
Become a Blogging Superstar with the Best Blogging Tools

Andrew DiMino
Scott Roeben
Kitty Lusby

The Tools of the Trade

These are the most important tools and services that Scott, Kitty, and Andrew use to run their blogs. This could include plug-ins, web services and other free and paid services.

FULL DISCLOSURE

- The tools and services we discuss tonight will be ones we actually use. We will let you know if we use the free or paid versions and why.
 - This presentation has affiliate links to the services we mention. Only some of the links are Affiliate Links.
 - If anyone chooses to visit the links and purchase the services, we may receive a small affiliate commission from the company.
 - These affiliate links help pay for the expenses of this Meetup group.
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Hosting

Web Hosting

Choose the hosting company that's right for your level of business.

- Scott: [DigitalOcean](#) - Developer Focused
 - Kitty: [WP Engine](#) & [SiteGround](#) - WordPress Focused
 - Andrew: [SiteGround](#) (\$140/mo) & [GoDaddy](#) (\$10/mo)
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Themes

- Andrew: [Genesis Framework](#) by StudioPress
 - Industry Standard Design Framework
 - \$59.95 + or \$499.95 for Genesis Framework and all current and future themes
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Finding Plugins

Where to find added functionality for your site

- [WordPress.org Plugins](#)
 - [CodeCanyon](#) by Envato
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Freemium Plugins by Automattic

- [Akismet Anti-Spam](#) - Advanced hosted anti-spam service
- Free or \$5/month for businesses
 - [Jetpack by WordPress.com](#) - WordPress plugin for site security, increasing traffic, and engaging your readers.
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Kraken.io

- [Kraken.io](#) is a robust, ultra-fast image optimizer and compressor with best-in-class algorithms.
 - Saves bandwidth and storage space and dramatically improves your website's load times.
 - \$5/month
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Security

Really Simple SSL

- [Really Simple SSL](#) provides free Secure Sockets Layer security for your web site. Premium features include additional support options.



Search Engine Optimization

Yoast SEO

- [Yoast SEO](#) is the best WordPress plugin to easily optimize your WordPress site:
 - real time page analysis functionality
 - Focus keyword and content analysis
 - Post titles and meta descriptions
 - Readability check
 - Free works perfectly well, pay for premium version for:
 - A redirect manager
 - Multiple focus keywords
 - Easy Internal linking
 - Social previews
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Yoast SEO Add-ons

Additional functionality to add to the Yoast SEO plugin

- [Video SEO](#) for WordPress
 - [Local SEO for WordPress](#)
 - [Local SEO for WooCommerce](#)
 - [News SEO](#) for WordPress plugin
 - Yoast [WooCommerce SEO](#)
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Google Analytics for WordPress by MonsterInsights

Use [Google Analytics for WordPress](#) to easily connect to Google Analytics with Real-time Stats. Premium version adds:

- Link Tracking
 - Ecommerce Tracking
 - Ads Tracking
 - Popular Post Tracking
 - Custom Google Analytics reports
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Serpstat SEO Research Platform

[Serpstat](#) helps you research organic and paid search, track your main competitors and improve your content. \$19/mo +

- Keyword Research: Collect keywords for SEO and PPC campaigns & find keyword variations
 - Search Analytics: Find your direct organic competitors
 - Identify your competitors in AdWords
 - Content Marketing Ideation: Search suggestions database for content creation
 - Competitor Research: Identify your top competitors
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Marketing

Sumo.com formerly SumoMe

- [Sumo.com](https://sumo.com) - a free suite of marketing tools to grow your email list, get more traffic, and much more. Top tools:
 - List Builder
 - Social Share
 - Google Analytics Connector
 - Smart Bar
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CoSchedule Marketing Calendar

- [CoSchedule.com](https://coschedule.com) unified drag + drop workflow calendar. Sync and schedule social, content, email, events, and more.
 - 1 user for \$15/month
 - team \$30/month - 10 Social Profiles
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Special Mention

Canva.com

- [Canva.com](https://www.canva.com) drag-and-drop feature and professional layouts to design consistently stunning graphics.
 - Design presentations, social media graphics, and more with thousands of beautiful layouts.
 - Web and App tools.
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Final Thoughts

- You don't have to use paid tools to be a pro blogger.
 - Figure out the tools you need to make your blog do what you want it to do, but...
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Write Great Content

- Content Marketing Basics by Kitty Lusby:

<https://neonbrand.com/marketing-strategy/content-marketing/>
