

The Ultimate Internet Marketing Toolbox

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- By Kim Roach

I have put together a list of ALL my favorite Internet Marketing resources. These are the golden nuggets that I have discovered over the past 5 years. Hope you find it useful!

The Essentials:

<http://www.namecheap.com> - Cheap domain registration with an excellent control panel for managing all of your domains.

<http://www.bluehost.com> - Bluehost.com is the finest web hosting company I have come across. And I've tried quite a few of them. I've found Bluehost to be the very best in their class. They provide incredible support, unlimited domain names, and an excellent service.

<http://www.aweber.com> - One of the best services online for managing your email newsletter.

[FileZilla](#) - Free FTP software

[Survey Monkey](#) - Create custom surveys in minutes in order to get feedback from your subscribers.

<http://www.youconvertit.com/> - A Free online conversion tool that allows you to convert a nearly unlimited type of media file formats, including documents, images, audio, videos, etc... Convert your files to different formats quickly and easily.

<http://www.kayako.com/> - Very powerful help-desk software.

<http://www.arembsitesup.com/signup> - A Free service that notifies you if your sites ever go down.

[Google Analytics](#) - If you're not tracking your visitors, then you're flying blind. If you want to build a massively successful business, then you need to continually improve your conversion rates. That means testing your subject lines, open rates, squeeze pages, sales letters, calls to action, and everything in between.

[Split Test Accelerator](#) - If you want to take your split testing to an entirely new level, then I highly suggest that you check out Split Test Accelerator.

Graphic Design:

[99designs.com](#) - 99Designs has created a revolutionary design process where you actually have multiple designers competing to win your bid. So you can have hundreds of different designers creating multiple designs for you and you only have to pay the one you like best.

[DesignGuruRyan.com](#) – Top online graphic designer. Used by Mike Filsaime, Chris McNeeny, Ewen Chia, and many others.

[Pixelofgenius.com](#) – Another excellent source for professional graphic design.

<http://wowminisites.com/> - WowMiniSites creates GREAT looking graphics at a great price.

<http://www.uniqueblogdesigns.com/> - One of the top Wordpress design companies online.

Premium Wordpress Themes:

<http://www.studiopress.com/>

<http://www.woothemes.com/>

<http://wpremix.com/>

<http://www.wpzoom.com>

<http://www.elegantthemes.com/>

<http://gorillathemes.com/>

<http://freebiesdock.com/freemium-wordpress-theme/>

<http://www.boxedart.com/>

Video Production:

<http://killersalesvideo.com/> - Create killer promo videos for your product launches.

<http://www.graphicsgenie.com/video.html> - Another top-notch video producer.

<http://www.videoproduceronline.com/> - Scott Lundergan is an award-winning Video Producer that can create a wide-variety of videos for your business.

Top Ghostwriters:

<http://courtneyramirez.com>

<http://www.valentinecontentcreation.com>

<http://www.writesyntax.com>
<http://www.ghostwritersinternational.com/>
<http://www.content-kingdom.com/>
ChaiWriter
<http://movingaheadcommunications.com>
Tiffany Dow

Top Copywriters:

<http://haddadink.com/> - Chris Haddad
<http://www.rogerscopy.com/> - Kevin Rogers
<http://www.montellomarketing.com/> - Vin Montello
<http://www.mikejezek.com/> - Mike Jezek
CopyDaddy – Brian McElroy
<http://www.briankeithvoiles.com>

Top Autoresponder Copywriters:

<http://anitaashland.com/> - Writes autoresponder emails for Stephen Pierce and many other top marketers.

<http://www.emailcopymadeeasy.com/> - Jay White – Has written emails for Mike Filsaime and many other top marketers.

Voice Broadcasting:

<http://www.voiceshot.com/> - Web-based voice broadcasting allows you to send voice broadcasts to your subscribers. Extremely powerful!

Competitive Intelligence:

<http://www.keywordspy.com/> - Find out which keywords your competitors are bidding on.

<http://ci.trellian.com/> - Find out exactly where your competitors are getting their traffic from. Find out which sites are responsible for sending traffic to their pages. Extremely Powerful!!!

<http://t3report.com/> - Find out who your competitor's top affiliates are.

<http://www.whosmailingwhat.com> - A vast library of direct mail data, which allows you to learn from their tests and direct mail controls!

[Copernic Tracker](#) – Monitor website changes.

<http://aignes.com/> - Monitor websites for updates & changes

[InfoMinder](#) – An online tool that allows you to track changes to web pages, blogs, RSS feeds and wikis.

[WayBack Machine](#) – Find out what a website looked like in the past. An excellent tool for seeing what your competitor's websites looked like in the past in order to find out how they have changed their website over time. You can then use this data to increase the conversion rate of your own websites.

<http://www.domaintools.com/> - Allows you to find out who owns a particular domain along with what other websites they own.

[Yahoo Site Explorer](#) - Analyze your backlinks or the backlinks of your competitors

*** <http://www.quarkbase.com/> - Find out LOTS of information about any website.

<http://www.backlinkwatch.com/> - Analyze your competitors backlinks

Keyword Tools:

[Google Keyword Tool](#) – The Google Keyword tool is one of the most accurate keyword tools online because Google own a majority of the search market, and therefore a majority of the data.

Testing & Tracking:

[Google Analytics](#) – Tracks exactly where all of your traffic is coming from and allows you to measure your conversion rate.

[Google Website Optimizer](#) – The best free website testing and optimization tool available online.

[Split Test Accelerator](#) – The most powerful software available online for split-testing, taguchi split testing, conversion tracking, and more...

<http://crazyegg.com/> - An online tool that allows you to track user behavior on your website. Create overlays and heat maps to identify where people are clicking on your website.

<http://www.clicktale.com/> - Creates a visual demonstration of how people move through your website. Watch movies of visitors browsing your website. Find out exactly how people are interacting with your website. See every mouse movement and every click.

Firefox Plugins:

[Search Status](#) – A toolbar extension for Firefox that allows you to view a website's PageRank, Alexa ranking, Compete.com ranking, incoming links, whois info, and much more... An excellent tool for online marketers.

[Deja Click](#) – Firefox plugin that allows you to record and bookmark your browser activities with a single click. You can then press just one button and replay the entire sequence all over again. Very powerful browser automation.

[Reminder Fox](#) – Helps you remember important dates via easy-to-use lists, alerts, and alarm notifications.

Productivity:

[ActionMachine](#) - Hands-down one of THE best tools online for increasing your productivity.

[RescueTime.com](#)

[FasterAudio.com](#)

[RoboForm.com](#)

[FreeMind](#) - One of the best free options for mindmapping.

<https://lastpass.com/> - Password manager

<http://www.enounce.com/myspeed.php> - Speed up online videos

<http://www.internetdownloadmanager.com/> - Download files 5x faster.

[BatchBook](#) - The ultimate tool for creating your online rolodex.

[DropBox](#) - One of the easiest way to store, sync, and, share files online.

[EverNote](#)

[RememberTheMilk](#) - An online to-do list on steroids.

Outsourcing:

<http://www.replacemyself.com> - Learn everything there is to know about outsourcing to the Phillipines

<http://www.onlinejobs.ph>

<http://bestjobs.ph>

*** <http://www.herodesk.com/>

<http://www.workaholics4hire.com/>

*** <http://www.rmbizsolutions.com/services.html> - One of the very best companies online for outsourcing your bookkeeping.

*** http://www.ohiohelpgroup.com/virtual_assistants.html

<http://guru.com>

<http://www.elance.com>

<http://www.odesk.com>

Traffic Assistants:

This is a list of top-notch companies who will completely automate the marketing and traffic side of your business.

<http://www.trafficassistant.com>
<http://www.trafficsage.com/>
<http://www.agentsofvalue.com>

Top Web Programmers:

<http://www.interberry.com/> - A Top-notch team of programmers. Read a complete review at:

<http://www.tylercruz.com/the-program...sherchallenge/>

<http://www.expert-web-programmers.com/>

<http://actionwebapps.com/> - Kent is one of the best programmers online and has worked with a number of top online marketers.

Product Fulfillment:

<http://www.disk.com/>

<http://www.uprinting.com/>

<http://kunami.com> - print and ship on demand.

Transcription Services:

<http://castingwords.com/>

<http://www.idictate.com/>

<http://www.verbalink.com/>

Webinar Software:

<http://www.dimdim.com/>

[GoToMeeting](#)

[WebEx](#)

Video:

<http://www.jingproject.com/> - A quick and easy online screen capture tool that allows you to create short 5-minute videos. Made my the same people who created Camtasia. Allows you to create screen capture videos that you can share instantly.

Marketing:

[TweetMeme](#) - Include a Retweet Button on Each of your blog posts.

[TubeMogul.com](#) – Free online video distribution. Automates your video submission to over 20 of the top video sites online. Also allows you to track your stats so you know exactly how many people are viewing your video.

[Free Tell A Friend](#) – Word-of-Mouth marketing on steroids.

<http://hellotxt.com/> - Allows you to update all your social networks and microblogs with a single click.

[Tweet Adder](#) - The ONLY automated tool I recommend for maximizing your Twitter marketing.

[RocketClicks.com](#) – Top PPC management company

<http://buysellads.com/> - Purchase ads that go live within 24 hours.

<http://contestmachine.com/> - Allows you to easily run a contest or giveaway on your blog or website.

[SendOutCards](#) – Send your subscriber’s postcards in the mail with the simplicity of an autoresponder. SendOutCards will print the card, write your personal message to your clients in your own handwriting, upload and print your pictures, address the cards, and even ship it out for you for just \$1.00 per card. You can even create a personalized follow up series of postcards for your customers to upsell your backend products. SendOutCards will automate the entire process.

Miscellaneous:

[CopyScape.com](#) – Find sites that have copied your content without permission.

<http://www.forumbooster.net/> - The best paid forum posting service to give your forum a kick-start.

[OfferVault.com](#) – Search over 14,000 affiliate products.

<http://www.vletter.com/> - Create your own handwriting font.

[Hard To Find Ads](#) – A Huge swipe file of legendary ads

[Pickydomains.com](#) – A risk-free service that helps you come up with a memorable domain name.

[Skype](#) – Allows you to make calls over the Internet for free.

<http://www.pamela.biz/> - Allows you to record your Skype Calls. Excellent for creating products out of your interviews or coaching sessions. (Change the settings to 64 kilobits/sec or higher for top-quality.)

<http://www.conduit.com/> - Create a custom toolbar.

http://www.edopter.com - Trendcasting

<http://www.ted.com/> - Riveting talks made by remarkable people.

*** <http://www.legalzoom.com/> - Online legal document services. Save time and money creating reliable legal documents for your online business, whether you want to incorporate your business, file a trademark, form a limited liability company, etc...

[1ShoppingCart](#) – One of the best shopping cart options online for payment processing.

[DeskAway](#) – Online project collaboration

<http://www.gliffy.com/> - Online service that allows you to easily create professional-looking flowcharts, diagrams, and more...

[Google Alerts](#) – Get automatic email updates on the latest news in your industry. This is an excellent tool for monitoring what's being said online about your products and services.

<http://www.freeconferencecall.com> - Free teleconference calls for up to 96 participants.

[BackTweets.com](#) - Search for links on Twitter (includes automatic expansion of shortened URLs) so you can find links even if you don't know how they've been shortened.

[BrowserShots](#) - View your website in multiple browsers.

<http://www.pdfonline.com/convert-pdf/> - Convert your documents to PDF.

[OnlyWire.com](#) - Automated Content and Bookmark Distribution.

<http://www.ping.fm/> - Update all of your social networks at once.

[Foxit Reader](#) - A pdf reader that I prefer over Adobe Reader

[FireShot](#) - Create Screen Captures in Firefox.

Top Wordpress Plugins:

[Action PopUp](#) - The Ultimate Wordpress Pop-Up tool for capturing more subscribers on your blog.

[BackUp Wordpress](#) - This plugin is a Backup & Recovery Suite for your Wordpress website. It allows you to easily backup your Wordpress blog and restore previously saved versions.

[Contact Form 7](#) - This plugin will allow you to easily add contact forms to your website.

[Feedburner](#) - This plugin redirects all feeds to a Feedburner feed so you can track every possible subscriber.

[Google XML Sitemaps](#)

[HeadSpace 2](#) - An extremely powerful all-in-one SEO plugin.

[All in One SEO Pack](#) - The All in One SEO Pack is another top-notch SEO plugin.

[MaxBlogPress Favicon](#) - Easily add a favicon to your blog without having to edit any wordpress files.

[TweetMeme Button](#) - Allow your visitors to easily retweet your content.

[Wordpress Automatic Upgrade](#) - As you may already know, Wordpress upgrades their software quite often. However, it can be quite a job to update your Wordpress version every time they come out with an upgrade. Thankfully, this plugin automates all of that, allowing you to update Wordpress with just a few clicks.

[Breadcrumb NavXT](#) - Adds a breadcrumb navigation system to your Wordpress blog.

[WP SuperCache](#) - This plugin is an extremely efficient page caching system that will make your site much faster and responsive. This plugin is very useful for handling sudden bursts of traffic coming from social bookmarking sites like Digg, Twitter, and Delicious. WP-Super Cache basically creates static versions of your pages so that they can be served to your visitors without querying the MySQL database.

[Popularity Contest](#) - This plugin will help you see which of your posts are most popular.

[SexyBookmarks](#) - This plugin allows your readers to quickly and easily share your posts on all of their favorite social media sites.

*** [Disqus Comment System](#) - Disqus is truly revolutionizing the blog comment system, allowing you to instantly turn your blog into a social media community. Disqus allows you to create a much more interactive blog community that connects seamlessly with all of the top social media sites online.

Disqus also provides threaded comments, which allows your commenters to engage with other commenters directly, rather than replying in general to all. The threaded replies are indented, making it easy to track sub-discussions. They also allow for video commenting through Seismic.

DISQUS also encourages the viral promotion of your blog posts. For example, using Facebook Connect, Disqus provides your readers with the option of posting their comment on their wall in Facebook. Readers also have the ability to send their comments

to other services (like Friendfeed and Twitter), which again increases the viral promotion of your content.

If you want to build a stronger community on your blog, connects seamlessly with all of the top social media sites online via blog comments, and increase the viral promotion of each of your posts, then Disqus is definitely for you.

[MobilePress](#) - With mobile devices becoming more and more popular, you'll want to make your mobile users as happy as possible. This plugin allows you to do that by turning your Wordpress blog into a mobile friendly blog that's easy to view on any cell phone, iPhone, or other mobile device.

[SEO Slugs](#) - This plugin can help you optimize your blog post URLs for search engines.

[Wordpress Duplicate Content Cure](#) - The default Wordpress structure can create lots of duplicate content within your website with the same archives, categories, and built in search pages. Each of these pages feature excerpts of the full posts with the same content repeated over and over again, which dilutes the value of the most important pages on your site, which are the posts and pages. So this plugin allows you to solve that problem by preventing search engines from indexing wordpress pages that contain duplicate content like archives and category pages.

[Pretty Link](#) - This plugin allows you to cloak your affiliate links with ease. Using this plugin you no longer have to build redirects by hand or upload a bunch of PHP files to your server. Pretty Link allows you to shrink, track, and share any URL on the internet from your Wordpress site. Pretty Link also allows you to track each hit on your URL and provides a full, detailed report of where the hit came from. This is an excellent plugin for anyone who wants to cloak their affiliate links and track their click stats.

[Search Unleashed](#) - Replaces the standard Wordpress Search function with something that's much more powerful.

[Internal Link Building](#) - Optimize the internal link structure of your Wordpress blog. Very Powerful!!