



LINKS TO 140 GUIDES, EBOOKS, DOWNLOADS AND ARTICLES TO HELP YOU MASTER CONTENT CREATION AND MARKETING.

FOR BLOGGERS, PODCASTERS, ONLINE BUSINESSES AND DIGITAL PUBLISHERS

1. Learn basic English grammar and the fundamentals of how it should be applied to written and spoken English. 10-15 hours  
<https://alison.com/courses/Diploma-in-Basic-English-Grammar>
2. How to Create Your First Wordpress Blog  
<https://alison.com/courses/WordPress-Blogging-on-the-Web>
3. How to Use Google Analytics  
<https://alison.com/courses/Google-Analytics>
4. How to Make a Website Basics  
[https://www.codecademy.com/courses/make-a-website/lessons/site-structure/exercises/html-css?action=lesson\\_resume](https://www.codecademy.com/courses/make-a-website/lessons/site-structure/exercises/html-css?action=lesson_resume)
5. Social Media Marketing  
Take social media marketing courses to learn about social media marketing including email marketing, social media tools and blogging.  
<https://alison.com/courses/Diploma-in-Internet-Marketing>
6. How to Launch Your Start Up Idea for Less than \$1,000

<https://www.skillshare.com/classes/business/Minimum-Viable-Product-Validate-Your-Startup-Idea-for-Less-than-1000/514516183?via=loggedin-home-saved>

7. Beginner's Guide to Image Editing in Photoshop

<http://www.digitaltutors.com/tutorial/500-Beginners-Guide-to-Image-Editing-in-Photoshop>

8. HTML5 and CSS for Beginners

<https://channel9.msdn.com/Series/HTML5-CSS3-Fundamentals-Development-for-Absolute-Beginners>

9. Personal Finance

<https://www.youtube.com/playlist?list=PLdLiRaajwSXS8B5gr1CvCwQ16OsmcZlls>

10. Graphic Design

<https://www.udemy.com/graphic-design-secrets/>

Beginners

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11. Online Advertising

<https://www.open2study.com/courses/online-advertising>

12. Social Media 101 – Social Media Quickstarter

<http://blogs.constantcontact.com/social-media-quickstarter/>

13. Getting Started with Email Marketing

<https://www.skillshare.com/classes/business/Getting-Started-with-Email-Marketing/133293390>

14. Fundamentals of Business Law

<https://alison.com/courses/Fundamentals-of-Business-Law>

15. Marketing in a Digital World

<https://www.class-central.com/mooc/2750/coursera-marketing-in-a-digital-world>

16. Inbound Marketing Certification

[http://certification.hubspot.com/inbound-certification?utm\\_campaign=Inbound%20Certification&utm\\_medium=referrer&utm\\_source=mooc-list](http://certification.hubspot.com/inbound-certification?utm_campaign=Inbound%20Certification&utm_medium=referrer&utm_source=mooc-list)

17. How to Create a Website in a Weekend

<http://fave.co/2dcVCcx>

18. Wordpress Training for Beginners  
<https://www.mooc-list.com/course/wordpress-training-beginners-scratch-eduonix>
19. As you decide how to design your blog, please read:  
Examples of Beautiful Blog design  
<http://blog.hubspot.com/blog/tabid/6307/bid/34143/12-inspiring-examples-of-beautiful-blog-homepage-designs.aspx>
20. Before you hire someone to do your social media, please check out:  
11 qualities of the social media strategist  
<http://sproutsocial.com/insights/social-media-strategist/>
21. Leveraging Your Instagram Analytics to Increase Social Success  
<http://sproutsocial.com/insights/webinars/instagram-reports/>
22. The 3 Types of Customer Care You Need on Social Media  
<http://sproutsocial.com/insights/webinars/customer-care>
23. How to Build a Social Media Calendar  
<http://sproutsocial.com/insights/webinars/how-to-build-a-social-media-content-calendar>
24. 7 Steps to a More Advanced Social Media Strategy  
<http://sproutsocial.com/insights/webinars/social-media-strategy>
25. How to Setup and Manage an Entire Social Business Team  
<http://sproutsocial.com/insights/webinars/managing-social-business-team>
26. 6 Keys to Creating and Sharing Amazing Social Media Videos  
<http://sproutsocial.com/insights/webinars/social-media-video>
27. How to Run an Amazing Webinar  
<http://sproutsocial.com/insights/webinars/how-to-run-an-amazing-webinar>
28. How to Grow Your Instagram Account Using Analytics  
<http://sproutsocial.com/insights/webinars/how-to-grow-your-instagram-account>
29. How to Conduct a Social Media Audit

<http://sproutsocial.com/insights/webinars/how-to-conduct-a-social-media-audit/?registered=true>

30. 6 Keys to Creating and Sharing Amazing Social Media Videos

<http://sproutsocial.com/insights/webinars/social-media-video>

31. How Guy Kawasaki Got 10 Million Followers

<http://offers.hubspot.com/building-a-social-media-following>

32. Free In-bound Marketing Certification

<https://app.hubspot.com/login/academy/register>

33. Four corners of Conversion

[http://offers.hubspot.com/attention-driven-design?utm\\_campaign=NORTHAM+HSCM++Attention+Driven+Design+-+Unbounce](http://offers.hubspot.com/attention-driven-design?utm_campaign=NORTHAM+HSCM++Attention+Driven+Design+-+Unbounce)

34. How to Teach Yourself SEO in 30 Days

<http://blog.hubspot.com/marketing/teach-seo-30-days>

35. How to Use Photoshop: The Ultimate Photoshop Tutorial for Beginners

<http://blog.hubspot.com/blog/tabid/6307/bid/34010/How-to-Use-Photoshop-The-Ultimate-Guide-for-the-Design-Impaired-Marketer.aspx>

## Downloads

36. [The Ultimate Guide to Hashtags](#)

<http://www.quicksprout.com/wp-content/uploads/2015/09/The-Ultimate-Guide-to-Hashtags.pdf>

37. [Why You Need a Social Media Calendar and How to Create One](#)

<http://www.quicksprout.com/wp-content/uploads/2015/10/Why-You-Need-a-Social-Media-Calendar-and-How-to-Create-One.pdf>

38. [How to Be More Productive on Social Media](#)

<http://www.quicksprout.com/wp-content/uploads/2015/10/How-to-Be-More-Productive-on-Social-Media.pdf>

39. [Stop Guessing: Here's a Social Media Strategy That Work](#)

<https://www.quicksprout.com/2015/06/15/stop-guessing-heres-a-social-media-strategy-that-works/>

40. How to Write Emails Subscribers cannot wait to open

<http://www.quicksprout.com/wp-content/uploads/2015/10/How-to-Write-Emails-Your-Subscribers-Can%E2%80%99t-Wait-to-Open.pdf>

41. 8 Ways to Get More Social Shares without Annoying Readers

<http://www.quicksprout.com/wp-content/uploads/2015/10/8-Ways-to-Get-More-Social-Shares-Without-Annoying-Readers.pdf>

42. [The 5 Types of Content That Attract the Most Backlinks](#)

[https://www.quicksprout.com/2015/08/03/the-5-types-of-content-that-attract-the-most-backlinks/?utm\\_source=email&utm\\_medium=email&utm\\_campaign=email](https://www.quicksprout.com/2015/08/03/the-5-types-of-content-that-attract-the-most-backlinks/?utm_source=email&utm_medium=email&utm_campaign=email)

43. [How to Turn Pinterest into a Revenue Generating Channel](#)

<http://www.quicksprout.com/wp-content/uploads/2015/10/How-to-Turn-Pinterest-into-a-Revenue-Generating-Channel.pdf>

44. [17 Tools That'll Take Your Social Media Marketing Results to The Next Level](#)

<http://www.quicksprout.com/wp-content/uploads/2015/09/17-Tools-That%E2%80%99ll-Take-Your-Social-Media-Marketing-Results-to-The-Next-Level.pdf>

45. [How I Generated \\$332,640 in 3 Months From Instagram](#)

<http://www.quicksprout.com/wp-content/uploads/2015/11/How-I-Generated-332640-in-3-Months-From-Instagram.pdf>

46. 16 Pinterest Social Media Tools

<http://www.quicksprout.com/wp-content/uploads/2015/11/The-16-Best-Pinterest-Tools-for-Social-Media-Marketers.pdf>

47. The 5 Types of Content That Attract the Most Backlinks.

<http://www.quicksprout.com/wp-content/uploads/2015/10/The-5-Types-of-Content-That-Attract-the-Most-Backlinks.pdf>

48. How to Write a Blog Post: A Simple Formula + 5 Free Blog Post Templates

<http://blog.hubspot.com/marketing/how-to-write-blog-post-simple-formula-html>

49. 195+ Templates for Infographics, Social Media Posts, and Covers Email Headers

<https://offers.hubspot.com/195-visual-marketing-design-templates>

50. The Social Media Content Calendar Template Every Marketer Needs

<http://blog.hubspot.com/blog/tabid/6307/bid/33415/The-Social-Media-Publishing-Schedule-Every-Marketer-Needs-Template.aspx>

51. How to Write an Ebook

<http://offers.hubspot.com/how-to-write-an-ebook>

52. How to Create an Editorial Calendar Using Google

<http://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht>

53. How to Easily Plan & Track Your Email Marketing Campaigns [Free Email Planning Template]

<http://blog.hubspot.com/marketing/plan-email-marketing-campaigns-free-template>

54. How to Use Excel: A Marketer's Must-Have Guide [Free Ebook]

<http://blog.hubspot.com/marketing/how-to-use-excel>

55. The Ultimate Collection of Free Content Marketing Templates

<http://blog.hubspot.com/marketing/free-content-creation-templates>

56. How to Get more Twitter followers

<http://offers.hubspot.com/grow-your-twitter-followers-fast>

57. The Complete 16-Step Marketing Project Management Process That Will Get You Organized

<http://coschedule.com/blog/marketing-project-management>

58. 3 Strategies to Strengthen Your Brand's Social Voice

<http://downloads.sproutsocial.com/Sprout-Guide-2013-Social-Voice2.pdf>

59. SEO Template Guide

<http://offers.hubspot.com/thank-you/seo-template-guide>

60. 5 Habits of Successful Social Media Managers

<http://downloads.sproutsocial.com/Sprout-2013-SMM-Best-Practices.pdf>

61. 20 Do's & Don'ts for Clickable Calls-to-Action

<http://www.slideshare.net/HubSpot/20-dos-donts-for-clickable-callstoaction/5-2DONT-hide-your-callstoactionwhere-no>

62. 10 Deadly Reasons Most Websites Fail

[http://www.slideshare.net/HubSpot/10-deadly-reasons-most-websites-fail-26107473/14-Few websites tailor the experience](http://www.slideshare.net/HubSpot/10-deadly-reasons-most-websites-fail-26107473/14-Few-websites-tailor-the-experience)

63. The Fundamentals of Blogging

<http://www.slideshare.net/HubSpot/the-fundamentals-of-blogging>

64. An Introduction to Pinterest for Business

<http://offers.hubspot.com/how-to-use-pinterest-for-business?source=hspd-socialmediopolis-pinterest-for-business-20140507>

65. The Marketer's Pocket Guide to Writing Good

<http://offers.hubspot.com/marketers-guide-to-writing-well?source=hspd-socialmediopolis-marketers-guide-to-writing-well-20140507>

66. 15 Free Infographic Templates in Powerpoint + 5 Bonus Illustrator

Templates <http://offers.hubspot.com/how-to-create-infographics-in-powerpoint>

67. SEO Best practices from the Experts

<http://offers.hubspot.com/thank-you/learning-seo-from-the-experts>

68. How to Optimize Your Marketing Channels

<http://offers.hubspot.com/thank-you/how-to-optimize-your-marketing-channels>

69. 8 Budgeting Templates

<http://offers.hubspot.com/thank-you/marketing-budget-templates>

70. Three Powerpoint Templates

<http://offers.hubspot.com/thank-you/templates-create-beautiful-powerpoints>

71. 25 Website Must-haves for Driving Traffic, Leads & Sales

<http://cdn2.hubspot.net/hub/53/file-9334356-pdf/25-Website-Must-Haves-eBook.pdf>

72. How To Manage Marketing Campaign with Google Apps

<http://cdn2.hubspot.net/hubfs/53/00-OFFERS->

<HIDDEN/How to Manage Marketing Campaigns with Google Apps.pdf>

73. The Marketing Skills Handbook

<http://offers.hubspot.com/marketing-skills-handbook>

74. 15 Free Infographic Templates

<http://offers.hubspot.com/HOW-TO-CREATE-INFOGRAPHICS-IN-POWERPOINT>

75. How to Build Your Brand with Instagram: 4 Tried and True Tips

<http://blog.hubspot.com/marketing/instagram-build-business-brand>

76. 35 of the Best Free Fonts You Should Download

<http://blog.hubspot.com/marketing/28-free-fonts-beautify-content>

77. How to Manage Your Entire Marketing Budget [Free Budget Planner Templates]

<http://blog.hubspot.com/marketing/how-to-manage-marketing-budget-free-templates>

78. 5 Free Ebook Templates

<http://offers.hubspot.com/ebook-templates>

79. The Essential Guide to Social Media Advertising

<http://offers.hubspot.com/guide-social-media-advertising>

### **Articles:**

80. How Any Small Business Can Compete with the Big Boys Using SEO and Social Media

<https://www.quicksprout.com/2016/09/23/how-any-small-business-can-compete-with-the-big-boys-using-seo-and-social-media/>

81. How to Write Marketing Emails That Get Results

<https://www.quicksprout.com/2016/08/05/how-to-write-marketing-emails-that-get-results/>

82. 55 Easy Ways To Write A Headline That Will Reach Your Readers

<http://coschedule.com/blog/write-a-headline>



83. 16 Simple Small Business SEO Best Practices You Need To Follow

<http://larrymaguire.com/seo-best-practices/#2>

84. How Engaging Content Helps You Improve Your Search Rankings

<http://www.scribblelive.com/blog/2016/05/18/engaging-content-helps-rank-search-rankings>

85. 6 Steps to Create a Bare Bones and Profitable Social Media Plan

<https://www.quicksprout.com/2016/02/01/6-steps-to-create-a-bare-bones-and-profitable-social-media-plan>

86. 4 Steps for Creating a Social Media Calendar

<http://sproutsocial.com/insights/social-media-editorial-calendar>

87. 5 Strategies for Building a Bigger Network on LinkedIn

<https://www.quicksprout.com/2016/01/06/5-strategies-for-building-a-bigger-network-on-linkedin>

88. How To Start A Blog (And Run It Successfully): The Most Comprehensive Guide You Will Find

<http://www.quirkybrownlove.com/2016/10/how-to-start-blog.html>

89. How to Build and Manage a Team of Remote Writers

<http://blog.hubspot.com/marketing/build-manage-remote-writers>

90. The 10-Minute Marketing MBA

<http://blog.hubspot.com/marketing/10-minute-marketing-mba>

91. Color Theory 101: Deconstructing 7 Famous Brands' Color Palettes

<http://blog.hubspot.com/marketing/color-palette-famous-websites>

92. 16 of the Best Landing Page Design Examples You Need to See

<http://blog.hubspot.com/marketing/landing-page-examples-list>

93. The 16 Best Facebook Pages You've Ever Seen

<http://blog.hubspot.com/blog/tabid/6307/bid/28441/The-15-Best-Facebook-Pages-You-ve-Ever-Seen.aspx>

94. 14 PowerPoint Presentation Tips to Make Your PPT Designs More Effective  
<http://blog.hubspot.com/marketing/easy-powerpoint-design-tricks-ht>

95. How to Research Blog Topics: A Step-by-Step Process  
<http://blog.hubspot.com/marketing/research-blog-topics>

96. Your Own Checkable Social Media Checklist  
<http://sproutsocial.com/insights/social-media-checklist>

97. 15 Google Marketing Tools You Should Be Using  
<http://blog.hubspot.com/blog/tabid/6307/bid/11249/16-Google-Tools-to-Improve-Marketing-Effectiveness.aspx>

98. Copywriting Lessons From Companies Doing It Right  
<http://blog.hubspot.com/marketing/copywriting-lessons>

99. What Makes Top Company Blogs So Successful?  
<http://blog.hubspot.com/marketing/top-10-business-blog>

100. The Anatomy of a Shareable, Linkable & Popular Post: A Study of Our Marketing Blog  
<http://blog.hubspot.com/marketing/seo-social-media-study>

101. The Ultimate List of Websites Every Blogger Should Bookmark  
<http://blog.hubspot.com/marketing/bookmarks-for-bloggers>

102. Top 35 Blogging Ideas That Are Guaranteed to Be Popular  
<https://www.quicksprout.com/2016/08/31/top-35-blogging-ideas-that-are-guaranteed-to-be-popular>

102. 12 Secret Facebook Features Every Marketer Should Be Using

<http://blog.hubspot.com/marketing/secret-facebook-features-infographic>

103. The Marketer's Guide to Developing a Strong Corporate and Brand Identity

<http://blog.hubspot.com/blog/tabid/6307/bid/34238/The-Marketer-s-Guide-to-Developing-a-Strong-Brand-Identity.aspx>

104. The 7 Excel Tricks Every Office Worker Should Know

<http://blog.hubspot.com/marketing/simple-excel-tricks>

105. 12 Simple Hacks to "Undo" Those Embarrassing Tech Mistakes

<http://blog.hubspot.com/marketing/hacks-to-undo-tech-mistakes>

106. The Great Big List of Infographic Ideas [Infographic]

<http://blog.hubspot.com/marketing/infographic-ideas>

107. 15 Google Doc Features You Didn't Know Existed (But Totally Should)

[http://blog.hubspot.com/marketing/google-docs-tips?utm\\_campaign=blog-rss-emails](http://blog.hubspot.com/marketing/google-docs-tips?utm_campaign=blog-rss-emails)

108. 17 of the Best Free Stock Photo Sites

<http://blog.hubspot.com/marketing/free-stock-photos>

109. 12 Critical Elements Every Website Homepage Must Have [Infographic]

<http://blog.hubspot.com/blog/tabid/6307/bid/31097/12-Critical-Elements-Every-Homepage-Must-Have-Infographic.aspx>

110. The 31 Best Tools for Improving Your Writing Skills

<http://blog.hubspot.com/marketing/improving-writing-skills-tools>

111. 14 Free Tools That'll Make It Easier to Run Your Business

<http://blog.hubspot.com/marketing/free-tools-run-business>

112. Phone Photography 101: How to Take Good Pictures With Your Phone

<http://blog.hubspot.com/marketing/good-pictures-phone-tips>

113. 29 Free Online Design Tools for Creating Stunning Visual Content for the Web

<http://blog.hubspot.com/marketing/free-visual-content-tools-list>

114. Free stock site

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

115. Got Email Overload? 14 Email Management Tools for Organizing Your Inbox

<http://blog.hubspot.com/marketing/inbox-organization-tools>

116. 20 Working From Home Tips to Boost Your Productivity

<http://blog.hubspot.com/marketing/productivity-tips-working-from-home>

117. 11 Brilliant Tools for Organizing, Developing & Sharing Your Ideas

<http://blog.hubspot.com/marketing/idea-organization-tools>

118. [15 Hidden Instagram Hacks & Features Everyone Should Know About](#)

<http://blog.hubspot.com/marketing/instagram-features-tricks>

119. 10 Simple Edits That'll Instantly Improve Any Piece of Writing

<http://blog.hubspot.com/marketing/edits-improve-writing>

120. How to Get More Followers on Instagram: A Guide to Earning Your First 1,000 Followers

<http://blog.hubspot.com/marketing/gain-instagram-followers>

121. 24 Awesome Facebook, LinkedIn, Twitter, Instagram & Pinterest Features You Didn't Know Existed

<http://blog.hubspot.com/marketing/facebook-twitter-linkedin-pinterest-features>

122. How to Write Catchy Headlines and Blog Titles Your Readers Can't Resist

<http://blog.hubspot.com/marketing/a-simple-formula-for-writing-kick-ass-titles-ht>

123. How to Edit Instagram Photos: A Step-by-Step Guide to Using Instagram Filters & More

<http://blog.hubspot.com/marketing/edit-instagram-photos>

124. What to Post on Instagram: 18 Photo & Video Ideas to Spark Inspiration  
<http://blog.hubspot.com/marketing/what-to-post-on-instagram>

125. Free Ebook: How To Start A Podcast  
<http://offers.hubspot.com/how-to-start-a-podcast>

126. How to Fall in Love With Writing Again  
<http://blog.hubspot.com/marketing/fall-in-love-with-writing>

127. 7 of the Most Interesting Podcast Episodes About Productivity We've Ever Heard  
<http://blog.hubspot.com/marketing/productivity-podcast-episodes>

128. How to Write Good Instagram Captions: 8 Tips for Perfecting Your Copy  
<http://blog.hubspot.com/marketing/write-good-instagram-caption>

129. 10 Free Apps Worth Checking Out on the Google App Marketplace  
<http://blog.hubspot.com/marketing/free-google-apps>

130. 16 of the Best Website Homepage Design Examples  
<http://blog.hubspot.com/blog/tabid/6307/bid/34006/15-Examples-of-Brilliant-Homepage-Design.aspx>

131. 10 of the Best Brands on Snapchat Right Now (And Why They're So Great)  
<https://blog.hubspot.com/marketing/snapchat-best-brands>

132. How to Run an Instagram Contest  
<http://blog.hubspot.com/marketing/instagram-contest-guide>

133. 48 Instagram Stats That'll Help You Improve Your Posting Strategy  
<http://blog.hubspot.com/marketing/instagram-stats>

134. 12 Blogging Mistakes Most Beginner Bloggers Make  
<http://blog.hubspot.com/marketing/beginner-blogger-mistakes>

135. 12 of the Best 'Contact Us' Page Examples You'll Want to Copy

<http://blog.hubspot.com/marketing/contact-us-page-examples>

136. A Brief Timeline of the History of Blogging

<http://blog.hubspot.com/marketing/history-of-blogging>

137. 17 Hidden YouTube Hacks, Tips & Features You'll Want to Know About

<http://blog.hubspot.com/marketing/youtube-hacks-tips-features>

138. 18 of the Best Personal Websites We've Ever Seen

<http://blog.hubspot.com/marketing/best-personal-websites>

139. How to Create The Perfect Social Media Post

<https://www.quicksprout.com/2015/01/09/how-to-create-the-perfect-social-post/>

**140. The Ultimate SEO Checklist: 25 Questions to Ask Yourself Before Your Next Post**

<https://www.quicksprout.com/2015/01/19/the-ultimate-seo-checklist-25-questions-to-ask-yourself-before-your-next-post/>

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1. How To Build A BuzzFeed Style Blog On WordPress



2. How To Create High-Quality Blog Content That Gets Shared



### 3. Get 1000 Visitors to Your Blog Using On Page SEO



### 4. 25+ Ways To Promote Your Blog and Increase Website Traffic





## 5. Start an Online Business by Building a WordPress Blog



## 6. How to Start Your Blog



## 7. Blogging to Generate Leads: Business Blogging Essentials



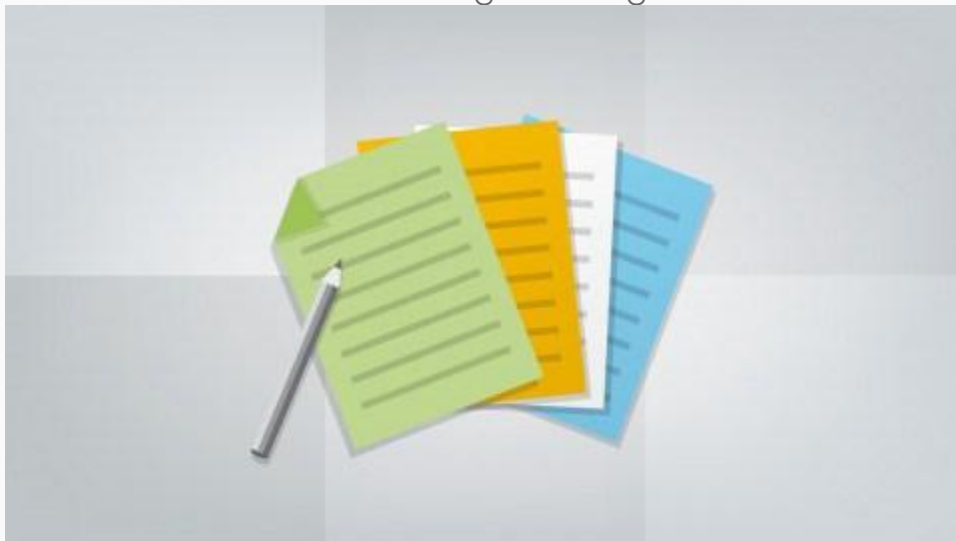
## 8. Blogging Masterclass



## 9. Blogging: Starting Your Very Own Web Business!



## 10. The Ultimate Guide to Writing Viral Blog Posts



## 11. Professional Blogging: A Step-by-Step Blueprint



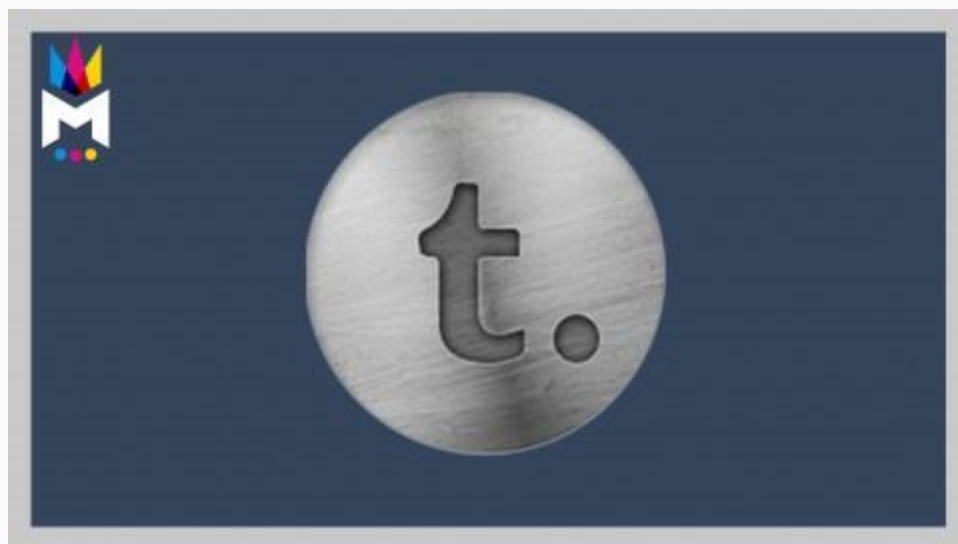
## 12. The Many Ways to Monetize Any Website or Blog All Levels



### 13. Monetizing a WordPress Blog: Beginner-Friendly Strategies



### 14. Elite Social Media Marketing Tactics for Tumblr Business Blogging



## 15. Create a Logo For Your Startup or Blog!



## 16. 27 Super Traffic Techniques To Double Your Blog Visitors



## 17. Niche Confidence: Discovering And Evaluating Your Blog Niche



## 18. Blogging: Discover How I Increased My Blog Traffic By 500%



## 19. Launch And Grow Your Blog From 0 to 10,000 Monthly Readers



## 20. Tumblr Marketing: How to Blog, Generate Traffic and Profits





## 21. Find Your Blogging Niche And Turn Readers Into Fans



## 22. DIY PRO Blog & E-Commerce Platform



23. Blog your book in 30 days – become a published author



24. A Lifestyle/Fashion Enthusiasts Guide to Blogging by Mimi G



25. Create an Awesome Lead Magnet to Grow Your Blog Subscribers



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