



RECOMMENDED RESOURCES

Welcome to my **"Recommended Resources"** where I have listed some of the Tools and Resources I use nearly every day to run my internet marketing business. I have not included any product or service on this page, that I have not used myself, or any that I have used but not been happy with.

NOTE: Some of the links to the resources listed in this report are my affiliate links, and I may earn commissions if you purchase through these links. If you have any issues with this, please contact me to discuss.

Recommended Resources:

Free Email Accounts:

Outlook.com – [We use and highly recommend this service](#)

Google G-mail - [Gmail – Probably the most common and highly recommended.](#)

Auto-responder Services:

GetResponse – [The main Auto-responder system I use right now.](#)

Aweber – [Probably the Most Popular Auto-responder for Internet Marketers](#)

Insty Mailer – [Not just an Auto-responder, but Hosting, Page Builder, All-in-One!](#)

These three are all very good and quite popular systems for Internet Marketers, all reasonably priced and reliable services. For Newbie marketers, I would recommend GetResponse if you are just looking for a good Auto-responder, or Insty if you need hosting, a really good mobile responsive page builder, and very good support.



Domain Name Registration:

GoDaddy – At this point, GoDaddy is the only company I can personally recommend, as they are where I have all my domains and I have never had a reason to try anywhere else. [You can see it here!](#)

Website Tracking / Traffic Analytics:

Google Analytics - [Sign in to Your Google Account first, then go to Analytics.](#)

Image Editors:

Gimp is a full featured open source software, you can download and use totally free. You can do all the common things that Photoshop does. Yes... it does open PSD files, then works on them as an XCF, when finished you can save your image out as TIFF, JPEG, GIF, PNG, PSD, TGA or BMP.

[Gimp \(Free Download, many features\)](#)

Photopea is an online image editor, with many features. You can edit Photoshop, Gimp, Sketch and several other file formats. Just upload (open) your image, do your work and then export as a PNG, JPEG, GIF, and several other formats. Photopea – [Free online editor](#)

Canva is another really great image editing program, but it is much more suitable for making quick, good quality images for headers, social media post images, images to include in your blog posts, etc. It is online software, you just create a Free account, and go for it. They have hundreds of image templates for you to start with, then you add colors, overlays, text, icons, etc. When you are happy, you can download the images to your PC.

There is a paid account available with many more options and tools, but I have not tried this, the free account is all I have needed, so far.

Canva - <https://www.canva.com>



Compressed (.zip) File software:

We use and recommend **7-zip** for the opening and for zipping up compressed files. I have seen some posts saying that it contains malware, but I've been using it both at home, and our 30plus users at my work for several years without any issues at all. A good thing is it also opens ZAR files which some others won't look at. I do recommend that you only download from original 7-zip.org site! – [Get 7-zip here!](http://www.7-zip.org)

There are many different ones around, but I can't recommend any other free one.

Audio Recording / Editing:

Audacity – Free open source, cross-platform (Windows or Mac) audio software for multi-track audio recording and editing. It is free for both personal or commercial use. Get [Audacity](http://audacity.net).

Video Making:

CamStudio can record all screen and audio activity on your computer and create industry-standard AVI video files or by using its built-in SWF Producer can turn those AVIs into lean, mean, bandwidth-friendly Streaming Flash videos.

Record screen & audio activity on your computer, create your own video by using a webcam and mic. Add background music tracks, etc.

Create video files. - **CamStudio:** <http://camstudio.org>

Building websites in HTML/CSS:

Kompozer - An easy to use WYSIWYG (what you see is what you get) HTML editor, that has been around for many years, and is the favorite of many.

Kompozer: <http://kompozer.net>



Blue Grifton - is another GNU based WYSIWYG editor, originating out of Kompozer, but gone ahead with some additional features in the licensed versions. There are 3 levels available, free (no license) Basic License and EPUB version. If you download the free version, you can then buy and activate a license without needing to re-install, (Version 2.4x onwards). **Blue Grifton** – <http://bluegriffon.org/#download>

Dreamweaver – is one of the very best in HTML editors or page builders, it is very well known and widely used. This is not free, it comes as a monthly subscription from Adobe, and is usually used as part of the Adobe Creative Cloud.

Pricing depends on how many apps you require in your CC account. [Check it out?](#)

And if you are looking for some free templates for your sites, Open Source Web Design offers free web design templates. - **OSWD:** <http://oswd.org/>

Drag and Drop Page Builders:

The Ensure all your webpages are fully Mobile Responsive, and for fast modern pages, Drag and Drop Page Builders have been the most popular apps for some time now. Many of these are built into Hosting Packages and many are WordPress Plugins. Some good and also popular ones are:

Mobirise – Gaining more and more popularity, this is a fully mobile responsive drag and drop builder and the Free option is all you need to start with, but I suspect it won't stay free. [Download it here.](#)

Landing Page Monkey – is an excellent online drag and drop capture page builder. It has very easy integration with all the common Auto-responder services and tracks your visitors. Built by Marketers for marketers, hence very popular with marketers including myself. [Check it out here!](#)



Insty Pages – I have been using a business package from Insty.me for two years now, I have built more pages with this builder than any other and it gets my highest recommendation. The tools are great and the support is excellent.

[Not just a Page Builder, but Hosting, Auto-Responder, etc. All-in-One!](#)

Additional Website Tools:

Is My Site Down – is a free online tool to see if your website is down. You can use this site to check if your site is down for other people trying to visit. [Go here!](#)

Firefox – is an alternative web browser. This is very popular and a good one to have installed on your computer, to check that your sites are displaying great in other browsers. Browser choice seems to always create arguments, which is fastest, which is best to block unwanted content, etc. Firefox is the daily browser that I use for everything. [Download it Free Here!](#)

Screen Capture – You might not realize, but there is a very good screen capture tool built into Windows 7 and 10. Just go to your programs search bar (bottom left) and type in "snipping tool".

If you prefer one with a few more features, I used Screenshot Captor for a long time and found it very good. [Free Download Here!](#)

Color Pickers:

Pixie – Great tool for web designers, just move your cursor over any color on your screen, and the html, RGB, etc. show up in the window. You can type the code into your webpage editor, image software, etc. [Download it Here!](#)

Color Cop – Free Online Tool, does similar to Pixie, but no download or install, just go to their website and use it. [Go Here to Use Color Cop.](#)



FTP File Handlers

FileZilla is probably the most well-known and popular FTP handler, for uploading your web files, to your hosting. [Get it Here!](#)

Others you may prefer:

[Cute FTP](#)

[Core FTP](#)

There are many others, and some current browsers do it as well. You can also upload files directly from C-Panel in your hosting account, in almost all cases.

Creating Documents:

Open Office – is a really good free alternative if you don't have MS Office. It is open source freeware, office software for word processing, spreadsheets, databases, presentations, etc. [Get Open Office](#)

DF995 is a free download software, that does a great job with creating PDF files from other documents, such as MS Word, Open Office, etc. [Download it Here!](#)

PDF to Word Converter is a great online software which will easily create fully editable Word Documents from any PDF file. (Note: Use this for Legit purposes ONLY). [You will find it here!](#)

NoteTab Light is a 100% free download, plain text editor, with Tabs to have several text files open at a time. It is very handy and always reliable. If you are editing HTML files, it is great, can also strip out HTML tags to create plain text. There are Standard and Pro versions, with extra features but not free. Light version is totally free, no ads and no nagging you to upgrade. [Download it Here!](#)

Password Managers:

You must use a strong password generator, and vault software these days. With these managers, you can generate strong passwords, automatically login to sites, access from all your devices without remembering the passwords used.

Roboform is the one that I been using for the past several years, I am well aware that LastPass is also very good, but I haven't used it for a long time. Unless you have good experience with one of the others, I strongly recommend Roboform.

Whatever you do, do not operate online without one of them!

Note: There are free and paid options for both listed below, evaluate them and decide for yourself.

RoboForm - <https://www.roboform.com/everywhere>

LastPass - <https://www.lastpass.com>

<< END >>

All the Best!



Pete Bentzen

<http://petebentzen.com/blog>