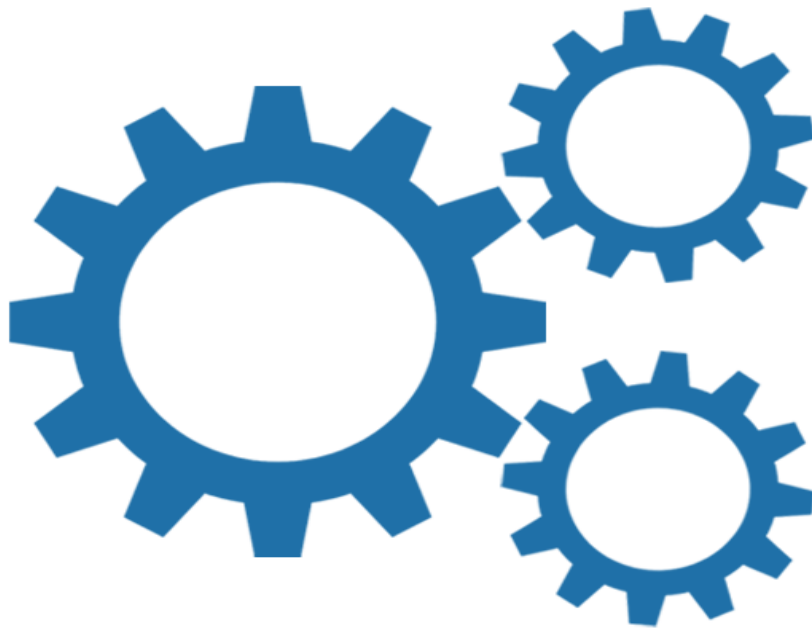


# ONLINE BUSINESS BLUEPRINT



RESOURCE CHEAT SHEET

This cheat sheet will give you some additional resources to make internet marketing a success. There are six different categories of resources below, each of them almost vital in the world of internet marketing. Although you don't need to use any of them to get started in the world of internet marketing, anyone serious about IM will eventually want to know these tools and use them to build their business.

## **Learn More about Internet Marketing**

The first category is some resources to help you learn more about internet marketing. You'll need to learn everything you can if you want to be successful in this business. Unfortunately, there is a lot of garbage out there, and a lot of people charging money to give you the same information that you can find yourself. Here are some good resources that will teach you what you need to know.

This is a collection of a whole bunch of different internet marketing courses that you can take online for free. Some are better than others, but they can all teach you something useful.

<http://www.wordstream.com/blog/ws/2014/08/19/free-online-marketing-courses>

This is an article that explains the basics of internet marketing, as well as shows you how you can teach yourself IM without spending money or falling into the traps that so many internet marketers fall into.

<https://www.singlegrain.com/digital-marketing/best-way-to-learn-internet-marketing/>

Finally, this is a beginner's guide that will teach you all of the basic of internet marketing. IM has its own terminology and unless you become familiar with the terms, acronyms and tropes, you may get confused.

<https://www.quicksprout.com/the-beginners-guide-to-online-marketing/>

## **Building Links**

These resources are all about building links. Link building is one of the staples of internet marketing, but you want to make sure that you do it correctly. There are certain pitfalls when it comes to link building that can

plummet your website to the depths of the search engine results or get removed from it altogether.

We will start with this beginner's guide that will teach you everything that you need to know to learn the basics of link building. The nice thing is that it is updated for whatever the current year is, as link building strategies change to keep up with the search engines.

<http://www.pageonepower.com/link-building-guide>

This is a guide directly from SEOBook, one of the most trusted and popular search engine optimization sites on the web. SEOBook has tons of stuff to check out besides this guide as well, including some tools that you will find very useful as an internet marketer.

<http://www.seobook.com/archives/001792.shtml>

Don't let anyone tell you that you have to spend money to build links. While there are some good ways to use money when it comes to internet marketing, and even link building, most of the time you can build links for nothing. Here are some tips to help you with that.

<http://www.wordstream.com/link-building>

This is a really good resource for beginners, because it explains the black-hat SEO techniques, why you shouldn't use them, and offers white-hat SEO strategies instead. <https://moz.com/beginners-guide-to-link-building/good-bad-ugly>

## **Buying Content**

If you want to get into internet marketing, then you are going to have to have content. If you don't want to write it yourself, there are some good resources out there for finding someone to write your content for you.

Constant Content is a great way to find content. They have both articles that have already been written that you can purchase, or you can hire a freelancer to write the perfect article. <https://www.constant-content.com/>

Textbroker is an amazing service for finding budget copywriters. The thing about Textbroker is that you get to choose the expertise level of your writer, and if you don't need something extremely well written, you can get it for a budget price. However, you always want your content to be as high quality as possible. <https://www.textbroker.com/>

TextBoss is another copywriting service that has highly skilled writers and offers just about any kind of content that you could want. They have specials all the time, but you have to keep an eye out of them.

<http://textboss.com/>

If you are really on tight budget, you can advertise on the Digital Point forums. They have a “Services” section where writers and buyers connect. However, the quality levels of the writers there vary considerably and you never know what you’re going to get.

<https://forums.digitalpoint.com/>

## **Domain Names**

If you want to become serious about internet marketing, then eventually you are going to need to build some websites of your own. That means that you are also going to have to get some domains. Choosing a domain name is one of the most important parts of an SEO strategy, and there are lots of places that offer them online. However, some are better than others, and there is no sense paying extra for something that is exactly the same no matter where you buy from. Here are a list of the better domain registrars out there.

<https://www.namecheap.com/>

<https://www.godaddy.com/>

<https://www.name.com/>

## **Web Hosting**

You are also going to need hosting if you start your own websites. There are a lot of choices out there, but there are three web hosts that we think are really great.

Hostgator is one of the most popular hosting companies out there and for very good reasons. For about \$10 a month you can get a hosting package that includes unlimited domains and subdomains, unlimited bandwidth and really great customer support. <http://www.hostgator.com/>

Bluehost is a really good hosting site as well. They have the same features as Hostgator, but the only issue with them is that you have to pay for a year in advance – or several. If you do that, you do save money over the Hostgator price though. <https://www.bluehost.com>

Finally, Free Hosting is truly free hosting. You can host your website for free. You don't even have to add a credit card. However, you get what you pay for. In this case, it means that sometimes sites can be slow to load and there is no direct contact customer support. The best way to use this resource is to test out sites when you don't already have unlimited domains with another host. <https://www.freehosting.com/>