

# Essential Marketing Toolkit

## Editors Top Recommended Tools



## Recommended Marketing Tools

### SEO Quake



SEO Quake is a popular and handy analytic seo toolbar for Firefox, Chrome and Opera browsers. SEO Quake helps to obtain information about any site for a wide range of parameters such as page rank, Google index, Alexa and many others. It has a built in Keyword Density tool which serves to demonstrate the number of times a keyword or phrase appears on a web page. SEO Quake also has a parameter that highlights no follow links, the toolbar shows the values of the parameters under each search result in SERP of Google, Yahoo, Bing,

Yandex, and Baidu. The SEO Quake toolbar is very easy to install and only takes a couple of seconds to get up and running.

[LINK TO RESOURCE](#)

Rating ★★★★★

### Firebug

Firebug is one of the most popular and powerful add-ons for Firefox, considered by many the ultimate developer's tool. Firebug offers a wealth of development tasks at your fingertips: You can edit, debug and monitor CSS, HTML and JavaScript live on any web page. It's extremely powerful and can help you quickly find errors, monitor network activity, explore DOM objects and even view and manage cookies. The Layout tab also features rulers and guides, particularly useful when working with CSS, where precision is key.

[LINK TO RESOURCE](#)

Rating ★★★★★

### SEO Book

This is a free open source, search engine rank checking tool for Firefox. It is designed with privacy in mind.

[LINK TO RESOURCE](#)

Rating ★★★★★



## SEO MOZ

Is now called Moz.com, I have added an extra link here for all those wanting to read their in depth guide to SEO for beginners and established professionals, <http://moz.com/beginners-guide-to-seo> Moz will show link data for any URL you ask and much more.

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## SEO Search Tool

Easily build Google searches in any combination of a Google supported top level domain, country and language. Great tool for international SEO's.

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## Bing Webmaster

Everyone needs more traffic and visitors to their sites, so get into Bing using their data and tools to aid you along the way.

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## Bing SEO Analyser

Are your pages following the best SEO practices? Get an on demand report that highlights issues in your page source and provides you with recommendations on how to fix them.

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## Screaming Frog

This a small program easily installed to any desktop, for PC or Mac, which spiders websites, links, images, CSS, script and apps from an SEO perspective. Export findings into an excel spread sheet which are presented as tabs.

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## SpyFu

SpyFu is great for checking out exactly what formulas your competitors are using. Search any domain and find out where they have shown up on Google. See every keyword they bought on Adwords, every organic rank and every ad variation in the last six years.

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## Social Crawl

Similar to SpyFu in the way that finding out about competitors content, where it is being shared and promoted is easily discovered. You can analyse their social sharing metrics in one dashboard.

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## Top Backlink Checker

Free trial. Has a user friendly interface for checking links, new and internal, linking domains, anchors and show the best pages of a domain.

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## Disavow Links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site. You should still make every effort to clean up unnatural links pointing to your site. Simply disavowing them isn't enough.

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## Qualidator

Qualidator helps developers, designers, web masters and owners improve their websites by checking its quality and giving recommendations and solutions.

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## Search Engine Watch

A variety of reports showing how search engines are performing in different areas. How often search engines are crawling, feedback responsiveness, testing and more. Very useful site indeed.

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## Firefox Browser

Firefox is the overwhelmingly preferred browser for many Internet Marketers. Mainly due to the fact that there are so many third party add-ons that simplify many tasks.

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## Web Developer (Firefox Add-On)

Adds an array of custom tools and menus. Use it in tandem with Firebug for maximum functionality and control over code, and analyze, validate and optimize web pages. One main feature of the Web Developer toolbar is the ability to edit CSS on the fly, allowing you to test different fonts inspect and edit the background, borders, padding, margins and much more -- and changes appear instantly. Tasks are conveniently grouped into intuitive categories, such as "CSS" or "Images," with options to display a ruler and image paths, and resize the current window to rest various resolutions. Use it to check website compliance to web standards and accessibility guidelines

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## Filezilla

When you need to upload files to your web space you will need to download some FTP software. There are many to choose from out there but in my opinion as an internet marketer Filezilla is head and shoulders above the competition. It is a very powerful, speedy and quite easy to use piece of software too.

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## Ccleaner

Nowadays, cookies, temporary files, and various other means of tracking your Web footprint are par for the course. Some of these trackers are useful, while others can be potentially intrusive. Thankfully, there are myriad freeware cleaners out there that help keep your system in check. CCleaner is one of the better ones for its ease of use and powerful cleaning capabilities. CCleaner's simple and intuitive layout will appeal to users of all skill levels. Its four features -- Cleaner, Registry, Tools, and Options -- are prominently displayed on the left side of the window.

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## Safe House Explorer

SafeHouse Explorer makes your secret files invisible and hides them from snoopers, intruders and anyone else who doesn't have your permission to view them. SafeHouse Explorer uses passwords and maximum-strength 256-bit advanced encryption to completely hide and defend your sensitive files, including photos, videos, spreadsheets, databases and just about any other kind of file that you might have. Protect files residing on any drive, including memory sticks, external USB drives, network servers, CD/DVDs and even iPods. Creates hidden private storage areas on your local hard drive or external media to hold your confidential files. Your files are completely invisible until you enter your password. After you enter your secret password, you access your files using SafeHouse Explorer's familiar drag-and-drop Explorer-like interface.

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## Fire FTP (Firefox Add-On)

This Firefox add-on is a browser-based FTP client that provides easy, intuitive access to your server via Firefox, and has all the features you would expect from most standalone FTP apps. It can handle multiple accounts, support secure transfers and boast a well organised drag and drop interface. It's cross-platform and lets users import and export account settings and features support for directory synchronization, comparisons, time-stamp syncing and auto-reconnect. Once installed, it's easy to get started. Input your FTP credentials, drag and drop from your computer to the server or right-click on a hosted file and edit within Firefox, then update the file to the server.

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## Fire Shot (Firefox Add-On)

This extremely useful add-on can capture not just the visible area of a page but also the entire page, no matter how long. You can add graphics and notes directly to the screen capture and save the file as a BMP, JPG, GIF or PNG. You can also export screenshots (to clipboard), upload them to social networks, email or save them to the free Fireshot hosting server. It's incredibly simple to add text annotations or quickly resize, crop, highlight, erase or blur desired elements on the capture. Once captured, the screenshot is displayed on a separate window in Fireshot, where you can do basic editing. The edit toolbar appears as a floating window, which you can use to make adjustments. The PRO version adds further functionality.

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## JV Zoo

This is becoming one of the fastest growing affiliate networks amongst internet marketers today. Main reasons for this are that you get paid instantly into your PayPal account. It integrates with the Warrior Forum (WSO's) therefore increasing exposure. The look and feel of the site is exceptional and easy to navigate around, the market place is growing rapidly too. Expect JV Zoo to overtake the like of Clickbank in the near future.

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## Dropbox

Dropbox is a popular online data application that allows you to store and share your files across the cloud using full synchronisation with 2GB free space; it does not require you to download all your files, since all you have to do is to drag them into the Dropbox folder and it will be automatically uploaded.

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Rating 

## Notepad ++

**Notepad++ stands to be the most popular text editor for developers.** Notepad++ is a free source code editor for Windows released under the GPL license. Its features are too many to mention, but among the notable ones are: macro-recording and playback for repetitive keystrokes, a powerful regular expression search-and-replace, and support for many programming languages. Also has some numerous helpful add-ons available.

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Rating 

## Ziping Files. 7Zip

Will give you a 10% better compression ratio than the paid for alternative of WinZip. This simply means you can have smaller zip files. You do not need to register in order to use it and can be used on any computer. **This is my number one recommendation zipping tool.**

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## RoboForm

If you are like the many people out there who use spreadsheets to save all your important sign in information and the websites visited then STOP right now. You almost certainly need to download RoboForm right now. This essential tool will save all your different login details inside a toolbar that sits at the top of your browser. In order to visit any site you just need to select from the drop down menu and then RoboForm will take you to the relevant page and log you in securely. This tool is a real timesaver and as your Internet marketing career progresses the more you will need the simplicity of RoboForm.

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Rating 

## Last Pass

This tool will remember your passwords and can be set to automatically log you in to sites. Easily synchronise your passwords across multiple computers with different browsers and mobile devices. Helps you fill in forms with one click by remembering your profile.

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Rating 

## Warrior Forum

In the world of internet and in particular affiliate marketing, the warrior forum needs little introduction. It is a very large and active forum featuring such things as web design, programming and discussions on all things making money online. If you are not already involved on the Warrior Forum then it is a must join ASAP!!!

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Rating 

## Mail Chimp Autoresponder

Excellent alternative to the paid for market leaders Aweber and Get Response. The system is free to users up to 2,000 email addresses. Has great social media integration. This is where I began when building my list, when money was tight. I then moved over to the paid option and now use Aweber as well.

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Rating 



## AWeber **\*\*Paid For\*\*** (Highly Recommended)



AWeber email marketing is truly one of the top services on the market. Most blog and business owners will easily find the an affordable plan for their client or subscriber list. Not only is their pricing affordable, the features are incredible and their email marketing service gets the job done.

Here are some primary features:

**Email Templates:** Over 150 easy to use templates with custom editing including colour schemes, logos, or even simple plan text. All templates have 1 and 2 column design structure and can easily match your sign up from.

**Signup Forms:** Create your own custom signup forms or choose from a ton of included forms. Each sign up form can have over 25 fields including name, email, dates, check boxes, and more. Signup forms can have a variety of special effects including hovering and 3D.

**Managing Subscribers:** Import contacts from your website and several third-party sites including PayPal and Yahoo. You can even transfer your subscriber list from other email marketing service with their free migration assistance.

**Autoresponder:** Automatically deliver follow-up emails to engage your subscribers. There are over 150 autoresponder templates available to choose from. You can even set your own delivery hours for the autoresponders.

**RSS to Email:** Integrate with your blog and send your posts as emails. You can send individual posts or weekly summaries.

**Tracking and Reporting:** You have the ability to track your campaigns performance based on who opened your email, which links were clicked on, and how many clients unsubscribed from your list.

**Email Marketing API:** Integrate third-party applications with AWeber for easier sign up form installation.

**Segmenting:** Segment your subscribers into groups based similar activity such as clicking the same link or purchasing the same product. Segmenting is useful for targeting the right email to the right people to achieve the most success.

**Message Delivery:** Automatically checks your emails for spam content and removes inactive/incorrect email addresses. Each email is analysed and given a content score to avoid the blocking of your messages.

**Knowledge Base:** Instructions and guides can be found here along with instant answers to common questions.

**Customer Support:** Customer support is available Monday through Saturday via email, chat, and phone.

AWeber has 5 regular monthly plans along with a custom plan

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Rating ★★★★★



## Avast Free Antivirus Software

Avast Free Antivirus 8 most certainly deserves to be on any list of the best free antivirus programs. It has fully functioning antivirus and antispymware engines protecting your PC from threats from the Internet, your files, emails, and even instant messages. Fully supports Windows 8, Windows 7, Windows Vista, and Windows XP.

One big reason I included Avast Free Antivirus 8 as a best free antivirus program is because of its "heuristics engine" which can detect previously unknown viruses and other malware. I also like the fact that AVAST has been making this antivirus product since 1988 and is often cited as the most installed antivirus product.

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Rating ★★★★★

## AVG Antivirus Software

Anti-Virus Free 2013 from AVG is one of the best free antivirus software tools available and is my personal favourite. AVG Anti-Virus Free is a full-fledged antivirus and antispymware tool, includes an email scanner, link scanner, scheduled scanning options, automatic updates, and more. There is no need to pay for an antivirus program when one this good is just a download away. AVG Anti-Virus Free 2013 works on Windows 8, Windows 7, Windows Vista, and Windows XP. The huge number of premium features, frequency of updating, and install-it-and-forget-it aspect of AVG's Anti-Virus Free 2013 really do make it one of the best of the best free antivirus programs available today.

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Rating ★★★★★

## Kaspersky



Free 30 day trial. Protects against all viruses and internet threats, detects new emerging and unknown threats. Identifies suspicious websites. Protects your privacy and your digital identity. Delivers greater security for things such as internet shopping and banking. In our opinion well worth the upgrade.

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Rating ★★★★★

## Teamviewer

Teamviewer is of course free to use and only takes a quick download to your machine. Team Viewer is an excellent remote access tool, which can connect mobile users to any computer or server anywhere in the world in a matter of seconds. It works behind firewalls, eliminating a difficulty some remote workers have when connecting to the office, and it comes with full encryption so your data is always safe.

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Rating ★★★★★

## VLC Media Player

VLC is one, if not the best media player ever created. It is lightweight, portable, and can play almost any media format out there (incl. videos downloaded from sites like YouTube). VLC can



even be used as a streaming media server, can play DVD's, can be used as an audio decoder, and doesn't require external, extra codecs to run. VLC can also accompany customisable skins, as well as nearly every operating system that exists (Mac, Windows and Linux).

[LINK TO RESOURCE](#)

Rating

## Viddler

One of the market leaders. Viddler will provide a fully customisable platform for you to create a branded video solution for any business. Allows you to choose multiplayer styles, colours and an overlay of your own logo. You can also track and analyse video performance. Plus, much more.

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## Wufoo

Great site for creating your own forms. There is a massive gallery of templates for all sorts of uses.

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## Launchy

Free software automates the launching of files and programs.

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## Fake Name Generator

As the name suggests you can generate fake profiles complete with name, address, phone numbers, birthday, age, occupation and loads more.

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## Web Extractor

A very powerful and easy to use application which helps to automatically extract specific information from any web page. Get lists of Meta tags, e-mails, and phone numbers ECT and store them in different formats.

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## Domain Name Analyser

Research and find available domain names for your product or business. Easy to use and very powerful.

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## Yahoo Answers

Start fielding Yahoo! users' questions with this social-media Q&A service. Search for questions in your particular areas of expertise by clicking categories like Business & Finance, Health, News &

Events and more. If you continue to dole out useful advice and link your answer to your company's Web page, you'll quickly gain a new following of curious customers.

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## Short Keys

Allows you to set up keystrokes to enter frequently used text. This is a keyword macro program.

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## Speed Test

Check your internet connection speed, uploading and downloading.

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## Instapaper

Here is an easy way to group and read web pages.

[LINK TO RESOURCE](#)

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## Flip Board

Pulls in your favourite websites and social networks in an easy to navigate and share format.

[LINK TO RESOURCE](#)

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## Everything Yahoo

Full list of all Yahoos' online services.

[LINK TO RESOURCE](#)

Rating 

## Fiverr



It is amazing what you can get done for just \$5 these days. I use this site on a weekly basis because it is so cheap and the results I get are seriously very good for what I need to have done.

Fiverr is a global online marketplace offering tasks and services, referred to as 'gigs' and micro-jobs beginning at a cost of \$5 per job performed. Entrepreneurs and freelancers use Fiverr to offer more than 324 services categorised in 13 categories and 115 sub-categories. Customers needing services can use Fiverr's search or surprise me functions to find and commission services directly through the site. Currently, Fiverr lists more

than 1.3 million services on the site that range between \$5 and \$500

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Rating 

