

Affiliate
MARKETING
that WORKS

Your Business Building Toolkit

THINK OF THIS AS A RESOURCE PAGE FOR SOME OF

THE TOOLS YOU WILL NEED TO BE SUCCESSFUL



TYLER STOKES



***The best
investment
is in the tools
of one's own
trade.***

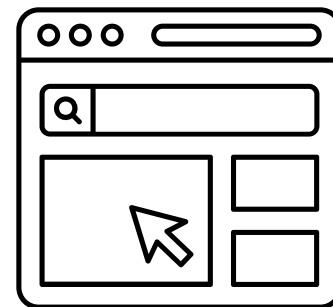
BENJAMIN FRANKLIN

Essential Tools

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Website:

Here are the components you will need for building a website:



Domain Name - NameCheap.com →

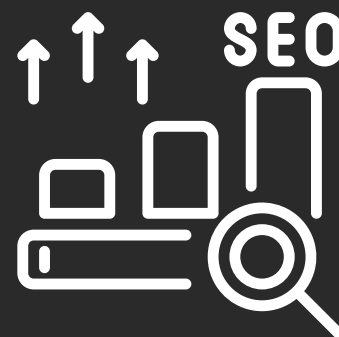
Web Hosting - SiteGround.com →

Content Management System - WordPress.org →

SEO Tools:

When it comes to Search Engine Optimization (SEO) tools, I want to convince you to get the tool from Ahrefs. After setting up your website, it's really the only tool you need to use.

I have no relationship with this tool, I just recommend it because it's amazing. It's a premium tool, but you get premium results.



There are cheaper alternatives out there. You can do a Google search and see what's available. There are so many different keyword research tools and SEO tools out there, along with good reviews and comparison articles to consider reading if you want to.

Bottom line: I use Ahrefs and Keywords Everywhere.

Premium SEO Tool - Ahrefs [→](#)

Budget Keyword Tool - Keywords Everywhere [→](#)

Free Keyword Tool - Google Keyword Planner [→](#)

Google Search Console and Analytics

After you set up your website, you will want to create a Google account. You will want to link your website to Google Search Console, and consider setting up Google Analytics to track your web traffic.



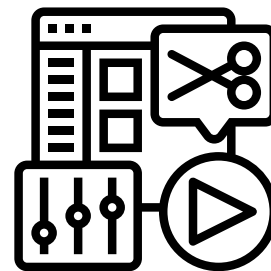
Google Search Console [→](#)

Google Analytics [→](#)

Clicky (Google Analytics Alternative) [→](#)

Image Editing Tools

You will want to be able to edit images. You will most often just need to shrink or re-size images before uploading them to your website. I personally use Photoshop which is a premium tool, however there are many good free alternatives to consider.



[Photoshop](#) →

[Image editing alternatives](#) →

[ILoveImg.com \(Compress resize and crop images\)](#) →

[Free Stock Images](#) →



Extra Tools

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As your business starts to develop, you will probably want to upgrade to a premium WordPress theme. These will give your website a much more professional look and they're not expensive.

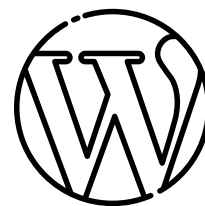
Depending on how your business evolves, you might want to incorporate an email autoresponder, and special opt-in forms. Now, these are advanced tools and should not be considered until your website is making money.

Premium WordPress Themes

What WordPress Theme is That [→](#)

GeneratePress [→](#)

StudioPress [→](#)



Email Provider and Optin Forms

ActiveCampaign [→](#)

OptinMonster [→](#)



Those are all the tools you will ever need, and don't worry, I will be showing you how to use them at the appropriate time in the future.

Don't get overwhelmed and think you need to go and become an expert with all these tools.

Remember, you can literally Google any question about these tools and find the answers you need.

I will happily admit I'm not an expert with these tools. I know just enough to get by, and when I need more information I just Google it.



***Never memorize something
that you can look up.***

ALBERT EINSTEIN

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