your website. Google will give you a code to put on your website. Once this is installed you'll be able to access various reports about your website visitors. Free

WooThemes theme provider makes it easy to insert your google analytics code into your theme from the control panel.



### [Google Webmaster Tools](#)

Provides you with detailed reports about your pages' visibility on Google. See how Google crawls and indexes your site and learn about specific problems, discover link and query traffic. This is not something you install on your website, but rather a tool for you to gather data about visitors, etc. Free



[Google Website Optimizer](#) - just type google website optimizer and log in to your google account. This is a free website testing and optimization tool. Free.

### [Clicky Web Analytics](#)

Expanded analytics for visitors at your site. They have a basic free version and additional paid plans. Checkout out plans and service comparison for features. Free and paid services starting at \$4.99/mo.

### [Clickdensity](#)

Clickdensity claims to not only provide basic analytics, but allows you to analyze the user experience and identify usability and information architecture issues that other products don't. 30 day free trial.

### [Crazyegg](#)

This is another advanced analytics service. They provide features such as a "heatmap" that gives you a picture of where people clicked on your site. "Confetti" allows you to dig a little deeper to find out where people click based on different criteria (i.e. search terms, browser, OS, ads...). There are many more features, check them out. Pricing plans range \$9-99/month.

## WordPress Plugins

For those of us that aren't technical programmers and professional website designers, plugins can provide the average person building a WordPress website with capabilities that would normally require custom development. While they often provide features, you'll notice over time that having too many third party plugins can a) slow your website down; b) can have conflicts amongst themes and other plugins. The nice part about plugins, is that they usually either work, or not, so most of the time you can deactivate them from your site if needed. Be sure to remove any unused plugin from your site (via ftp) however, because it can slow down the loading time of your site.

- ★ **[Akismet](#)** This plugin checks for spam in your comments. You must get an API key from Akismet.com for it to work properly. Free and paid.
- ★ **[All-in-one-SEO](#)** (SEO)  
Optimizes your WordPress blog for Search Engines. Highly recommended. Required for use with Scribe SEO (also recommended see below). Free.
- ★ **[ShareThis](#)**  
This plugin provides a simple way for users to add your post to many social bookmarking sites, or to send a link to your post via email, Facebook, Twitter and more. Free.
- ★ **[SexyBookmarks](#)** - A social bookmarking plugin to add to pages and posts of your website so that readers can share with their network.
- ★ **[Tweetmeme](#)**  
A plugin that allows readers to easily Retweet posts. Provides a live count of how many times your post/page has been retweeted. Free.
- ★ **[ScribeSEO](#)**  
This is a powerful plugin that helps you optimize your pages and posts for search engines, helps you with keywords and build quality links to your site. \$17-\$97/mo.
- ★ **[Google XML Sitemap](#)** (Technical, search indexing)  
This plugin creates a special XML sitemap that helps search engines like Google, Bing, Yahoo and Ask.com better index your website. It also notifies all major search engines every time you create a post. We recommend you also include a regular sitemap for your site that visitors can use to find content (some themes, like WooThemes include a standard template for a sitemap). Free.
- ★ **[WP Security Scan](#)** – scans your WordPress installations for vulnerabilities. Free
- ★ **[Obox-Mobile](#)**  
Converts your existing WordPress site for mobile viewing. We've installed this on our site, these guys worked with WooThemes. It's a plugin that gets installed in the control panel of WordPress. \$49
- ★ **[WP-DB Manager](#)**



Optimizes, repairs, backup and restore plugin. You can set this plugin to send a backup via email according to a schedule. Free

★ [Simply Show IDs](#)

This nifty little plugin is great for showing you the page ID of your pages, posts, etc. Many themes and WordPress have functionalities that refer to the page ID, so this makes it easy to locate. Free

★ [DB Cache](#) or [W3 Total Cache](#) – These two plugins optimize the speed of your website. This can be added later if you notice your website is slow, or you start adding a lot of plugins or content.

★ [WP Minify](#)

Compresses JS and CSS files to improve page load time of your website. Free

★ [WP-Malwatch](#)

A security plugin that performs a nightly scan of your WordPress blog looking for evidence of malware. Free

★ [WP Editorial Calendar](#)

This plugin lets you see all of your posts and drag and drop them into different days. Schedule posts ahead of time to be published. A great way to keep yourself on track if you're blogging regularly. Free

★ [Display Widgets](#)

This plugin lets you show/hide widget on specific pages of your site. Some themes may allow you to do this automatically. Free

★ [FD Feedburner plugin](#)

This plugin redirects the main feed and optionally the comments feed to Feedburner.com. Free

★ [WP Widget Cache](#)

This plugin cache's the output of your blog widgets to speed up your site. Free

★ [Vipers Video Quicktags](#)

Adds a button for many of the popular video sites without having to embed html. Simply copy and paste the link into the post. See link for supported sites. Free.

 **MaxBlogPress Ninja** (Affiliate link management)

This is a great affiliate link management tool. It converts keywords on your blog automatically, cloaks links to prevent link theft, assign links to an easy-to-remember name, etc. Totally worth the money if you have any desire to sell affiliate products. Price \$69-197

**Action Comments** (List Building)

This plugin works with the comment system on WordPress. You can configure it so that you can capture a commentor to your email list, and/or a popup box for new visitors. It works with aWeber and other email clients so that you get use the opt-in feature for signup. Price \$17

**OIO Publisher** (Ad Manager)

Ad manager that lets you control the paid ad space on your website. Price \$47

**WP Greet Box Plugin** (List building)

This plugin lets you show a different greeting message to your new visitors depending on their referrer url. If someone comes from Digg, the message reminds them to digg the post, if Twitter, message suggests they twit the post and follow. Free

**Widgetbox** (multiple plugins)

This website offers many free and paid plugins in many categories. From chat boxes to embedding tools into your blog. Free and paid.

**Contact Form 7** (List building)

Contact form plugin. Manage multiple contact forms, customization and mail contents. The form supports Ajax, CAPTCHA, Akismet spam filtering. Free. (Woothemes includes a contact form with their themes)

**WordPress Stats** (Analytics)

Another stats site on your WordPress dashboard, but simpler than google analytics. Hosted on another site, uses the Akismet API. Free.

**Theme Preview** (themes)

Preview a theme before activating it. Free.

**WordPress**

Allows people to recommend/send your WordPress blog posts and pages to a friend. Free.

### **RSS Footer**

Simple plugin let's you add an extra line of content to articles in your feed, then a link back to your blog. (WooThemes provides this capability in their themes automatically) Free.

### **Search for WordPress Plugins**

You can search for various plugins, and themes. Free.

### **WP- Polls**

This is a poll plugin that you can add to your site for voting. Free.

### **Flickr Plugin** (photos)

This photo plugin allows you to pull in your Flickr photosets and display them as albums on your site. In the WordPress control panel it adds an Flickr icon button for inserting your Flickr photos. Free.

### **Subscribe to Comments**

Enables commenters to sign up for e-mail notification of subsequent entries. Also allows commenters to unsubscribe to certain posts, block all notifications, or change their notification e-mail address. Free.

### **MagicMembers** (membership site)

Plugin that turns your WordPress website into a powerful, fully automated membership site. Paid plugin (\$97-297).

### **WishList Member** (membership site)

Plugin that turns your WordPress website into a powerful, online membership site. Includes multiple membership levels, accepts payments, and more. Paid plugin (\$97-297).

### **aMember** (membership site software)

This is software that gets installed on your computer vs. a plugin and service. \$179

**Gravity Forms** – A form management plugin for WordPress. Gets great reviews, and offers more flexibility than the forms your average email autoresponders provide, among other things. \$39-\$199.



# III. Research

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## Keywords



### [Wordtracker](#)

Keyword suggestion tool will generate up to 100 related keywords.  
Free



### [Wordtracker](#) (paid version)

Expanded keyword research tool for finding niche markets, competitive research, domains, blogging topics, web page topics, etc. Import and rank up to 500 keywords from seed lists. Find out untapped markets by viewing high search, low completion keywords. \$59/mo or \$329/yr.



### [Wordtracker Labs Keyword Questions](#)

People often type questions into search engines like how, when, why, who. Target long tail keywords and provide content that people are searching for. Great Free tool.



### [Google Search-based Keyword Tool](#)

Search for keywords based on actual google search queries. Free.



### [Google AdWords Keyword Tool](#)



[WordTracker Firefox Plugin](#) - This is a plugin for the Firefox browser that allows you to do keyword searches while you're composing blog posts, searching the web, etc.



### [ScribeSEO](#)

This is a powerful plugin that helps you optimize your pages and posts for search engines, helps you with keywords and build quality links to your site. \$17-\$97/mo.



### [KeyCompete](#)

Discover the best keywords for campaigns. Download competitor keywords and adwords. 1-day trial \$19, \$39/mo, \$299/annual.



### [KeywordSpy](#)

Check in on what your competitors are doing. See sites spending for Adwords, monitor keyword performance, uncover top affiliate products and super affiliates. \$90-\$140/mo.



### SEMRush

Another keyword research tool. Starts at \$50/mo.

## Market & Product Research

In addition to the tools above, the following sites can help with market research.



### Amazon

You can use this to check out magazines, number of issues, etc. This shows trends in what people are interested in. Amazon has invested heavily in their database, why not utilize the data they have collected! Also great for searching niche markets by seeing what people are buying and saying about products. Free.

### 43Things

This site will tell you what people are searching for in social networking. Free.

### Big Boards

This site tracks the most active message boards and forums on the web. At this posting they had over 2300 message boards in their database. Free.

### eHow

This site provides how to content for various topics. See what content is or is not out there for market opportunities. Free.



### Clickbank

See what products are out there to sell, research products to sell or offer. Free



### Google

# IV. Content Management

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## *Copywriting and Blogging*

There are quite a number of sites that talk about copywriting and blogging on the web. Here are a few of our favorites. They offer free and paid information and products if you like what they have to say. We like them because they are not the typical internet marketing so-called gurus that promise overnight success – you know the ones ☺. We've purchased their products and subscribe/follow them all:

**[Copyblogger](#)** - Copywriting tips for online marketing success (part of the Third Tribe).

**[ProBlogger](#)** – A blog that helps bloggers to add income streams to their blogs (part of the Third Tribe).

**[David Risley](#)** - Confessions of a Six Figure Professional Blogger.

**[Third Tribe](#)** – Internet Marketing Strategies that work (without being obnoxious).

**[SEOBook](#)** – This site offers free and paid SEO tips. Whether you're just wanting the basics, or to get serious about optimization, this is a good resource.

**[ScribeSEO](#)** – Listed here in plugins and Keyword Research. Paid.

**[Search Engine Land](#)** – a free resource for search engine optimization.

**[Chris Brogan](#)** – focuses on building online communities, social media and consults with a number of large corporations (part of the Third Tribe).

## *Photos*



Using photos and video really makes a difference in blog posts. Really. We recommend all of these sites.

**[Flickr](#)** – Create an account, load some photos, link to these photos to your blog as appropriate, install their plugin for WordPress (see plugins). Free and paid subscriptions.



**[Stock.xchng](#)** – This is one of the best free photo sites out there. Links to paid photos as well. Just be sure to read the conditions for the photo you want to use. Free

**[iStockPhoto](#)** – Royalty-free files starting at \$1-24 and subscription options.

## Screen Capture & Video programs

Your camera might also include some basic video editing capabilities, but if not here are a few options.

### **[Camtasia Studio](#)**

Screen capture program which also includes talk and videocam features. Windows and Mac versions. \$299

### **[ScreenFlow](#)**

Capture the contents of your entire desktop at the same time as your video camera, microphone and computer's audio. Editing tools included as well. Mac only. \$99.

### **[CamStudio](#)**

Open Source free streaming video software. Record all screen and audio activity on your computer. Windows. Free, open source.

### **[ScreenToaster](#)**

Free Online Screen Recorder. Nothing to download. Capture videos of onscreen action, embed them on blogs and webpages or email. Free.

### **[Jing](#)**

From the makers of Camtasia Studio. Free and paid version (\$14.95/yr), record up to 5 minutes of capture.

### **[Screenr](#)**

Instant screencast for twitter. Nothing to download. Free

**[iMovie](#)** comes free with new Macs.

**[Movie Maker](#)** is a free Window's free video editing software.

**[Virtual Dub](#)** is a free program download released under the GNU General Public License.

Online video editing programs (i.e. software that is not installed on your computer):

**[Adobe Premiere Express](#)**

**[JayCut](#)**

**[YouTube Video Editor](#)**

## Other

★ **Adobe Creative Suite** – A nice tool to have if you are serious about creating your own graphics. A great investment for your business, but there is a learning curve if you haven't used products like this before. Includes Adobe Professional (to create and modify pdf files, totally worth the money), PhotoShop, Illustrator, InDesign, and a few other programs. Starting at \$1,500 from Adobe. You can find cheaper and older versions online (try [Software Media](#)). You can also buy the products individually – i.e. Photoshop, Adobe Professional, ...

★ **CutePDF** - If you don't have **Adobe** Professional or another PDF file creation tool, this is a good tool for creating ebooks in a standard pdf format. The free tool works for many, also an inexpensive version for \$49.95.

Other content creator tools:

- Microsoft Office
- [Google Docs](#) – free with your gmail account
- [Open Office](#) - Free

## *eBook Covers*

If you plan on offering any information products (free or paid), here are a couple services if you don't want to create them from scratch, or hire a graphics designer. One of these uses PhotoShop, the other can be created online without any knowledge of graphics.

★ **eCoverCreator3D** - Create ebook, dvd, software covers online without any knowledge of PhotoShop. We just recently purchased this one, but are having a few issues with it (it's a bit buggy as of this writing). We're working with their support to get the kinks out, stay tuned. \$47

★ **eBookCoversCreator** - Templates that can be used with Adobe PhotoShop to create your cover \$27

## *Time Management and Productivity*

★ **Remember the Milk** – A tool to help manage your tasks. Can access from multiple devices via internet/mobile access.



★ **Evernote** - Use Evernote to save your ideas, things you see, and things you like. Then find them all on any computer, phone or device you use. Free and paid versions. This app is awesome.



★ **RoboForm** – this program helps you keep all of your password and logins safe, in one place, as well as secure. \$29 for Pro version.



## V. List & Relationship Building

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### *Email*

Your list is one of your most (if not your most) valuable business assets. Google, Facebook, and others can take your search and accounts away, but they can't take your list! One of the most important functionalities you'll want to have is an email capture capability. There are many providers to choose from. We'd highly recommend that you select one that offers a double opt-in feature for capturing names and that has autoresponder capabilities. The spam police like these better. Because it's a real pain to move lists later (you may lose subscribers if they have to re-optin), this is an important decision.

★ [Aweber](#) – Email marketing, autoresponders, and list building solution for your business. \$19/mo. \$1 trial.

[Mailchimp](#) – Email marketing, autoresponders, and list management solution. Free and paid plans starting at \$15/mo.

[GetResponse](#) – Email marketing, free plans and starting at \$9.95/mo.

[Vertical Response](#) – Email marketing. Unlimited and pay as you go plans starting at \$10/mo.

### *RSS Feeds*

Enabling RSS (Really Simple Syndication) Feeds on your website allows visitors to subscribe to regular updates, news, etc. using a news reader, email, etc. When people subscribe to feeds they are notified when content changes on your site so they don't have to remember to check back.

★ [Feedburner](#) – Now owned by google, you just need a google account to signup. Free

★ [Google Reader](#) – allows you to keep track of all of your favorite websites via an RSS Feed. Free


## Surveys

Surveys are a great way to poll your customers/prospects about services, future products, etc.

**SurveyMonkey** – An online survey software and questionnaire tool. Free and paid subscriptions starting at \$19.95/mo.

**SurveyGizmo** - Online survey software. Free trial, plans starting \$19/mo.

**PollDaddy** is a service that provide online surveys. Free and paid services.

 **Google Docs** – In lieu of a paid survey tool you could also use google docs to create a form, install it on a separate page on your website. Answers would be input into a master spreadsheet in google docs. Free.

## VI. Social Media

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### Overview

There is still a tremendous opportunity to utilize social media for your business. While the obvious players are Twitter, Facebook, LinkedIn, YouTube, etc. there are many, many other networks to consider. Additionally, depending on your niche market, there may be hidden opportunities in these less known networks that increase your chance of being seen and heard. So, check them out and see which ones might apply to your business. We'd recommend starting out with the major players, and then start poking around and search content in your niche markets on the other ones.

★ **Twitter** is a real-time information network powered by people all around the world that lets you share and discover what's happening now. A micro-blogging service. Free.

★ **Facebook** Not much explanation is needed here. At this writing, Facebook has over 500 million users, so is definitely a major player in the social media space. You can have up to 2000 friends, or unlimited on your Fan/Business page. Many people choose to setup a fan page on their current Facebook profile and keep their friends for personal. Free.

★ **LinkedIn** is a leading professional networking site for connecting with past and future colleagues or looking for new career opportunities. A must for many professional businesses. Free and paid.

**Meetup** – Find or start a group near your location according to your interests.

**FourSquare** – a mobile local social media outlet. Find out where your friends are, get recommendations, promote your business, and more...

**Flickr** is a photo and video site repository. There is also a group function in Flickr that allows you to connect with others with same interests. Free and Paid accounts.

**Disqus** (pronounced like “discuss”). While they are also a comment system for your website, this site also allows you to manage your comments through the web from one place. Connect with other commenters, and more. If you install Disqus comment tool on your site, the comments will no longer reside on your domain, but that of disqus. Free.

**Friendfeed** enables you to discover and discuss the interesting stuff your friends find on the web. Integrates with Facebook, Google, and Twitter.

**Google Buzz** is RSS combined with all of your social networking, all within existing gmail and google.com infrastructure.


**Gravatar** is an image that follows you from site to site beside your name when you do things like comment or post on a blog. They help identify your posts, forums and plugins are available to interface with WordPress and other popular content management systems.

**Identi.ca** is a micro-blogging service. This site has a growing interest among linux developers as the platform is open source. Might be worth grabbing your identity on this one!

**Meetup** is the world’s largest network of local groups. Organize or find groups in your local community to share interests, network, and more.

**Myspace** is another social media platform similar in nature to facebook. While this once really popular platform seems to be overtaken by the more popular sites like Facebook. However, depending on your interests and market, perhaps there would still be a large opportunity here.

**Picasa** is a platform that makes photo sharing easy to do via web albums, sharing, editing, etc. Works with google platform. Similar to flickr.

 **Ping.fm** is a simple and free service that makes updating your social networks a snap. This service will cross-post to your other networks, and there are many to choose from. Also a good place to check out these other social networks.

**Plaxo** is a centralized cloud-based platform for keeping your contacts in a centralized space. Free and Premium (syncs with Outlook) options.

**Upcoming** is a social event calendar website now owned by Yahoo. Includes event calendar and social networking site. A repository of upcoming events, concerts, art exhibits, conferences, etc. in various communities.

★ **Vimeo** is a video social media site. Upload and share video, includes plugins to link to your site, etc. Free and paid subscriptions. Starting at \$9.95/mo for extended features.

★ **YouTube** is a video sharing website that users can upload and share videos. Also includes plugins to feed from your website. One recent statistic listed YouTube as the third highest search engine!

### *Social Media Resources*

While reading about social media can get overwhelming, there are a few people that we follow regularly to monitor trends and get tips. Note there are many more and this is also a matter of personal style and preference. Here are just a few:

**Mashable** – A great site for trends in business and social media.

**Social Media Examiner** – this company offers a lot of free advice.

**Mari Smith** – another great free resource, great Facebook tips.

**Jay Baer** – resource for Social Media strategies.

**All Facebook**

**Social Times**

### *Twitter Tools*

While compiling these tools, it becomes overwhelming even for us. We recommend just starting with the basics, and add the others as you discover the level of Twitter activity you will engage in. The services we find helpful starting out are: Twitterfeed, Tweetadder (if you want to grow your following aggressively), Ubertwitter (application for mobile phone), Tweetdeck (Desktop/mobile application). Many of the tools below are discovery and research tools for finding people and topics to discuss. One caution when using some of the autofollow and follow services: Twitter does not like massive additions of followers in a short time period. So, be cautious when using some of these tools to increase your base quickly.

### Desktop Applications:

You can use twitter.com to view, post and manage your account. However, some of these applications make it easier, especially if you have groups, lists and multiple accounts you're managing. We installed Tweetdeck and haven't looked back.

★ [Tweetdeck](#) – a desktop application that allows you to manage multiple twitter accounts. Free

[Hootsuite](#)  
[Seesmic](#)

### Mobile Applications:

Mobile applications that you view and post to your twitter account via your cell phone. There are many here, so it's best to search on google. We use UberTwitter with our Blackberry.

★ [UberTwitter](#) – a mobile application for managing your twitter account. \$5

Depending on the model of your phone and OS, also check out:

[Seesmic](#)  
[Twitter for iPhone](#)  
[Tweetie](#)  
[Tweetdeck](#)  
[Twidroyd](#)  
[Reeder](#) – for iPad, iPhone, Mac

★ [Twitterfeed](#) is a service that tweets your blog posts automatically, lets you schedule tweets in advance, and more. Free.

[Exectweets.com](#) is a service that lets you find and follow corporate executives on twitter. In their words: "ExecTweets is a resource to help you find and follow smart people on [Twitter](#)"

[Hashtags.org](#) - Hashtags are a community-driven convention for adding additional context and metadata to your tweets. They're like tags on Flickr, only added inline to your post. You create a hashtag simply by prefixing a word with a hash symbol: *#hashtag*. [hashtags.org](#) provides real-time tracking of Twitter hashtags. Opt-in by following [@hashtags](#) to have your hashtags tracked.

[Twemes](#) offers real-time tracking without the necessity of following a specific Twitter account. Also, with their purchase of [Summize](#),

Twitter itself now offers some support of hashtags at their search engine: <http://search.twitter.com>. Other services such as [TweetChat](#), [TweetGrid](#), and [Twitterfall](#) are also popular for following hashtags in real-time.

[Tweetbook](#) - Get your twitter updates, favorites in a fine pdf e-book. With tweetbook you can generate a pdf e-book of your latest tweets and favorites. Also share the tweetbook with your friends!


[Justtweetit.com](#) was created to make it easier for people using the popular micro-blogging service [Twitter](#) to find other “Tweeters” with similar interests.

[Oneforty](#) is basically an app store for Twitter. You can search for application that tie into Twitter by platform, popularity, etc.

[Retweetist](#) helps you discover trends, popular topics and popular people by tracking retweets across twitter. Free.

[Screenr](#) allows you to create screencasts for Twitter. The service allows you to take a screen capture from your PC, with or without recording, save and send via twitter, you tube or your website. Very cool.

[SocialToo](#) helps you manage Twitter and Facebook streams. You can setup autofollow and track people who have followed you and stopped following you, and protects you from spam tweets, phishing, virus links, etc. Paid for premium features.

 [Tweetadder](#) helps you find and engage like-minded followers and automate posts. Starting at \$55.

[Tweetbeep](#) helps you keep track of conversations that mention you, your products, company via email. Free and Premium versions (\$20/mo).

[Socialoomph](#) (formerly Tweetlater.com) is a service that provides free and paid productivity enhancement services for social media users. Examples include scheduling tweets, autofollow. The paid version (~\$30/mo) includes managing Facebook features, scheduling and publishing blog posts and pages, among other things.

[Tweetstats](#) allows you to graph your Twitter stats including – tweets per month, tweet timeline and reply statistics. Free

**Twellow** is a directory of public Twitter accounts, a Twitter Yellow Pages. Allows you to register and update a profile and categories, links and other social media profiles. Free and paid for extended bios.

**Twibes** is a group of twitter people with a common interest. Free

**Hummingbird2.com** (formerly Twitaddict.com) is an aggressive following management tool designed to let marketers build a large follower list fast. Free and Paid versions.

**Twitdir** is a twitter directory. Just type who or what you're looking for into the search box. Free.

**Twitpic** lets you share photos on Twitter. Post pictures to TwitPic from your phone or through the website. An account comes automatically with an account on Twitter. Free

**Twitscoop** is a visualization tool to discover what's buzzing right now, and also a fully featured twitter web client. Displays what's buzzing right now on twitter, hot trends, and search functions. Free

**Twitter.com/spam** is spam watch from twitter. Free

**Twittercounter** is a service that allows you to check out who had the most followers, increase your followers and track your site. Also has a "featured user" pay per view/new followers advertising network. They also have a Twitter Remote widget similar to MyBlogLog that shows Twitter users who visited your blog recently.

**Twittergrader** is a free tool that allows you to check the power of your twitter profile compared to millions of other users that have been graded.

**Twittaholic** tracks the most popular users of a certain microblogging/social network tool. Lists the Top 100-1000 twitter accounts to see who has the most followers. Free

**Twitvision** is an animated map of the world showing occasional tweets and images that are being tweeted anywhere in the world. As of this writing in Beta. Free

**Twitthis** is a twitter promoter, follower and URL shortening service. Can be added to your website, and has a WordPress plugin.

**Twollow** auto-follows people based on keyword searches. Find and follow people on twitter with keywords, gain targeted followers, track what people are saying about your website or products. 7-day free and paid service \$14.99-\$34.99/mo, yearly prices as well.

**Twtpoll** is a feedback tool that helps you to create and distribute polls/surveys on Twitter, Facebook, FriendFeed or on any other social media site. Free and paid versions. \$49 one-time to \$15/mo for premium.

**Twtapps** – maker of twtpoll, check out their others products - twtvite, twtsurvey, twtbizcard, twtfaq, twtqpon, twtjobs, twttrip.

**Untweeps** is a service that lets you unfollow twitter users who don't tweet often enough. Will list tweeps you are following who have not updated in 30, 60 or 90 days. Free for 3x/month, or \$5/month.

**Viraltweets** Or for more information <http://viraltweets2.com> . Viral Tweets is a piece of software that you place on your website that allows your users to send out a twitter message on your behalf. You decide what the message is and they send that message to their twitter followers. Free and Paid versions.

**Wefollow** Is a twitter directory arranged according to many categories such as celebrity, news tech, and music and lists based on follower count.

**Yfrog** is another photo sharing service with a simple and neat interface.

 **bit.ly** – a method to shorten, share and track links in emails, social media posts, documents, etc.

**Twuffer** – is another method that will schedule tweets and release them at your determined times.

**Twitter tools plugin** – this plugin works within WordPress and allows you to pull tweets into your blog and also lets you post from your WordPress control panel, among other features.

**MyTweeple** – find people that are following and that you are following back. It can mass unfollow people that are not following you if you so desire. Personally, until you run into the limit of 2,000 from Twitter, I probably wouldn't bother with this. However, if there are people that don't really fit your audience, you could weed them out here.

## Facebook Tools

Definitely a must have account for social media. Many of the tools in the Twitter section provides services to your Facebook account as well. You can decide to have a Business/Fan Page vs. Friends for your business contacts, but that is a personal decision. There are definitely benefits to segregating your business vs. personal data on Facebook, along with security issues that have been in the news for some time now. Facebook also limits the number of friends that you can have – currently it's 2,000. You might want to import your blog posts into your wall, which you can do from your Facebook login by importing your web URL in the Notes section. There are also ways to customize your Fan Pages either using Facebooks FBML language (a little techie) or third-party applications that will help do that for you. We're just including a few resources here. This section deserves a book on it's own, perhaps in the near future ☺



**Facebook** – For business it's important to setup your Fan Page/Business Page with the name you want (using keywords if possible as search engines will pick up these names). The page name/location cannot be changed later, so you want to get it right. You might want to go check out a few competitors or Facebook gurus to see how they are setup. Also, consider adding the Like Button and Like Box to your websites.

**Facebook Apps** - Check out the various applications for your Facebook Wall here. You may want to lookup a mobile Facebook App for your phone.

**Facebook Connect** is the functionality that allows your Facebook login information to be shared with third-party companies, for use with third-party applications. You'll want to be sure to check out the latest security issues with Facebook before allowing third party applications, to see if you're comfortable with adding this functionality to your site.

Here are a few resources for creating a customized version of your Facebook Fan Landing Pages (if you don't want to use the FBML language that Facebook offers):

**Pagelever** - Free and paid versions.

**TabSite** – Free and paid.

**Splashtab** – 14 day free trial.

[Pagemodo](#) – Free and paid.

[NorthSocial](#) – 14 day free trial.

### *LinkedIn*

★ [LinkedIn](#) is primarily a professional social media network designed for networking, current and future employers or customers and vendors. Depending on your market, one of the top 5 to consider. Free and paid versions. We believe LinkedIn is a very untapped service for increasing business.

[LinkedIn Applications](#) – is a directory of application for your LinkedIn account.

### *Social Bookmarking*

Social bookmarking is a method to share, organize, search and manage bookmarks of web resources. Here are some of the most common ones. They require setting up an account. Social Bookmarking sites can also provide links back to your website (important for Google rankings). You can also share some of your resources using plugins into your LinkedIn, Facebook, etc. websites. Free.

[Del.icio.us](#)

[Digg](#)

[Google Bookmarks](#)

[Mixx](#)

[reddit](#)

[StumbleUpon](#)

[Yahoo buzz](#)

The following sites are services that submit to your content to social bookmarking sites:

[OnlyWire](#) - Free (ads) and paid versions (\$24.99/yr)

[Social Marker](#) - Free

[Social Poster](#) - Free



## Video

There is no doubt that video is becoming a more powerful tool for businesses that choose to use it. Search engines like video, recognizing key words embedded in video posts, etc. The statistics are alarming. Users spend a lot of time (along with Facebook and Twitter) watching video. Video is actually pretty easy to create these days and for not a lot of money.

★ [YouTube](#) – As of May of this year there were over 2 billion views per day on YouTube. Staggering. YouTube claims 1 billion subscriptions and has a powerful search tool within it's own site. Your YouTube videos can be embedded in your website, social media accounts, etc...

★ [TubeMogul](#) – A great way to distribute your videos to top video and social networking sites. Includes analytics as well. Free

★ [Vimeo](#) – another social community, like YouTube, for videos.

## Cameras & Software

There are too many cameras to list here. If you're serious or a professional photographer, this won't be advanced enough for you. If you just want to create a few instructional videos that aren't super high quality, some of the smaller inexpensive cameras will work for you.

Personally, we invested in the **Kodak Zi8** for video, since it has an external microphone. In the video world, sound is actually a bigger deal than the video quality in our opinion, depending on your niche.

# VII. Monetizing

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## *Affiliate Programs*

If you're looking for a product to sell (or have a product you want others to sell), below are a few of the sites that offer programs that pay out commissions and track traffic that you refer the merchants when they purchase a product from a link that you provide. Also, to find some less known programs simply type in your keyword and affiliate program into Google. Some people also find products and contact the source directly – you'll want to make sure they have a secure way to capture tracking links. It's best just to browse a specific provider to find out the products offered. Most are free to join as a publisher/affiliate.

★ [Clickbank](#) is one of the most common digital product affiliate programs. Free to join as an affiliate. Commissions vary by products.

★ [Commission Junction](#) is one of the major affiliate programs for advertisers and publishers. Free to join as an affiliate.

★ [Share a Sale](#)

★ [Amazon Associates](#)

[Pepperjam](#)

[One Network Direct](#)

[Market Leverage](#)

[Linkshare](#)

[Kolimbo](#)

[AZN \(Azoogle\)](#)

[Offer Vault](#) - this site compares offers and payouts from the Top Affiliate and CPA Networks. There is also a nice list of popular affiliate programs listed on their home page.

[A Best Web](#)



## *eCommerce and Shopping Carts*

There are many eCommerce services available. If you're just getting started, PayPal is a great way to start – it's secure and easy to get started. If you intend on selling a lot of products and will have a large number of transactions, having a merchant account with a shopping cart is a better option. Buyers like to have multiple options, and if one method fails they can try another. If you already have a merchant account that accepts Visa/MC/Amex, etc. they might also recommend a shopping cart for you. Whatever solution you decide on, make sure the merchant account and shopping cart are compatible.

★ **Paypal** – PayPal has multiple service options. It is free to join, you're just charged a percentage based on the amount you collect. You can put a PayPal button on your site for free. If you want to offer debit or credit cards, there is an additional monthly fee.

**1ShoppingCart** – Trial for \$3.95. Plans run \$29-\$99/mo.

**e-Junkie** – 1 week Free Trial. Good for delivering information products. Plans starting at \$5/mo.

**Shopify** – Free 30 day trial. Plans starting at \$24/mo.  
(Recommended by WooThemes)

★ **Clickbank** – See above in Affiliate Programs

**Amazon S3** is a Simple Storage Service for the internet. It can be used to store and retrieve data at any time, from anywhere on the web. If you are providing digital products, especially video and larger files for sale, this is a very good solution. Pricing varies, check out <http://aws.amazon.com/s3/#pricing>

## *Membership Sites*

Membership site functionality allows you to charge recurring fees to subscribers on an ongoing basis. Options include WordPress plugins, or software that is installed on your system that helps you manage the membership details.

**MagicMembers** (membership site)

Plugin that turns your WordPress website into a powerful, fully automated membership site. Paid plugin (\$97-297).



**WishList Member** (membership site)

Plugin that turns your WordPress website into a powerful, online membership site. Includes multiple membership levels, accepts payments, and more. Paid plugin (\$97-297).

**aMember** is membership and subscription software. It is software that is installed vs. hosted, and works with various payment systems and databases such as WordPress, Joomla, etc. Probably more technically advanced than the hosted solutions. Paid \$179



## VIII. Other

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If the thought of doing some or all of the tasks listed here is completely overwhelming, or you don't want to be bothered with it, there are plenty of contractors that specialize in different areas listed in this document. Here are a few resources. Word of mouth is also a great way to find someone.

### ***Contractors***

**eLance** - Find experts to do tasks you're not able to do or don't want to do. You can put a cap on what you'll pay for a particular project and providers bid on it.

**oDesk** - similar to eLance.

**Craigslist.org**

**99designs.com** (WordPress themes, graphics design, logo, website designs, icons, etc.)

**InsideNiche** – From the setup of a new website, social media plan, implementation, or brainstorming new product niches, we can help. Contact us for a free phone consultation or browse our packages at <http://insideniche.com/services> for more information.

Connect with us:

<http://insideniche.com/contact>  
<http://www.twitter.com/insideniche>

We hope you got a few tips out of this guide, and wish you luck with your website and business project(s)! Feel free to let us know if you have any questions, comments or got a particular result from any of the resources here.

Thanks for downloading!

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