

Important Information

This Report is © 2007 [Traynor Kitching & Associates](#). You must not copy any or all of its contents.

You can give this Report away in any way that you like, as long as you don't use "spammy" methods to do so. You **MUST** give it away. You may **not** sell it. [Click here to find out how to rebrand this report](#)

The information in the Report is up-to-date at the time of writing. However, neither Ian Traynor nor Traynor Kitching & Associates can give any guarantees as to the accuracy of the information, even though we have used "best endeavours" to ensure that it is accurate.

This Report contains links to external websites. The content of these sites is beyond our control.

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Introduction



I'm Ian Traynor, and I've been a webmaster since 1995. To start with it was a steep learning curve.

And guess what – it still is! I am continually learning new techniques, finding out about new software.

Over the years, my computers' hard drives have filled up with webmaster tools of many different kinds. I have spent *thousands* of dollars buying software tools to make my website building easier.

Also over the years, I've helped hundreds of individuals and companies to make their online presence more effective. And I've helped *them* to find the tools to make *their* lives easier.

But I don't expect people who are new to website building ("newbies") to spend the same amount of cash on webmaster tools that I spend. Nor do I expect them to be prepared to utilize some of the more sophisticated tools that I use. You have to learn to walk before you learn to run!

So – what I've done in this short report is to describe which webmaster tools I consider to be essential. And I've tried, wherever possible to give the best of the free or low cost tools.

That way, even if you are on a restricted budget, you should be able to build up a reasonable collection of useful software.

But I've also indicated which are the really top-rank tools, the ones that the professionals use – just in case you feel like spending a lot of money!

Learning How To Use The Tools

This can often be more difficult than knowing which tools to use – and how to get the most cost-effective ones. This is one of the reasons why I set up my **[Newbies School of Internet Marketing](#)**.

In the School, I teach these skills, and many other basics of internet marketing through videos and one-to-one tuition.

You've produced the greatest resource on Internet Marketing that I have ever encountered. And it's so professionally presented!

Dianne Hill, Sydney Central Coast, NSW, Australia



[Click Here For More Information On The School](#)

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

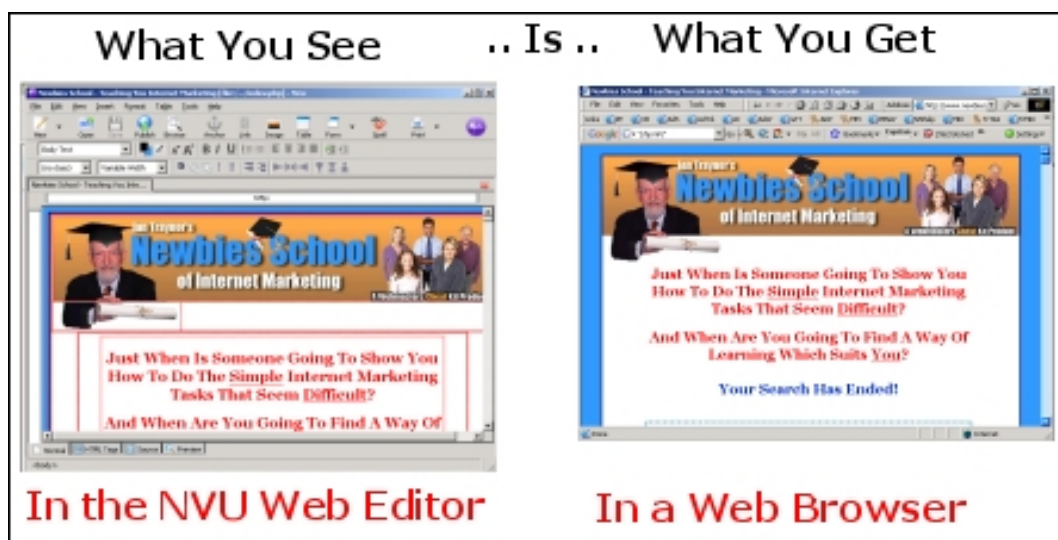
[Enrol in The Newbies School of Internet Marketing](#)

Tool #1: Web Authoring Software

This is your most important tool. This is what you use to build and update your websites.

Today, only purists “hand-code” websites using only Windows Notepad! The rest of us use a type of web authoring software known as “WYSIWYG” (What You See Is What You Get). Mostly, this type of software is no more difficult to use than a word processor such as Microsoft Word.

What you work with is essentially a close approximation to what your web page will actually look like.



And mostly, you won't need to know much about “HTML” coding – although some basic HTML knowledge is always useful.

Budget Tool

The best **free** WYSIWYG web authoring software that I've found is “**NVU**” - pronounced “Enview”. This has been regularly updated, and there are no plans, as far as I know, ever to charge for it. You can download it from here:

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

This is the tool which I recommend to Pupils in my [Newbies School of Internet Marketing](#), and there are some videos in the School showing how to use some of its features. There's a very good Help facility built into the software.

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Professional Tools

The most popular professional WYSIWYG web authoring software is, without doubt, **Dreamweaver**. I've been using it for many years now, and it's almost always open on my PC! It's not cheap (several hundred dollars), but it's a good investment if you are going to build a lot of websites. You can get more information [from here](#).

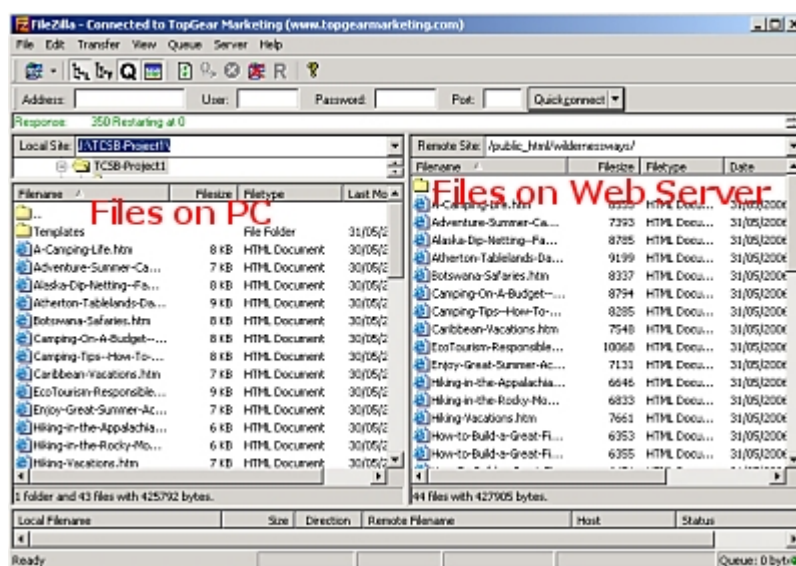
There's one other paid-for WYSIWYG software which you might want to look at. This is MarketSoft's "**123 WYSIWYG Web Editor**". This is moderately priced, is easy to use and – interestingly – is aimed specifically at internet marketers. There are several neat features – such as building a web contact form – which you don't see in other web authoring packages. You can get the details of this software [from here](#).

Tool #2: FTP Software

"FTP" software ("FTP" standing for "File Transfer Protocol") allows you to transfer files from your PC to your web space, and vice versa.

Although many web authoring programs have built-in FTP capabilities, I find that a separate FTP program gives you much more power and flexibility.

They nearly all work in the same way. You enter (and can store) your Host Name, User Name and Password. When you are logged in, the software shows you two windows:



Usually, you can just drag a file from the 'local' window to the 'remote' window and it's uploaded to your web server.

I recommend that you get an FTP program. There are many available, and none of them are particularly expensive. And one good one is completely free..!

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Budget Tool

The best **free** FTP program that I've found is the "open source" software, "**FileZilla**". This has nearly all the features offered by the paid-for programs, and it will certainly do everything that a newbie webmaster wants. Download FileZilla from here:

<http://filezilla.sourceforge.net/>

Again, this is the tool that I recommend to the Pupils at my [Newbies School of Internet Marketing](#), and I provide training in its use.

Professional Tools

Probably the best-known paid-for FTP program is "**WS_FTP**", and this is the one which I use. Mind you, that's only because I've *always* used it. I don't really need many of the power features offered by WS_FTP, and I could probably get by with FileZilla. If you're interested, you can find out more about WS_FTP from here:

http://www.ipswitch.com/products/ws_ftp/

It costs about \$40 for the "Home" version and \$55 for the "Pro" version. "**CuteFTP**" is another similar product and costs about the same as WS_FTP – but I've never used it.

Tool # 3: Graphics Software

Make no mistake, you're going to need to acquire *some* graphics skills. A "Webmaster" has to be just that – a master of many skills!

You don't have to be a creative graphic designer. But, at the very least, you need to be able to modify existing graphics and create simple graphics yourself.

Frequently, you'll get the opportunity to download graphics collections, or blank header banners. You'll need to be able to modify these – resize them and maybe drop some text into them

Budget Tools

There are, actually, two free graphics packages which I recommend to Pupils in my [Newbies School of Internet Marketing](#). The first is "**IrfanView**", which is good for modifying existing graphics, but not very good for creating graphics from scratch. As its name suggests, it's more of a graphics viewer than a graphics editor. You can download IrfanView from here:

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

A better package, but one with a rather quirky interface is "**The Gimp**". This

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

has a good set of drawing tools, once you master them.

But for me, the big attraction of The Gimp is that you can work with "PSD" files. These are files which have been produced with *Adobe Photoshop* (more of which in a minute) and are built up in layers. So if, for example, you have some text which is set over a complex image, you can work with the text layer without spoiling the underlying image.

Increasingly, Resale Rights products are being issued with graphics in the "PSD" format, so it's useful to be able to work with them with this free software. You can download The Gimp from here:

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

Finally, you should also have a look at "**Ultimate Paint**". This is probably better suited to creating graphics from scratch than either IrfanView or The Gimp. I've played around with a bit but not seriously used it. My impression is that it is fairly intuitive to use, and the Help files really *do* help. There are both free and paid-for (about \$35) versions. You can download either version of Ultimate Paint from here:

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

If you are looking for a source of graphics, have a look at this huge collection:



Smart Site Web Kit The Internet Marketers Web Kit

This amazing collection includes all the components you need to create dozens of cash pulling sites in lightning quick time.

From complete professional grade web templates to specific ready made (just add content) specialized internet marketing templates including firesale, sales letter and One Time Offers.

Just add your product's information and you're ready to go!

Plus.. it includes header banners, unusual advertising banners, buttons, bullets, website "scruffies", internet marketing software - and advice from me on how to get the most out of each part of the Kit.

Over 110 MegaBytes of Graphics and Templates!

[Click Here For Full Information](#)

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Professional Tools

The choice of the professional graphic designers – and it's a hugely expensive choice – is “**Adobe PhotoShop**”, which costs around \$6 - 700! If you're really interested, you can get details [from here](#).

I've never used PhotoShop because since the early days I've always used “**PaintShop Pro**”. I guess it's what you get used to, and I've been using PSP for about 8 years (maybe longer). It's far more affordable than PhotoShop – it costs around \$80. Mind you, since it was acquired by Corel, it seems to have been turned into more of a photo editing program – presumably so that it won't compete with Corel's “**CorelDRAW**”, which costs nearly \$400. Pity about that. You'll find all the Corel products [here](#).

Tool #4: Web Scripts

Scripts – bits of non-HTML code – can turn an ordinary web page into something really special. You really can do almost everything on a web page by using the right bits of code.

There are quite a few “languages” which are used to write scripts. The main ones which I use are:

- PHP
- Javascript
- CGI / Perl

“*But*”, you might be thinking, “*I know nothing about programming languages. What use are scripts to me?*”

The good news is that there are so many 'pre-written' scripts available that all you'll probably ever need to do is to change one or two things and copy-and-paste the script into your web page. Just a couple of things you should bear in mind:

1. When you paste any script into a web page, if you are using a 'WYSIWYG' web page editor, always make sure that you paste the script into the “Code” or “HTML” view and *not* into the WYSIWYG view
2. Make sure that you *test* every page which use scripts before you tell everyone about the page. It's easy to make small errors, and sometimes, just missing a semi-colon off a line of script will cause it to fall over. Some scripts will only work when they are run from a web server, so it's best to upload the page and then view it in your browser, rather than trying to preview it when it's still on your PC

OK - here are some useful sources sources of scripts for you...

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Budget Tools

My "Webmasters All-In-One Toolbox"



This is a really easy collection of tools, including many scripts, accessible through a very user-friendly interface.

You can download it right away – just use the link below:

[Click Here To Download My Webmasters Toolbox](#)

The file size is about 1.2 Mb – and I've also included another bit of software, "Ezjava", which contains another 50 or so Javascript snippets.

Web Sources:

There are huge collections of scripts available for you to freely download. My favourites websites are:

Javascript

- [The Javascript Source](#)
- [Javascript Kit](#)
- [Dynamic Drive](#)
- [Free Javascripts](#)

Perl / CGI

- [FreePerlCode.com](#)
- [Matt's Script Archive](#) (home of the ever-popular 'formmail' program which drives so many contact forms)
- [FreePerl.com](#)

PHP

- [PHP Junk Yard](#)
- [FreePHP.net](#)
- [Script Dungeon](#) (also other script languages here)
- [Code Junction](#) (also other types of scripts)

You'll find many, many more through the search engines. You can either look for other resources by typing in something like "free PHP". If you know what you are looking for, such as a scripts to show a clock on your website, then try something like "free clock script."

Professional Tools

I'm not a professional programmer so I don't use professional tools!

If I want something complex doing, I go and hire a coder from somewhere like [RentACoder](#).

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Tool #5: Cascading Style Sheet Software

A "Cascading Style Sheet" ("CSS") is a text file which can control the appearance of almost every aspect of a website. If you change an element in the CSS, it is reflected throughout the whole of the website. You just 'attach' the style sheet to each web page as you build it.

Each CSS command in the style sheet controls a different element of the website. Here's an example..

Suppose you want to have each headline (<H1>) in big, bold red lettering The CSS command would look something like this:

```
h1 {
    font-family: Georgia, "Times New Roman", serif;
    font-size: 26pt;
    font-weight: bold;
    color: #ff0000;
}
```

So, every time you put in an H1 headline tag, it would come out something like this:

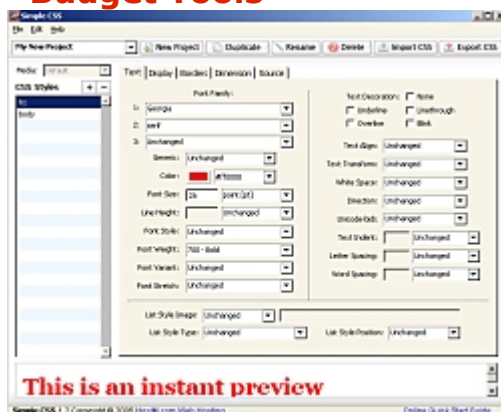
Headline Here

If you wanted to change the colour of the headline, you'd just change it in the style sheet, upload the style sheet and every page in the website would be updated

Powerful stuff! And it's becoming almost standard to use CSS in modern websites.

Now you *can*, if you want to waste time, just type all the commands into Windows Notepad.. if you know all the commands! But it is much quicker and easier to use a breed of software known as a "CSS Editor". They nearly all have a user-friendly interface which lets you choose things such as font characteristics, line thicknesses and so on. The software then builds the CSS code and adds it to a style sheet.

Budget Tools



There's a surprising shortage of *free* CSS Editors. But one that I've tried and liked is "**Simple CSS**" from hostm.com. It's easy to use and it even has an instant "preview" of what your style will look like on a web page. Even some of the paid-for CSS Editors lack this useful facility.

The "Simple CSS" screen

This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

You can download Simple CSS from here:

<http://www.hostm.com/css/>

Professional Tools

Many of the top-end web authoring packages, such as *Dreamweaver* have built-in CSS support. So I don't often have the need for a CSS Editor.

But there are times when one has come in useful, and I've used one of the most popular ones, "**TopStyle**" from BradSoft. It's not cheap (\$80), but new features are being added frequently, and it's probably one of the best there is. You can find out more from the sales page [here](#). A 20-day free trial is available.

There are certainly plenty of cheaper competitors – and most of them offer a trial period. Webmasters-Central.com has a list [here](#).

Tool #6: PDF Converter Software

It is becoming increasingly necessary to be able to convert documents into "PDF" ("Portable Document Format") files. This universal standard of document presentation for the Web can be viewed on any type of PC, it is virus-proof and it can't easily be altered, except by the author of the document.

Unless you are prepared to pay several hundred dollars for Adobe Acrobat (see "Professional Tool" below), you are going to have to look at a whole range of cheaper alternatives.

Budget Tools

Well, actually, you *don't* have to look! I've done it for you. I've lost count of the number of PDF converters I've tried, and they've all had some drawback or another.

The biggest problem for me is how they've handled hyperlinks – of which there are many scattered throughout this Report. Many of them are OK when you type in a complete web address, with all the "http : / www " bit. But if you try to hyperlink a word (i.e. the link is activated when you click on the word) these cheaper converters usually fall over.

Finally, I did what I should have done ages ago. I downloaded the free "**Open Office**" suite of programs. This huge package (warning: it's a 93 MegaByte download!) is basically a free replacement for Microsoft's "Office" suite of programs. The big attraction for me was the way that the Open Office "Writer" program (a replacement for Microsoft "Word" can convert documents into the PDF format.

And it does it beautifully! This Report was written in "Writer" and then converted into a PDF file.

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

I haven't explored the full features of either "Writer" or its PDF conversion facilities. But they are both *very* extensive.

So, for a free PDF converter, I'm not going to recommend anything else except Open Office. Download your copy from here:

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

If you are on a dial-up connection, and you don't fancy such a huge download, you can get Open Office on a CD for a small cost from many different places. Details are on the Open Office website.

Professional Tools

OK, so you've got an unlimited budget, and you're happy to go through a steep learning curve to master the *huge* array of features in the original PDF creator software. Then you've got to purchase "**Adobe Acrobat**" from the company which invented the PDF format. [Here's where to go](#). Have fun!

Tool #7: Keyword Analysis Software

Keywords are central to internet marketing strategies. Why? Here's a few reasons:

1. You want people to find your website through typing in appropriate keywords into a search engine.
2. If you're using a "pay Per Click" advertising method (such as Google AdWords), you want to pay only for the most appropriate keywords.
3. If you've got "contextual advertising" on your site (adverts are displayed appropriate to the content on a web page), such as Google AdSense ads, you need to ensure that your pages include appropriate keywords.

At the heart of a keyword strategy are two important measurements:

1. The number of websites found in a search engine for a given keyword (or key phrase) – you want this to be *low* (the *supply* side of the equation)
2. The number of people who search for a given keyword (or key phrase) – you want this to be *high* (the *demand* side of the equation).

And, of course, there are tools available to help you to research your keywords.

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

Budget Tools



For many years, one of the neatest free tools has been “**Good Keywords**” (“GKW”). It is continually being improved and the promise is that it will always be free.

In GKW, you enter a base keyword to start your research – say “dog” (if you've got a 'doggie' website!). GKW then goes off and searches (using either the Overture network (I recommend this) or two other alternatives) to do two things:

1. Find a list of related keywords / key phrases
2. Find how many people searched for each word in the list over the past month

You can then highlight any of the words and, in a click, find out how many websites are returned by different search engines using that word.

There are quite a number of other refinements and options in this excellent piece of software. It's worth having if your budget is tiny. Download Good Keywords from here:

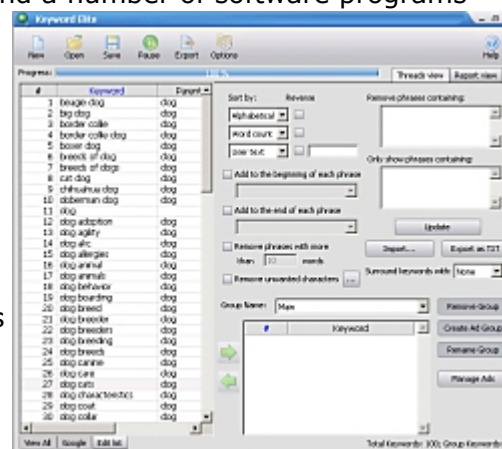
<http://www.goodkeywords.com/>

Professional Tools

I used Good Keywords a lot in my early internet marketing years. But I found that it was rather time consuming having to compare the supply and demand for each keyword. And I have since found a number of software programs which speed up the process considerably.

As time goes by, each product seems better than earlier competitive products. But it's going to take a lot of work to beat my current keyword research tool, “**Keyword Elite**”.

There are a huge variety of tools in this software. I can't describe them here – it would take too long. But there are some excellent videos on the sales page for Keyword Elite. If you are



Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

thinking of investing in keyword analysis software, I suggest that you watch them. [Here's where to go.](#)

Tool #8: Link Checking Software

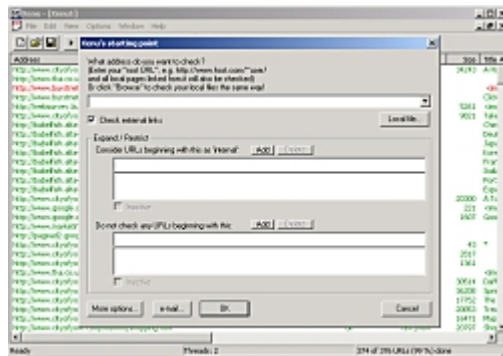
It's an essential part of a webmaster's job to check links – in two ways:

1. **Links on your website:** Are all the links on your website still working?
2. **Inbound Links:** Which websites are linking to your site?

I'll cover both types of link checking in this section. And there are no "Professional Tools". You only need "Budget Tools" for these tasks.

Budget Tools

Links on your website



I've only ever used one tool to check if the links on my websites are still working. And it's a tool that's been around for many years. It still keeps getting updated.

It's "**Xenu's Link Sleuth**". The fact that this small German website has a Google Page Rank of 7 (out of 10) is a serious measure of its popularity.

All you need to do is to enter the website address of your site (or anyone else's) and Xenu will check every link and report if it works or not. Then it's up to you to go and fix it!

I recommend that, if you have more than half a dozen pages on your website, or more than a dozen external links on your site, you should run this link checker at least once a month. Download Xenu's Link Sleuth from here:

<http://home.snafu.de/tilman/xenulink.html>

Inbound Links

An essential task of a webmaster is to get as many good-quality websites to link to yours. By "good quality" I mean websites whose content is related to yours (and you can exclude direct competitors!), and who have a good ranking with Google. And I'm talking about Google's "Page Rank" ("PR") score (which is marks out of 10). Any website with a PR of 4 or over is worth having a link from if the site has content related to yours.

The easiest way that I've found to check Page Rank is to have the Google

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

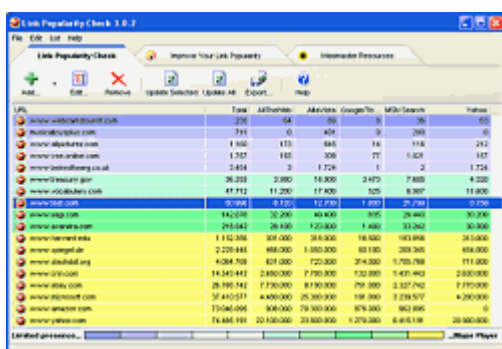
[Enrol in The Newbies School of Internet Marketing](#)

Toolbar installed. Then, when you visit *any* web page, its PR is displayed on the Toolbar. You can download Google's Toolbar from [here](#).

You can easily check your inbound links on most search engines. On Google, for example, simply type into the search box:

link:yoursite.com

You can put the 'www' bit in if you like. The search engine will then show you a list of sites which link to your site – or any other that you enter. Some search engines are better than other – Google tends to show fewer inbound links than, say MSN.



A faster way to get the total number of inbound links is to use software. There are plenty of little tools available free of charge. One that I use and like is "Link Popularity Check". It's easy to install and it gives the number of inbound link results from six different search engines.

It can check for links to a number of different websites, and, once you have entered a site, the software remembers it. So you don't have to keep on entering information. Download Link Popularity Check from here:

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

Professional Tools

There is no shortage of sophisticated link checking software available, much of it to do with managing "reciprocal links" - where you and another webmaster agree to link to each other's websites.

But since the report is aimed at "newbie" webmasters, I'm not going to suggest any purchases in this category. Maybe, when you have a large number of websites, and you've exchanged links with hundreds of sites, you'll find it worthwhile buying such software.

Tool #8, 9, .. ???

Yes, there are hundreds of different types of tools designed to make a webmaster's life a little easier!

But I promised you that this would be a short report – and that's just what it's going to be!

I've given you access to the most important tools, all of them free for you to

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

download:

1. Web Authoring Software
2. FTP Software
3. Graphics Software
4. Web Scripts
5. Cascading Style Sheet Software
6. PDF Converter Software
7. Keyword Analysis Software
8. Link Checking Software

Armed with these tools, you will have almost everything you need to improve your websites and to make you more skilled as a webmaster.

But, as I said in my introduction, it's not just a question of *having* the right tools. There's another step to take..

Learning How To Use The Tools

This can often be more difficult than knowing which tools to use – and how to get the most cost-effective ones. This is one of the reasons why I set up my **[Newbies School of Internet Marketing](#)**.

In the School, I teach these skills, and many other basics of internet marketing through videos and one-to-one tuition.



Ian - WOW! The Newbies School is the best of both worlds - a high quality, very complete self-paced training program plus a 'mentor' to ask questions when you are stuck.

This is a must-have product and without a doubt the first purchase a newbie should make. I wish I'd had this when I started!

Mary Gunn, Houston, TX, USA

It's not the right place to describe everything that's available in the School. So just use the link below to get the full story.

[Click Here For More Information On The School](#)

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)

I hope that you've found this Report to be helpful. Being a webmaster is hard work – but it can be very rewarding. And hopefully, the tools I've described in this Report will make your life a little easier.



Ian Traynor
Professional Webmaster
York, UK

Give Away This Report And Earn Money!

In this report, there are a number of links to my Newbies School of Internet Marketing.

I'm going to let you download a special copy of the Report which lets you "brand" these links with your own affiliate link to the School.

If you give away copies of the report, and someone clicks on one of these links and then enrolls in the School, you will earn a whopping 60% commission.

That's right – you will earn more than I do from the sale!

All you need is a free ClickBank account.

[Click Here To Get Your Rebrandable Copy](#)

.. and there's nothing to sign up for – just download it!

Earn Money By Giving Away This Report – [Click Here For Details](#)

Learn How To Use These Webmasters Tools:

[Enrol in The Newbies School of Internet Marketing](#)