MoreNiche presents:

Launching and Marketing
Your First Website

Table of Contents

Introduction

This guide will explain what you need to do in order to create successful website and market it effectively. We will explain all the processes of creating a site that sells, increasing the amount of visitors and making serious money promoting online.

Plan your Attack

Before submitting a design request to MN, or building your own site, the first step is to understand your options when creating your site. The kind of site you choose to build will be governed by your sales strategy.

What, Who, How?

It is very important to gain a clear understanding of exactly how and what you want to promote before planning your website. What will you sell? Who are you targeting? What kind of approach will you take?

Once you have a good idea of these you will know what kind of site to create.

For example if you create a site from a "typical users experience" perspective, tracking the day to day progress of a weight loss product then a blog approach could work well. If you plan to review a few products and present lots of information on the subject then a static review site would be best. Read on to learn more on the various types of site:

Blogging services

You can create a site using blogs with free services like blogger.com, wordpress.com or a paid blog service like typepad.com. Blogs by their nature are great for attracting traffic and funneling further to visitors to review sites or feeder sites. The key function of a blog is to publish information on a regular basis easy and quickly, with little or no technical knowledge.

A drawback of free blogs is that they can create problems for marketers because the service reserve rights to deleting your blog if it is considered inappropriate to their guidelines. For example, they can close your blog if it is considered too commercial – ie, filled with affiliate links or banners.

It's a different situation when using a paid blog. Paid blog services will be friendlier to affiliate related content than free blogs. **Paid blogs are a great solution if you are not able to do any technical tasks except than typing in a program like MS Word**.

For these who more advanced users, you can configure the blog to upload to your regular site's hosting account; however it is not the best option.

Own hosted blog

This solution is far better than having a blogging service uploading the blog to your site. You do not have to give out your FTP information, and if you have a hosting account for

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your website you can have your own blog installed there. You can use all the customization features available which probably would be very limited on a blogging service.

A great blog software to install is WordPress. They have a free blogging service at WordPress.com as well as offering individual free blog installations that anyone can install on own hosting account.

WordPress is a very good solution because it is search engine and blog directory friendly. Lots of extras can be added easily, hundreds of templates, search scripts, and much more.

Of course there are plenty more blogging software solutions. Many of them are offered with the different hosting solutions, e.g. **HostGator** and we recommend using WordPress.

WordPress can be installed in two ways – manually, by downloading the installation from WordPress.org or from the hosting accounts control panel.

For these who are technically challenged it's recommended to select hosting that offers **CPanel**. This means you can install many scripts and tools, including WordPress, with a few mouse clicks. CPanel is offered with services like **HostGator** or **BlueHost**.

Regular static website

This is a website that is built from files and pictures using software like **Adobe PhotoShop**, **Dreamweaver** and FrontPage and uploaded to your hosting account.

This is a great option if you know how to create a website. This will give you full control and flexibility over the look and functionality.

If you lack designer talent – don't worry. MoreNiche's designers will create solid template for you using all the ideas you want to. Once approved – you will receive it in HTML - ready to be edited in your website editing software such as **Dreamweaver**.

Another option would be to use **XSitePro**. This is a clever tool for creating websites, and is designed specifically for internet marketers. It's very easy to link all your pages together and enter search engine friendly settings effortlessly

Of course, this doesn't stop you from using WordPress as well on your site so all of these elements can be combined.

Content Management Systems (CMS)

CMS represents another alternative to blogs and regular websites. It usually will require at least some HTML knowledge. CMS allows you to separate your visual presentation from your content. This method allows you to achieve some key features:

- **Automated Templating:** Apply templates to new and existing content – make changes from one central place that will change the look of the entire site

- **Easily editable content**: By separating the visual elements from the content - it is easier to manipulate the site. Many CMS applications including simple to use WYSIWYG editing tools.
- **Standard web upgrades:** CMS solutions can be updated with new features and keep your site up to date with web standards

If your hosting provides the CPanel option then there are several CMS solutions to try out. A popular CMS solution is Joomla.

We only recommend this option if you already know how to work with CMS.

Summary

The best option is to create a normal static website and in addition add a blog. This would ensure your site gets indexed, ranks well in search engines and would allow you to publish new content easily in future. If you have the knowledge or the time to learn you can use CMS.

Another option would be to create a simple static website, a free blog or a paid blog. All these options except paid blogs should be hosted under your own domain name.

The last and most basic option would be to use a free blogging services but as we mentioned before – it's a little risky for affiliate marketing so make backups of your posts.

Domain name

In this section we will talk about picking right domain name.

Since domain names are so cheap now there's no excuse not to have one. At less than 10$ per year they can be registered at **GoDaddy**. So far this is most popular domain registration service and is very simple to use.

When selecting domain names, the most popular is the .com extension and will probably be the most difficult to find available. Other extensions like, .org, .net, .info and .co.uk would be your next best options. Of course all country specific domain extensions are acceptable as well.

First of all, domain names should be short and give a clear idea what the site is about.
Such as
www.dietsitereviews.com
www.weightlossproducts.com
www.enhancementdevice.com etc.

Your domain name usually can contain of generic keyword and extras word like: tips, reviews, info, advice, faq, deals, 101 etc

It's recommended to avoid using too many words in name, e.g.:
www.thisisthebestweightlossproductlist.com

Also try and avoid hyphens in domain names, e.g.:
this-is-weight-loss-site.com

Recommended Domain Registration Services

GoDaddy – is number one domain name registration service date.

RegisterFly – is less reliable domain registration service; offers cheaper prices on certain domain name types.

Hosting

Selecting hosting is another important step. You should choose hosting that is affordable, flexible, has good customer support and almost 100% uptime.

Hosting can range from 2$ to 30$ a month per hosting account. The best solution for internet marketer is a hosting service that for relatively cheap price would allow host 2-3 websites on the same account.

This means you can have 3 different domains all located on the same hosting account for one price. Of course, you can start with a basic plan and then upgrade to one with several or unlimited domain hosting accounts.

Bandwidth is pretty unimportant as long you don't plan to have a website with huge photo galleries. Usually a review site should be fine with 3-5 GB's worth of traffic per month.

Recommended Hosting Services

BlueHost – will host up to 6 domains under one account; WordPress friendly, CPanel included, with many scripts and tools.

HostGator –hosting service with CPanel, WordPress friendly, scripts and statistics tools.

MyriadNetwork – hosting service with CPanel, WordPress friendly.

Tracking and statistics

Online marketers often underestimate the importance of good statistics. Why? What you can't measure, you can't improve. If you can't see where your pages rank and where traffic comes from then it's almost impossible to improve the situation.

Good statistical reporting is must have! One of the best statistic programs is Awstats. In a moment you'll see how to get this program from your hosting provider.

CPanel is the answer – basically its very simple and easy to use control panel where you can install different scripts, like WordPress blogs, set up databases and statistics like Awstats and many more with a click of a button.
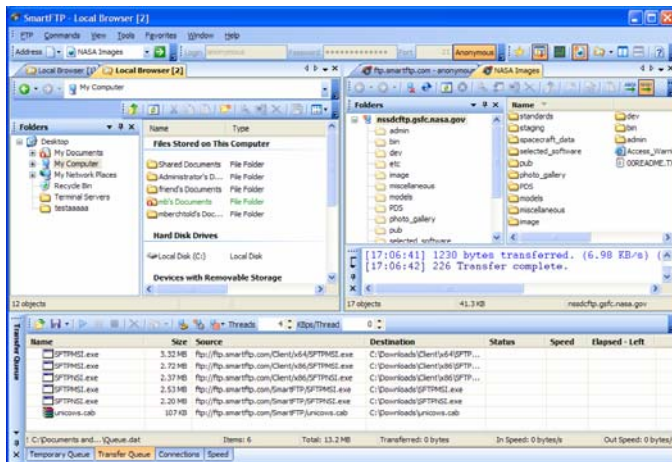
File Transfer to hosting account

If you're using blog as your option, then file transfer may not be important to you. But when dealing with regular website, you will need to know how to upload pages and graphics to your hosting account.

In programs like DreamWaver or FrontPage this can be done automatically for you, just enter the details of your hosting account (host, username, password) and the program automatically updates your pages on the server.

If you're using something else like a free HTML editor that you can download at www.download.com then you may need a file transfer program (FTP).

A solution to this is using free FTP programs which again can be downloaded from www.download.com. We recommend FAR manager or SmartFTP (www.smartftp.com). They are simple and free to use and have tutorials on their website. Here is screenshot of SmartFTP

Creating your website

We have overviewed several ways to a create website then you should know you can have a normal static website and blog type website. This section will explain how to create static website using the tools from webmaster area.

Once you have decided on hosting and domain name, the next step is starting to create website. If you can not create your own using **Dreamweaver** or FrontPage then MoreNiche designers can design a template for you:

Get template for your website

Book a template design in your webmaster area http://www.moreniche.com/webmasters/

Preparing content

Start preparing content – usually this means sourcing 15-30 articles. MoreNiche has prewritten hundreds of articles, you can pick some of these and rewrite them in your own words to have unique content.

Why rewrite them? Search engines don't like duplicate content at all. If you want to rank well in search engines and get free traffic from them, you need to do your homework and reword articles so they don't look similar.

For help take a look in the guide section in your MoreNiche webmaster area and see the Duplicate Content and Article Rewriting guides. They will give enough information and ideas on how do it right from beginning.

Quick tip: take close look at MN keyword lists and try to incorporate them in to your rewritten articles. Why? You will increase your chances of receiving traffic from these specific search terms where the competition is less.

Programs like WordTracker will help you find keywords relating to your subject.

Prepare reviews

Reviews are a string selling tool. Aside from articles it is necessary to create pages that review specific product groups or products. Usually a review page consists of several products being compared against each other or one product against different methods.

As a reviewer, you will aim to show all the positive sides and benefits of the product, ranked against its competitors in the market. This page will determine whether your visitor decides to visit the product page and purchase. A good review is like writing good ad.

An easy way to create a review is to read the product website, write down notes on all its benefits. Think of the emotions and feelings people have in the market. Surf around the internet and see what others are saying. Of course, you cannot copy others work but use it for inspiration.

Quick tip: You can read more about comparison charts and copy writing in the webmaster area under the guide section.

Quick tip: To add more value to your site, include a "trusted resources" section and link to our feeder sites such as www.penisenlargementarticles.com. This will not only back up what you have said in your site, but you are credited with any sale from these sites too.

Putting it all together

Imagine a week has been passed. You have received a HTML template and have prepared anywhere from 15 to 30 articles and several product reviews. Now you have to use the template and populate it with your content articles. Remember, the main pages go on the menu first. So put reviews above everything and only then list your articles.

This can be done with programs like **Dreamweaver**, FrontPage or any HTML editor of your choice.

Note: every page has to have a unique title and description tag without that you can't expect good results from search engines.

Getting indexed in search engines

Let's introduce you to the general idea of how search engines work. This is very important to understand if we want to rank well in search engines. First of all, search engines drive the most targeted traffic of the internet. This traffic is free and converts into money for you.

The first step in the search engine game is to get indexed. You can do that very simply – through links. The whole internet is tied together with links and search engine spiders (robots) use them to navigate and discover new sites and pages.

Your site needs links or it won't get discovered and indexed by sear5ch engines. Where to get them? Submit your site to directories and ask for link exchanges in the MoreNiche forum. This should be enough to get your site indexed somewhere in a 1-2 week frame.

Quick tip: Major search engines by size: Google, Yahoo, and MSN.

Quick tip: For detailed search engine optimization look in the MoreNiche guide section.

Links & Content

It's important to understand that search engines rank websites using two main criteria: links and content.

Content means that you have to add new pages on regular basis. It can be one page a day, a page every two days or once a week. Adding new content pages regularly will benefit your site with more visitors and higher rankings.

Remember to do thorough keyword research to find the topics no one is writing about but people are looking for. Sometimes a good keyword like that can get you extra 10-50 visitors a day alone. Imagine if you do this done 10's and 100's over.

Links means your website will be found by visitors. Links also play a key role in search engine optimization – so the more links to your page the higher the rankings will be. This means the more visitors and visibility your site will get.

Quick tip: For link building see the Linking Strategy guide in MoreNiche guide section.

Your Website (Blog) maintenance plan

Now we return to an important point - maintenance.

As we said previously, you cannot improve what you don't measure, so good statistics are a must.

Website statistic summary:

Summary					
Reported period	Month Sep 2006				
First visit	01 Sep 2006 - 11:10				
Last visit	30 Sep 2006 - 15:38				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	68	91 (1.33 visits/visitor)	228 (2.5 pages/visit)	656 (7.2 hits/visit)	7.37 MB (82.94 KB/visit)
Traffic not viewed *			214	214	1.34 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

This picture clearly shows total unique visitors, total number, repeated visitors (1.33), page views per visitor (2.5). These figures are pretty low which indicate the content or navigation could be constructed better. Total hits – which is not important and can be ignored and of course bandwidth.

The next picture shows website visits by days.

01 Sep 2006	1	1	11	118.54 KB
02 Sep 2006	1	16	17	264.42 KB
03 Sep 2006	6	39	50	752.25 KB
04 Sep 2006	2	2	10	113.39 KB
05 Sep 2006	1	1	9	100.43 KB
06 Sep 2006	1	1	1	19.27 KB
07 Sep 2006	12	25	84	880.71 KB
08 Sep 2006	4	33	70	769.58 KB

As you can see site is being visited by very few surfers.

This is how would look keywords your site is ranking for.

Search Keyphrases Full list		
17 different keyphrases	Search	Percent
particular food	2	9 %
how to burn excess fat quickly	2	9 %
are stomach balloons safe?	1	4.5 %
burn calories faster using	1	4.5 %
high fructose corn syrup free fods	1	4.5 %
chocolate craving bariatric surgery	1	4.5 %
Other phrases	7	31.8 %

As we can see, the search numbers are very low just 1 and 2 per keyword which means that from a particular keyword search your website received 1 or 2 visitors during the report period.

Now the next step is to understand which engine and which position your visitors have come from. Here is the search engine report:

Connect to site from				
Origin	Pages	Percent	Hits	Percent
Direct address / Bookmarks	183	85.9 %	188	86.2 %
Links from a NewsGroup				
Links from an Internet Search Engine - Full list - Google 21 21 - Unknown search engines 1 1	22	10.3 %	22	10 %
Unknown Origin				

This report shows that the most visitors come from Google. Having this information we can go to google.com and type in the phrase. Then we have to page through result pages until we find your website listing. Once that's done, write it down.

For example, we rank number 85 for the keyword "particular food", this means you need to increase links to that page with that phrase as the link's active text. Remember to use different combinations of this phrase.

In another case, you notice that you're ranking number 30 for the phrase "how to burn excess fat quickly". It turns out you have a generic page which talks about weight loss and mentions this phrase. This is a strong indicator you could create a separate page dedicated to this subject and with a couple links you could rank not only number 30, but probably in the top 10 within 2-4 weeks.

Using simple approaches you can improve your rankings and also know what topics to write about to achieve high rankings easily. Using this maintenance principle you will be able to grow links and content like a professional. This will result in higher rankings, extra visitors and more sales.

Quick tip: See linking strategy and SEO guides for more details.

Promoting your website

In this part we will overview various methods to generate traffic to your website. Basically there are 2 categories: free and paid.

Free traffic represents - SEO, link exchanges, banner trading, participation in forums, newsgroups, posting blog comments where appropriate, writing and submitting articles to directories .

Paid traffic represents – paid advertising methods as Pay Per Click (PPC), paid banner advertising, paid links, running ads in newspapers, radio or distributing flyers in your local community, etc.

Below you will read main methods you could use for promoting your website.

Search engine optimization

This is most popular method for creating traffic. Traffic from search engines is highly targeted and has great conversion rates.

There are many manuals and guides about search engine optimization. The key points to keep in mind are:
- There are 3 major search engines – Google, Yahoo and MSN
- There are several search engine channels that all can bring traffic
  a. Standard web search
  b. Blog search
  c. Picture search
  d. Video search
  e. Mobile phone / WAP search

Most SEO concentrates on standard web search which means other channels still offer an easy way to get highly targeted free traffic. Read more in MoreNiche guides how to utilize most of these channels.

Recommended Search Engine Optimization Tool

SeoElite – is one of most popular SEO tools with multiple functions, from competition research down to automatic link exchange approaches and more.

Blog Specialized Search engines (free)

This channel is totally different from the top 3 engines, and operates in it's own world – which means, different competitors and different engines, for example, Technocrati or Syndic8;

Advantages of blogging are: it is easy to use; it is search engine friendly, usually seen as a trusted source of information by surfers, attracts an interactive community that has targeted readership audiences which can result in high conversion rates and sales.

Being featured on a top blog sites can result in thousands of targeted visitors in as little as an hour. If blogs are your way of promoting products, Use these engines to your advantage.

Blogs are also good for generating backlinks and sending traffic to your main website.

Word of Mouth & Viral Marketing (free)

Word of mouth is an old school method and very effective for getting your message around. A simple way to achieve this is to have a "Tell-A-Friend" feature on your website. Visitors would probably use it to inform their friends they think would be interested in the topic. The new visitor will be highly targeted to your sites content.

Another part of viral marketing is distributing something valuable in the form of an ebook or report. These reports would have links back to your website. Distribution can be done through uploading them to forums, public file sharing networks, for example, Kazaa network or Emule and mentioning them on newsgroups, etc

Viral marketing and word of mouth can be mixed together. If you offer an ebook, the surfer has to give the email addresses of 3 friends who also may be interested in the subject in order to receive it. So this can potentially get you 3 extra visitors from every one who decides to get the ebook. Similar campaigns with unique approach has reached as much as millions of referrals this way

Another method would be to create a website and offering free greeting cards to your visitors' friends. If this is a dieting site, it could be a perfect card for inviting somebody to dinner. At the end of message you can add your little own ad, saying something like: "Curious how to lose weight – find the answer at myweightlosstips.com".

Article writing and distribution (free/paid)

This has been a popular and effective strategy since beginnings of the internet. The beauty of this method is that it drives free visitors, increases your public visibility as an expert in the area as well as gains valuable backlinks to your websites.

The principle of this method is to create unique content of 1-2 page articles on your sites subject then distribute them to article directories. You can also submit articles to forums, newsgroups and blogs that deal with related subjects. The trick is to add a little resource box about the author for every article you write. Example:

John Doe for last five years has written about weight loss issues and you can read more of his articles by visiting www.johnswebsite.com

Or

John Doe for last five years writes about weight loss issues.
Want to lose 10ls in 10 days? Claim your free ebook at www.johnswebsite.com

Here's the list of top article sites you should submit your articles:
1. http://www.ezinearticles.com
2. http://www.goarticles.com
3. http://www.articlecity.com
4. http://www.a1articles.com
5. http://www.ideamarketers.com
6. http://www.searchwarp.com
7. http://www.isnare.com/
8. http://www.amazines.com
9. http://www.articledepot.co.uk
10. http://www.articledashboard.com
11. http://www.easyarticles.com
12. http://www.articlebin.com
13. http://www.articlebeach.com
14. http://www.articlehub.com
15. http://www.articlegarden.com
16. http://www.articlesphere.com
17. http://www.articlealley.com
18. http://www.articlesfactory.com
19. http://www.articlewise.com
20. http://www.articlegeek.com

Always follow their guidelines; remember to change the title and resource box slightly for every directory you submit your article to.

Quick tip: if you are not very good at writing, you can use the MoreNiche articles for ideas and use the guide on how to rewrite articles to get the best results possible.

Press release distribution (free/paid)

Press releases are similar to articles but the idea is to present it in the light of something newsworthy. Once again it is a great way to get featured in offline and online publications, such as Google News or even the New York Times.

For example, say you did experiment on weight loss product X in your town and 10 people lost a total of 200 lbs in just 2 weeks! There's a fantastic reason for press release! Use it to your advantage to feature your website where you have more details on experiment and product reviews … plus a sales pitch!

Bare in mind, that press releases can also attract journalists from magazines or even radio and TV stations!

A good place to start is prweb.com and similar services. Read their guidelines and tips; read previous press releases in your niche and see what you can adapt from them.

Buzz marketing (free)

If you can create jokes around your subject mater, create comics or flash movies then this could be a great approach for marketing your website virally. Submit these to viral sites, the links will get passed around resulting in more visitors to your site.

Another example is a blog where unusual angles and events are covered. Make it completely unique and people would visit your blog, leave their comments, link from their blogs to yours. It could create a blog in forums, end up bookmarked in social bookmaking sites and could create more exposure to your blog (or website).

This can create natural one way links to your website; more traffic as well as the chance of being picked up by journalists. Many marketers have achieved huge visibility for free this way.

Banners and banner exchanges (free/paid)

Banners and banner exchanges can be effective as long as it can get you targeted traffic,. There are different methods how to use banners for advertising.

For example, there are many banner exchange sites where you can exchange banners– you are show their banners on your site and in return they will show your banner on their site network. It's free and can be great way to build visibility in your niche.

Another way to go is exchanging banners just between two sites. You put your exchange partner's banner on your site and they put up yours.

A paid banner network (or simply advertising on a particular site) is when you pay either for impressions, for clicks or for a given time period. Look into bannersgomlm.com

Quick tip: before spending any money, research whether the banner network or site is appropriate to your niche.

Link exchanges (free/paid)

Link exchanges are usually seen as method to increase search engine rankings.

A link exchange means sending and receiving visitors from similar topic pages for free. Usually it is realized by creating a "Resources" or "Friends" page.

Once again, it can be done as a free link exchange between two or more sites or you can pay for having your link being displayed on another websites – usually these are called "paid links".

Quick tips: for detailed link exchange strategies see the MoreNiche guides section.

Traffic exchange programs

A traffic exchange site receives submissions from website owners. They then browse other member sites to earn credits, which allow their sites to be viewed by other members in the system, thus increasing the number of visits to all sites involved.

It can be set up as start up page showing 10 websites every time you open your browser then 10 other visitors will see your website,.

This method not very effective but it could work for mainstream products.

Activity in public places (free/paid)

Being active on forums, newsgroups or other community websites can attract decent amount of visitors to your website.

For example, being active in a beauty or health forum can be very beneficial if you can answer their questions and provide links to your website for more information.

The same applies to related newsgroups and blogs.

In addition, there are websites like MySpace.com which can   be   effective   for generating streams of visitors from this huge network.

Why not participate in sites like Yahoo answers. You can give answers not only to questions but integrate your website links in answers and gain visitors who read posts as well good quality links from these question & answer sites.

Pay-Per-Click

Pay per click is one of the best methods to generate laser targeted traffic to your websites. Basically it is about bidding on keywords and paying a cost for every click.

Remember, you can target only the visitors you want to – be it a specific keyword phrase, geographic location or language. You can also choose words to exclude - for example the word "free" will get a lot of impressions, but it is unlikely to g et you sales.

PPC can be a rewarding marketing activity. Once you know your conversion rate, you know exactly how much you can afford to spend. For example, selling a product which gives a commission of 75$ and it requires 150 visitors to get a sale (your site is converting at 1/150). Knowing you spend 20 cents on average per visitor your spending is 150 x 20c = 30$. This means, 75$ - 30$ you have 45$ profit!
The main thing is to research your keywords well and have a solid converting website or landing page.

There are 3 main PPC engines – Google AdWords, Yahoo Search Marketing and MSN ad center.

Quick tip: see the MoreNiche guides for an AdWords guide, read MoreNiche forum for even more tips and ideas check this thread: http://www.moreniche.com/forum/

Video sites

Video is getting more popular online so if you can create a simple video and upload to websites like Google.com video section or YouTube, then possibly you're sitting on marketing channel that could bring many visitors to your sites.

Many digital photo cameras now have a decent video function with audio. You can use it to record your message, do a product review or simply do a little video infomercial to encourage to the viewer to visit your website.

You can use Windows Movie Maker to add a "sting" at the start and end of the video featuring you url. Hold it long enough for the viewer to jot it down and then visit the site. Look around, see what others are doing and adopt.

Running ads in newsletters and ezines

Running ads in related newsletters & ezines is another method to drive traffic to your site or affiliate links. Advertising in newsletters can be done as a sponsored ad in the newsletter or as solo mailing. A solo email is when the whole email is just about your product.

Offline and Online Radio / TV

This is another channel that can be used for website promotion. Once again it can be done for free or as paid advertising. Remember to evaluate your costs and potential return before spending fortunes on this type of advertising.

Also you could be featured on radio or TV for free if you can present something interesting or sensational to their audiences. Think outside the box.

Quick tip: If you're calling a live Radio show, make sure you mention your website, like, "Hello, I'm Bob from loseweight.com, blah, blah, blah…"

The same can be applied to TV shows or real time newscasts.

Flyers and printed materials

This is another offline method which can result in more sales. An idea is distribute the information in a targeted fashion. If you want to distribute weight loss product flyers, do it next to a beauty salons, gyms or diet saloons.

For male enhancement, why not leave some flyers in the Men's washroom.

These flyers or cards can be distributed also through snail mail, door to door, or handed out in public places if you see a person that could be interested in your offer. Of course, stay within the borders of ethics.

Thinking outside the box

Thinking outside the box, contunually learning and adapting ideas from other industries can all lead to insane amounts of publicity and huge revenues.

Affiliate Marketing Tools and Resources

Domain Registration

GoDaddy – number one domain registration service to date

1&1 Internet – another very popular domain hosting site

Hosting

BlueHost – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

HostGator – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

Adobe Dreamweaver CS4 – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

XSitePro – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

Adobe Photoshop CS4 – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

Adobe Fireworks CS3 – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

KeywordElite – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

WordTracker – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

Keyword Discovery – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

SEO Elite – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

SEO Toolkit – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

Aweber – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

Article Marketer – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

Article Submitter – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links