

Internet Marketing

FOR COMPLETE BEGINNERS



RESOURCE CHEAT SHEET

Webhosts

Your webhost will provide you with space on a server where you can store the files that make up your website. This will then be combined with a URL (domain name), so that when someone types that address into their browser, they will see your website.

There are many factors to consider when choosing a hosting provider and package. You will need to consider such things as storage space (how large are the combined files for your site), such as bandwidth (how many people will be visiting), and of course price. For most marketers, a basic package will suffice initially.

- Bluehost (www.bluehost.com)
- Hostgator (www.hostgator.com)
- GoDaddy (www.godaddy.com)

You can also find sites that sell URL registration specifically. A good example is Sedo – www.sedo.com

Site Building

Now it is time to build your website. To do that, here are a few useful resources:

WordPress (www.wordpress.org) – You can usually install this directly from your webhost. However, you can also download and install manually. Either way, WordPress is by far the most powerful tool for building completely open-source and highly customizable websites. It is free, and powers over a quarter of the web.

Theme Forest (www.themeforest.net) – Theme Forest is home to many professional themes that you can use to immediately customize your website (WordPress or otherwise). This will result in a professional looking end product and save you a huge amount of time.

WooCommerce (www.woocommerce.com) – WooCommerce is a powerful online store that works as a plugin for WordPress. This will allow you to sell a wide range of products. You can also expand its capabilities with many additional plugins and features.

Autoresponders

Autoresponders are used in order to collect, manage, and contact mailing lists. These are essential in order to build professional forms, and to handle jobs such as double opt-ins and people unsubscribing. They'll also let you track data and see how your audience is responding to your messages.

Here are some of the best options:

- Aweber (www.aweber.com)
- GetResponse (www.getresponse.com)
- Drip (www.drip.com)
- MailChimp (www.mailchimp.com)
- ConvertKit (www.convertkit.com)

Keyword Tools

Keyword tools are used for looking up popular keywords and terms. This is extremely important for SEO, as it will allow you to find what people are searching for, and then identify the terms that are less competitive (and thereby easier to rank for).

The following will each be useful in this capacity.

Google Trends (<https://trends.google.com>)

This option is not a keyword tool as such, but is very useful for seeing which terms are increasingly popular, and which are falling out of vogue. This can let you plan ahead and select terms to target that will be immensely valuable in the near future.

Keyword Tool.io (<https://keywordtool.io>)

There are many keyword tools out there, but keywordtool.io is one of the best and the most powerful. This will let you see the most popular search terms for a range of phrases, and across different search engines (including the likes of YouTube). It also offers suggestions and much more, to help you spend your time on SEO far more wisely.

Affiliate Marketing Platforms

Affiliate marketing platforms are useful for creators that want to get help selling their products. They are also extremely useful for those looking to find products they can promote for commission. The following options are highly popular for selling digital products such as ebooks and courses:

- JVZoo (www.jvzoo.com)
- Clickbank (www.clickbank.com)
- WarriorPlus (<https://warriorplus.com>)
- Commission Junction (www.cj.com)

Amazon Associates (<https://affiliate-program.amazon.com/>) is another affiliate network, but this one sells physical products – of course those being Amazon's products! You can sell products from Amazon and get commission in just the same way, but this will be much less (4% as a rough average, versus 50-90%).

Advanced Tools

These advanced tools will help you to take your internet marketing to the next level, and to really get ahead of the competition.

Trackonomics (www.trackonomics.net) – For those with the available funds, Trackonomics is a hugely powerful tool for affiliate marketing. This will allow you to not only access a gigantic array of different digital products (including things like college courses) but also to search quickly for the best seller. That means that you can find out which affiliate will give you the best commission.

Genius Link (www.geni.us) – Genius Link is an extremely powerful tool that again lets you manage multiple affiliate programs in a single spot – and even generate links from a useful plugin. The difference is that this one is free, though it gives you option to a much smaller range of options. Both tools provide useful tracking and analytics.

Adobe Creative Cloud (www.adobe.com) – This is a suit of apps that will provide you with video editing, digital art tools, and much more.

Envato Elements (<https://elements.envato.com/>) – This is a catalog of different stock images, sounds, website designs, and more. This isn't cheap, but it provides access to a gigantic range of extremely varied and highly professional looking resources. This can be an easy way to massively improve your production values.

Google Analytics (<https://analytics.google.com/analytics/web/>) – Google Analytics provides you with a powerful way to track the success of your various marketing efforts. You can this way see everything, from how you are ranking for different search terms, to which sources of traffic are converting and bringing in the most purchases.