

Comprehensive

FREE TOOLS LIST

To Start To Grow A Remarkable Online Company

No
Coding
Required

Web Connection
Webhosting
WordPress
Tools



Startup
RAW

STARTUPRAW.COM

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COST TO START WEBSITE BUSINESS

Here are the four things that are needed to start an online company. You will need:

- 1.) Computer, Laptop or Mobile Phone
- 2.) Local Cable To Connect Your Home To The Web
- 3.) Webhosting Account
- 4.) WordPress For Your Website (No Code Required)

Free things that you need to monetize your website? You will need:

- 1.) Determine what you will sell for cash flow: Affiliate, Google AdSense or your own offers.
- 2.) Sign up for Affiliate to other websites, Sign up for Google AdSense or use the woocommerce plugin to sell your own offers.
- 3.) Sign up for PayPal account to take credit cards securely online on your website
- 4.) You will need to capture leads by subscribing to your website email list
- 5.) Drive traffic to your offers to sell

What is the cost to start an online company? The cable company's web connection charges are typically around \$60.00. You can start webhosting for \$4.00 and your first domain name is usually free with new web hosting account. WordPress is free to use for your website when you set up your website in your webhosting dashboard.

The low end to start an online company is \$4.00. Most people own a computer with service to the web already. **The high end for everything is around \$315.00 with a new computer that is decent.** Everyone can afford \$315.00 to start a company. This is how cheap it is to get started today.

If you want to start a blog, then the recommendation is to grab a domain name and a webhosting package from a webhosting provider such as Blue Host. You can get a domain name and webhosting at the same time in one place. You can build a blog with WordPress one click install (in less than five minutes) and you will receive a professional looking domain name.

- You don't want a domain name like: Yoursite.wordpress.com
- You will receive a domain name like: www.yoursite.com

There are free blogs that you can set up, but if you want to be seriously start a website that you own. I use Blue Host and recommend them for your websites. Go here to follow the

step by step guide to setting up your webhosting, WordPress website, theme, pages and plugins that you need to use to start receiving cash flow: <http://startupraw.com/how-to-create-a-bluehost-website/>.

Map out your first twenty posts. The first five posts should be your credibility posts. The next ten posts should be written in a way that you can combine them together to create an eBook. The eBook will be used as a download for subscribing to your website.

FREE TOOLS FOR WEBSITE SET UP

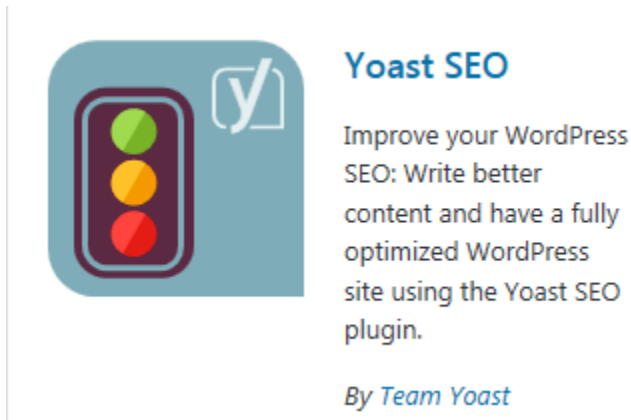
1.) WordPress Themes



<https://wordpress.org/themes/browse/new/>

There are over 5,000 WordPress themes that are free. Choose one for your WordPress Website. Look for themes that are Mobile friendly.

2.) Yoast S.E.O. Plugin



<https://wordpress.org/plugins/wordpress-seo/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Yoast SEO. When you create a new post or page in WordPress, you will need to add keywords, description and tags for SEO under your content writing box.

3.) Google Webmaster Tools



<https://www.google.com/webmaster>

Create an account in Google for webmaster tools. Go to your Yoast SEO plugin in WordPress dashboard to get your sitemaps to put in one at a time in Google. Add your sitemaps

for your websites pages, posts, pictures, landing pages, downloads and categories to get listed quicker in the search engines. Create account in Bing as well.

4.) Google Analytics



<https://www.google.com/analytics>

Create an account for Google Analytics to track how many visitors come to your website. Where they come from, what do they look at on your website and where do they leave. This is critical data for growing your online company.

5.) W3 Total Cache Plugin



W3 Total Cache

W3 Total Cache improves the SEO and user experience of your site by increasing website performance, reducing download times via features like content ...

By Frederick Townes

<https://wordpress.org/plugins/w3-total-cache/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: W3 Total Cache.

The cache plugin will enable your website to run smoother and load faster. Do not skip this plugin. Cache plugins can sometimes conflict with other plugins, themes and code.

Troubleshoot your cache by disabling it and refreshing your website to see if you still are experiencing errors. Get rid of the plugin that it conflicts with to stop the error. Note: If you notice that your woo commerce carts are not loading, then in W3 Total Cache dashboard find the one checked box that is causing it. Uncheck that one.

FREE TOOLS FOR SECURITY

1.) Word Fence Security



Wordfence Security

Secure your website with the most comprehensive WordPress security plugin. Firewall, malware scan, blocking, live traffic, login security & more.

By Wordfence

<https://wordpress.org/plugins/wordfence/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Word fence security. Scan your website and set up daily scans.

2.) Better WP Security



iThemes Security (formerly Better WP Security)

Install Now

[More Details](#)

iThemes Security is the #1
WordPress Security Plugin

By iThemes

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Better WP Security.

Scan your website and set up daily scans. (You can limit login attempts to lock automated attacks to login to your website)

SPEED TEST (GRADE YOUR WEBSITE)

1.) GT Metric



<https://gtmetrix.com>

Check your Website grade. Fix the list of things that fail. This will enhance your website for SEO, optimization and responsiveness.

2.) Website Grader



<https://website.grader.com>

Each of these website graders checks different things. I recommend that you grade well on both tests. Fix the things that need to be fixed.

3.) Pingdom



<https://tools.pingdom.com>

Check your Domain Name Server to ensure there are no errors. You may see that the email did not respond. Nothing to worry about, but everything else needs to pass.

FREE TOOLS TO CONTACT WEBSITE

1.) WP Forms



Contact Form by
WPForms – Drag
& Drop Form
Builder for
WordPress

The best WordPress
contact form plugin.
Drag & Drop online form
builder that helps you
create beautiful contact
forms with just a few
clicks.

By WPForms

<https://wordpress.org/plugins/wpforms-lite/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: WP Forms. Set up your contact form for your contact page. Create registration forms or sign up forms as well.

FREE TOOLS FOR CAPTURING LEADS

1.) Mail Poet Plugin



MailPoet 3 (New)

Create and send beautiful emails and newsletters from WordPress.

By MailPoet

<https://wordpress.org/plugins/mailpoet/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Mail poet.

Create your email forms and newsletters for auto responding to your offers to subscribe for your email list. Drop your forms in the pages and posts to collect email addresses for leads.

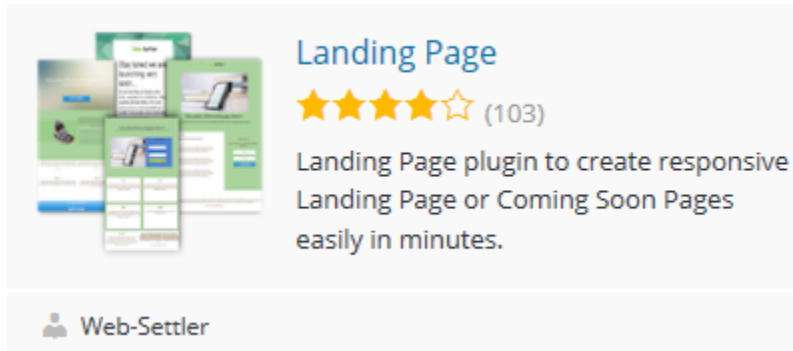
2.) Mail chimp



<https://mailchimp.com/>

Mailchimp.com is another free email autoresponder that you can use for your website, but I don't recommend them. They are popular and others do use them. Sign up for an account.

3.) Landing Pages



Landing Page
★★★★☆ (103)
Landing Page plugin to create responsive Landing Page or Coming Soon Pages easily in minutes.

Web-Settler

<https://wordpress.org/plugins/ultimate-landing-page/>

This landing page has function and templates. You can create nice pages for capturing emails. There are others as well.

FREE TOOLS TO CUSTOMIZE WEBSITE

1.) Table Press



TablePress

Install Now

[More Details](#)

Embed beautiful and feature-rich tables into your posts and pages, without having to write code.

By *Tobias Bätthge*

<https://wordpress.org/plugins/tablepress/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Table Press. Table press allows you to place tables in your website without using HTML coding.

2.) Envira Photo Gallery



Photo Gallery by Envira – Responsive Image Gallery for WordPress

Install Now

[More Details](#)

The best WordPress image gallery plugin. Drag & Drop photo gallery builder that helps you create beautiful photo galleries with just a few clicks.

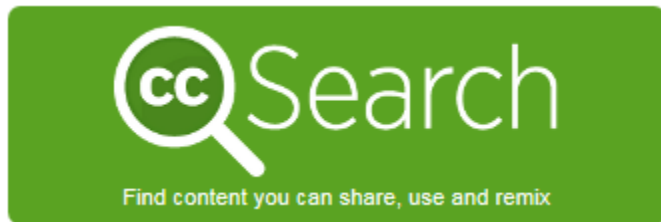
By *Envira Gallery Team*

<https://wordpress.org/plugins/envira-gallery-lite/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Envira. Set up photo galleries on your website.

3.) CC Search

(Creative Commons for photos) Read Laws about using photos with permission



<https://search.creativecommons.org/>

You can search for photos here that you can use for your website that belong to someone else that they allow to be used by others. Some do have restrictions on how you can use them. Check for photos here that you can use.

4.) Use Any Font



Use Any Font

Embed any custom font in your website. #1 Rated custom fonts plugin by WPMUDev.org.

By Dinesh Karki

<https://wordpress.org/plugins/use-any-font/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Use Any Font. Customize your content with different fonts.

5.) Header And Footer



The image shows a WordPress plugin card for 'Header, Footer and Post Injections'. On the left is a blue square with the white text 'H&F'. To the right, the plugin name is displayed in blue. Below the name is a 5-star rating with the number '(371)' in parentheses. A short description follows: 'Header and Footer plugin let you to add html code to the head and footer sections of your blog... and more!'.

<https://wordpress.org/plugins/header-footer/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Header And Footer. You can use this to paste your Google Analytics code into the header. The only other way is to paste the code into the theme header under editor. I do not recommend using the editor for someone that is new to websites or blogging. You can go into the header of header and footer to paste the Analytics code. It will track every page of your website. You can use it to add a space in your header and footer for content.

FREE TOOLS FOR WEBSITE DESIGN

1.) Gimp



<https://www.gimp.org/>

This will allow you to create graphics for your website. You will need to watch tutorials to see how it works. You can create cool things for your website.

FREE TOOLS TO BACK UP WEBSITE

1.) Drop Box




<https://www.dropbox.com/>

You can back up your website in the cloud. You only receive certain amount of storage for free. There are ways to unlock storage for free by recommending someone to sign up. It is a good place to start your storage.

FREE TOOLS WEBSITE TYPES

(ECOMMERCE, MEMBERSHIP, FORUM, DIGITAL OR TANGIBLE SELLING)

1.) BB Press



bbPress
★★★★☆ (320)
bbPress is forum software, made the WordPress way.

The bbPress Community
300,000+ active installs Tested with 4.7.6

<https://wordpress.org/plugins/bbpress/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: BB Press. Set up a forum website that you can engage with your niche audience.

2.) S2 Member



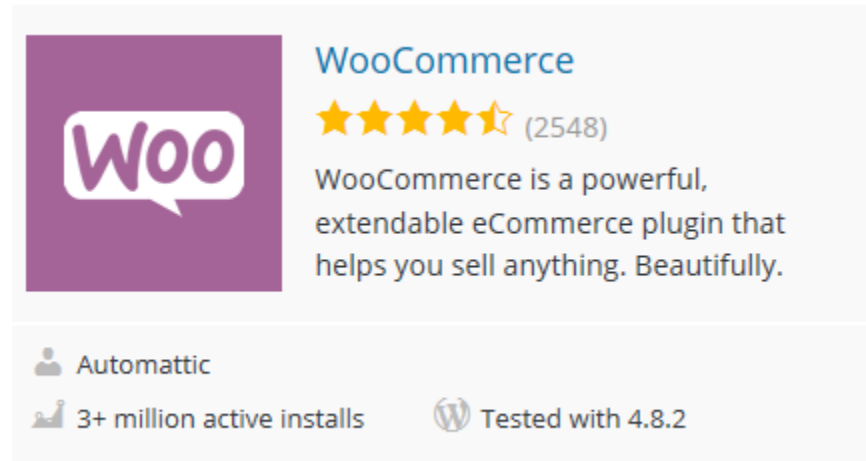
s2Member Framework
(Member Roles, Capabilities, Membership, PayPal Members)
★★★★☆ (185)
SSL Compatible: yes
bbPress® Compatible: yes
WordPress® Compatible: yes
BuddyPress® Compatible: yes
WP® Multisite Compatible: yes
Multisite Blog Farm ...

s2Member / WebSharks, Inc.
30,000+ active installs

<https://wordpress.org/plugins/s2member/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: S2 Member. This is a great tool. You will need to spend time to set it up, but it covers all the areas that need to be covered.

3.) Woo Commerce

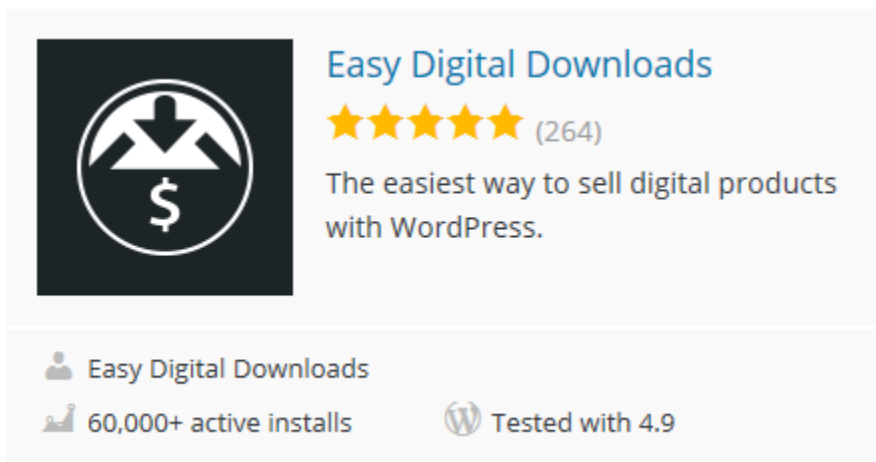


The screenshot shows the plugin listing for Woo Commerce. On the left is a purple square icon with the word 'Woo' in white. To the right, the text reads 'WooCommerce' in blue, followed by a 5-star rating and '(2548)' reviews. Below this is a description: 'WooCommerce is a powerful, extendable eCommerce plugin that helps you sell anything. Beautifully.' At the bottom, it lists 'Automatic' updates, '3+ million active installs', and 'Tested with 4.8.2'.

<https://wordpress.org/plugins/woocommerce/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Woo Commerce. Sell tangible products with woo commerce. You can create an e commerce website with woo commerce.

4.) Easy Digital Downloads



The screenshot shows the plugin listing for Easy Digital Downloads. On the left is a black square icon with a white circle containing a downward arrow and a dollar sign. To the right, the text reads 'Easy Digital Downloads' in blue, followed by a 5-star rating and '(264)' reviews. Below this is a description: 'The easiest way to sell digital products with WordPress.' At the bottom, it lists 'Easy Digital Downloads' as the developer, '60,000+ active installs', and 'Tested with 4.9'.

<https://wordpress.org/plugins/easy-digital-downloads/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Easy Digital Downloads. Sell Digital offers.

5.) PayPal



<https://www.paypal.com/us/home>

This is an online processor that allows you to set up payments on your website. It is encrypted and you can link your credit card or account to it for transferring cash. This one is well known as well.

FREE TOOLS FOR GETTING TRAFFIC

1.) YouTube Embed Videos



YouTube

YouTube Embed
WordPress Plugin.
Embed a responsive
video, YouTube channel
gallery, playlist gallery,
or YouTube.com live
stream

By EmbedPlus Team

<https://wordpress.org/plugins/youtube-embed-plus/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: YouTube. Embed your channel, series or videos. Don't upload videos to your website. Upload to YouTube, then embed them.

2.) Slides



Smart Slider 3

Responsive slider plugin
to create sliders in visual
editor easily. Build
beautiful image slider,
layer slider, video slider,
post slider, and more.

By Nextend

<https://wordpress.org/plugins/smart-slider-3/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Smart slider 3.

Create slides that will keep people on your website. The slides that you use on slide share will show other slides after your slide finishes. The visitor may click on someone else's content by using slide share slides on your website.

3.) Podcast



<https://wordpress.org/plugins/powerpress/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Blubrry.

Embed your podcasts on your website. Don't host your podcast media files on your website. It could cause your website to crash.

(You will need to pay for podcast hosting. It is worth it for creating a tribe to follow you.)

4.) Libsyn.com (Podcast Hosting)



<https://libsyn.com>

5.) Audacity



<http://www.audacityteam.org/>

Download this tool to create your audio for podcasts. You should download Lame 3.99 as well.
What to do once you record your podcast? Save by exporting the MP3 file to save on your computer. Upload to your Podcast hosting. Your podcast host will show a link when it is uploaded. Take That link from your podcast host and go to your website to paste the link in your post backend in WordPress. Scroll to the bottom of the page to the blubrry media to paste link from podcast host. You should link your website to feed iTunes, Google Play and everywhere else.

FREE TOOLS TO REACH AUDIENCE

1.) EMV Headline Analyzer

Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Get the Freedom You Deserve in your life family and finances"

Your Headline's **EMV Score:**

36.36%

<http://www.aminstitute.com/headline/>

Create a headline for your articles and check the percentage of value it has to trigger your audience. Type it in the box and click submit. The best ones are around 80%. Learn how to do it like the pros. Research triggers for responses.

2.) Social Share Buttons



Social Media Share Buttons & Social Sharing Icons (Ultimate Sharing)

★★★★★ (3696)

Share buttons plugin which adds social media icons to your site to enable sharing.

<https://wordpress.org/plugins/ultimate-social-media-icons/>

Go to your WordPress dashboard to plugins on the left side. Click on plugins and then add new. Go to the search box type: Social Share. This will allow others to share your content on their social media accounts.

3.) Keyword Research Tool For SEO



<http://www.keywordspy.com/>

You will need to research the keywords that people use in the search engines before you create a title. If no one is searching for the terms, then no one will see your content. Research your keywords.