

# TOP 10

# Blogging Tools

# & Resources



## *What's Inside*

- ✓ Blogging Tools
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# Blogging Platforms

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## 1. WordPress (Hosted)

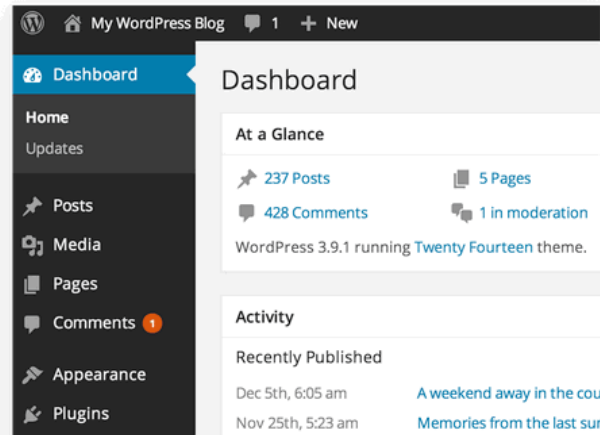
<http://wordpress.com>



This is the biggest blogging platform but it *also* acts as a CMS – which is how we recommend using it. Do note, this is the hosted version.

## 2. WordPress (Self-Hosted)

<http://wordpress.org>



WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Ready to get started? [Download WordPress 4.2.4](#)

This is the self-hosted version of WordPress where you can have it installed on your own web host.

### 3. Blogger

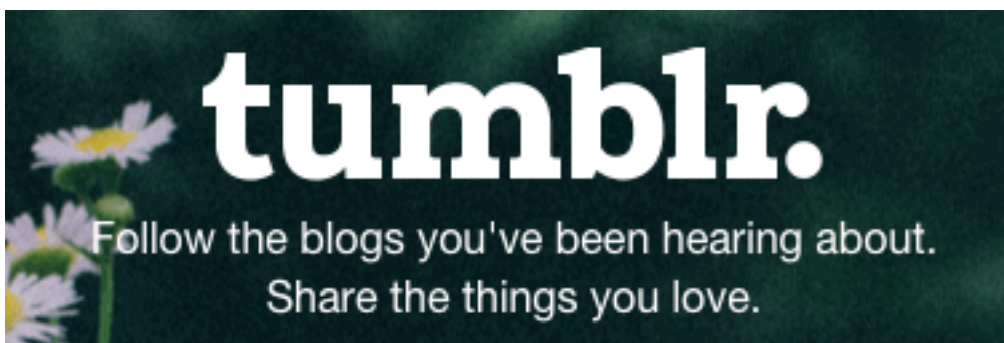
<https://blogger.com>



Owned by Google, BlogSpot was the top choice back in the heyday of the 'blogosphere'. This is a basic tool for blogging which has a strong community element.

### 4. Tumblr

<https://tumblr.com>



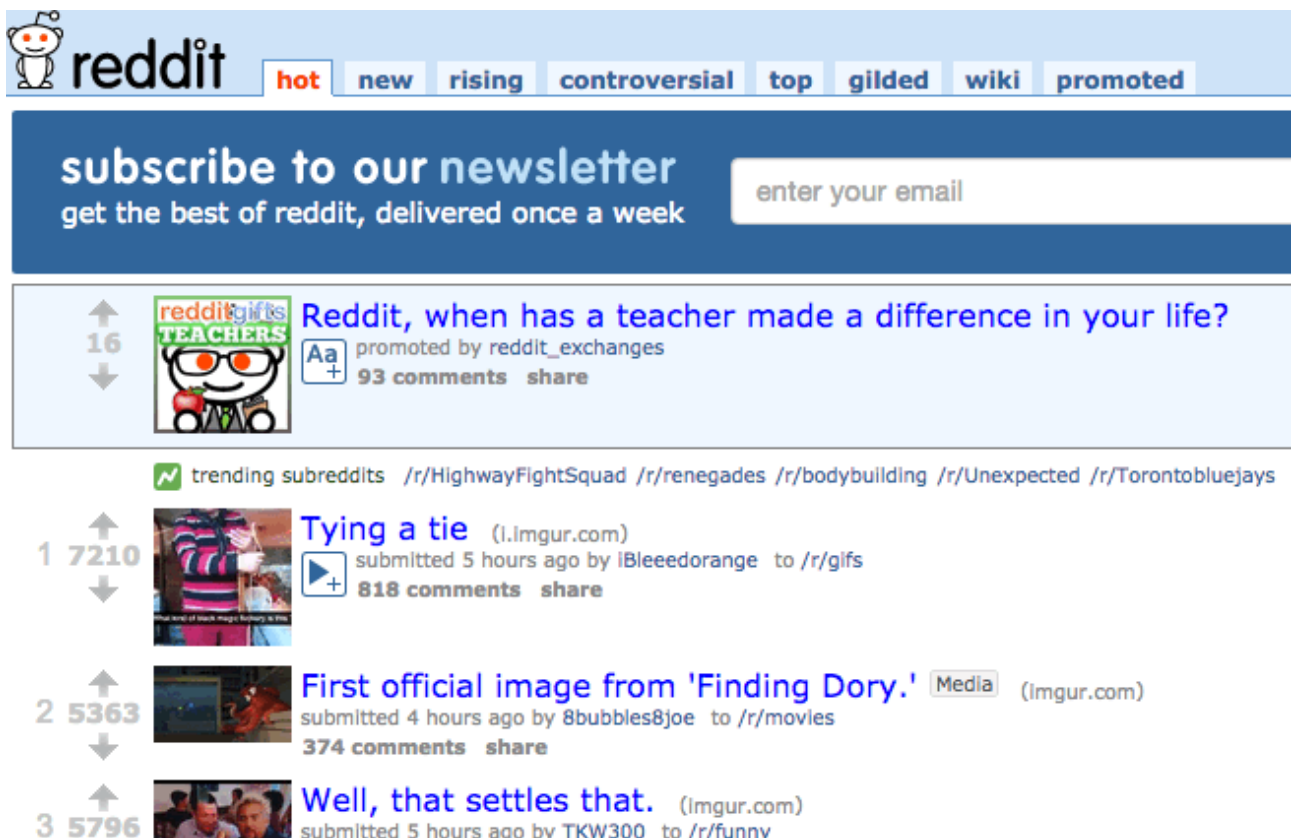
Tumblr is a little different and can be considered somewhere in between a true blogging platform and a social network. Most users use this to upload images, music and text which others users can then comment on. Some people have surprising success on here and it has a big cult community.

# Socializing Your Blog

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## 1. Reddit

<http://reddit.com>



The screenshot shows the top of the Reddit website. At the top left is the Reddit logo and the word "reddit". To the right are navigation tabs: "hot", "new", "rising", "controversial", "top", "gilded", "wiki", and "promoted". Below this is a dark blue banner with the text "subscribe to our newsletter" and "get the best of reddit, delivered once a week", followed by an input field for "enter your email". Below the banner is a list of posts. The first post is a promoted post from the "redditgifts TEACHERS" subreddit, titled "Reddit, when has a teacher made a difference in your life?", with 16 upvotes and 93 comments. Below this is a "trending subreddits" section with links to /r/HighwayFightSquad, /r/renegades, /r/bodybuilding, /r/Unexpected, and /r/Torontobluejays. The next three posts are: 1. "Tying a tie" (l.imgur.com) with 7210 upvotes and 818 comments. 2. "First official image from 'Finding Dory.'" (Media) (l.imgur.com) with 5363 upvotes and 374 comments. 3. "Well, that settles that." (l.imgur.com) with 5796 upvotes and submitted to /r/funny.

Reddit is a great 'social bookmarking' site. Each of the sub-reddits provide a place for people interested in a particular topic to meet and this is an excellent way to share your content.

## 2. BuzzSumo

<http://buzzsumo.com>

The screenshot shows the Buzzsumo website homepage. At the top, there is a dark blue navigation bar with the Buzzsumo logo on the left and links for 'Product', 'Customers', 'Pricing', 'Blog', 'Signup', 'Login', and 'Resources' on the right. Below the navigation bar is a large blue section with the headline 'Analyze what content performs best for any topic or competitor' and the subtext 'Find the key influencers to promote your content'. At the bottom of this section is a white search bar with the placeholder text 'Enter a topic or domain to try out BuzzSumo (e.g. content marketing or cnn.com)' and a 'Go!' button.

BuzzSumo is a tool that some people find useful for finding things to share and post. It is also a great way to find out what blog topics are hot so that you can perhaps model what works.

### 3. Shareaholic

<http://shareaholic.com>

The screenshot shows the Shareaholic website homepage. At the top, there is a dark blue navigation bar with the Shareaholic logo on the left and links for 'For Your Website', 'For Advertisers', 'Our Blog', 'We're Hiring', a notification bell icon, 'Sign Up Free', and 'Log In' on the right. Below the navigation bar is a large dark section with a background of many small profile pictures. The headline reads 'The all-in-one content amplification platform.' followed by the subtext 'Shareaholic reaches over 450 million people each month. Is your content plugged in yet?'. Below this, there are two columns: 'For Websites' with the text 'Grow your traffic and make money from your site with our free all-in-one content amplification suite that's easy to install and simple to use.' and a blue button 'Add Shareaholic to your website >'; and 'For Advertisers' with the text 'Promote your content to passionate audiences at scale. Reach over 450 million people with native ads and promoted content.' and a blue button 'Start a campaign >'. At the bottom, there is a link 'Already have an account? Sign in'.

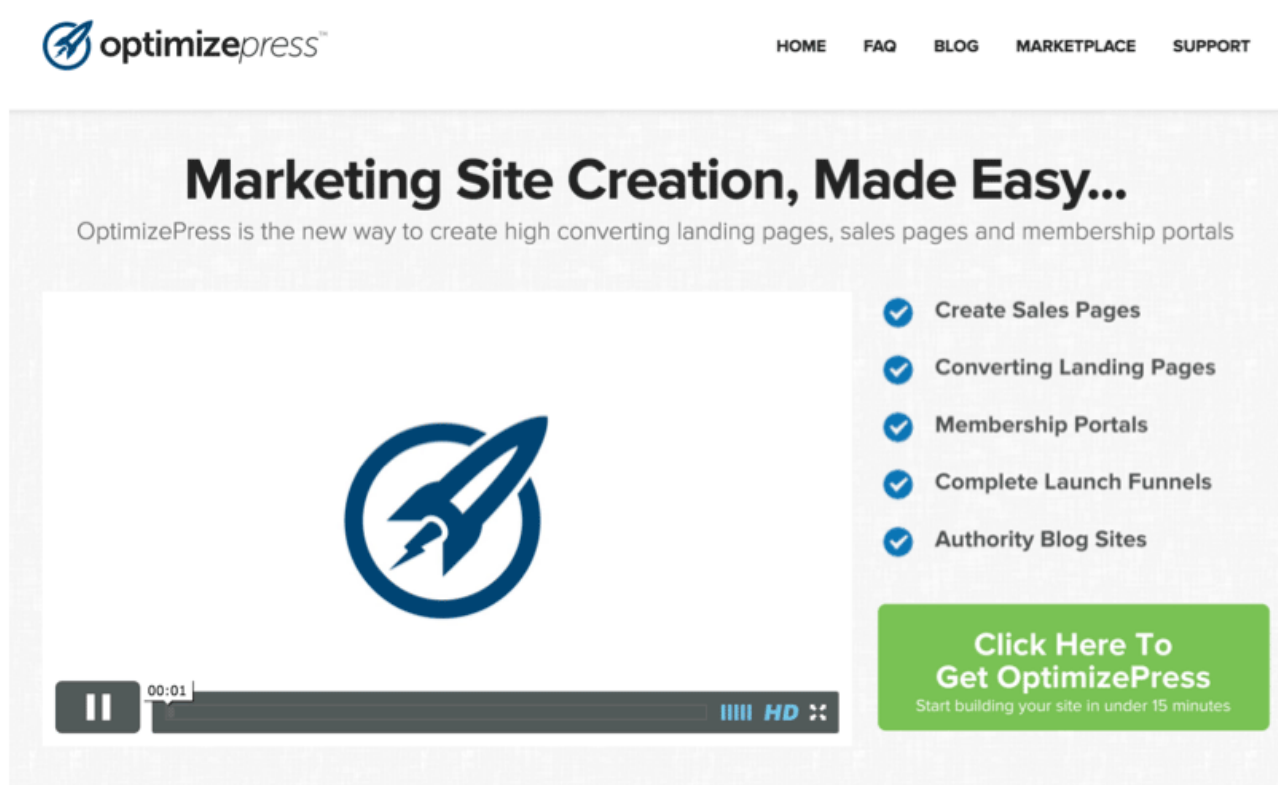
This is a WordPress plugin that makes it easy for your visitors to share your content.

# Blog Themes

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## 1. OptimizePress

<http://optimizepress.com>

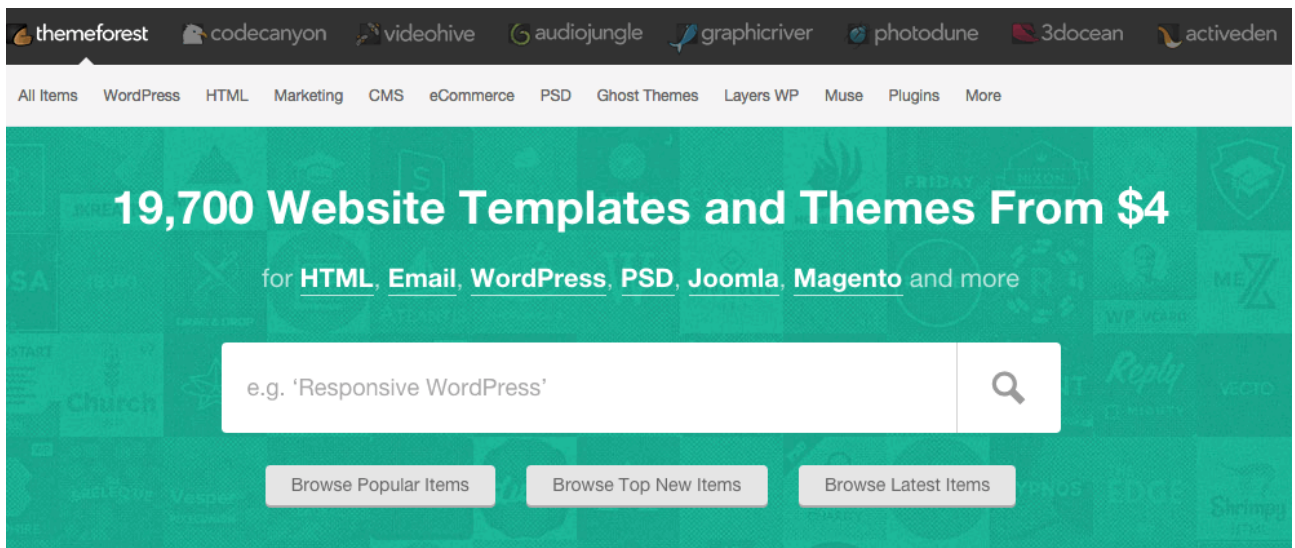


The screenshot shows the OptimizePress website homepage. At the top left is the logo for OptimizePress, which consists of a blue circular icon with a white rocket-like shape inside, followed by the text "optimizepress™". To the right of the logo is a navigation menu with the following items: HOME, FAQ, BLOG, MARKETPLACE, and SUPPORT. Below the navigation menu is a large banner area. The banner has a light gray background and contains the following elements: a large heading "Marketing Site Creation, Made Easy..." in bold black text; a sub-heading "OptimizePress is the new way to create high converting landing pages, sales pages and membership portals" in a smaller black font; a video player on the left side showing a blue circular icon with a white rocket-like shape inside, and a video control bar at the bottom with a play button, a progress bar showing "00:01", and a volume icon; and a list of five features on the right side, each preceded by a blue checkmark icon: "Create Sales Pages", "Converting Landing Pages", "Membership Portals", "Complete Launch Funnels", and "Authority Blog Sites". Below the list of features is a green button with the text "Click Here To Get OptimizePress" and "Start building your site in under 15 minutes" below it.

Optimize Press is a great tool that makes it easy for you to create landing pages if you have a WordPress site. These pages look the business and they work so they take a lot of the guesswork out of affiliate marketing (which is a good thing!).

## 2. Theme Forest

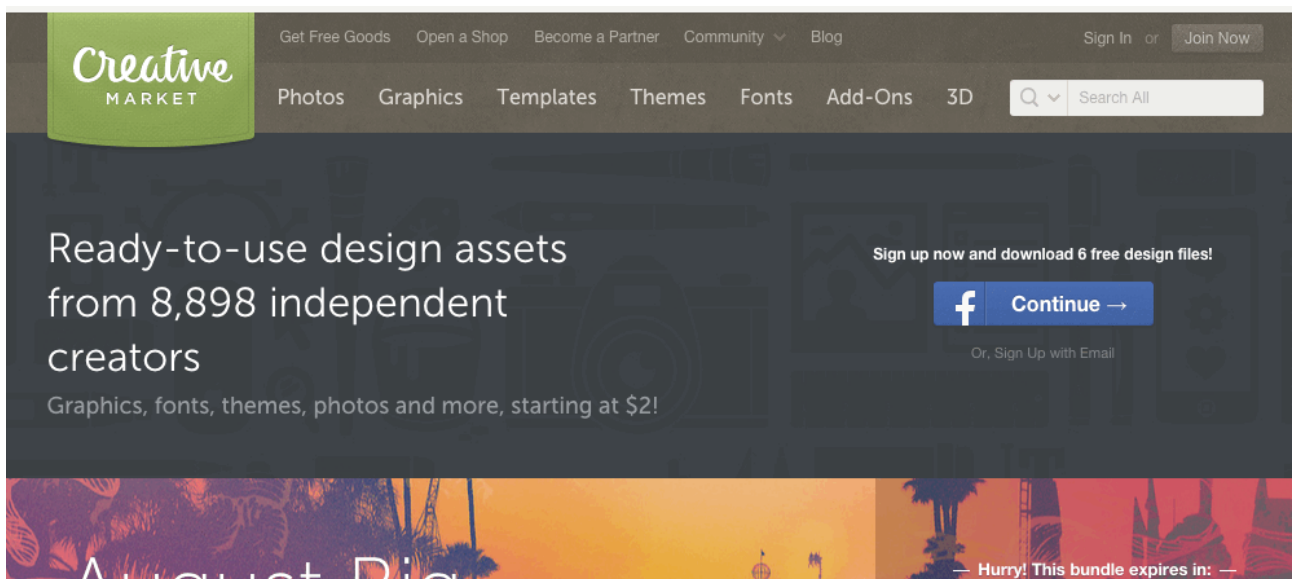
<http://themeforest.net>



One of the largest marketplaces for themes.

## 2. Creative Market

<http://creativemarket.com>



Another great place to find themes for your blog.

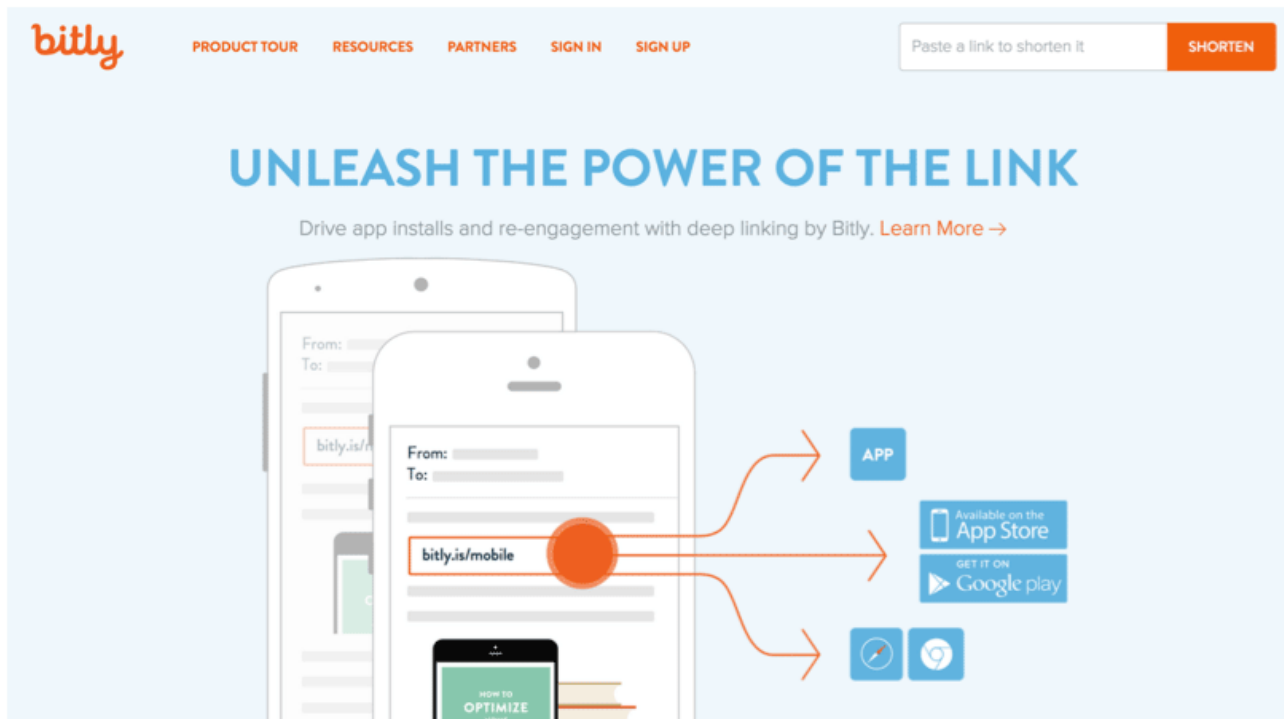


# More Blogging Tools

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## 1. Bitly

<https://bitly.com/>



Bitly is a popular URL shortener, ideal for shortening and hiding your affiliate links from commission thieves!

## 2. AWeber

<http://aweber.com>

# Want to Grow Your Business — For Free?

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### Faster Email List Growth

Mobile-ready sign up forms and email templates that match your brand and make building your subscriber list a snap.



### Easy Importing

Migrate your current list in minutes without another opt-in.



### Industry-Leading Deliverability

Make sure your emails reach your subscribers with deliverability you can trust.



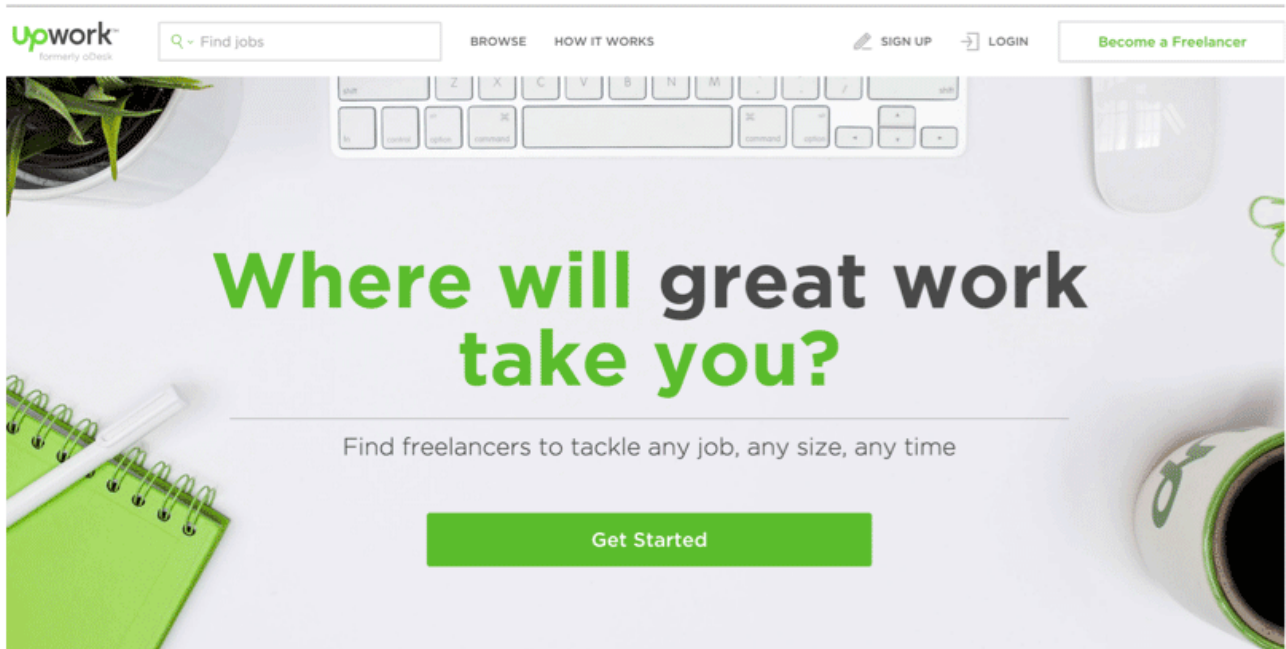
### Live Expert Customer Support

Our team of email marketing experts is here 7 days-a-week to help you grow your business.

List building is crucial when it comes to making sales as an affiliate marketer. AWeber is a top choice amongst autoresponder services.

### 3. UpWork

<http://upwork.com>



UpWork is the new name for ODesk. It's one of the biggest and most popular freelancing sites out there and a great place to find writers, designers and ad managers who can help you with your work.