

Blogging Resources

Below are my favorite online companies that can help 10x your online business. These companies will help you draw in more readers, get more emails, sell more products, and make more money!

COMMUNICATION

- **ConvertKit**: The best email software out there. This service is the best for bloggers and online creators and features a tons of tools that allow you to create segments and funnels to automate your email and drive sales.
- **AWeber**: My second favorite email software. This service has lots of email automation, newsletter, and sales funnel tools.
- **MailChimp**: This site is for people with small email lists and good for those just starting out but it's hard to use and leaving it is a pain.
- **Zoom**: This website lets you do online meetings and webinars. It's simple and cheap!
- **Slack**: Offers secure group messaging so you can stay in touch with your team! We use it for all our team communications.
- **OptinMonster**: Offers secure group messaging so you can stay in touch with your team! We use it for all our team communications.

HOSTING

- **Bluehost**: One of the world's most popular web hosting service providers. We highly recommend it.
- **HostGator**: This is one of the other biggest web hosting platforms out there and our personal favorite. It's easy to use and comes with free SSL certificates.
- **SiteGround**: If you have to go with someone else, go with them. They are very reliable too.

MERCHANT SERVICES

- **E-junkie**: An online website that will host your products and take payments. Cheap and simple but lacks good customization.
- **Gumroad**: This website enables creators to sell products directly to consumers and takes care of both payments and hosting.
- **Stripe**: Online payment processing for credit cards.
- **PayPal**: Payment provider that facilitates online sales.
- **WooCommerce**: A customizable ecommerce platform built for WordPress. If you're going to sell products on your website, use them!

THEMES

- **SoloPine**: WordPress theme with solid coding and striking design.
- **ThemeForest**: Premium WordPress themes and website templates from a variety of designers.
- **Elegant Themes**: WordPress themes with drag & drop themes that are easy to use!
- **StudioPress**: This is my favorite theme company. They make the best, easy to use, and most mobile responsive websites out there. It's so good, I use their framework for my own blog.

PLUGINS

- **AffiliateWP**: For creating and managing your affiliate programs.
- **SearchWP**: Improves search abilities on your website since the default version for WordPress is pretty terrible.
- **WP Multilingual**: Facilitates translation for multilingual WordPress websites.
- **Code Canyon**: Offers amazing interactive maps ([like the one on my website!](#))
- **Akismet**: Kills all the spam comments on your website. A must have!
- **Jetpack**: Use to add a spell-checker, contact forms, extra widgets, and a whole slew of additional features to help your blog.
- **Yoast SEO**: This plugin optimizes your website for SEO with metatags, descriptions, titles, sitemap help, and more. A must have
- **Social Pug**: Lets you put social media buttons on your blog posts and pages so they can be retweeted, liked, pinned, stumbled, emailed, etc.

- **UpdraftPlus:** Automatically schedule backups of your website and upload backups to the cloud to keep your data safe.
- **BackUpBuddy:** Another backup system that protects your site.
- **ShortPixel:** Use to make images smaller if you have an image-heavy site.
- **WP Rocket:** A caching plugin that can improve the speed of your site.

SERVICES

- **SpeechPad:** Transcription and captioning services for video recordings.
- **HelloBar:** A top bar for your website that lets you send messages to users (*and as a reader of my site, you get a 30-day free trial for HelloBar by clicking the link*).
- **Wistia:** Comprehensive video hosting services so you can put videos on your website!
- **Adobe Creative Cloud:** Software for photo and document editing.
- **Sucuri:** Provides website security by checking to make sure your website hasn't been hacked.
- **99designs:** An awesome platform for finding designers for logos, business cards, etc!
- **Upwork:** Another awesome platform for finding freelancers to help with your needs.
- **TunnelBear:** VPN that protects your data while you travel.
- **DropBox:** Online filing solution that can sync your files together in one central place, across all of your devices.
- **Hotjar:** Let's you track how visitors are using your website and what they are clicking so you can improve your website.
- **Cloudflare:** Website security service that helps speed up your website and protect against hackers.
- **Sprout Social:** Comprehensive social media management tool that lets you schedule posts and helps you optimize for maximum exposure.

SEARCH ENGINE OPTIMIZATION

- **Ahrefs:** Provides SEO and marketing tools, competitor analysis, more.
- **Sitebulb:** SEO tool that delivers actionable insights and data visualizations.
- **Keywords Everywhere:** An easy-to-use optimization tool for finding and mastering keyword research.
- **SEMRush:** All in one platform for advanced SEO and online marketing.

CONFERENCES

- **TravelCon:** The Nomadic Matt and [Superstar Blogging](#) conference for travel insiders big and small! This is the place to learn how to make it in travel!
- **Women in Travel Summit (WITS):** An annual event for women in the travel industry.
- **Women's Travel Fest:** A conference aimed at inspiring and connecting women who travel.
- **South by Southwest (SxSW):** Music festival, marketing, storytelling, and branding conference.
- **VidCon:** The biggest conference in the world for YouTubers!
- **BlogHer:** The biggest conference for female bloggers across every industries.
- **World Travel Market (WTM):** Good travel conference for networking with large brands and tourism boards.
- **Craft + Commerce:** Awesome small conference geared towards online creators and put together by the folks behind ConvertKit.
- **Traverse:** Offers unique conference experiences for both creators and influencers.

COURSES

- **SEO Simplified:** This SEO training course is by my friend Sam McRoberts. He is the guy I turn to when I have SEO questions and is the one that performs site audits for me to make sure my website follows all the newest Google algorithm changes. We discuss SEO a lot in this course but if you want to go one step further, this is the only course I recommend.
- **Pinterest Traffic Avalanche:** Pinterest is one of the best social media platforms for driving traffic to your blog – if you know what you're doing. This course will walk you through how to use Pinterest to your advantage, helping you build and grow your account all while driving quality traffic back to your blog. If you need to step up your Pinterest game, this is the course for you!
- **Smart from Scratch:** A hands-on, comprehensive course from Pat Flynn (from Smart Passive Income) that enables you to develop a business idea, validate it, and determine if that idea is viable to pursue.

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