



INTERNET MARKETING FOR NEWBIES

Internet Marketing Resource Sheet

Now you're ready to start building an online business or promoting your existing brick-and-mortar company, the next step is to expand your knowledge and find the right tools that you're going to work with. This resource sheet will give you some good jumping off points to continue your education as well as providing some tools that will help you achieve more, quicker.

Further Reading

MozBlog

<https://moz.com/blog>

Moz Blog is by far one of the most respected and comprehensive resources on the net for digital marketing. It is filled with great news and information and has definitive guides for all the various pillars of digital marketing, from SEO to social media marketing.

SearchEngineJournal

<https://www.searchenginejournal.com>

For news specific to SEO however, Search Engine Journal is probably one of the best resources out there and will ensure you stay up-to-date.

MattCutts:Gadgets,Google,andSEO

<https://www.mattcutts.com/blog/>

This blog from Matt Cutts is one of the most popular for SEO news too and there's a very good reason for that – that being that Matt Cutts actually works for Google and therefore has insider information on its inner workings!

Smart Passive Income

<https://www.smartpassiveincome.com>

The home of Pat Flynn, Smart Passive Income is one of the most popular blogs on the web for making money online. It can show you how to build a blog, monetize it and promote it. Pat is a nice guy and this comes across in all his posts and videos, making it all the more enjoyable and informative.

Communities

Warrior Forum

www.warriorforum.com

This is one of the biggest communities for internet marketers and a great place to find and sell services, as well as to exchange internet marketing tips. Do be careful though, as the quality of work varies greatly!

Black Hat World

<https://www.blackhatworld.com>

Black Hat World is another marketing forums. While 'black hat' SEO is the very type of SEO that is likely to result in your site getting penalized, that is not all this site is about. There are some genuinely good services and useful contacts to be found here. More than anything though, it's an interesting introduction to the world of SEO.

Tools and Resources

Theme Forest

<https://www.themeforest.net>

This is a resource for anyone with a WordPress site. Download and install professional-looking themes for your site. Some of these are completely free, whereas others will cost you around \$30. Either way, the end result will be something more attractive than you could manage alone.

Keyword Planner

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

This is Google's Keyword Planner. It is designed to be used for PPC campaigns through AdWords but it can also be useful as a way to research terms for your SEO campaigns.

PageSpeed Insights

<https://developers.google.com/speed/pagespeed/insights/>

Use this tool to see how long your site takes to load and how this might be impacting on your SEO.

Mobile Friendly Test

https://search.google.com/search-console/mobile-friendly?utm_source=psi&utm_medium=link&utm_campaign=psi-ux-banner&hl=en-US

Use this test to see how mobile friendly your site is and whether this is having a negative or positive impact on your rankings.

JVZoo

www.jvzoo.com

There are numerous different affiliate marketing platforms. This is one of the best and a great place to learn the ropes.

AWeber

www.aweber.com

Likewise, there are many different email autoresponders but this is a very good one for getting stuck in and learning how they work.