

Website and Digital Marketing Resources Links

Resource Name	Resource Website Link	Description
Google Trends	https://trends.google.com/trends/	Search keyword phrase use globally over time
Google Adwords	https://adwords.google.com/	Tools - Keywords Planner Pay Per Click, Display Advertising, Google Shopping ads
Google Search	https://www.google.com.au/	Test keyword phrases, competition and similar popular phrases at the bottom of the search.
Customer Profile Creator	https://www.matthewb.id.au/startup/customer-profile-creator.html	Create Customer Segment descriptions based on customer jobs to complete, customer pain points and customer desires
Value Proposition Creator	https://www.matthewb.id.au/startup/value-proposition-creator.html	Create a Value Propositions based on your products & services, your pain relievers and your customer gain creators.
Business Model Examples	https://www.matthewb.id.au/b/business-model-examples.html	Business model examples for retail, services, manufacturing and online.
Business Model Creator	https://www.matthewb.id.au/b/business-model-creator.html	Create your own custom business model
Inventor Business Model	https://www.matthewb.id.au/startup/Inventor-Business-Model-Canvas-Template-and-Technology-Readiness-Levels.pdf	Inventor starting business model and Technology Readiness Levels.
Website Design	https://www.matthewb.id.au/website/web-design.html	Website design options.
Website Hosting	https://www.matthewb.id.au/website/web-hosting.html	Website Hosting options.
Website Hosting choices	https://www.matthewb.id.au/ecommerce/ecommerce-website-hosting.html	National and International Website Hosting providers

Website Creation	https://www.matthewb.id.au/website/create-a-website.html	Final questions before website building
Headline Creator	https://www.matthewb.id.au/marketing/headline-generator.html	4 questions, 20+ headlines
Web Page Creation	https://www.matthewb.id.au/website/create-web-page.html	How to create a WordPress web page
Google Webmaster Tools Google Search Console	https://search.google.com/search-console	Register Domain name with Google Register sitemap.xml web page list with Google
Bing Webmaster Tools	https://www.bing.com/toolbox/webmaster	Microsoft Bing Tool to register domain name Register sitemap.xml web page list with Microsoft
Digital Marketing	https://www.matthewb.id.au/website/digital-marketing.html	Digital Marketing choices
Google My Business	https://www.matthewb.id.au/website/Google-My-Business-for-Automatic-Marketing-in-One-Day.pdf	How to setup a Google Map pin and Google Business Listing.
Bing Places (Microsoft)	https://www.bingplaces.com/	Bing Map pin and business listing.
Marketing Plan Creator	https://www.matthewb.id.au/b/marketing-plan-creator.html	How to design a Marketing Plan fast.
30 Website Traffic FAQ	https://www.matthewb.id.au/website/best-website-traffic-faq.html	Questions and Answers for Website Traffic
More Website Resources	https://www.matthewb.id.au/website/website-resources.html	eBooks on Website creation and use
More eCommerce Resources	https://www.matthewb.id.au/ecommerce/ecommerce-resources.html	eBooks on eCommerce system creation and use
More Marketing Resources	https://www.matthewb.id.au/marketing/marketing-resources.html	eBooks on Marketing strategy, planning, copywriting and selling
Startup Resources	https://www.matthewb.id.au/startup/startup-resources.html	eBooks for Startups
Business Resources	https://www.matthewb.id.au/b/business-resources.html	eBooks for Business, strategy, business models