

BEST FREE INTERNET MARKETING TOOLS



By Ed Akehurst

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Best Free Internet Marketing Tools

I am frequently asked what tools I use, so here we go! For the most part you can utilize free tools, so this report discusses some of the more essential tools that are free, but at the end I have also included some resources for tools that are helpful, but not free.



Let me first say that your success in marketing is not dependent on the tools that you use. Sure, tools can increase your productivity, there's no question about that, but they can't do the job for you. I recently heard someone say that they can give a person a dozen shovels, but that won't make holes magically appear in their yard.

The essential tools in this report are some of the things that have helped me become such a successful marketer, but it still takes consistency, perseverance and hard work to get (and stay) there. The tools just got me there a little bit faster without as much mundane work.

The best tools you can give yourself are the proper attitude and dedication. They're free, too! If you are looking for a tool that will do all the work for you and will get you overnight riches, you are looking in the wrong place (and for the wrong thing).

If, however, you are looking for some tools that will simplify your marketing process and make your tasks more productive and enjoyable, then you have come to the right place! You will find this report very helpful. Please feel free to pass this on to anyone you know who is in need of learning what tools they can acquire. You will see many rewards if you start helping others. Pay it forward!

I would love to hear feedback about your experiences in using these tools or if there are any tools that you use that you think would make a good addition to this report.

Note that for your convenience, I have inserted live hyperlinks throughout, so when you see an underlined word, you can click it to go to the proper webpage to get that tool or piece of information.

About Ed Akehurst

(Hey, that's me!)

Greetings! I have been doing sales and marketing for 25 years, both online and offline. I love it – couldn't think of doing anything else.

I have been a seminar speaker throughout North America, am listed in Who's Who in America (starting 2009), have run numerous successful enterprises and projects, and love to help others do the same and make the most out of their efforts.

I am quite happily married with two grown children. I grew up in the Baltimore area, but now live in rural Southern Pennsylvania. My hobbies? LOL! This is my hobby! I have a total passion for marketing – it is not a job to me, it is something fun that brings in cash. I also love to take my Harley for a spin on warm summer days (not so much in the winter or rain).

I have, like most people in this business (be wary if they tell you otherwise), had my ups and downs, but overall I've been quite successful. I am here to share my experiences and help teach others how to do what I have done. You can learn from my successes, but you can also learn from my mistakes, and I am happy to share both so that you may learn faster.

Please visit my site at EdAkehurst.com and get on my mailing list if you want some good success tips and more marketing tools.

Please email me if you have any questions, comments or concerns or if you want me to review something for you and help you improve it.

I hope you enjoy this free report I have prepared for you! Feel free to pass it on to anyone you think could benefit from it.

Let's move on to the tools!

Ed Akehurst

Gmail

The first one we'll cover is Gmail, which is a web-based email program that has offline functionality (and much more). You can use it with Outlook or Apple Mail and you can even use it on your smartphone.

It has loads of features:

- ➔ Virtually unlimited storage
- ➔ Chat features so you can chat with people in your contact list
- ➔ Customization
- ➔ Search capabilities
- ➔ Threads
- ➔ Viewable PDF
- ➔ You can even call phones from it!

That doesn't even scratch the surface. If you have not yet used Gmail, you can sign up for an account at [Gmail.com](https://www.gmail.com) and I highly recommend that you download the free [Ultimate Guide to Gmail](#), which is put out by MakeUseOf. Even long-time, savvy Gmail users may find some nifty features in that manual that they didn't know existed!

Gmail has a lot of FAQ and help pages to assist you with any aspect of setting it up and using it, including how to set it up with your Outlook or Apple Mail.

Wordpress

Wordpress is free software for building websites. There is a bit of a learning curve to it, but there are many tutorials on the web. Wordpress will even host your site for free, but I highly recommend putting it on your own domains.

It makes professional looking sites and there are hundreds of free templates available so there is no problem finding a look that suits your needs and fits your market.

It can be downloaded from Wordpress.org. If you have a host for your site that uses Fantastico, you can install it directly onto your domain without having to download it to your computer. Look for a video from me in the near future with full install instructions.

Wordpress is good to use because of its flexibility and the fact the Google loves it. It is a bit too basic right “out of the box” but it is fully customizable. There are many plug-ins that you can get (some free, some paid) to tweak your sites into a first class operation. Look for my report in the near future for getting Word Press better optimized and ready for the public to arrive at your site in droves!

Some recommended free plug-ins:

- ➔ [All In One SEO Pack](#) – automatically optimizes your blog for search engines
- ➔ [Wordress.com Stats](#) – compiles simple concise stats on your site without draining the site resources
- ➔ [ShareThis](#) – Social Media sharing plugin – get your blog easily “tweeted” and “liked” - also customizable to other platforms, such as Blogger
- ➔ [Google Analytics for Wordpress](#) – more [details on page 10](#).

Most people use WordPress for blogs, and while there is no doubt that is a great blogging platform, it is much more diverse than that. It can be used for sales pages, mini-sites, review sites, affiliate sites, and just about anything else you can think of.

I do not exclusively use WordPress for building websites, but it is one of the best free options available and has as many or more features than some web building software that you buy.

Xenu / Integrity

One very valuable tool is a link checker. This tool goes through your website and checks all of your links to make sure they are active and then gives you a report as to which ones are active and which ones are dead or timed out.

This is very crucial for you as an internet marketer. Nothing is worse than having built a great site, optimized it, monetized it, sent a bunch of traffic to it, only to have your visitors click a link to your product and the link no longer works. When that happens, they close your window and go find the next site that has working links and information they can easily access.

You certainly do not want to have to manually go through each and every web site you own every single week (which is how often I recommend you check your links). Fortunately, there are many tools available that will do that for you automatically, and as you have probably already guessed, I am going to recommend two of them - one for the Mac users and one for the PC users.

- ➔ Integrity is for the Mac users. While it is free, the developer does accept donations on her site, so if you feel you are getting some value, please send her some thanks in the form of a donation.
- ➔ Xenu is for the PC users.

There are some other interesting things you can do with these two programs to help you with backlinks and Search Engine Optimization, but we'll get into that in another report.

Google Alerts

This one is nice (OK, they all are, but this one is especially nice). It sends you an alert every time a keyword that you have selected shows up in the Google Engine.

For example, let's say you have some web sites with a niche in Vintage Gibson Guitars. You can sign in to Google Alerts and ask it to let you know every time a keyword from your custom-made keyword list gets indexed. You could tell it to inform you of the appearance of things such as "Vintage Gibson Guitars", "1957 Gibson Les Paul", "1957 Gibson Les Paul Goldtop", or any other relevant search term for your niche.

It can send you everything that gets indexed, or just items from blog posts, discussions or videos, and it can alert you in real time, once a day, or once a week. In other words, you can set this up to meet your exact needs.

Whether this tool will help you with blog comments, fresh content, "stealing" ideas from other marketers (HINT: by using their name as a keyword) or whatever else you might come up with, it is a valuable weapon in your arsenal.

Visit [Google Alerts](#) to get started. Have fun with this and get creative! If you find any great uses for this that others haven't yet discovered, I'd love to hear about it (or better yet put them into a great information product of your own to sell or give away).

FTP Client

An FTP client is the software used to get files from your computer to the server that hosts your website. FTP stands for “File Transfer Protocol”. These are “drag and drop” interfaces that make this task easy and quick.

Here are two free ones, and, as I always try to do if available, one is specifically for Mac users and one for PC users.

- ➔ [CyberDuck](#) is for Mac users. Simple, clean, no hassles. (There is also a Windows Beta version available, but I would advise PC users to stick with what is tried and true for now, which would be FileZilla.)
- ➔ [FileZilla](#) is for PC users and it is put out by the same group that brought us Firefox and Mozilla. Very reliable, very helpful. (There is also a Mac version of this, but I prefer CyberDuck when using a Mac, which I now do 99.9% of the time.)

Mindmaps

If you are not yet familiar with mindmaps, they are an incredible tool. You can use them to outline articles, books, or web sites. You can use them to brainstorm, or even to use as a visual guide when giving presentations. If you are creating any content at all, they can expedite the process greatly. On my website at EdAkehurst.com there are several great content creation products and the use of a mindmap integrates well with all of them.

There are several good programs available for reading and creating mindmaps. I prefer to use [Freemind](#), which is Java based, so it will run on Windows, Mac, or Linux as long as it has Java on it. Also (if it matters to you), it is open source software.

Once you start using mindmaps, you will never look back. In fact, you'll wonder how you were ever able to be productive without them!

Quirk SearchStatus

This is an incredible tool with many useful features, but it comes with one caveat: It is a Firefox Plug In, which mean you can only use it with the [Firefox](#) browser (or [SeaMonkey](#)). I use Safari most of the time, but Firefox is an excellent browser (and free, even though I do not have a dedicated page for it in this report) and I use it when it is advantageous for me, such as using the Quirk SearchStatus Plug In.

Once you have installed [Quirk SearchStatus](#) when you open any web page, you can use the Plug In to gather all sorts of useful information about the site, such as:

- ➔ Provide a Link Report
- ➔ Show the sitemap
- ➔ Show Keyword density
- ➔ Show Indexed Pages
- ➔ Show backward links
- ➔ Show robots.txt file
- ➔ Show other domains on that IP address
- ➔ Show Meta tags
- ➔ Highlight Nofollow links
- ➔ Show WhoIs
- ➔ Show in Archive.org
- ➔ Highlight a Keyword

As you can imagine, not only is this a great tool to gather info on your site, but it becomes invaluable when you want to spy on your competition and see what they are doing to get ahead in the search engines.

The more you use it, the more will discover many great applications for this Plug In.

Google Analytics

According to the Google Analytics website, this tool “is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.”

The bottom line is that you must track the activity of your websites if you want to be as successful as you can and this free tool is a great way to get a lot of that data.

The Google Analytics tool will:

- ➔ Tell you how many visitors you get
- ➔ Tell you what search engines your visitors are coming from
- ➔ Show what keyword they used to find you
- ➔ Show what pages they visited
- ➔ Provide geographic conversion rates
- ➔ Give date comparisons
- ➔ Show where the visitors are leaving the site
- ➔ Much more!

With this kind of detailed information, you can get an immediate grasp of what's working and what's not, which will allow you to plug holes and fix problems (and just as importantly, leave alone what is working).

Note there is a also a Google Analytics Wordpress Plug In, which has been mentioned on page 4 and works similarly to the regular Google Analytics Tool.

Skype

Skype is a free chat client. You may be thinking, “So what? Chat clients are a dime a dozen.”

I agree, they usually are, but this one’s a bit different. It has a great interface, is easy to use, and has many great features, such as voice chat, file sharing, group chat, video chat and even screen sharing. You can, for a small fee, even call regular telephone numbers.

There is also a paid version that can call telephone numbers without a per-minute charge and can also have a phone number attached to it that can receive phone calls. Note that the free version of Skype is a fully functional, high-feature chat client, but the paid version has more options regarding regular telephone service.

If you need to be in touch with colleagues and people on your team, Skype will make sure you stay in touch easily and conveniently.

My team, for one of my projects, meets on a Skype chat every morning at 6:20 for one hour. There are other ways to do that, but you can’t beat the convenience of Skype.

Google Keyword Tool

Google designed the [Google Keyword Tool](#) for use with their AdWords program. It is an excellent free resource for doing keyword research.

You do not have to have an Adwords account to use this free tool. However, if you do, and are signed in to your account, it will even show you the average bids that Google Adwords advertisers are paying for those keywords.

The views are customizable and it can export reports.

There are many paid keyword programs, and one of them may make a good investment for you at some point, but if you are just looking for a free reliable tool to help you with Keyword Research, this is it. You can leverage your way into the fancier (and costlier) products.

Bit.ly

Bit.ly is a link shortener that creates website links that are much prettier than some others. There are several reasons people use link shorteners.

One reason is that many of them (such as bit.ly) have built-in analytics. If you have a sales page or landing page and are sending traffic to it from different sources, you will want to know which of those sources are performing better and getting people to that sales or landing page. You can do that with bit.ly.

Another reason is that if you want to post a link on a Social Media site such as Twitter or Facebook, you may be limited as to the number of characters you can post. A link such as <http://www.myaffiliateprogram.com/affiliateproducttwentytwo/affiliateIDnumber1648621> can be shortened to something like <http://bit.ly/hLinK> which does not eat up so much of the valuable character spaces you have been allotted for that post (and it looks much nicer as well).

Bit.ly also has a Pro version (also free) that lets you do the same thing as the basic free version but you can use your own short domain instead of bit.ly. You just need to get a domain to use for that.

Favicon Creators

What is a Favicon?

Favicons are the little 16x16 pixel images that you see in your URL bar of your Internet browser to the left of the URL itself.

If you go to my site at EdAkehurst.com and look on the left side of the URL bar (the bar that shows the address of the website), you will see I have a Favicon with “Ed A” on it (The letters “Ed” over the letter “A”).

You could also use a picture or a graphic as a favicon. I could make a favicon out of the picture of my face, and it would look like this:



A little hard to see, I know (that’s why I went with the letters instead of the picture), but it personalizes your website and helps to brand you.

There are two great online tools to easily create these favicon images.

- ➔ [Dagon Design Favicon Generator Tool](#) makes Favicons out of images that you upload
- ➔ [Favicon.ico Generator](#) also allows you to create your own image with a color palette

There are quite a few other Favicon generators out there if you search in Google for “Favicon Editor”.

Have fun with these. They personalize your site and can help to set you apart from the crowd.

Google Trends

Google Trends is a great resource for finding current, relevant information. It lets you see what is hot at that exact moment. It shows hourly graphs of the internet searches for the hottest terms.

When you first go onto the Google Trends website, it will show you two columns: hot topics and hot searches.

At the bottom of the Hot Searches column, you will see a link for “More Hot Searches”. Click that and it will take you to a page with the current 20 hottest Google searches and it is updated every few minutes. You can even change the date to see what the hottest searches were on a different day.

If you click on each search term listed, you will be sent to a page with great, relevant information that you can use. If you are not sure what to do with the information, send me an email, and I’ll give you a few minutes of free coaching.

Here is what Google Trends gives you for each search term:

- ➔ The “Hotness” level
- ➔ A list of related searches
- ➔ When it peaked (given as an hour, such as “3 hours ago”)
- ➔ Recent news articles related to the term
- ➔ Recent Blog posts related to the term
- ➔ An hourly graph to visually show the trend (HINT: look for rising trends)

Pinging Tool (Bonus!)

This is a “bonus” freebie that I saw on one of the membership sites I belong to.

The people who came up with the script were kind enough to give me permission to list it in here. Let me say that I have joined a few membership sites over the years, but this one is one of the best I have ever seen. If you want a place to get great info, expert advice, loads of free products, and rub shoulders with highly successful marketers, then you want to go to [Earn1kaDay Insider’s Club](#). They are currently offering a 10-day trial for \$2.95. Joining this site is, in my opinion, one of the best things you can do for yourself as an up-and-coming successful marketer.

This free tool is a script that lets you take any webpage you have and “ping” it to many sources. Pinging is way to inform the world about the new content you have just added to your website. I usually only ping once per page after each content update. Some people ping their stuff all the time, but I have never seen any extra results from that.

This is another tool that only works in Firefox. You will need to first go to [this page](#) and copy onto your clipboard the javascript that is there, which is several lines of small text beginning with “javascript” and ending with “()” and then follow these instructions:

- ➔ In Firefox, click on View, Toolbars, then Bookmarks Toolbar
- ➔ Right click (or CTR Click if on a Mac) on the bookmark toolbar itself (at the top of the page just below the URL window) and select “Add Bookmark”
- ➔ In the window that pops up, enter the words “Ping this Page” in the “Name” box
- ➔ Paste the javascript code you copied onto your clipboard in the “Location” box
- ➔ Click “Add”. The bookmark should then appear in the toolbar as “Ping this Page”.
- ➔ To ping a page, you just need to go to the webpage that you want to ping, and then click on the “Ping this Page” bookmark

I would like to thank Dennis Becker, “SteveG” and Steve “clickbuild” (all from the [Earn1kaDay Insider’s Club](#)) for permission to share this javascript tool here.

Please [email me](#) if you have any difficulties at all in getting this to work.

Autoresponder (Paid)

This is a tool that you will have to buy, and I do mean literally that you will **have** to buy it. There is simply no way to effectively market online without the use of an autoresponder.

An autoresponder is a tool that saves email addresses in a “list” and sends pre-written emails to them on a preset schedule that you determine. This can automate a lot of the important communication tasks that need to be made with your contacts.

There are many autoresponders available. Two of the most reputable are GetResponse and AWeber. I personally prefer to use GetResponse. I have had less problems with undeliverable emails through them, but others say AWeber gets them a higher delivery rate.

You can do your due diligence and see which one you prefer.

Click either of the links below for more information:

[GetResponse](#)

[AWeber](#)

Graphics Program (Free and Paid)

At some point in your marketing career, you are going to want a program to edit and create graphics. You will eventually want to make your own custom banners, edit photos, create ads and design modern layouts. If you're thinking, "No way, I can't do that," then you may choose to outsource this, but with the help of good software, this is not as daunting of a task as you would think.

There are several choices available, depending on what platform you are working from, be it PC or Mac, and what your budget is.

If you are looking for a free graphics editor just to do some basic stuff, GIMP is available for both Mac and PC. It is a surprisingly complete offering for being a free product. The learning curve can be a bit high, at least it was for me, but keep in mind that I am graphically challenged - always have been, always will be.

- ➔ [GIMP Information Site](#)
- ➔ [GIMP Mac Version Download](#)
- ➔ [GIMP PC Version Download](#)

Paid Graphics Editors:

Mac: The hands down best graphics editor I have seen for the Mac that does not cost hundreds of dollars is [Pixelmator](#). It is clean, easy to use, and has almost all the same features of Photoshop. It is under \$60 and Amazon has it (at the time of this writing) for about half that if you can wait for an actual box to be mailed rather than get an instant digital download.

They also offer a [free 30-day trial](#). If you're on a Mac and not yet using Photoshop, try Pixelmator – you may never need another graphics editor as long as you're on the Mac.

(Photoshop is also available for the Mac, but unless you do graphics professionally as a trade, I see no need to spend that kind of money for the one or two very obscure features that you cannot get on Pixelmator)

PC: [Photoshop](#) is the best graphics editor for the PC. Its primary drawback is that it is very expensive. If you have moved beyond GIMP, then this is your best option if you are willing to shell out the bucks.

HTML Editor (Free and Paid)

HTML (HyperText Markup Language) is the coding language that websites are designed in. You do not absolutely need to know this, especially when you are starting out, but at some point in your journey to success, you will realize that the more flexibility you have in the appearance of your websites, the better you will be able to surpass your competition. When you reach that point, a good HTML editor will no doubt be desirable.

Fortunately, there is a fairly excellent (and free) one available and it has both Mac and PC versions.

It is called KompoZer. Here's the best news (for those new to HTML coding): It has a WYSIWYG interface (What You See Is What You Get). This means you can design your web pages in a point and click manner, without having to know the actual HTML code. I do, however, highly recommend that you at least learn the basics of coding – it will be a great help to you.

If and when you are ready for some more advanced web design, there are several options available. Dreamweaver is an expensive, but complete, solution. However, I prefer less expensive alternatives, especially ones that have less of a learning curve.

Mac: I use (and love) Sandvox. I am very pleased with it. It is inexpensive, easy to use and quite flexible. There are two versions of this program, the regular one and Sandvox Pro (which is what I use). For just a little bit more money, the Pro version has tools that are extremely important to successful marketing. I cannot sing enough praises for this fantastic software.

PC: Specifically geared to Internet marketing, XSitePro is an excellent program. I used it almost exclusively before switching over to the Mac platform. (For Mac users wanting to run this on a windows emulator, you must have .NET – I have not had much success with using this on a Mac). If I was still on a PC, this would be my web design software of choice.

Search Engine Optimization (Paid)

This is an area that gets a lot of talk and in which there are a lot of differing opinions. SEO (Search Engine Optimization) is exactly what it sounds like – optimizing your website so that it is better seen by the search engines (such as Google.com). The more love the search engine gives your website, the higher in the “rankings” you get and the easier it is for people to find you on the web.

There are lots of free services out there to help you with this, but sometimes you get what you pay for. Unfortunately in the SEO realm, the really good people who can actually help you are very expensive – sometimes in the tens of thousands of dollars.

There is a course that I highly recommend that will teach you to do SEO yourself. It is a bit daunting (both the subject matter and the course), but if you take the time to learn this, you will be way ahead of everyone else, even people with many more years of experience.

Juggernaut SEO will completely and utterly transform how you view search engine optimization. The techniques are evergreen, meaning that they are not designed to “beat” the latest Google algorithm (which you’ll have to completely redo when they change to the next algorithm), but rather are time-tested ways to improve your visibility.

Here is what I truly love about this course: Your new knowledge will not only get you better rankings in the search engines, but by doing it the way it is taught in the course you will also provide better customer support, improve your communications with your client base and have much more authority within your particular marketing niche.

You will never need another SEO course after this if you decide to take the plunge into Juggernaut SEO.

Extras – Check these out

I debated as to whether I should include a list of other programs that I recommend, and ultimately decided on just a few. The purpose of this report is to simply to give you free tools and a few essentials that might need to be paid for.

Some people will already have the tools we have just discussed and might be looking for some other things to assist them in furthering their marketing skills. So, here we go:

Earn1kaDay Insider's Club - I must put this one at the top of the list (and this is the only one that was listed previously). This “club” is a forum that is invaluable to marketers. It doesn't matter if they have not yet started or have been in the biz for decades, there is a lot of value in this forum (plus loads of free products). They are offering an introductory 10-day program for only \$2.95, so there is nothing to lose to give them a try.

Freebies:

- ➔ Developing Peak Productivity: Triple or Quadruple your results
- ➔ Just Write It! How to Win Forum Friends and Influence People! (18-page whitepaper)

Not so free:

- ➔ 7 Minute Article Secrets: How to write a 400-word article in 7 minutes or less
- ➔ 48 Hour Product: How to create an information product in 48 hours

OK, that's enough, this report is not here to show you a bunch of stuff you can buy, but rather to turn you on to some great tools that will not cost you anything (with a few exceptions).

I hope you have found this report helpful – please distribute it widely!

Don't forget to visit my site at EdAkehurst.com

Thanks (and disclaimers)

Thanks again for taking the time to allow me to share some of my knowledge with you.

I do need to state a few quick things to keep my attorney happy:

This report is copyrighted by me, Ed Akehurst. You are free to disseminate it wherever you like, but you may not change anything or edit anything. It must be handed out in full as it is.

I do not make any income claims. If you use this information, the amount of money you make will depend on your own efforts and an unknown number of variables. No warranties, express or implied, have been given. I do assure you, though, that I have taken care to only pass along information that I believe to be solid and helpful. My intention is to help you succeed, even though I can make no guarantees that you will.

Some of the links in this report are affiliate links and I may earn a commission on them. Most are not. If I do earn a commission, it is because I have chosen to be affiliated with a quality product that I would like to share. I do not recommend products that I do not personally appreciate and use.

I can also not make any guarantees that all of the links are active. If you find a link that does not work, please [email me](#) and let me know. I greatly appreciate any and all feedback.

Here's to your continued success!

Ed Akehurst

EdAkehurst.com