Matthew Bulat Business Systems

Speed Up Results Resources

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Resource	Description	Benefit	Meaning
Google Search Console (free)	Google Tool for Websites	Register website domain with Google Register sitemap web pages with Google	Speed up Google indexing of website Good web pages can appear in Google Search
Google Analytics (free)	Website Monitoring	Show user numbers on website Show web pages shown on website	See online business measurement tracking Monitor online business growth
Google My Business (free) Google Adwords Express (paid)	Google Map Pin for Business	Register your Business to appear in Google Maps Business description in listing Google Adwords Express ads can be done	Show your business location online Improve Google local search by industry Provide website, phone, directions to customers Run automatic ads based on your description
Google Adwords (paid)	Google Advertising Can reach 80% of the Internet	Create Ads for Google Search keywords Create Display Ads by interest Create YouTube Ads by interest Create Remarketing ads for website users	Grab attention on Google Search users Raise awareness in interest groups Show text, image, video to YouTube users Show ads to existing recent website visitors
Facebook Business Manager (paid)	Facebook ads for Facebook Business Page users	Create ads by keywords Create ads by interests Create ads for Page/Group followers Create ads for Custom Audiences	Grab attention of select Facebook users Raise awareness in interest groups Raise business awareness to niche groups Create Audience from Website visitors, emails, video watchers + lookalikes
https://app.connectio.io/ (paid cloud application)	Facebook Targeting Software	Refine Facebook Ad targeting into intersecting groups	Create very specific Facebook Audiences for Ad campaigns for better conversions & ROI.
Semrush (paid cloud subscription)	Audit websites Keyword Research Topic Analysis Competition Analysis	Optimise existing website Find appropriate keywords for content Find related sub topic to leverage Marketplace analysis	Have more website traffic for business Use popular keywords users search gets traffic Know the sub topic questions of users Know competitor keywords, content, ads

Fast Comet (paid)	Domain Names Website Hosting	Several global data centre locations Free SSL certificates	Create web hosting near your clients globally Have https security without extra costs
Funnel Scripts (paid cloud application)	Create Customer Avatar Create 80+ copywriting styles	Speed up copywriting Create higher converting copy	Create ads, sales letters, web pages, video scripts… faster
WordPress (free) + WooCommerce (free) + Payment Gateway (fees)	Website content management system Ecommerce	Create web pages Create blogs Create product pages	Create a business online presence Create content for organic traffic Sell physical and digital products online
Mailchimp / Aweber… (free & paid relative to list size)	Email list management	Manage landing pages / lead magnet Manage stored email sequences Manage bulk broadcast emailing	Provide customers with realtime value 24/7 Build trust and authority over time Show customer list new offers as required
Hubspot (free to 1000 contacts)	Customer Relationship Management	Manage prospects, deals, sales, customers	Build relationships with prospects to become clients
Zapier (paid cloud subscription)	Integration software	Connect Facebook, Google, WordPress, Mailchimp, Hubspot...	New leads and customers go to email list, CRM, Audience list automatically. Systemisation.
Canva (free/paid cloud subscription)	Online graphics Online photos Online templates	Use graphics in ads, sales copy… Use photos in web pages, social media… Use templates for logos, PDFs, invites...	Create ad graphics faster Create good looking web pages faster Create professional looking multimedia
Lumen5 (paid cloud subscription)	Create short videos online	Import script Sentences split out to video snippets	Create short videos faster without camera Video for website, social media awareness
Buffer (paid cloud subscription)	Automate social media posting	Schedule posts to 10 social media channels and 100 posts in advance	Maintain business awareness online quickly. Show posts when users are online for impact.
Amazon Web Services (free 1 year trial + paid)	Cloud Services (over 80)	Web hosting of large files including video Voice narration from text Run pilot cloud business activities	Store online course files Store lead magnets, bonus materials online Have narration with accents perfect Test business ideas online
LinkedIn	Social Media for Business	660 Million business users 55 Million companies listed	Reach B2B people Raise business awareness within LinkedIn
LinkedIn Learning (1 month trial, paid subscription)	Professional Development within LinkedIn	16,000 courses 400,000 videos	Courses can be added to LinkedIn profile Skills can be added to LinkedIn profile Raise business capabilities

IDPLR (paid cloud application)	Private Label Rights (PLR) products for your email list and customers	12,000+ PLR products eBooks, training courses, articles, graphics, audio, templates, software	Lead Magnets ready to go. Offer bonus materials. Membership support materials.
Medium	Online article hosting	Create content to share Create a backlink to your website	Popular content can syndicate to publications Backlinks help with website authority
https://favicon.io/	Create Favicon icon for website	Have brand image in browser tab for website	Display a professional image to online users
ColorZilla (free Chrome Extension)	Read website colours into multiple colour codes	Create perfect matched colour graphics	Use colour matched background with graphics Use colour matched text
TubeBuddy (free Chrome Extension)	See YouTube video statistics in real time	YouTube Competition Analysis Assist your video details to be ideal	Optimize each of your YouTube videos Include relevant tags to describe your videos
Page Rule Redux (free Chrome Extension)	Size up items online by height and width in pixels	Manage web page design layouts Size images to web page needs	Make web page elements size appropriate
Otter (Android app and website paid subscription)	Voice transcription in real time	Transcribe video and audio files Transcribe meetings	Provide video, audio and text delivery. Capture all the insights in a meeting. Transcripts can be indexed by Google.
Publisher Rocket (paid Windows application)	Research Amazon Books and Kindle statistics	Book category popularity Individual Book sales by month Amazon keyword search volumes Amazon keyword search phrases	Know the hottest book categories in your niche. Know the hottest books in your niche. Size up your niche problems and solutions. Decide if a book in your niche is needed.