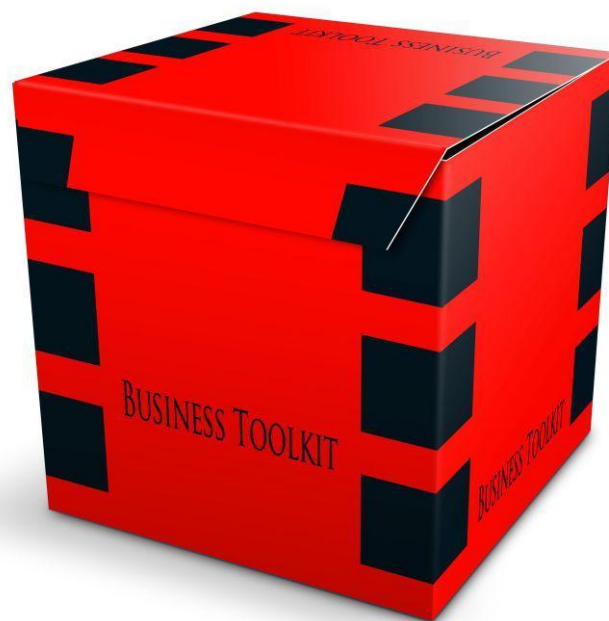# Free Business Toolkit

An entire free report full of clickable links for you to go and get everything your business needs online to succeed.

Robert Bruce Anderson

http://small-business-opportunities.co.za/

BUSINESS TOOLKIT

Contents

Introduction

My Name is Robert Bruce Anderson and I have been doing online marketing since the end of 2008.

I have been self employed for most of my life and came online to learn how to sell my art.

I learned very quickly that there are a lot of ways to make money online and set about learning everything I needed to become good at it.

It is now approximately 9 years later and I have a lot of experience in doing everything online.

Because I have become too busy to keep on helping everybody, I decided to do a series of free videos so that anyone who is thinking of starting to make money online can come and learn the basics for free on my website.

This report is one of the downloadable products related to many free videos that will be on my websites.

I repeatedly refer to this report for you to find the links I speak of in the videos.

IMPORTANT DETAIL

The internet changes very quickly and sometimes there will be broken links and things removed from the internet but still here in my report.

I ask that you please let me know if you find any of these.

You can click the links to the website and then to the contact page and let me know.

Thank you for that.

AFFILIATE LINKS

I also need to make it very clear to you that some of the links in this report are going to be affiliate links where I make a small commission for sending you to buy from them.

DO NOT COPY THIS

I actively encourage you to share this report to all your friends in business. But I do not allow you to steal the idea and copy everything I have written here.

Disclaimer

While I have tried my hardest to be certain that all the information in this report is accurate I cannot make a 100% claim that it is so. I do know what I am doing online, but do not really know how to spell.

I do not allow you to copy this report or sell it as it is my property.

I do allow you the rights to share it as is as often as you like.

I am a business person and you are a business person and I trust that you know what is right and fair in this business world of ours.

Any trademarks, service marks, product names or named features are assumed to be the property of their respective owners, and are used only for reference.

There is no implied endorsement if I use one of these terms.

Finally, use your head.

Nothing in this guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader.

Repeat comment

This is all about what works online and what is necessary for your website, your blog, your social media etc, and these things change very fast online.

I have at least 20 website businesses and am not always able to update things as often as I would like.

At the time of publishing this, everything is correct and I will be adding a lot to this report over the next few months.

I really do need you to help me by letting me know if you see any dead links or other bad things here in this report.

You can mail me on robert@designsmith.co.za and tell me what is broken.

EVERYTHING HERE WILL HAVE BEEN SPOKEN ABOUT ON MY WEBSITE

This report will have a lot of references to the site where I have all the free training videos. See the link at the bottom of each page.

The Basics

I will try to keep the links in some sort of order as you might need them as you start up

Here are some day to day online tools etc that could help you do the things you need for your website business and online marketing.

Open Office – a free open source tools set. This has a word processor, spreadsheets, presentation software and more.

https://www.openoffice.org/

Libre Office – is a similar option. Go see for yourself.

https://www.libreoffice.org/

Note++ is an open source text editor. There are times when you will need one – even if just for some really basic stuff. (This one only works on Windows)

https://notepad-plus-plus.org/

Textpad – another text editor option

https://www.textpad.com/

Kompozer – a very good – free – HTML editor or a non-technical way to use a WYSIWHG to editing web pages.

http://www.kompozer.net/

Gimp – The free opposition of Photoshop. It can do almost every basic thing that you will need from an image point of view.

https://www.gimp.org/

7-zip – for compressing your files

http://www.7-zip.org/

AVG – Free antivirus software

http://free.avg.com/ww-en/homepage

Audacity – A free multi track audio editor and recorder

http://sourceforge.net/projects/audacity/

Filezilla – A free FTP solution. For an alternate way to upload your filed to the internet – specifically to your hosting account

https://filezilla-project.org/

Camstudio – screen recording software – free

http://camstudio.org/

Paint.net – Photo imaging software

http://www.getpaint.net/index.html

Shotcut – video editing software

http://www.shotcut.org/

Colorcop – a colour picker for windows

http://colorcop.net/

CCleaner – PC maintenance. One I can never do without

https://www.ccleaner.com/

OSWD – Open source web design templates. I suggest that you still use Wordpress, but sometimes you might need an HTML or CSS product

http://www.oswd.org/

Roboform – Password manager

http://www.roboform.com/

Superantispyware – One that I love, I will never be without this one ever again – removes malware and spyware – the ones that your normal antivirus misses.

http://www.superantispyware.com/

Browsershot – see how your website looks in different formats

http://browsershots.org/

Lastpass – the password manager I use

https://lastpass.com/

VLC Media player – A Cross Platform multi media player - One that I install within minutes on a new computer

http://www.videolan.org/vlc/index.html

Skype – use this for calling computers, telephones, conferences online and more.

http://www.skype.com/en/

Keyword Research & Research

The main keyword tool is the one for free from Google

Go and watch my videos on the website on how to use this tool for the bets buyer keywords

https://adwords.google.co.za/KeywordPlanner

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Keyword tracking – There is a free option of tracking your keywords and a cheap paid version. You can track an unlimited number of keywords

http://robertbruceanderson.com/wincherkeywords

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Ubersuggest - Get a massive amount of long-tailed keywords from this place. Great for finding long tailed keywords for content on social media sites and as posts for your website

http://robertbruceanderson.com/ubersuggestkeywords/

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Keyword XP is a tool that does a lot more research and gives you a ton more details that can make a massive difference in doing keyword research. Most of what the tool does for you is available in free tools, but not all in one place. This puts it all there with a click of a few settings. Go see for yourself.

http://robertbruceanderson.com/keywordXP

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Traffic Travis - This is one I have used personally for many years. In fact when this tool came out, I told everybody that I would get another career if Traffic Travis stopped working. I love this; there is a free version that does most of what you need. Go see it here

http://robertbruceanderson.com/traffcitraviskeywords

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Keywordshitter - This next keyword is really for getting long tail keywords. I do have a video on my website about this keyword tool

http://robertbruceanderson.com/keywordshitter

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Longtailpro - Finally the most popular keyword tool under any profession marketer of marketing company's belt. This one is so powerful, does so much that you need to see their page. I do have a video on it, but suggest that you go and look for yourself.

http://robertbruceanderson.com/longtailpro

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Niche research and competition research can get a little vague and I will have covered it on the website.

 Here are some links for you to play with so long

Compete - The first one is a paid for product or service and is really for heavyweight linking. This is really only necessary when your business has grown to a point and now needs very detailed in depth analysis of all the competition metrics

http://robertbruceanderson.com/competeforresearch

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Magazines - This next one is a favourite trick of mine when doing research. I usually do it for real, on foot in a mall or bookstore. The idea is to see who publishes what and why...

Remember I also have a video on this one, on the website

http://robertbruceanderson.com/magazines

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Majestic has become my newest niche research and keyword research tool of choice. Watch my video to see why

http://robertbruceanderson.com/majestic

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Buzzsumo - This is by far one of my favourite research tools online. It can do a lot of things. I mostly use it for finding cool content to rewrite or to curate. Watch my video to see more, or just go there

http://robertbruceanderson.com/buzzsumo

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Quantcast is one of my favourite research tools. It will tell you who is ahead of you and what you need to do to beat that page or website or whatever.

Go see my videos on the site about niche research, and even keyword research.

http://robertbruceanderson.com/quantcast

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Alexa is owned by Amazon and is one of the biggest sites online. You can do very deep analytical research there.

http://robertbruceanderson.com/alexa

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Domains

Generally I would tell you to buy your domains from whoever you get your hosting.

A lot of people recommend Namecheap.

If you like, look for a discount code, or just get it from your hosting company.

It is not too serious.

http://robertbruceanderson.com/namecheap

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Hosting

Free Premium Website

Before we start I do offer a free premium website installation to you if you use one of the affiliate links that I have for you below here on this report. There are some restrictions to this offer, but basically you will be getting a website that is worth more than $300 and is probably worth even more than that in reality.

Plus if you combined this free offer with the free videos on my website you should have a nice kick-start to your online business.

Use this link to get more details on the free premium website

http://small-business-opportunities.co.za/myservices/free-premium-website/

I have recently added a Done-for-you website offer, with the same string attached – IE use my affiliate link to get the package, and this one is full of a lot of bonus details and training. It is focused on the jewellery niche, but will fit any ecommerce business. See that site here...

https://designsmith.co.za/jewelry/

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Hosting notes

Decent quality hosting is an absolutely vital part of your online business – or the online side of your business.

The perfect hosting needs a Cpanel as the very minimum of what you need.

After that you need to make sure that you have enough gig space to be able to actually fit a website onto your hosting.

The very cheap hosting packages normally only allow for email services and a tiny website with very few pages.

Naturally there are a few more things that you need to know about getting hosting that will help you have the correct hosting type for your business.

On my website I have a few videos that will tell you a bit more about setting up your hosting.

http://small-business-opportunities.co.za/free-business-training/

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If you are from South Africa

There is a local hosting company that has the most amazing service – and you pay in South African Rands and are not affected by the bad exchange rates that are a problem for us South Africans. Choose the Mare Package.

South African Hosting

http://robertbruceanderson.com/stallion

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All International Hosting

The truth is that the best hosting by far is with a dedicated server and SSD.

The bad news is that it could be as high as $120.00 plus per month, so I suggest that you start with a normal package and when your website is working – then you upgrade to big superfast hosting. A lot of the middle sized packages are around $14.00 a month these days

For now any package around $14 a month is what you need.

Fast hosting use VPS

A2 Hosting - Choose the "swift" package

http://robertbruceanderson.com/a2hosting

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Another very popular Fast loading hosting option

This one is Siteground, and is the fastest growing hosting company online at the moment – simply because they are offering everything that you need and it is getting people to refer them a lot. Choose the Grow Big Package.

http://small-business-opportunities.co.za/sitegroundhosting

Normal hosting

Web Hosting Hub – from $ 4.99 FREE SSD

The Nitro package is the best option.

http://robertbruceanderson.com/webhostinghub

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Inmotion hosting - includes SSD – choose the business hosting and then go for the power package.

http://robertbruceanderson.com/inmotionhosting

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Please remember that you are entitled to a free Wordpress website installation of you have used my affiliate links here to get your hosting service. Please use the link back to my small business opportunities website to follow the steps to get your free website.

To see some of the bonuses you could get when taking me up on this "free" premium website offer, go here to see the jewellery website example

https://designsmith.co.za/jewelry/

Wordpress

Elegant Themes & the Divi Theme

Elegant Themes - I only use Elegant Themes, but you are welcome to use any other Wordpress theme. After 8 years online and having built more than a few hundred websites – I am 100% sure that there is no one better out there.

http://robertbruceanderson.com/elegantthemes

Elegant Marketplace - There are a lot of Divi and elegant themes extras here too – I have used a lot of their products – go see for yourself

http://robertbruceanderson.com/elegantmarketplace

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Plugins

Plug-ins will need to be different for different websites.

Generally I only install a plug in if it has been updated recently.

This list is for both free and paid plugins. I use a lot of them, or have in the past.

Wordpress Editor – WP Editor is a plug-in for Wordpress that replaces the default plug-in and theme editors as well as the page/post editor. Using integrations with CodeMirror and FancyBox to create a feature rich environment, WP Editor completely reworks the default Wordpress file editing capabilities.

http://robertbruceanderson.com/wordpresseditor

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Wordfence – On of the most popular and best security plug-ins. Never compromise on your security on your Wordpress website.

http://robertbruceanderson.com/pluginwordfence

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Video Thumbnails – You will not need this plug-in if you have taken my advice and installed the Divi theme, either via my free installation offer of by buying into it.

Video Thumbnails makes it easy to automatically display video thumbnails in your template. When you publish a post, this plug-in will find the first video embedded and retrieve a thumbnail for you.

http://robertbruceanderson.com/pluginvideothumbnails

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Contact Form 7 – *Another Plug-in that will not be necessary if you have the Divi theme installed.*

Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple mark-up. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

It is the most popular contact form plug-in by far.

http://robertbruceanderson.com/plugincontactform7

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Backlinkcommando – "This is one of the most powerful tools I have ever created, based around the very strategy that helps me dominate the first page on ALL the top search engines. Even with all the changes made by the search engines, my rankings are growing from strength to strength because I give the search engines EXACTLY what they want…"

This is like having the secret sauce. Very popular with top SEO guys.

http://robertbruceanderson.com/backlinkcommando

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Ninja Popups – If you get the elegant themes subscription then you will get the popup that comes with your membership. It is nicer. You get the Bloom plug-in and the Monarch plug-in. If not – try the Ninja pop-ups

http://robertbruceanderson.com/popupplugin

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404 errors - Automatically redirect, log and notify all 404 page errors to any page using 301 redirect for SEO. No more 404 Errors in Webmaster tool.

http://robertbruceanderson.com/404redir

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404 to start - Send 404 page not found error directly to start page (or any other page/site) to overcome problems with search engines. With optional email alert

http://robertbruceanderson.com/404tostart

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MainWP – Free Wordpress management plug-in

http://robertbruceanderson.com/mainwp

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Yoast Video SEO – This is especially good if you do a lot of video marketing on your website.

http://robertbruceanderson.com/yoastvideo

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Yoast SEO – vital to the health of the SEO of your website.

http://robertbruceanderson.com/yoastseo

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Graphics and Images

An Image Plug-in for free images

This is a free plug in that you would install on your Wordpress website and it helps you find free images to use for each page or post.

http://robertbruceanderson.com/freeimageplugin

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See how your website looks and see if it is responsive

For making an image of your website as it is seen in all media – IE desktop, laptop, mobile and tablet. It will help you see how the site looks and at the same time allow you to keep an image of it for your website.

http://robertbruceanderson.com/responsivetest

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Tiny PNG - Shrink PNG files - Advanced lossy compression for PNG images that preserves full alpha transparency.

http://robertbruceanderson.com/tinypng

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Where to find free Images

http://librestock.com/

***

https://pixabay.com/

***

https://www.pexels.com/

***

https://unsplash.com/

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Writing and Spinners

Writing content or buying content – You can order content from native speakers in up to 10 languages for as little as 1.3 cents per word. Equally you could supplement your income while your business is growing by writing content for people.

http://robertbruceanderson.com/textbroker

Kindle formatting Tool

If you are writing content to drive traffic to your website, or are just writing books to sell on Amazon – then this is perfect for you

http://robertbruceanderson.com/kinstantformatter

Dupfreepro – Duplicate content checker and more – go see

http://robertbruceanderson.com/dupfreepro

Buzzsumo - Find the latest popular content and then use it on your site. Do it correctly (see syndication videos on my site)

http://robertbruceanderson.com/buzzsumo

Resell rights weekly – get the rights to products that you are allowed to then name as your work and resell. This is a product that i have been using for years and swear by it.

http://robertbruceanderson.com/resellrightsPLR

Press Releases – not that cheap - $159 or so for a single press release – BUT what you get out of that press release is so worth it. Back links, real traffic etc. Try it when you can afford it.

http://robertbruceanderson.com/presscable

Press Releases – not that cheap - $159 or so for a single press release – BUT what you get out of that press release is so worth it. Back links, real traffic etc. Try it when you can afford it.

http://robertbruceanderson.com/presscable

Findit – A social media sharing tool

http://robertbruceanderson.com/findit/

Social ADR – This is the tool I use all the time. With social media helping to rank your website – you need this. There is a free version

http://robertbruceanderson.com/socialadr

A Facebook posting system that comes highly recommended.

This tool will automate your Facebook posting schedule and can save you a lot of time. But this would be for normal advert posting in groups etc.

 I do suggest that you follow a more viral method of Facebook posting. Look out for a video on the subject on my website

<div align="center">

http://robertbruceanderson.com/fbtoolstar

Build and control your own link networks

</div>

FCS Networker is a tool (software) that is incredible for building up your social media stuff. The easiest way to see what it does is to click this link and go and see for yourself

<div align="center">

http://robertbruceanderson.com/fcnetworker

</div>

SEO

<div align="center">

This section will need to be expanded in a big way as I grow the video section on my website.

For now I have only one link in here and yet I use at least 5 monthly services that are a big help in saving me time from doing the boring SEO work every month.

</div>

Some of my services are listed in other sections here in this report, but i do plan to keep on adding the latest things that you could be trying to help your websites get the best and latest SEO systems for your business

<div align="center">

For now here I one of the best SEO linking tools for you to go and look at.

If you've Ever Struggled to Rank Your Site on the First Page of Google, This Is Your Solution…

http://robertbruceanderson.com/backlinkcommando

</div>

Services

Reputation management and lead generation - Get a 1 dollar trial for managing your social media instantly, this monitors your social media for reputation control – both good and bad. You can use this tool for lead generation too. another one I use on a daily basis

<div align="center">

http://robertbruceanderson.com/repmanagement

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See how to manage your reputation and get leads -

http://robertbruceanderson.com/reputation

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Classified submissions – Submit your product to 550 000 sites in one go. Worth doing if you have a product that you sell or a service

http://robertbruceanderson.com/classifieds

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Courses

tsy Course - Make money listing products on Etsy

http://robertbruceanderson.com/etsycourse

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Adsense Course

This might be the perfect course for every business that you want to start online.

Inside this course are brilliant methods – easy to follow step-by-step methods - that teach an almost identical method of ranking a website for profit that I teach.

This course covers it in a tighter method compared to my many long videos ☺

http://robertbruceanderson.com/authoritysitecourse

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Everything Else

Sell or list your goods - Places where you can add your products for sale (sell your products or courses)

http://www.mycommerce.com/

https://www.jvzoo.com/

http://www.clickbank.com/

http://www.zazzle.com/

https://www.etsy.com/

https://www.udemy.com/

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See how fast your website loads – This is one of the most important things in ranking your website. Use this website to see what you can improve on your website to increase your site loading speed

https://gtmetrix.com/

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My Products and My Courses

Most of the free items are on my website – the small business opportunities one.

http://small-business-opportunities.co.za/

But I will list them here below for you and add my paid products too

26 ways to make money online

This covers a general overview about a lot of the different ways that you could use to make money online

I used to charge $50 for this information – as it was the first hour of my one-on-one training that I used to do. This way you get to keep the information and can look at it every now and again.

http://robertbruceanderson.com/26waysmakemoneyonline

A complete crafting course on how to sell correctly on the craft markets

http://workfromhomemembership.com/craft-marketing-tips-and-tricks/

A course on how to research a craft that will sell well

http://workfromhomemembership.com/craft-brainstorm/

A free version of a the crafting course

http://workfromhomemembership.com/freegift

A get more leads course

http://workfromhomemembership.com/getmoreleads/

Some article writing tips

http://workfromhomemembership.com/article-writing/

Tips for ramping up your knitting business

http://workfromhomemembership.com/knitting-money/

Some Tumblr marketing tips

http://workfromhomemembership.com/getmoreleads/tumbler-marketing/

A report on slide sharing for links and traffic

http://workfromhomemembership.com/slide-sharing-free-report/

The upgrade for the Tumblr marketing course

http://workfromhomemembership.com/tumblr-marketing-video-training/

The upgrade for the get more leads course – this really works

http://workfromhomemembership.com/detailed-get-more-leads-course/

3 web design tips

http://workfromhomemembership.com/3-website-design-tips/

A short report for PDF sharing

http://workfromhomemembership.com/use-pdf-sharing-websites/

Well, I have to say that I am excited to have been able to compile this toolkit for you to put to use for your business.

I am always open to additional suggestions for the tool kit, and you can follow the links to my website and contact me from there if you have some ideas.

I encourage you to keep returning to the place where you found this, or to get onto my email list so that you can stay in touch with me and will know when I do an update of this report and then you could get a new copy.

Plus I will use the email list to notify everyone when I add a new course or free report.

I am also in the process of writing some kindle books and will be using the email list to notify people as to when I will be having giveaway days for those kindle books.

I will add a signup area to the email list onto the homepage of my small business opportunities website.

Thank you for your time

I hope that you have every success with your business

Robert Bruce Anderson

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