

Kristie's Personal Resource and Tool List

Research

Market Research

- ❖ [World Wide Brands](#)
- ❖ [“What to Buy on eBay and Where To Get It”](#) by Lisa Suttora and Chris Malta
- ❖ [Google Trends](#)
- ❖ [Microsoft AdCenter Labs](#)

Keyword Research

- ❖ [Google Keyword Tool](#)
- ❖ [NicheBot](#)
- ❖ [Google Insights](#)
- ❖ [WordTracker](#)

Competitor Research

- ❖ [Google](#)
- ❖ [Marketleap](#)
- ❖ [Yahoo SiteExplorer](#)
- ❖ [Niche Watch](#)
- ❖ [SpyFu](#)
- ❖ [Keyword Spy](#)

Analytics & Conversion

- ❖ [Google Analytics](#)
- ❖ [Hit Tail](#)
- ❖ [Crazy Egg](#)
- ❖ [ROI Revolution](#)
- ❖ [Google AdWords](#)
- ❖ “[Google Analytics 2.0](#)” by Jerri Ledford
- ❖ “[Call To Action](#)” by Bryan and Jeffrey Eisenberg
- ❖ [Practical eCommerce](#)

Basic Search Engine Optimization

SEO Best Practices

Basic SEO Information

- ❖ [Search Engine Watch](#)

Submitting Your Sitemap

- ❖ [XML Sitemaps](#)
- ❖ [Google Webmaster Central](#)

Write Quality Articles for Your Site

- ❖ [eLance.](#)

Create a Blog

- ❖ [WordPress](#)

Build Traffic & Inbound Links

Pay Per Click

- ❖ [Google AdWords](#)
- ❖ [Yahoo Search Marketing](#)
- ❖ [MSN Ad Center](#)

eCommerce Advertising Tools

- ❖ [Google Base](#)
- ❖ [Yahoo! Shopping Product Submit](#)

Directory Listings

- ❖ [Yahoo Directory](#)
- ❖ [DMOZ](#)
- ❖ [SEOPros](#)

Press Releases

- ❖ [PR Web](#)
- ❖ [Writing a News Release](#)

Article Marketing

- ❖ [eZine Articles](#)
- ❖ [PR Leads](#)

Target Market Communities

- ❖ [Technorati](#)
- ❖ [Blog Catalog](#)

Social Marketing

Social Networking

- ❖ [Facebook](#)
 - [Friend Me on FaceBook](#) – please mention this resource list in your request so I know to accept the request 😊
- ❖ [Linked In](#)
 - [Link To Me on Linked In](#)

Social Bookmarking

- ❖ [StumbleUpon](#)
- ❖ [Redit](#)
- ❖ [Digg](#)

Social Content

- ❖ [Hub Pages](#)
- ❖ [Squidoo](#)
- ❖ [YouTube](#)

Non-Search Engine Marketing eCommerce Advertising Tools

Shopping Feeds

- ❖ Shopping.com
- ❖ Shopzilla
- ❖ PriceGrabber
- ❖ Channel Advisor
- ❖ GoDataFeed

Affiliate Programs

- ❖ Amazon Affiliate and Advertising Programs
- ❖ Share a Sale
- ❖ Click Bank
- ❖ eBay Stores

Newsletters

- ❖ aWeber
- ❖ iContact

Testing & Improving Conversion

- ❖ Google Website Optimizer