

Grassroots Marketing: Helpful Links

Business planning and other online trainings:

Maine Business Works <http://www.mainebusinessworks.org/micro/>

Google Adwords Keyword Tool:

<https://adwords.google.com/o/KeywordTool>

Google Alerts:

<http://www.google.com/alerts>

Directory listings:

Google Places (86% market share)

<http://google.com/places>

Yahoo Local – Basic (7% market share)

<http://listings.local.yahoo.com/overview.php>

Bing Local Listing Center (4% market share)

<http://www.bing.com/businessportal/>

Chambers of Commerce (listing of local chambers on Maine State Chamber site)

<http://www.mainechamber.org/mx/hm.asp?id=localchambers>

Maine Tourism Association (membership info for MTA)

http://www.mainetourism.com/content/4069/Member_Info/

Website resources:

Go Daddy <http://www.godaddy.com> (domain names)

Google Sites <http://sites.google.com> & Word Press <http://wordpress.com> (free platforms)

The Site Wizard: How to Start/Create a Website: The Beginner's A-Z Guide

<http://www.thesitewizard.com/gettingstarted/startwebsite.shtml>

Beginner's Guide to SEO (printable PDF)

<http://www.seomoz.org/beginners-guide-to-seo>

Maine SEO Blog

<http://www.maine-seo.com>

Social media:

Facebook <http://www.facebook.com/>

YouTube: <http://www.youtube.com/>

Twitter <http://twitter.com/>

Pinterest <http://pinterest.com/>

Google+ <https://plus.google.com/>

LinkedIn <http://www.linkedin.com/>

Tagged <http://www.tagged.com/>

Instagram <http://instagram.com/>

Email marketing:

Constant Contact <http://www.constantcontact.com>

Optimizing for mobile devices:

<http://searchenginewatch.com/article/2188662/Mobile-Landing-Page-Optimization-10-Best-Practices-for-Success>

<http://www.webseoanalytics.com/blog/best-practices-for-optimizing-your-website-for-mobile-devices/>

QR code generators:

<http://freenuts.com/top-10-free-online-qr-code-generators/>

Evaluation tools:

Google Analytics <http://www.google.com/analytics/>

Beginner's Guide to Facebook Insights <http://blog.kissmetrics.com/guide-to-facebook-insights/>

ClickTale <http://www.clicktale.com/>

Further support:

Women, Work, and Community <http://womenworkandcommunity.org>

Small Business Development Centers <http://www.mainesbdc.org/>

Coastal Enterprises, Inc. http://www.ceimaine.org/business_development

CEI Women's Business Center Trainings <http://wbcmaine.org/Events>

Flyte New Media webinars <http://www.flyte.biz/resources/web-marketing-seminars/>

Upcoming: [Google Analytics for Online Success](#) free online webinar, 1/30/2013