

**THE
TOP 29**

INTERNET

PROFIT-BOOSTING TOOLS



Introduction

There's one thing that all successful Internet Marketers have in common...
They all utilize the best tools to make things easier for themselves!

For example, have you ever wanted to build professional web pages without knowing a single line of HTML code? What about re-selling hosting services without a single line of HTML code?

Or maybe edit an image professionally without knowing *anything* about Photoshop?

Or even get notified as soon as somebody mentions your name online?

I am going to start this book out with an amazing opportunity to you. I understand you likely want to start making money in your own business opportunity AS SOON AS POSSIBLE and that is one option that will help you do that. This is entirely optional and intended as a turn-key opportunity for you to start making money online.

You can sign up to be an internet service reseller, complete with customization including you own (optional) branding and domain naming. Once you've set it up the way you like it, simply send traffic to it and when they buy, you make money! All this at the minimal fee of 9.95 simply to show you are serious.

<https://leapmaker.partnersite.myorderbox.com/reseller.php?action=feature&val=supersite>

Business Ingredients

Most Online businesses need some basic ingredients to perform:

- A product to deliver. *Such as internet hosting?* 😊
- Marketing tools such as ads, banners, emails, etc.
- A “funnel” page designed to get the attention of the customer.
- Space on a web server for original (hopefully) content.
- A payment processor
- A delivery mechanism.
- A mailing list system for holding a list and sending follow ups, promotions, etc.
- Inventory system (for physical products)
- A customer support system or person

Optional, but often helpful:

- Up-seller pages, *increases income*
- Tiered product offerings, *increases income*
- SEO Tools such as backlink submitters, *improve ranking/traffic*
- Affiliate system, *improve marketing*
- Coaches, *ads value increase sales*
- Sales associates, *may produce more sales*

If you are signing up to be an internet hosting provider and create a custom hosting services site, most of the tools you need are included. Even such things as an affiliate system can be easily configured.

<https://leapmaker.partnersite.myorderbox.com/reseller.php?action=feature&val=supersite>

One thing that can be a real boost to income is a tiered product offering. While not all customers will pay for the deluxe package you can be sure that some most certainly will and income will improve.

The following 29 tools will help you do all these things and more!

Luckily, they don't have to break the bank or overwhelm you with a huge learning curve. In fact, a lot of them are so simple to use that even a complete beginner could use them easily.

Here they are...

The Top 29 Profit-Boosting Tools

1) Google (Free)... Really, this where we start for SEO (search engine optimization).

<https://www.google.com>

Great for niche research, discovering where your audience hangs out and finding solutions to technical issues. You should search for things in your niche and see what shows up. This is a must for SEO and it is easy to get some keyword suggestions, simply start typing and see what comes up.

There are many tools that will turn this into a science. Here are two tools that are good in different ways. For creating content with SEO in mind you need to think about theming (or Latent semantic indexing) helpful tools include [Web Content Studio](#) and/or [Web Spider](#). If you are looking for complete research analysis of web content you can pull out some big guns like [Long Tail Pro](#).

Besides content optimizing, backlinking can be invaluable. A backlink is basically a link somewhere on the internet that links to your site. You can of course scour the internet posting links to your site manually and that works great, but there are also tools that help you submit links. There are many sites that you can submit your site URL for them to include the link on their site. There are a number of tools that can help with this, one great tool is called [Backlink Monster](#), this amazing tool will help you improve your rank and spin almost anything you want out to the web.

2) Niche Research – Facebook Audience Insights (Free)

<https://www.facebook.com/ads/audience-insights/>

You'll need to create a 'Facebook Ads' account to access it, but it gives you everything you could possibly want to know about your target audience, including their age, gender, location, liked pages, buying behaviour and more.

3) Keyword Research – Google Keyword Tool (Free)

<https://adwords.google.com/KeywordPlanner>

Another keyword researcher that is free comes from Google. You'll need to create a 'Google AdWords' account to access it, but this handy tool shows you the most searched-for keywords in your niche. You want a tool to help you organize and explore keywords you could check out [Keyword Researcher](#) (free

preview). You can then use this data to create profitable SEO and PPC campaigns.

Where Keyword Researcher helps you research keywords and content, [Ubersuggest](#) (free!) and [Powersuggest Pro](#) allow you to find keywords and the search statistics. Power suggest pro will allow you to go beyond Google and see how keywords fare on other search engines such as Bing and Yahoo.

4) Affiliate Networks (Free)

A popular way to get started in the Internet Marketing industry is to promote other people's products (as an "affiliate"), and get paid a share of every sale you make (a "commission").

There are tons of affiliate networks out there, but Clickbank, ClickSure, Commission Junction and MaxBounty are the best.

MaxBounty has an approval process due to it being a CPA network, which allows you to get paid for promoting free offers. But you can imagine the benefits when done correctly.

Clickbank – <https://accounts.clickbank.com/marketplace.htm>

ClickSure – <http://www.clicksure.com/affiliates>

CJ Affiliate (Previously "Commission Junction") – <https://www.cj.com>

MaxBounty – <https://maxbounty.com>

5) Domain Name & Hosting – A2 (Paid)

A2Hosting.com

After having trouble with HostGator and GoDaddy's hosting services, I found that [A2Hosting](http://A2Hosting.com) was an excellent option for new Internet Marketers. Their hosting is lightning fast up to 20 times with SSD drives, their prices are low, and their customer support is awesome. The available features at A2 are immense, high-quality and they have both Windows as well as Linux options.

6) Domain Name – NameCheap or your Hosting service (Paid)

Not only do you need to have your content 'hosted', but you need to register your domain name as an easy way for people to find your content.

Name registry at A2 is convenient and generally the same price as others. I recommend you get several domain names for different reasons if you can. You should also check NameCheap.com (as low as 88 cents per year) or Dyn.com and see if they have a discounted domain. [NameCheap](https://NameCheap.com) has a free and premium DNS service after you pay for the domain name, but the easiest way is to simply redirect it to the A2 name servers (set the names servers to Custom DNS with the values of your name servers - i.e. ns1.a2hosting.com).

All you need to do is give it the name servers of your A2 account and recurring charges will maintain available discounts or you could transfer the domain to A2 (or your own selected host) but re-occurring charges would likely be at the standard A2 (or your own selected host) rate.

7) Website Building – WordPress (Free)

<https://wordpress.org>

No matter which industry you're in, WordPress has become the standard for professional websites that want to get results. Unless you want to build one yourself or pay a professional to write one for you, WordPress is a quick easy and professional turn-key solution.

There are tons of plugins available which enhance its functionality, and it's super easy to use. Just install it in a few clicks using A2's Apps Installer, and you're ready to go.

That being said, there are other solutions available such as Google's blogger where Google will host for free. The nice thing about blogger is that Google will index it quickly. Of course, if you are technically savvy, you can write your own site with [DreamWeaver](https://DreamWeaver.com), [Visual Studio.NET](https://VisualStudio.NET), or [Atom](https://Atom.io). DreamWeaver has a nice visual editor as well as code interface, but costs vary. Visual Studio does have a free edition, but Windows hosting services with A2 would be recommended. Atom is free but is an advanced code only tool.

8) Sales Funnel Building – [LeadPages](https://LeadPages.com) / [EasyProFunnels](https://EasyProFunnels.com) / ClickFunnels / OptimizePress (Paid)

Although WordPress is good for your main website, you'll want to set up a squeeze page to build your email list, sales pages to sell your products and more. That's where these sales funnel builders come in, but you could write your own if you are comfortable with that. If you search online people will sell

you premade funnels, but they will still need to be setup on your own web hosting service

Using any of these tools, you can simply drag and drop the elements you want onto the page, and change the look of them easily without knowing anything about programming or web design.

Which one you choose really comes down to personal preference.

[EasyProFunnels](#) is a full featured package and allows you to **save the expense of paying for a hosting package** you also don't need to write code. [LeadPages](#) is also quite good due to their high-converting templates.

9) FTP Software – FileZilla (Free)

<https://filezilla-project.org/download.php?type=client>

To get files from your computer to show up on your website, you need to transfer them to your hosting account via a process called “FTP” (short for “File Transfer Protocol”).

With this free software, you can drag and drop your files into your hosting account in just a few clicks. This is generally the **easiest way** to update content, but not the only way. Another easy method is to open a standard “Windows Explorer” window to the FTP location or even directly upload them via the hosting control panel (the most arduous).

Should you be particularly technically savvy, you can setup DreamWeaver to automatically update your web site via FTP when you save changes.

DreamWeaver can also be setup to utilize GIT source code solutions allowing you to push changes to a GIT repository. Linking the GIT repository to your web host allows this to also automatically update the content.

10) Order Processing – SamCart / WooCommerce (Paid / Free)

If you want to sell your own products online, you'll need a way to process your customers' orders. PayPal is great and can even be used to accept credit cards, but there are several other great solutions. Instead of simply using PayPal, you can massively increase your sales possibilities by having an optimized order process. You should always have multiple ways to pay.

[SamCart](#) is the most beginner-friendly way to set this up, and will often make you more sales due to their high-converting, mobile-friendly order forms. They also have one-click upsells which will multiply your conversion rates.

But if you're on a tight budget, you can get [WooCommerce](#) set up on your WordPress website for free. Just keep in mind that it will require some customization and various plugins to get your order process to perform how you'd like it to.

11) Content Creation – Google Docs, Sheets, Forms & Slides (Free)

<https://www.google.com/docs/about/>

If you don't have Microsoft or Apple software available to you, you can use Google's online product suite to create documents, spreadsheets, forms and presentations for free.

One of my favorite features in this product suite is being able to create surveys for your audience with Google Forms, as this means you don't need to pay for more expensive solutions like SurveyMonkey or Wufoo.

12) Image Editing – Canva / PicMonkey / GIMP / Paint.NET (Free)

If you want to avoid the learning curve of using Photoshop, there are some great free online image editing tools created with beginners in mind. Should the issue be more about spending money there are solutions such as [Paint.NET](#) and [GIMP](#). You could also look for an old version of PaintShop Pro or Photoshop on eBay where they sell for a discount.

[Canva](#) is great for creating images from scratch (including images for social media and advertisements), whereas [PicMonkey](#) is perfect for making changes to existing images (such as cropping, resizing and rotating images, etc). Windows also has built-in tools called Photos and Paint 3D than can do simple editing tasks.

13) Online Storage – Google Drive / Dropbox (Free)

If you don't always work from the same computer or you need other people to have access to the same files as you, it's wise to store your files online (known as being "in the cloud").

I personally prefer [Google Drive](#), as it is better-suited to teams and integrates nicely with the other Google products, such as Google Docs and similar.

However, [Dropbox](#) and [OneDrive](#) are great alternatives, too.

These services are great for backing up your files too, which is a lifesaver when disaster strikes.

14) Email Service Provider / “Autoresponder” – AWeber (Paid)

[AWeber](#)

Once you persuade people to opt-in to your email list/newsletter, you need somewhere to store them and a way to communicate with them all at once, legally. That’s where an Email Service Provider or “autoresponder” comes in. This is an absolute must have for anyone trying to build a customer list.

There are a lot of good services out there such as Constant Contact, but [AWeber](#) has always been an excellent tool for both beginners and pros.

It’s super easy to use, their deliverability is the best in the industry, and their customer support is amazing. In other words, you get *way* more than you pay for. You can also get a free trial using the link above to try it out for yourself.

15) Organization – [Trello](#) / [Keep](#) (Free)

One of the best ways to avoid information overwhelm is to know exactly what you need to do, instead of trying to remember everything yourself. That’s why [Trello](#) is the best tool for organization I’ve ever used. While Google’s [Keep](#) is an advanced notes system that synchronizes across several devices (i.e. phone, tablet, and computer).

You can create columns called “To Do”, “Urgent To Do” and “Done”, then just drag and drop tasks from one column to the other.

Best of all, because it’s all online, you can set your to-do list as your browser’s homepage to remind you to stop procrastinating, too.

16) Screen Recording – Camtasia (Free Trial)

<https://www.techsmith.com/camtasia.html>

If you've ever wondered how people create videos which show their computer screen and add a voiceover to it, this is the best tool to do it. There are free tools as well such as Screen Recorder, but they often don't record audio so be sure to make sure it has the features you need, or you may find you need a tool that records audio as well as a tool to combine audio/video such as [Aimersoft](#).

With Camtasia, just hit the record button and edit it using their build-in editor, then export it as a video file. You're done!

17) Video Hosting – YouTube / Vimeo (Free / Paid)

After you create a video, you need to upload it to a video hosting service so people can watch it online.

If you want the video to be seen by as many people as possible, you should upload it to [YouTube](#).

But the downside of YouTube is that anyone can share the links to see the videos. So if you're uploading videos which will be used in a paid product, you should use [Vimeo](#) (beginner-level features) or [Wistia](#) (intermediate and expert-level features).

18) Online Phone & Video Calling – Skype (Free), Phone

<https://www.skype.com>

A great way to boost your profit in your online business is to coach people. If you want to do this one-on-one, you can do it for free using Skype. Another option here would be [Google Hangouts](#).

Or, even if you want to make new friends or business partners in your industry, Skype is a convenient way to connect over the phone, too. Skype is from Microsoft and if you have a Microsoft Office enterprise account you can get a Skype business phone number for around 12 dollars per month, keep in mind the Office enterprise account also has a monthly fee starting at around 35 dollars per month per user. The non-business accounts run around 35 per year for a phone number with the basic service being free (skype-to-skype).

Skype can save thousands of dollars in international calling fees!

Most businesses need a phone system, but a business land line can be inflexible and expensive for its value. Wouldn't it be great to have a virtual

business line with all the necessary features such as fax and conferencing? One you can send to your smartphone, land line or even your computer. For an amazingly low price you get all the convenience from Phone.com ...it's worth a look.

19) Outsourcing – Fiverr.com (Paid)

<https://www.fiverr.com>

If you have a small job that needs to be done but can't do it yourself, the first place you should look is Fiverr. They have people who will do pretty much anything for \$5, including logo design, formatting, ebook cover graphics and more.

Just do a quick search for what you need, sort the results by customer feedback and you'll be shocked at what you can get for a low price.

20) Social Media – Facebook, Instagram, Twitter, Pinterest, LinkedIn (Free)

A great way to increase your sales is to always be where your prospects are, and social media is one of the best ways to do just that.

By showing people you're an actual human being, you'll gain their trust and increase your results across your entire website.

[Facebook](https://www.facebook.com), [Instagram](https://www.instagram.com), [Twitter](https://www.twitter.com), [Pinterest](https://www.pinterest.com) and [LinkedIn](https://www.linkedin.com) are great for this, but I'd recommend focusing on just one or two which suit your business best to begin with. Also, you can utilize [TrafficIvy](https://www.trafficivy.com) to increase shared content.

21) Traffic Networks – TrafficIvy, Facebook Ads, Google AdWords, Bing Ads, Twitter Ads (Paid)

If you don't have the time to spend all day on social media and want to speed up your results in a scalable way, then you can use paid traffic.

After all, if you're spending \$1 on traffic and getting \$2+ back out again in sales, you can see how easy it is to grow your income.

[TrafficIvy](https://www.trafficivy.com) offers a unique content sharing system that can create a large quantity shared content and links making this tool nearly a must try.

[Facebook Ads](#) is the best place to start for most businesses (which also includes Instagram Ads in the same network), followed by [Google AdWords](#), [Bing Ads](#) and [Twitter Ads](#).

In addition to the standard providers, there are advertising groups such as [Clixli](#) and [AdHitz](#).

Just be sure to follow a proven system, otherwise it's easy to lose your shirt if you don't know what you're doing.

22) Analytics Tool – Google Analytics (Free)

<https://analytics.google.com>

The Internet Marketers who track, measure and improve their results are those who get the best results. After all, it could be that one element of your website is sabotaging everything else – but how do you know if you don't track your results?

Simply use Google Analytics on every web page, and it will tell you everything you need to know about your visitors' behaviour on your website.

23) Split Testing Tool – Visual Website Optimizer (Free Trial)

<https://www.digitalprosperity.com/recommends/vwo/>

Let's say you have a new idea for your website, but you're not sure if it's going to actually increase or decrease your results.

For example, a new headline on your squeeze page, a new button color, or similar.

A split testing tool like Visual Website Optimizer will automatically split the traffic between the old and new versions and tell you which is working the best, with the exact statistics to prove it.

Just one split test per week can rapidly increase your overall profit, so the extra results you unlock should *more than* pay for this tool after the free trial.

24) Code Optimization – Google Tag Manager (Free)

<https://tagmanager.google.com>

It can get pretty messy and confusing when you have multiple pieces of code on your website from several different tracking services.

Google Tag Manager will condense all of your third-party code snippets into just one line of code, saving space and making things easier to manage.

Best of all, if you need to update one of the pieces of code, just go into Google Tag Manager and change it there, then it'll apply to all of your web pages automatically. Without this tool, you would have to make the change on every web page separately. It's a huge time saver!

25) Google Alerts (Free)

<https://www.google.com/alerts>

Ever wished you could be notified whenever somebody mentions your name or company name online? This free tool will do just that.

Just tell the tool what to look for, then it'll update you when a new mention of that word or phrase happens on the web.

As you can imagine, this is insanely helpful for reputation management, spying on your competitors and more.

26) Diagram / Flowchart Software – Draw.io (Free)

<https://www.draw.io>

Sales funnels often have many different parts to them, and can be tricky to keep up with – especially if you're tracking conversion rates on every web page. That's why Draw.io is a lifesaver. Don't underestimate the power of creating a great flow chart and this can be done with several tools. Draw.io is free, but others such as Visio would work great too.

You can map out your entire sales funnel page-by-page in a flowchart format, then add the conversion rate to each step in the process. It's a great way to see your entire funnel on paper instead of trying to visualize everything in your head.

27) Product Delivery – [Shopify](#) / [Volusion](#) / [Amazon Fulfilment](#) / [eComDash](#) (Paid)

If you want to have inventory you will need a means to store, package and deliver the products. A fulfilment house will do this work for you and [Amazon Fulfilment](#) is great for this, you can then sell the products anywhere including on Amazon.com.

Take this one step further and you have what they call dropshipping. Dropshipping is where you no longer need to buy the products yourself, you simply select the product online and add it to your storefront. When a sale is made the purchasing is done at the time of sale, then the product is packaged and shipped for you as well. Companies like [Shopify](#) and [Volusion](#) provide these sorts of services. These companies also provide full eCommerce solutions for the products making it even that much simpler.

Now let's say you've setup your dropship solution to supplement your inventory. You also setup fulfilment via Amazon, but occasionally have backup supply locally. How do you manage all these? You can bring it together with [eComDash](#).

28) Webinars – GoToWebinar (Paid)

<https://www.gotomeeting.com/webinar/customer>

Webinars are a great way to sell medium to high-priced products and services, as the live environment keeps people engaged and helps them to feel more connected with you.

After the free 30-day trial, the monthly price is fairly steep, **but** it will pay for itself and make a profit with just *one* mid-ticket sale per month (if you run your online business correctly) – so it's definitely worth it.

29) Tool Integrations – Zapier (Paid)

<https://zapier.com>

The one issue with having a lot of different tools is making sure they can all “communicate” with each other. That's the issue that Zapier solves.

It connects with all your favorite tools to pass data back and forth, allowing you to create an automated system that runs itself.

For example, you can tag people who didn't attend your webinar within your autoresponder, so your system can follow-up with them and persuade them to buy in a different way. Or maybe add somebody to your email list when they submit a survey.

The possibilities are endless. If you found this eBook helpful, I would appreciate your utilization of my affiliate links when you sign up for services. One entrepreneur to another you should use my affiliate links to sign up and then get your own affiliate links.

How Do You Use These Tools to Make Sales?

Although these tools are great for boosting your profit, you need to use them in the correct way to see any kind of results.

If you'd like to see a proven step-by-step process used to generate six figure online businesses all over the world in multiple niches from scratch, simply click the big button below...

CLICK HERE NOW TO LEARN MORE

To your success!

- Akutra Ramses Atenosis Cea