

Productivity Tools Workshop Handout

+ Websites That Work Handout



Dropbox

[Dropbox](#) is a free service that lets you bring your photos, docs, and videos anywhere and share them easily. Never email yourself a file again!



Add visuals to your online conversations. [Jing](#) captures anything on you see on your computer screen, as an image or short video, and lets you share it instantly.

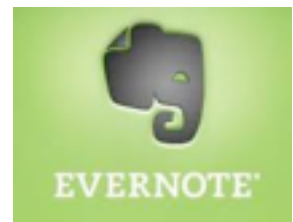
[MySpeed](#) from Enounce lets you change the playback speed of Flash video without any loss of audio quality. (No chipmunk sound.) It's like speed-reading for video! If your Windows PC or Mac can view videos on YouTube, MySpeed will work.

Enounce
Fast-forward Thinking



[Skype](#) is a software application that allows users to make voice calls over the Internet. Calls to other users within the Skype service are free, while calls to both traditional landline telephones and mobile phones can be made for a fee using a debit-based user account system.

[Evernote](#) is a suite of software and services designed for notetaking and archiving. A "note" can be a piece of formatted text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note. Notes can be sorted into folders, then tagged, annotated, edited, given comments, searched and exported as part of a notebook. Evernote supports a number of operating system platforms and also offers online synchronization and backup services.



[Google](#) has a large range of products that can be used for productivity. We touched on Gmail, Google Alerts, Google Reader and Google Docs.



[LastPass Password Manager](#) is a freeware password management program developed by LastPass. It is available as a plugin for Internet Explorer, Mozilla Firefox, Google Chrome and Safari.

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[FreeMind](#) is a mind-map application that is free to download and is written in Java.

A Mind-map is a diagram that explicitly, but somewhat informally, records concepts and the associations between them.



[Shoeboxed](#) transforms your paper clutter into a secure, searchable online database that you can access anytime, anywhere. It is the easiest way to organize your receipts, business cards and important paper documents-no scanning or data entry required!

[Aweber](#) and [Mailchimp](#) are two email marketing platforms that will allow people to subscribe to your list from your website, produce formatted newsletters and keep you compliant with Australian Spam Laws. If you are still using Outlook to manage your mailouts then these platforms are worth a serious look.



[HootSuite](#) is a website and online brand management service, which publishes to websites such as Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress.



[LogMeIn](#) is a suite of software services that provides remote access to computers over the Internet. You can access your home PC from your iPad while traveling for example or access the work computer from home.



[Pixlr](#) is a free online photo editor. Edit, adjust and filter your images. It has many features found on desktop software such as layers, filters and adjustments but runs in your browser. Awesome!

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[GoDaddy](#) claims to be the world's No.1 **domain name registrar**. They are probably right! The trick with GoDaddy is that they continuously have sales so just check back there on occasion. You can get a .com domain name for less than \$12/year. I don't recommend you get hosting there and don't get the 'build your own website' options. Use Bluehost, Host Gator or an Australian company for hosting and Wordpress for the website.



For .com.au **domain names** try:

[Ziphosting](#) - don't host website here, have had problems with Wordpress SEO settings here.

[CheapDomains](#)

[Crazydomains](#)

[MelbourneIT](#) - expensive...

Google 'cheap domains'

[Bluehost](#) and [Host Gator](#) are two cheap and reliable **website hosting** solutions. Both offer 24/7 support, unlimited space, unlimited bandwidth, unlimited emails and unlimited domains for less than \$10/month. Importantly both Bluehost and Host Gator include 1-click Wordpress install features from their control panel.



For Australian based hosting solutions check the reviews at the [Whirlpool Forums](#).



Note: If hosting with your web designer make sure they are not just a reseller of another service but in fact add value by performing Wordpress updates for example.



Strongly recommend [Wordpress](#) as the website platform of choice. Free, open source, huge user and developer base, always improving and evolving, plugins to add almost any additional functionality you can think of - shopping cart, SEO, backup, video players, Facebook integration...

It is also **Free**. Hosts such as Bluehost and Host Gator above provide for a very easy install process right from their control panel. If you are using Google to find the Wordpress site just be aware of the difference between WordPress.org and Wordpress.com - both are owned by the WordPress group but WordPress.org is the software that you want to install on your own server as a business.

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The logo for elegantthemes, featuring the word 'elegant' in a light blue sans-serif font and 'themes' in a yellow sans-serif font, both on a dark blue rectangular background.

WordPress allows you to apply themes to change the look and feel of the site without having to re-create all your text, images and pages. [ElegantThemes](#) is one place you can look for themes. You can also try [here](#) , [here](#), and [here](#) for more theme ideas. For a more

powerful but more knowledge involved solution look [here](#). If you Google 'free wordpress themes' then you will also find a huge range.

Lastly, WordPress is used by many many web developers so you are never locked into using the company that first designs your website but can go to the open market each time.

Measurement is the next easy consideration. For most people the free Google Analytics is all you will need. This [plugin](#) makes it easy to integrate with WordPress.

The Google Analytics logo, with 'Google' in its multi-colored font and 'Analytics' in a grey sans-serif font.

If you really want to get into your visitor behavior then you can totally geek out with [CrazyEgg](#) and [Woopra](#).

The Eventbrite logo, featuring the word 'Eventbrite' in white sans-serif font on an orange rounded rectangular background.A tagline for Eventbrite, 'Events Made Easy', in white sans-serif font on an orange rounded rectangular background.

Event Ticket Sales and Management

[Eventbrite](#) is well worth a look if you holding an event. The website will assist to automate much of the administration involved with handling tickets and attendees.

Want to learn more about online marketing of your business? Join the community of like minded local business owners at

www.redcliffesocialmedia.com

Disclosure: Some links in this document are affiliate links and may lead to a commission be received. There is no difference in any cost that you pay.

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