

Directory of Free Internet Marketing Tools

TheInternetMarketingResourceGuide.com

Introduction

This Directory is a scaled back version of our premium Directory of [Free Internet Marketing Tools](#). This Directory contains over 250 free tools whereas the premium directory contains 900 free tools and resources. The premium directory contains the best free tools available online and is believed to be the largest collection of free Internet marketing tools available anywhere. Having this many powerful and free tools at your fingertips will save you countless hours and money.

The Internet is the most cost efficient way to market your business but many small businesses still think the costs of online marketing are too high. This is where they are wrong. It is possible to do just about anything online for free. You can get a free website or blog with videos, pictures, presentations, secure payment processing and an email marketing program – all for free.

If you have a hobby you passionate about or something that you are extremely knowledgeable about it is easy to set up a free blog about your hobby and monetize your knowledge and passion. What a great way to help pay for your hobby!

There is no shortage of paid products and services available. Some of them are very, very good but free tools are all most people will ever need. Some paid tools automate or combine many tasks into one program which is a tremendous time saver but many paid products are nothing more than “branded” (a catchy name and fancy interface) free tools.

If these tools are so powerful, why are they available for free? Because many of the smartest, most successful Internet marketers offer free tools and resources to illustrate their knowledge in hopes you will join their coaching clubs. These coaching clubs are generally only necessary for those that need extra help or those wanting to learn advanced techniques.

If you find this Directory to be helpful please consider downloading a free copy of the Toolbox of [Free Internet Marketing Tools](#) (or upgrading to the [Premium Directory of Free Internet Marketing Tools](#)).

You can also visit TheInternetMarketingResourceGuide.com for the best and biggest [Internet marketing directory](#) of online tools, resources and information.

GET 200 MORE TOOLS – FREE!!

The links to many of the tools and resources in this Directory have been removed.

You can **DOWNLOAD A FREE VERSION** of this Directory with the links included at the link below

[Directory of FREE Internet Marketing Tools](#)

ALL RIGHTS RESERVED

No part of this Directory may be reproduced or transmitted in any form whatsoever, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system without expressed written permission of the author or publisher.

© 2009 TheInternetMarketingResourceGuide.com, All Rights Reserved.

DISCLAIMER AND/OR LEGAL NOTICES

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update his opinions based on new conditions.

This product is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author cannot assume any liabilities for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

Use of this Directory

As long as you do not alter the content of this Directory in any way, you may:

- Give it away
- Use it as a bonus
- Include it in another product
- Include it in a membership site

You may **NOT** charge for this Directory, request an email address or other form of perceived payment

If you find this Directory beneficial.....the **Premium Directory of Free Internet Marketing Tools and Resources** has...

- **Twice the tools and resources as the free version**
 - **More time and money saving tools**
 - **More frequent updates**

Below is a comparison of the two versions

Category	# of Resources*		
	This Directory	Free Upgrade	Premium Directory
Domains	10	18	31
Browsers	7	16	16
Website Design	26	51	97
Coding	25	33	48
Website Analytics	5	5	10
Search Engine Optimization	27	34	51
Keywords	10	16	36
Linking	6	8	23
Web Directories	3	6	13
Bloggng	15	15	75
Content	32	81	162
Social Media	11	43	77
RSS Feeds	4	5	19
Google	28	31	31
Search	9	31	38
Online Marketing	8	16	25
Online Advertising	19	27	56
File Management	9	16	34
Other	14	28	51
Totals	268	480	900

**As of the time of printing. New tools are continually added to so your version may contain more tools and resources than listed above*

For more information on the Premium Directory go to

<http://theinternetmarketingresourceguide.com/premiumdirectory>

CONTENTS

Search Engine Optimization.....	1
SEO Tutorials	1
SEO Software.....	2
Search Engine Rankings.....	2
Competitive Analysis.....	3
PageRank.....	4
Code-to-Text Ratio	4
Search Engine Spiders	4
Sitemaps.....	5
Robot.txt Files	5
Keywords	5
Keyword Guides	5
Keyword Research Tools	6
Related Keywords.....	6
Keyword Density	7
Linking.....	7
Link Building	7
Link Analysis	8
Web Directories	8
Blogging	9
Free Blogs	9
Hosted Blogs.....	9
WordPress Tutorials	10
WordPress Pinging	10
Blogs About Blogging	10

CONTENTS

Content	11
Document Sharing Sites	12
Content Analysis.....	12
Automated Article Submission & Article Spinning.....	13
Article Marketing.....	13
Public Domain Resources	14
Outsourcing.....	14
Free Image Sources	14
Free Photo Editing Programs	15
Video Hosting Sites.....	15
Video Marketing.....	16
Social Media	18
Professional Networking Sites	18
Twitter	18
Web 2.0 Blogs.....	19
Squidoo Resources	20
Social Network Management Tools	20
Social Bookmarking	21
RSS Feeds	21
RSS Readers.....	21
RSS Directories	22
Miscellaneous RSS.....	22
Google.....	22
Google Webmasters.....	22
Google Analytics.....	23
Google Local Business Map.....	23
Google Services	23
Miscellaneous Google	25

CONTENTS

Search	26
Google	26
Search Techniques	26
Niche Search Engines	27
Ego Searches	28
Online Marketing	29
Paid Search / Pay Per Click Advertising.....	29
Affiliate Marketing	29
Affiliate Marketing Tools.....	30
Niche Marketing.....	30
Online Advertising.....	31
Google AdSense	31
Ad Networks.....	31
Banner Ad Networks	32
Joint Ventures	33
Classified Ads.....	33
Domains	34
Domain Names & Registration.....	34
Domain Utilities.....	34
Proxy, Server, Header & Miscellaneous Tools	35
Browsers	36
Firefox Add-ons	36
Website Design	37
Website Templates	37
Website Building	38
Graphics.....	38
Buttons & Icons.....	39
Backgrounds	40
Colors.....	40

CONTENTS

Fonts	41
Website Widgets	41
Website Appearance	42
FTP Uploading	42
Coding	43
HTML	43
HTML Editors	43
CSS	44
PHP	44
Code Cheat Sheets	44
Website Analytics	45
File Management	46
PDF Programs	46
File Conversion	46
File Transfer	47
File Zip Programs	47
Other	48
Email	48
Internet Marketing Forums	49
Surveys	49
eBooks	49
Site Monitoring	50
Anti-Virus Software	50
Diagramming Software	50
Text Editors	50
Free Guides	51

Search Engine Optimization

SEO Tutorials

[<Free Upgrade Required>](#)

Free SEO tutorials

[<Free Upgrade Required>](#)

Free SEO kit

[<Free Upgrade Required>](#)

Free archive of SEO 101 webinars

[Google's SEO Starter Guide](#)

Google's SEO starter guide blog with a downloadable PDF

[SEM Rush](#)

Excellent tutorial by SEO Digger/SEM Rush on how to use their free online tools to find out which keywords your site ranks high enough to be in Google's top 20 search results. Also good for analyzing your competitors sites

[SEO in Practice](#)

Excellent free SEO guide from Link Assistant

Get 200 More Tools FREE!!

*Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included*

[Directory of FREE Internet Marketing Tools](#)

SEO Software

[Web CEO](#)

Free software with tons of SEO tools and training. Promotes your website in search engines and offers powerful site maintenance and traffic analysis features. Impressive capabilities for free

[SEO Spyglass](#)

Free software is an extremely powerful competition research tool designed to let you see exactly how your competitors got to the top in search engines — so you can mimic their winning linking strategy and improve on it

[Traffic Travis](#)

Free SEO software helps with market research, search engine optimization and PPC campaigns. Basic version is free

[SEO Surf](#)

Free SEO software to optimize your website, study optimization techniques of other websites, find link exchange partners and keywords for your site

[Website Auditor](#)

Free software that shows you what it takes to get your site higher in the search engine rankings by showing how your site compares with the top ranked sites for items such as keyword density, meta data, page title, keyword prominence, etc.

Search Engine Rankings

[Search Ranking Tool](#)

Free tool tells if a web page is ranked in the top 3 pages of the search engine results

[Search Rank Tool](#)

Free tool checks the search rank of a web page for a keyword

[Google Position Checker](#)

Free tool checks the Google search rank of a web page for a keyword

<Free Upgrade Required>	Free tool checks Google search rank of a web page for a keyword
<Free Upgrade Required>	Free tool checks the Google ranking of a web page for up to 10 keywords
<Free Upgrade Required>	Free keyword position tracker. Monitors your keyword rankings for multiple search engines and graphs them. Free version monitors up to 10 keywords
<Free Upgrade Required>	Free software checks a URL's rank in over 300 search engines for 100's of keywords you specify. Tracks historic rankings and offers keyword suggestions based on the keywords used by the top 10 search engine results
Myriad Search	Free online tool exports the top 50 search results for the major search engines to a CSV file

Competitive Analysis

Spyfu	Good for competitive intelligence. Shows organic and PPC keywords where the competition appears. Traffic and cost data is generally a little off. Can identify low hanging fruit opportunities
Niche Watch	Find the number of pages, number of links and PageRank of a website. Good for competitive intelligence
URL Trends	Provides link popularity, Google PageRank, Alexa rank, keywords for a website

PageRank

- [Google PageRank Explained](#) Explanation of Google's PageRank and its importance by
- [Historical PageRank](#) Free tool shows the historical PageRank for a URL
- [Future PageRank](#) Free tool shows the PageRank for various Google data centers. Differences could indicate a forthcoming PageRank change
- [Yahoo WebRank](#) Free tool calculates WebRank (Yahoo's version of PageRank) of a web page

Code-to-Text Ratio

The code-to-text ratio represents the percentage of actual text on a web page. This ratio is used by search engines and spiders to calculate the relevancy of a web page. A higher code-to-text ratio gives you a better chance of getting a higher PageRank

- [Star Geek](#) Free tool calculates the code-to-text ratio of a website
- [SEO Chat](#) Free tool calculates the code-to-text ratio of a website

Search Engine Spiders

Search engine spider simulators display the contents of a web page as it looks to a search engine spider

- [Webconfs](#) Free search engine spider simulator
- [Search Who](#) Free search engine spider simulator

Sitemaps

[Sitemaps.org](#)

Overview of SML sitemap protocol supported by the major search engines. Note that XML sitemaps are different than internal sitemaps

[XML Sitemaps](#)

Free tool generates an XML sitemap, a ROR sitemap and an HTML sitemap

Robot.txt Files

[Robottxt.org](#)

Information about robot.txt files

[Robot Check](#)

Free tool checks robot.txt files for errors

Keywords

Keyword Guides

[Keyword Guide](#)

Free keyword research guide by WordTracker. Highly recommended

[Noble Samurai](#)

Tons of free keyword, SEO and other lessons from makers of Market Samurai, one of the most highly regarded keyword research software

Keyword Research Tools

SEO Book	Keyword suggestion tool with links to results in several other tools provides lots of information
Keyword Discovery	Free keyword suggestion tool
Google Keyword Tool	Google's free keyword suggestion tool. Shows related search terms and search volume. Ability to show search volume for broad, phrase and exact search term match
Google Trends	Free Google tool shows search volume trends over time. Historically and seasonally
Google Search Insights	Free Google tool shows demographics for search terms
Google Search Tool	Free Google tool helps find keyword ideas for a web page
<Free Upgrade Required>	Related search section is good for keyword ideas
<Free Upgrade Required>	Free tool shows how difficult it would be to rank for a keyword
<Free Upgrade Required>	Free tool finds long-tail keywords for a web page

Related Keywords

WordTracker Trends	Free tool is good for finding keyword modifiers. Guesses at the traffic a #1 ranking on Google would get. Competition data is unreliable
<Free Upgrade Required>	Free tool provides related keywords
<Free Upgrade Required>	Free online tool helps find ideas and terms related to a given word or words

[Keyword Typos](#)

Free online keyword typo generator

Keyword Density

[Go Rank](#)

Free tool shows the keyword density of up to 5 URL's or the top 10 Google search results

Linking

Link Building

[Hub Finder](#)

Find authority sites (hubs) that link to multiple sites for a given search term to identify potential sites to try to get a link from

[Comment Kahuna](#)

Free software automates finding and posting comments

Free tool finds blogs that use Disqus plug-in for comments, many of which allow do follow links

[<Free Upgrade Required>](#)

Free software monitors blogs you tell it to and alerts you via text message or on your desktop as soon as one of the blogs has a new post. Being the first to comment on a post can bring more traffic to your website

[Link Assistant](#)

Free software finds link partners, automates the process of getting and managing links. Includes many features to ensure you site remains SEO friendly

Link Analysis

[Yahoo Site Explorer](#)

Free Yahoo tool finds the number of inbound links and number of indexed pages for a website. Yahoo's inbound link count is generally regarded as much more reliable than Google's

[Backlink Analyzer](#)

Free tool from SEO Book performs many of the same tasks as SEO Elite for free

[Link Harvester](#)

Free tool from SEO Book provides lots of details about unique linking domains, .edu links and IP addresses of back links

Web Directories

[<Free Upgrade Required>](#)

List of 100 directories

[<Free Upgrade Required>](#)

List of 20 of the top directories including descriptions

[Web Directories List](#)

List of web directories from SEOBook

[<Free Upgrade Required>](#)

Firefox add-on automates directory submission by storing needed information to keyboard combinations

[<Free Upgrade Required>](#)

Tips to get listed in the DMOZ directory

[Directory Submitter](#)

Automated submission to web directories

[Directory List](#)

Free downloadable spreadsheet list of website directories from SEO Book

Blogging

Free Blogs

[Blogger](#)

Get “yourdomain.blogspot.com”. Can have Google AdSense on your blog and keep 100% of revenue. Allows affiliate links.
Owned by Google

[WordPress](#)

Get “yourdomain.wordpress.com”. Does not allow affiliate links

[Live Journal](#)

Get “community.livejournal.com/yourdomain”

[Bravenet](#)

Get “yourdomain.bravejournal.com”

Hosted Blogs

[WordPress](#)

Free blogging software. Lots of tutorial information as well. Tons of free [third party plug-ins](#) are available to automate many tasks

[Typepad](#)

Free blogging software

Get 200 More Tools FREE!!

Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included

[Directory of FREE Internet Marketing Tools](#)

WordPress Tutorials

[Become a Blogger](#)

Excellent free videos on starting a blog. Includes getting a domain name and a web host, installing WordPress, uploading files to your blog, installing a blog theme, installing WordPress plugins, setting up an RSS feed and using FeedBurner

WordPress Pinging

A nice feature of WordPress is that it automatically pings search engines and directories to let them know that you have updated your blog. Below are some recommended blog searches and directories to have WordPress ping (add them under Options – Writing)

[Ping-O-Matic](#)

Blogs About Blogging

[Entrepreneurs Journey](#)

Offers an excellent free eBook called “Blog Profits Blueprint”

[ProBlogger](#)

[HowToMakeMyBlog](#)

[John Cow](#)

Offers an excellent free eBook called “Building a Business Not a Blog”

[Carroline Middlebrook](#)

[Shoe Money](#)

[Wolf Howl](#)

Excellent blog about web design, blogging and SEO

Content

Article Directories

Below are some of the most popular free article directories to use for link building and article marketing

[Ezine Articles](#)

Links only allowed in the author resource box. No affiliate links

[Article Dashboard](#)

[Go Articles](#)

Can have up to three links in the body of the article

[Find Articles](#)

[Article City](#)

[Articles Base](#)

[Article Avenue](#)

[Article Snatch](#)

[<Free Upgrade Required>](#)

Allows affiliate links

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

List of over 400 article directories ranked by PageRank and Alexa rank. Updated Weekly

Document Sharing Sites

Sites that allow you to post documents (in formats such as Word, Excel, PowerPoint, PDF, etc.). Great for documents such as presentations that you want to share. Affiliate links are allowed

[Scribd](#)

[Doc Stoc](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Content Analysis

[Keyword Density](#)

See [Keyword Density Section](#) of this Directory

Automated Article Submission & Article Spinning

[Free Traffic System](#)

Free tool spins articles and submits them to blogs

[Jet Spinner](#)

Free tool spins articles. Offer a pay service, JetSubmitter, to submit to article directories

[Spin Distribute](#)

Free tool spins articles and distributes to them blogs

[Article Submitter](#)

Free tool submits to article directories

[Article Apps](#)

Free tool spins articles

Article Marketing

[Bum Marketing](#)

Article marketing is sometimes referred to as bum marketing. Free step-by-step instructions and free videos. Requires sign-up

[<Free Upgrade Required>](#)

Free report on article marketing strategies. Requires sign-up

[<Free Upgrade Required>](#)

Free report on how to maximize article marketing. Requires sign-up

[\\$5 Formula](#)

Free report on using article marketing for niche marketing. Free video on the [\\$5 Formula](#)

[<Free Upgrade Required>](#)

Three free videos on article marketing strategies

Public Domain Resources

[<Free Upgrade Required>](#) Directory of public domain resources

Outsourcing

[Need an Article](#) Get articles written by professional writers

[Rent-a-Coder](#) Can get articles written for \$3-\$5

[eLance](#) Find experts in tech fields including: PHP, graphic design, MySQL, SEO, writing, WordPress, flash, research, web design, iPhone

[<Free Upgrade Required>](#) Outsource work/tasks to the Phillipines

[<Free Upgrade Required>](#) Learn about outsourcing to the Phillipines

[<Free Upgrade Required>](#) Find highly skilled freelance programmers, web designers and copywriters. Over 1 million registered users can bid on your project

Free Image Sources

[<Free Upgrade Required>](#) List of sites with free images

Free Photo Editing Programs

Pic Resize	Online tool to resize images
Picasa	Google's free downloadable software to edit images
Photoshop Express	Free online photo editor
<Free Upgrade Required>	Free online photo editor
<Free Upgrade Required>	Free online photo editor
<Free Upgrade Required>	Free online photo editor

Video Hosting Sites

YouTube	
Daily Motion	
Meta Café	
Revver	
<Free Upgrade Required>	Good for videos over 10 minutes long
<Free Upgrade Required>	Good for videos over 10 minutes long
<Free Upgrade Required>	Good for videos over 10 minutes long
<Free Upgrade Required>	
<Free Upgrade Required>	

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Geared to education. Helps teachers teach, learn, connect and share with students and fellow teachers.

[<Free Upgrade Required>](#)

How to videos. Many are humorous

[<Free Upgrade Required>](#)

Instructional videos and do-it-yourself projects

[<Free Upgrade Required>](#)

Instructional videos

[<Free Upgrade Required>](#)

For action and extreme sports

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Create your own channel containing your own content as well as "curated" content from other users

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Social video classifieds

[<Free Upgrade Required>](#)

Video Marketing

[<Free Upgrade Required>](#)

Distributes videos to many video sites and provides analytics

[<Free Upgrade Required>](#)

Blog devoted to maximizing YouTube

<Free Upgrade Required>	Webinar on using video for inbound marketing
<Free Upgrade Required>	SEO for YouTube
<Free Upgrade Required>	Tweaks and tips to optimize YouTube videos
Screen Capture Software	Free trial of Camtasia Studio
Jing	Free screen capture software. Lesser version of Camtasia Studio (made by the same company, Techsmith)
Windows Movie Maker	Free Windows movie editing and creation software. Should be pre-installed on all Windows XP, Vista and 7 computers
Animoto	Creates custom (different every time you run it) videos from your pictures, videos and music. Free version lets you create videos up to 30 seconds long

Get 200 More Tools FREE!!

Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included

[Directory of FREE Internet Marketing Tools](#)

Social Media

Professional Networking Sites

[LinkedIn](#)

[Plaxo](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Twitter

[Twitter Search](#)

Search Twitter posts

[<Free Upgrade Required>](#)

Free software manages your Twitter, Facebook and MySpace accounts at the same time

[<Free Upgrade Required>](#)

Free tool automatically tweet your blog posts

[<Free Upgrade Required>](#)

Easily customize your Twitter background with your pictures, logos, etc. for free

Web 2.0 Blogs

*Web 2.0 blogs are essentially cross between a blog, a website and an article directory. They let you easily create your own URL and provide tools that make it easy to post articles, blog posts, pictures, videos, surveys, sell products and link to other sites for **free**. Use them as your main website, as a feeder site for long tail keywords or for providing targeted links (many have high PageRank).*

[Squidoo](#)

Allows a max of 9 links per lens to a single domain

[Hubpages](#)

Allows a max of 2 links per hub to a single domain. If author's internal Hub rating is 75 or higher links on all that author's hubs are do-follow

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Google's version of Wikipedia

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

[<Free Upgrade Required>](#)

Squidoo Resources

[Pot Pie Girl](#)

Blog with great Squidoo tips and tricks

[Squidoo Guide](#)

Free Squidoo guide by Pot Pie Girl

[<Free Upgrade Required>](#)

Squidoo lenses with tons of Free Squidoo tips

[<Free Upgrade Required>](#)

Free Squidoo utilities

[<Free Upgrade Required>](#)

Blog for SquidUtils has lots of good tips too

Social Network Management Tools

[<Free Upgrade Required>](#)

Free tool lets you update all your social networks at once

[<Free Upgrade Required>](#)

Communicate with your friends over AIM, Yahoo Messenger, MSN, GTalk and more without having to install separate clients. Check email from multiple providers

[<Free Upgrade Required>](#)

Monitor your Facebook, Youtube, livejournal, flickr, blogger, MySpace, Twitter, Feedburner (more coming) from one location

Social Bookmarking

[Bookmarking Sites](#)

List of social bookmarking and social media sites

[Do-Follow Bookmarks](#)

List of social bookmarking sites that have do-follow links

[Do-Follow Bookmarks](#)

List of social bookmarking sites that have do-follow links by Caroline Middlebrook

[Add This](#)

Free code to add a “share this” button to your site

[<Free Upgrade Required>](#)

Free automated social bookmarking tool

[<Free Upgrade Required>](#)

Free automated social bookmarking tool if you add a bookmark and share button to your site

[<Free Upgrade Required>](#)

Free automated bookmarking tool

RSS Feeds

RSS Readers

[Google Reader](#)

[Net Vibes](#)

[Blog Lines](#)

RSS Directories

Submitting your RSS feeds to RSS directories makes it more likely that people or other sites will subscribe to your feed. Some Directories give each feed its own page while others just provide links and some links are do-follow so there is some link benefits as well.

[<Free Upgrade Required>](#)

List of 55 RSS directories. Some require registration but all are free

Miscellaneous RSS

[What is RSS](#)

Overview of RSS feeds

Google

Google Webmasters

[Google Webmaster](#)

Free Google tool provides detailed reports on your webpage's visibility on Google

[Google Webmaster Blog](#)

Google's official webmaster blog

[Google Webmaster Gadgets](#)

Free tools from Google to add Google gadgets to your website

[Google Webmaster Help](#)

Google's official webmaster YouTube channel

[Google Website Optimizer](#)

Google's free website testing and optimization tool. Use to test and optimize site content and design to increase revenue and ROI

[Website Optimizer Help](#)

Google's official website optimizer YouTube channel

[Website Optimizer Blog](#) Google's official website optimizer blog

Google Analytics

[Google Analytics](#) Google's free website analytics. Plenty powerful for all but the biggest e-commerce sites

[Google Analytics Products](#) Information about Google's various free website analytics products

[Google Analytics Blog](#) Official Google Analytics blog

Google Local Business Map

[<Free Upgrade Required>](#) Add your business to Google Maps for free. Some search terms have up to ten businesses on a Google map on page one of the search results

[<Free Upgrade Required>](#) How to add your business to Google Maps

[<Free Upgrade Required>](#) Video on how to add your business to Google Maps and show up on page one of Google search results

Google Services

[Google Services](#) List of Google's free business solutions

[Google Toolbar](#) Install Google's free toolbar to your browser. Can include PageRank indicator

<u>Google PageRank</u>	Explanation of Google PageRank and its importance
<u>Google Translate</u>	Free tool from Google translate text from one language to another. Can be used to make your website available in other languages
<u>Google Languages</u>	Free tool from Google where you enter a search phrase in your language and Google will return results in another language and translates the search results
<u>Google Voice</u>	Get a free phone number and voicemail from Google. You can pick the area code and number. Set it forward to any phone number and even forward to different numbers or to voicemail based on the incoming number. Sends a .wav file of voicemails to your email. Transcribes voicemails to text files
<u>Google Voice Blog</u>	Official blog of Google Voice
<u>Gmail for Your Domain Email</u>	How to use Gmail to manage email addresses from you domain (i.e., yourname@yourdomain.com)
<u>Google Apps</u>	Use Google Apps to host your company email and calendars. Use Google Sites as a project management portal. \$50/year
<u>Google Sets</u>	Free tool from Google helps brainstorm keyword ideas
<u>Google Keyword Tool</u>	Google's free keyword suggestion tool. Shows related search terms and search volume. Ability to show search volume for broad, phrase and exact search term match
<u>Google Trends</u>	Free Google tool shows search volume trends over time. Historically and seasonally
<u>Google Search Insights</u>	Free Google tool shows demographics for search terms
<u>Google Search Tool</u>	Free Google tool helps find keyword ideas for a web page

[Google Experimental](#)

See Google's latest experimental features and try them for free

Miscellaneous Google

[Google Alerts](#)

Receive email alerts whenever Google detects a new web page, tweet, news article, press release, etc. that contains words you set

[Google Sidewiki](#)

Part of Google's free toolbar that lets people make and share comments on any web page

[Google Fastflip](#)

Free Google service that lets users quickly "flip" through thumbnails of content from participating publishers

Get 200 More Tools FREE!!

Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included

[Directory of FREE Internet Marketing Tools](#)

Search

Google

Google Searches	Google's list of search features, specialized searches and search help center
Google Guide	Guide to advanced Google searches. Not affiliated with Google
Advanced Google Search	Advanced Google search tool. Especially good for SEO and keyword research. Not affiliated with Google
Google Data Center Search	Free tool shows search results for various Google data centers
Google vs. Yahoo	Free tool shows search results for Google and Yahoo and creates a graph to compare the two
Google Local	Google's local business search
Google Scholar	Google's academic literature search
Google Product Search	Google's product search

Search Techniques

Exact phrase	<Free Upgrade Required>
Exclude word or words	<Free Upgrade Required>
Search only a specific site	<Free Upgrade Required>
Search specific document type	<Free Upgrade Required>
Phone number reverse lookup	<Free Upgrade Required>

Area code lookup	<Free Upgrade Required>
Definition	<Free Upgrade Required>
Find # of pages indexed	<Free Upgrade Required>
Allintitle	<Free Upgrade Required>
Allinanchor	<Free Upgrade Required>
Allintext	<Free Upgrade Required>
Inbound Links	<Free Upgrade Required>

Niche Search Engines

<Free Upgrade Required>	Discussion search engine
<Free Upgrade Required>	Discussion search engine
<Free Upgrade Required>	Search over 2,300 discussion forums for topics related to a link you would like to have
<Free Upgrade Required>	Search headlines of over 30 internet marketing and search engine forums
<Free Upgrade Required>	Search government websites

Ego Searches

In addition to Google Alerts you can use “ego searches” to monitor blogs and news portals for mentions of your company, your products, your competitors or keywords. Using RSS feeds you can receive updates in an RSS reader each time new information is found for your custom search

[Google News](#)

Perform a search in Google news, click on the RSS link and add the RSS URL to our RSS reader. Every time your search term is mentioned in a news article it will show up in your RSS reader

[<Free Upgrade Required>](#)

Find what is being said about your search term in blogs. Provides a graph of your search term occurrences. Follow the same the procedure as for Google News

[<Free Upgrade Required>](#)

Can filter your search to include only certain types of types of content such as press releases, SEC filings, Newsgroup posts, etc. Follow the same procedure as for Google News

[<Free Upgrade Required>](#)

Real-time blog search engine. Add your keywords (search terms) to a watch list and use the blue RSS icon at the bottom

[<Free Upgrade Required>](#)

Follow the same procedure as for Google News

[<Free Upgrade Required>](#)

Follow the same procedure as for Google News. Click “view as RSS”

Online Marketing

Paid Search / Pay Per Click Advertising

Often you can get up to \$200 in credits for paid search when you sign up for an account. Try searching for "AdWords PPC coupon", "MSN Ad Center Coupon" or "Yahoo Search Marketing Coupon"

[Google AdWords](#)

Google's paid search

[AdWords Learning Center](#)

Google's AdWords learning center. Great resource for search marketing and analytics

[<Free Upgrade Required>](#)

Google's official AdWords blog

[<Free Upgrade Required>](#)

Free Google tool estimates the traffic you would receive from AdWords given a specific bid (estimates the bid price necessary to rank #1 in Google for 85% of searches for your keyword)

[Yahoo Search Marketing](#)

Yahoo's paid search

[MSN Search Advertising](#)

MSN's paid search

Affiliate Marketing

[<Free Upgrade Required>](#)

Lots of information about affiliate marketing, free tutorial, discussion forum. Mostly for beginners but some advanced stuff too. Huge directory of affiliate programs

[<Free Upgrade Required>](#)

Huge list of affiliate programs and products to promote. Search affiliate programs and products by industry

- [Afflorama](#) Great affiliate marketing resources, lessons, forum, tools, affiliate marketing terms glossary
- [<Free Upgrade Required>](#) Popular blog about affiliate marketing

Affiliate Marketing Tools

- [<Free Upgrade Required>](#) Free software to cloak affiliate links
- [<Free Upgrade Required>](#) Free link encryption program
- [CB Engine](#) Free tools to search and analyze Clickbank products

Niche Marketing

- [<Free Upgrade Required>](#) List of highest cost per click keywords for Google AdWords
- [Niches Uncovered](#) Free videos on how-to researching niche markets
- [Finding Something to Sell](#) Free video on how to find something to sell online by Frank Kern

Get 200 More Tools FREE!!

*Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included*

[Directory of FREE Internet Marketing Tools](#)

Online Advertising

[MSN Advertising](#)

MSN's digital advertising lab. Lots of demographic data

[Google Ad Planner](#)

Tools to help with online ad placement by defining audiences by demographics and interests and finding websites relevant to your target audience

[Google AdWords Blog](#)

Google blog post about their Ad Planner

[<Free Upgrade Required>](#)

List of over 100 ideas to advertise your website or product. Some are free, some are paid

Google AdSense

[Google AdSense](#)

Displays relevant Google ads on your website

[Google AdSense Blog](#)

Official Google AdSense Blog

[Google AdSense Forum](#)

Official Google AdSense Forum

Ad Networks

[Chitika](#)

Displays relevant ads to search engine traffic only. Can be used in addition to AdSense or instead of AdSense

[Shopzilla](#)

Integrates contextually relevant sponsored shopping content onto websites

[Widget Bucks](#)

Install widgets (shopping, local, travel) on your site that display relevant ads. Uses YieldSense to optimize ads

[Kontera](#)

Provides relevant in text ads (text and video) if a visitor puts their mouse over a highlighted word

[<Free Upgrade Required>](#)

Advertisers bid to appear on a site and the site owner controls the ads that appear. Pay per click pricing model. Price based on the quality and popularity of a site, not the keywords

[<Free Upgrade Required>](#)

Largest text ad marketplace. Provides static HTML links

[<Free Upgrade Required>](#)

Text, banner and full page ads. Site owners can approve all ads before they appear

[<Free Upgrade Required>](#)

Site specific advertising solutions for advertisers and site owners that focuses on sites with premium content

[<Free Upgrade Required>](#)

Pay per click search engine advertising and affiliate network

Banner Ad Networks

[Neverblue](#)[Azoogle](#)[OpenX](#)

Joint Ventures

JV Notify Pro	JV broker. Schedule of product launches. Resources about JV's
JV Alert	JV broker
JV Millionaires	JV network
Warrior Forum	Section of Warrior Forum dedicated to JV's
<Free Upgrade Required>	Be alerted to new JV offers. Can pay to have members alerted to your JV offer
<Free Upgrade Required>	Internet marketing forum resources

Classified Ads

Internet classified ads are not only a way to sell your product or service but many of the sites rank well in search engine results and you can provide a link to your site. Below are some of the better free classified sites

Craigslist	Post free classified ads for most products and services (varies by city)
US Free Ads	Post basic classified ads for free. Premium membership lets you post unlimited ads and include links, email address and more

Domains

Domain Names & Registration

Whois	Search available domain names and extensions (.com, .net, .org, etc) and ownership information
Domain Tools	Lots of domain name tools including name suggestions and search by IP address
PC Names	Find available domains in real time (as you type)
Name Boy	Suggests domain names based on keywords you provide
Domainsbot	Suggests available domain names for your keyword
<Free Upgrade Required>	Find expired domains
<Free Upgrade Required>	Find expiring domains
<Free Upgrade Required>	Find deleted domains
<Free Upgrade Required>	Snapshots of what a URL looked like at different points in time. Helpful to know what a domain you are considering purchasing was used for in the past
<Free Upgrade Required>	Provides detailed information about domains

Domain Utilities

Domain Typo Generator	Shows likely mis-spellings and mis-typings for a domain
---------------------------------------	---

[Dig Query](#) Free tool that queries the Domain Name Service (DNS) using the dig command and provides “behind-the-scenes” information on domains

[DNS Query](#) Free tool looks up DNS information for a domain. Less detail than the Dig Query above

Proxy, Server, Header & Miscellaneous Tools

[Regional Proxy](#) Free tool lets you view search engine results as if you were located in a particular region or country. Search engine results vary based on the location of the searcher

[Mime Types Test](#) Free chart that shows a list of common MIME types and their corresponding file extensions

[<Free Upgrade Required>](#) Free tool shows the exact HTTP headers that a web server is sending with an HTTP response. This is helpful if you want to know what cookies are being set or where any redirects going

[<Free Upgrade Required>](#) Free tool helps generates the syntax for creating a cron job. Cron is a Unix/Linux function that lets you automatically run a command at a specific time

[<Free Upgrade Required>](#) Free tool that is useful for those wanting to move .co.uk domains from one IPS tag to another

Get 200 More Tools FREE!!

*Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included*

[Directory of FREE Internet Marketing Tools](#)

Browsers

[Firefox](#)

Firefox is the overwhelmingly preferred browser for IM marketing if for no other reason than the abundance of third party add-ons that simplify many tasks

[<Free Upgrade Required>](#)

Free Firefox tool bar provides tons of information about a web page both in search results and when viewing a web page

[<Free Upgrade Required>](#)

Free Firefox tool bar provides information similar to the one above but the results can be sorted. Easy to toggle on and off since it slows down search results

Firefox Add-ons

[Firefox Add-ons](#)

List of Firefox browser add-ons

[Fire Shot](#)

Takes a screenshot of your browser window

[Screen Grab](#)

Takes a screenshot of your browser window

[Deja Click](#)

Record your favorite browser activities (open certain websites, favorite searches, etc.) as macros. Creates bookmarks for easy future use

[Live HTTP Headers](#)

Adds a "Headers" tab in "View Page Info" of a web page and the ability to display HTTP headers in real time. Good to detect redirects, debugging a web application, seeing which kind of web server a remote site is using and seeing cookies sent by a remote site

[Color Zilla](#)

Lets you copy colors from a website

[<Free Upgrade Required>](#)

Lets you view PDF's as HTML and save websites as a PDF.

<Free Upgrade Required>	Helps you see how bots view a web page
<Free Upgrade Required>	Shows a thumbnail of open Firefox tabs
<Free Upgrade Required>	Adds a menu and toolbar with various web developer tools
<Free Upgrade Required>	Makes it easy to write custom scripts to work within Firefox
<Free Upgrade Required>	Saves and auto enters user id's and passwords for websites. Similar to RoboForm but free
<Free Upgrade Required>	Add-in for Firefox that lets you easily post web content to your blog. Properly formatted content can be dragged and dropped

Website Design

Website Templates

Website Templates	Free website templates
<Free Upgrade Required>	Over 2,000 free website templates
<Free Upgrade Required>	Free website templates and logos

Website Building

[My Free Website Builder](#) Free website design software

[Kompozer](#) Free website design software

[Zy](#) Free website design software

[<Free Upgrade Required>](#) Free website design software

[<Free Upgrade Required>](#) Free website design software

Graphics

[Gimp](#) Free image creation and editing software (“the free Photo Shop”)

[Get Paint](#) Free graphics design software

[<Free Upgrade Required>](#) Free tools to create banners

[<Free Upgrade Required>](#) Free tools to create banners

[<Free Upgrade Required>](#) Free tool to create Flash banners

[<Free Upgrade Required>](#) Free tool to create animated banners

Buttons & Icons

Dabutton Factory	Free tools to create buttons
Button Generator	Free tools to create buttons. Can create mouse over drop down menus
Netdenizen	Free tools to create buttons
Free Buttons	Library of free buttons
<Free Upgrade Required>	Library of free icons
<Free Upgrade Required>	Free tool generates logos, buttons and fonts
<Free Upgrade Required>	Free tool generates logos, buttons, fonts, arrows, bullets and dividers
Instant Graphic Creator	Free tools to create “buy now” type icons

Get 200 More Tools FREE!!

Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included

[Directory of FREE Internet Marketing Tools](#)

Backgrounds

[BG Maker](#)

Free tools to create web page backgrounds. See changes as you make them

[BG Patterns](#)

Free tools to create web page backgrounds. Lots of pre-made patterns

[<Free Upgrade Required>](#)

Free tools to create web page backgrounds. Upload your own pattern and customize them. Active community to share ideas & get help. Available in 12 languages

[<Free Upgrade Required>](#)

Free tools to create web page backgrounds. Features dots that fade away as they go down the screen

[<Free Upgrade Required>](#)

Free tools to create web page backgrounds. Large library of patterns that can be customized

Colors

[Color Codes](#)

Free HTML color code quick reference guide

[Color Jack](#)

Free online tool to create custom colors

[<Free Upgrade Required>](#)

Free online tool lets you see HTML colors side-by-side

[<Free Upgrade Required>](#)

Free online tool calculates the closest color in the 216 color web-safe palette to the color you specify

[<Free Upgrade Required>](#)

Free online tool transforms the pixel under your mouse into a number of different color formats

Fonts

[Quick Online Tips](#) Over 1,000 free fonts for Windows and Macintosh

[Urban Fonts](#) Over 8,000 free fonts and dingware

[Better Fonts](#) Over 1,000 free fonts

[<Free Upgrade Required>](#) Over 13,000 free fonts

[<Free Upgrade Required>](#) Over 9,000 free fonts

[<Free Upgrade Required>](#) The 500 top web fonts for free

Website Widgets

[Add a Discussion Forum](#) Free tools to add a free customizable discussion forum

[Password Protect](#) Free tools to password protect parts of your website

[htaccess Generator](#) Free tool generates the files (.htaccess and .htpasswd) you need to password protect an area of your website

[Add a Guestbook](#) Free tools to add a guestbook to your website

[<Free Upgrade Required>](#) Free tools to add live web chat to your website

[<Free Upgrade Required>](#) Free tools to add an FAQ online help system to your website

[<Free Upgrade Required>](#) Free tools to add email forms to your website

[<Free Upgrade Required>](#) Free tools to add a speaking character to your website

[<Free Upgrade Required>](#)

Free java script library provides simple validation of data entered into forms on your website

[<Free Upgrade Required>](#)

Website Appearance

[Adobe Brower Lab](#)

Free online tool for cross-browser testing. Preview and test your website on leading browsers and operating systems

[<Free Upgrade Required>](#)

Free online tool shows how your website looks in the most popular resolution formats

FTP Uploading

[Smart FTP](#)

Free FTP client uploader

[Filezilla](#)

Free FTP client uploader

[Altools](#)

Free FTP client uploader

Coding

[<Free Upgrade Required>](#)

More than 45 code snippet resources and repositories

HTML

[HTML Reference Guide](#)

HTML quick reference sheet

[HTML Tags](#)

List of HTML code

[HTML Entity Chart](#)

Chart of the special characters in the Latin iso character set and the corresponding HTML code

[Special Characters](#)

Special characters quick reference guide

[<Free Upgrade Required>](#)

Free CSS coding tutorial

[<Free Upgrade Required>](#)

Free tutorial on creating HTML forms

[<Free Upgrade Required>](#)

Free tutorial on creating HTML tables

HTML Editors

[Page Breeze](#)

Free HTML editor

[Coffee Cup](#)

Free HTML editor

[Nvu](#)

Fee HTML editor

CSS

[CSS Reference Guide](#) Free CSS quick reference guide

[<Free Upgrade Required>](#) Free CSS tutorial

[<Free Upgrade Required>](#) Free CSS coding tutorial

PHP

[PHP Anywhere](#) Free online service enables you to develop and maintain PHP and HTML applications through any standard browser

[<Free Upgrade Required>](#) Free PHP tutorial

[<Free Upgrade Required>](#) Over 40,000 free PHP scripts

Code Cheat Sheets

Downloadable and printable code cheat sheets for the following languages:

[Python](#)

[Subversion](#)

[Regular Expressions](#)

[Mod Rewrite](#)

[PHP](#)

[CSS](#)

[SQL Server](#)

[HTML](#)

[Micro Formats](#)

[World of Warcraft](#)

[Ruby on Rails](#)

[ASP Vbscript](#)

[HTML Character Entities](#)

[JavaScript](#)

[My SQL](#)

[Colors](#)

Website Analytics

[Compete](#)

Find the number of visitors and top keywords for a website

[Alexa](#)

Find the number of visitors and top keywords for a website

[Quantcast](#)

Demographic data for a website

[Google Analytics](#)

Google's free website analytics. Very robust and customizable. Sufficient for all but very large e-commerce and publisher websites

[Yahoo Analytics](#)

Yahoo's free website analytics

File Management

PDF Programs

[Foxit](#)

Free PDF reader. Faster and more robust than Adobe

[PDF 995](#)

Free PDF creator software

[Speedy PDF](#)

Free software allows you to print any document to a PDF

[<Free Upgrade Required>](#)

Free software lets you create and edit new and existing PDF forms. Can use Java script to validate input data

[<Free Upgrade Required>](#)

Free online PDF editor. Can move and delete pages, set a password and add metadata to a PDF

[<Free Upgrade Required>](#)

Free service to edit and fill out PDF forms online. Can use it on your website to allow customers to fill out PDF's online and email you

[<Free Upgrade Required>](#)

Free service to merge PDF documents. Supports up to 10 documents up to 5MB each

File Conversion

[Zamzar](#)

Free online file conversion. Works with tons of file types and can convert to many file types. Free version works with files up to 100MB

[<Free Upgrade Required>](#)

Free online service converts a flash video/FLV file (YouTube video, etc.) to an MPEG4 (AVI, MOV, MP4, MP3, 3GP) file

File Transfer

[Giga Size](#)

Upload and transfer large files without FTP for free

[Utorrent](#)

Free tool to manage download files using torrents

[<Free Upgrade Required>](#)

Free service to upload and download file of all sizes and share with others via email, MySpace, blog, forums, etc.

[<Free Upgrade Required>](#)

Free service lets you upload and share up 20MB of files. Use zip files to increase your capacity

File Zip Programs

[7 Zip](#)

Free file zip software

[Zip Genius](#)

Free file zip software

[AL Zip](#)

Free file zip software

Get 200 More Tools FREE!!

Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included

[Directory of FREE Internet Marketing Tools](#)

Other

Email

<Free Upgrade Required>	Free autoresponder for up to 500 email addresses
<Free Upgrade Required>	Free autoresponder for up to 300 email addresses
<Free Upgrade Required>	Free disposable email addresses. Create an email address on the spot (whatever@mailinator.com). Can't send from the address and anyone can read emails received by that email address
<Free Upgrade Required>	Free service to test if an email is valid
Email Marketing Reports	Email marketing guides
Email Marketing Tips	Email marketing tips, tricks and secrets
<Free Upgrade Required>	Free resources to help you find an email address for someone
<Free Upgrade Required>	Free service lets you email any web page to someone. The entire web page is captured and emailed as you see it so the recipient sees the same thing you see without having to click on a link
<Free Upgrade Required>	Free email management software comparable, and some say better, to Outlook
ISO Register	Free email autoresponder. No sponsor ads
Easy Video Producer	Free tool to easily create and imbed videos in your emails and web pages. Has a list building component and the upgrade service has an MLM component

Internet Marketing Forums

[Warrior Forum](#)

Large, very active forums with discussions focused on internet marketing and making money online. Web design and programming discussions not as active as other forums

[Digital Point](#)

Large, very active forums covering a wide range of topics. More web design and programming discussions than Warrior Forum

[Site Point](#)

Large, active forums focused primarily on web design, coding and programming

Surveys

[<Free Upgrade Required>](#)

Create free surveys for your website

eBooks

[PDF Power Brand](#)

Free eBook rebrander

[<Free Upgrade Required>](#)

Free alternative to Adobe Pagemaker and Quark Express to create print quality documents

[5 Star eBooks](#)

Marketplace to buy and sell eBooks. Most sell for \$.99

[<Free Upgrade Required>](#)

Source for free eBooks

Site Monitoring

[Are My Sites Up](#)

Free service notifies you if your sites are down

Anti-Virus Software

[<Free Upgrade Required>](#)

Free anti-virus software

[<Free Upgrade Required>](#)

Free anti-virus software

[<Free Upgrade Required>](#)

Free anti-virus software

[<Free Upgrade Required>](#)

Free anti-virus software

Diagramming Software

[Gliffy](#)

Free 30 day trial of software to create flowcharts, org charts, process charts and floor plans

[Free Mind](#)

Free mind mapping software

Text Editors

[Notepad Plus](#)

Free Notepad alternative with some enhanced features

Free Guides

[IM Glossary](#)

Glossary of internet and search engine marketing terms from SEOBook

Get 200 More Tools FREE!!

*Download a **FREE** version of this Directory with the **<Free Upgrade Required>** links included*

[Directory of FREE Internet Marketing Tools](#)