Tips For Choosing Online Tools and Platforms

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10 Tips for Choosing Autoresponder Software

1. Look to see if your prospective autoresponder integrates with Facebook – as well as with PayPal and WordPress

2. Choose an autoresponder that allows you to analyze, track and split-test your emails.

3. Choose an autoresponder that allows you to both import and export lists from other autoresponders – and other sources.

4. Some autoresponders price by the number of people on your list and some are unlimited. Decide which works better for you.

5. Take advantage of autoresponder free trials to explore each one's different – and similar – features.

6. Make sure the autoresponder you choose allows you to add surveys – and does so easily.

7. Check to see if your intended autoresponder supplies images – and lets you upload your own too.

8. Choose an autoresponder that allows you to create suppression lists, so you can exclude people if needed from certain emails.

9. Check to see how your autoresponder handles conversion stats: Easily or do you need to integrate with a 3rd-party app like Salesforce?

10. Choose an autoresponder that you can grow with – not just one that fits your needs now.

10 Tips for Choosing a Shopping Cart

1. If you are not sure which payment processor you will be using, choose a shopping cart software that integrates with many.

2. A shopping cart must-have: The ability to track current inventory against what has already been sold.

3. First shopping cart decision: Would you prefer to host yours on your own server or use a third-party service?

4. Consider bandwidth when choosing a hosted shopping cart service. How much will you realistically need?

5. Dashboard flexibility and template or customization options are to be considered, when choosing a hosted shopping cart.

6. When deciding to invest in a locally hosted shopping cart, consider the fact you'll be the one manually updating it.

7. When choosing a third-party shopping cart, check out its security and update policies. Look for reviews.

8. Don't use open-source, free shopping cart scripts or software unless you have the technical ability to handle them.

9. A shopping cart you install on your own server is often more customizable – but third party services are easier.

10. Make a list of features you need in your shopping cart – and only then start looking around for one.

10 Tips for Choosing a Blogging Platform

1. "Free" blogging platforms often have hidden drawbacks: For example, your blog can disappear at any time – forever.

2. Make sure your blogging platform is optimized for your favored type of blogging (microblogging, reviews, etc.)

3. The big advantage of hosted third-party blogging platforms – it's easy to just get started!

4. Choose a blogging platform that fits your lifestyle – and offers plugins for functions you need.

5. Another downside of hosted blogging platforms: Less CSS/HTML control and limited theme options.

6. The advantage of hosted blog sites: Incredibly easy to set up and start using. But you don't own your own domain.

7. Remember that plugins can often bridge the gap between limited-option blogging platforms and what you want to achieve.

8. Using a blogging platform on your own site/domain means you control your permalinks – and allow Google ranking.

9. Due your due diligence before choosing a blogging platform. Google it and read reviews for pros and cons.

10. Remember that any blogging platform is only as good as the web host your domain or hosted platform is using!

10 Tips for Choosing an Ebook Publishing Platform

1. When choosing an ebook publishing platform read the fine print! Do they claim part of your copyright?

2. Remember to factor in ease of conversion from MS word to ebook platform formatting, when choosing an epublisher.

3. When choosing an epublishing platform, consider your user's reading device: Kindle reads .mobi files, iPhone reads .iPub; Kobo takes ePub.

4. When looking at in-house epublishing services, look carefully for hidden costs.

5. Remember that your epublishing platform will in all likelihood not promote your book: That's your job.

6. When choosing an ebook publishing platform, check carefully to see how soon updates and changes you make take effect.

7. When considering more than one ebook publishing platform, make sure they have no restrictions against cross-platform publishing.

8. If you epublish with a publisher who has DRM, you may be limiting your book only to that publisher's platform.

9. Check to see if your epublisher also has a print-on-demand service before committing to that publisher.

10. When publishing with an epublisher, look carefully for hidden conditions.

10 Tips for Choosing a Keyword Research Tool

1. When choosing a keyword research tool for the first time, keep it simple and start with free ones.

2. Take advantage of free trials to experiment with different key tools – but make a plan and a schedule. Note your results!

3. Try looking for suites of keyword research tools to try, rather than single ones. (Which keyword tool is your favorite?)

4. If you advertise on social platforms, see if there are keyword research tools as part of your ad metrics.

5. When trying out keyword research tools, keep a .CSV Excel file and compare each ones features, pros and cons.

6. If you upload products to a third-party network, check out that network's keyword research options.

7. Run organic searches in Google before trying out a keyword research tool. Note the differences in results.

8. When it comes to keyword research tools, the old adage "you get what you pay for" is not always true. Free ones can work well too.

9. Choose a keyword research tool that allows you some parameters to filter with: E.g. exact or broad match, local or global.

10. Check the blogs of your favorite niche marketers for clues as to the best keyword research tool to use.

10 Tips for Choosing the Right Social Network for Your Business

1. When choosing the right social network for your business, your first question should be "where do my customers hang out?"

2. Get familiar with the social networks your potential clients use before deciding which to focus on.

3. The right social network for your business (a) doesn't suck you in for hours and distract you. (b) results in interaction.

4. Thoroughly explore all policies (including privacy) before choosing a social network to focus on for your business.

5. It's better to really focus on and reap results from one social network than spread

yourself thin over several.

6. Check each social network's advertising models and prices before investing your time heavily into engagement.

7. Before investing energy into a social network, check to see what upcoming changes are likely to occur this year.

8. Social networking is now as natural to your customers as breathing. Don't fight it – find out where they are most active.

9. Understanding why your target market likes a particular social network is as important as actually using it.

10. Before throwing yourself into a particular social network, check their official blog to see what is coming and what's changed.

10 Tips for Choosing the Right Freelancer Site

1. When finding a reliable freelancer on a job board, it is important to choose a site where payment is held in escrow.

2. When investigating freelancers on job boards, it's important to look for both ratings and reviews.

3. Check the country of origin when searching job boards for freelancers. Rules to protect them might hurt you.

4. When searching a cut-rate job board, look for freelancers who are using it as a platform to provide samples, indicating professionalism.

5. Different types of freelancers tend to favor different job boards. Find out where the type of contractor you need hangs out most.

6. Search for job boards with your keywords. For example, you will find more VAs on a board that has "VA" in its name.

7. Ask your peers, staff or clients for job board recommendations: If you get one, it's more likely to be a good fit for where you are now.

8. Have a look around freelance sites to see what they specialize in. (You won't find a babysitter on a coding site!)

9. Remember that there are freelance sites specializing in local help too (e.g. babysitting, shopping, gardening help).

10. The best freelance sites will have escrow payments, high security, screening, rankings, reviews and a clear layout.

10 Tips for Choosing Ad Tracking Software

1. Ad tracking software can range from simply recording when your URL is clicked to a detailed analysis of multiple campaigns.

2. Make a list of things you need your ad tracking software to do: Only then should you start checking them out.

3. When choosing ad tracking software instead of a service, the benefits are one-time fee, and full control.

4. One factor to consider when choosing ad tracking software: Is there an affiliate program you can join?

5. The down side of ad tracking software instead of a service: You need to make sure your server is compatible and do your own updates.

6. Your ad tracking software should include: User's OS, click date and time, IP address, browser type and referring URL.

7. Choose ad tracking software that offers summaries of your scheduled, current and expired ads if you plan many campaigns.

8. When choosing ad tracking software, the most important factor to study will be the types and extent of reports.

9. Is your ad tracking software compatible with AdWatcher? This scans for fraudulent activity.

10. If you are new to ad tracking, start out with a free trial to one of the basic ones, to learn how to use it.

10 Tips for Choosing a Website Analytics Platform

1. Never base purchase of software such as web analytics tools solely on price. Determine the depth of reporting needed.

2. Your website's mission and goals determine what you need in an analytics program. Clarify these first.

3. The closer your website analytics tool conforms to your goals, the less you'll be confused by unnecessary bells and whistles.

4. Identify your learning style – visual, textual, kinesthetic – and choose a website analytics program to match.

5. Don't base your choice of website analytics solely on ease of use: This sometimes means less detailed reporting.

6. Decide what works best for your goals and budget: One-time-only web analytics software purchase or monthly subscription.

7. When pricing website analytics solutions, take into account how much you'll need them to grow with your company.

8. When exploring website analytics programs, be sure to factor in your server parameters and your own technical expertise.

9. When choosing web analytics software, proven tech support can be a huge benefit, offsetting learning curves, computer quirks etc.

10. When choosing website analytics software, check reviews and facts such as how long the company has been in business.

10 Tips for Choosing a Webinar Service

1. When choosing a webinar service, your first consideration should be the projected present and future audience size.

2. Another feature to look for when choosing your webinar service: Does it automatically record your webinar?

3. Do you need your webinar service to host your webinar recordings or will you host them elsewhere?

4. What type and level of support a webinar service provides should be a factor in your decision to subscribe.

5. Decide what you goals you are planning to accomplish – immediately and down the road – before checking webinar services.

6. When looking for the right webinar service, remember that some charge by increments of attendees.

7. One basic question to ask when deciding on a webinar service provider: How

large will my typical audience be?

8. Another question to ask when checking out webinar service providers: Will I be able to practice my webinar?

9. Be sure that your audience is able to access your webinar provider. (Free trials are a great way to test this.)

10. Before deciding on a webinar provider, make sure you know whether or not interaction is a feature you need.

Online Marketing Resources

Social Business Accelerator - Social Media Training & Software

Social Marketing Tribe - #1 Resource For Ongoing Social Media Training. 100+ Hours Of Training On Topics Like: Facebook, Linkedin, Twitter, Youtube, Email / Digital Marketing

Membership Sites Blueprint - Learn To Create Sites That Provide Long Term Passive Income

Learn To Blog Premium - Learn to Create Successful Blogs To Online Business. Step by Step Program.

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