



24

ESSENTIAL TOOLS AND RESOURCES

for Startups and Entrepreneurs

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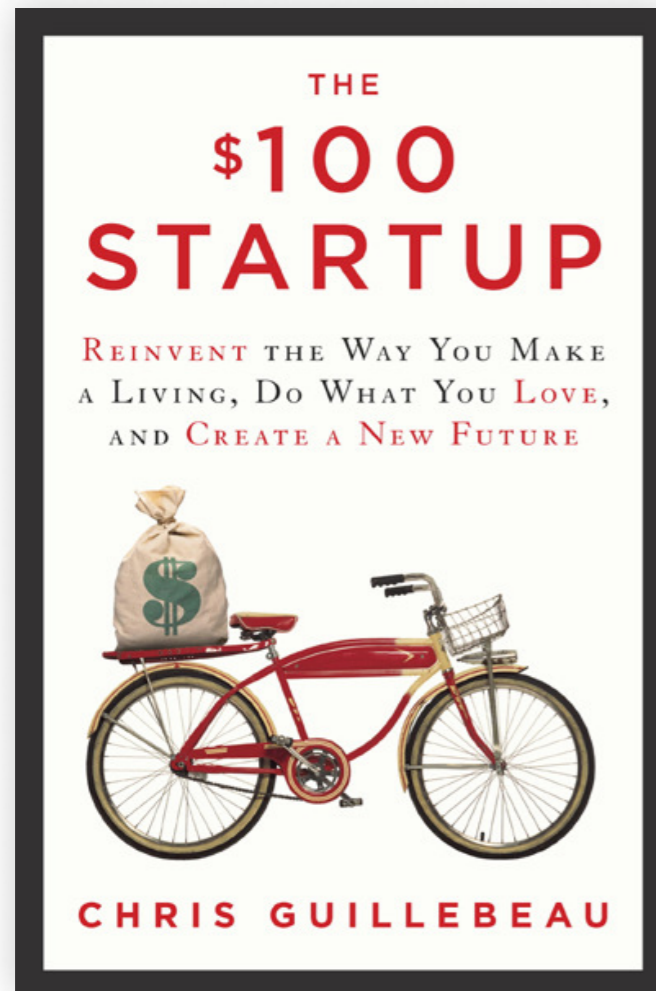
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Click on an option



Buy Book



Download Book Summary



Listen to Audio Summary

The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future

By Chris Guillebeau

For those longing to find true fulfillment and meaning in their everyday work—and still get paid for it—*The \$100 Startup* is the book you've been waiting for.

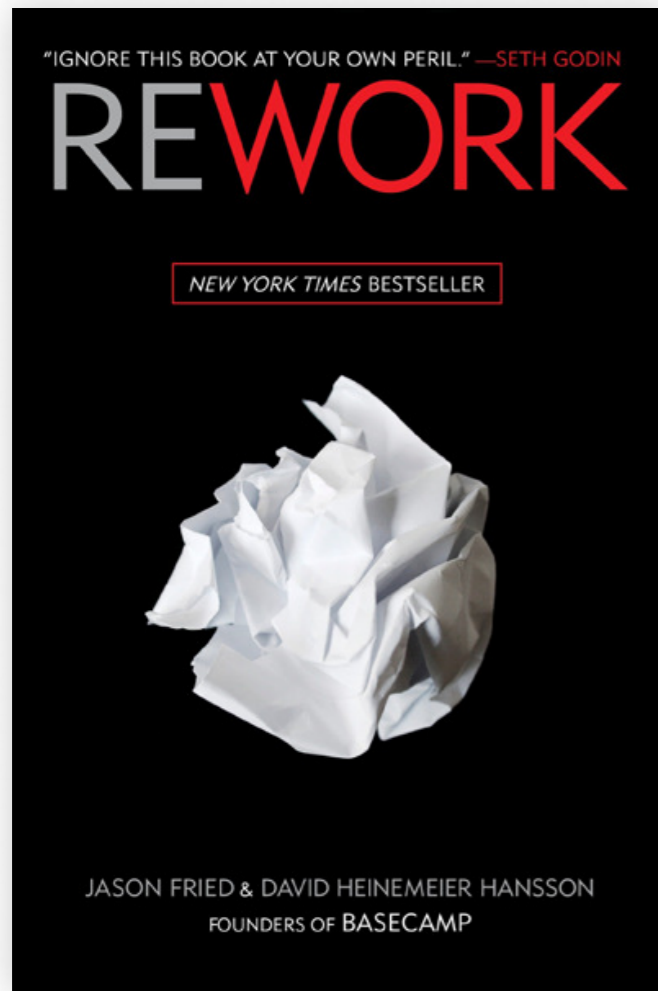
By Chris Guillebeau, a writer in his early thirties who has already traveled to 175 countries yet never had a “real job,” *The \$100 Startup* challenges traditional notions of employment and livelihood by teaching readers how to monetize their passions.

Based on 50 inspiring case studies of individuals who built business with annual profits of \$50,000 or more, starting from a modest investment (in some cases, as little as \$100 or less), this book will teach you how to:

- Start small with your venture so you can test the waters before taking the plunge
- Find the intersection between what you love to do, what you're good at and what others will pay for
- Pitch an offer that's too good to pass up
- Write a one-page business plan
- Prepare for launching a product or service
- Promote yourself in an authentic manner

“*This book is more than a 'how to' guide, it's a 'how they did it' guide that should persuade anyone thinking about starting a business that they don't need a fortune to make one.*”

JOHN JANTSCH, AUTHOR OF DUCT TAPE MARKETING
AND THE REFERRAL ENGINE



Buy Book



Download Book Summary



Listen to Audio Summary

Rework: Change the Way You Work Forever

By Jason Fried and David Heinemeier Hansson

Rework is one of those rare books that challenges almost every preconceived idea you have of how to succeed in business, from the notion that you need outside investment to the belief that you need to plan for the long term.

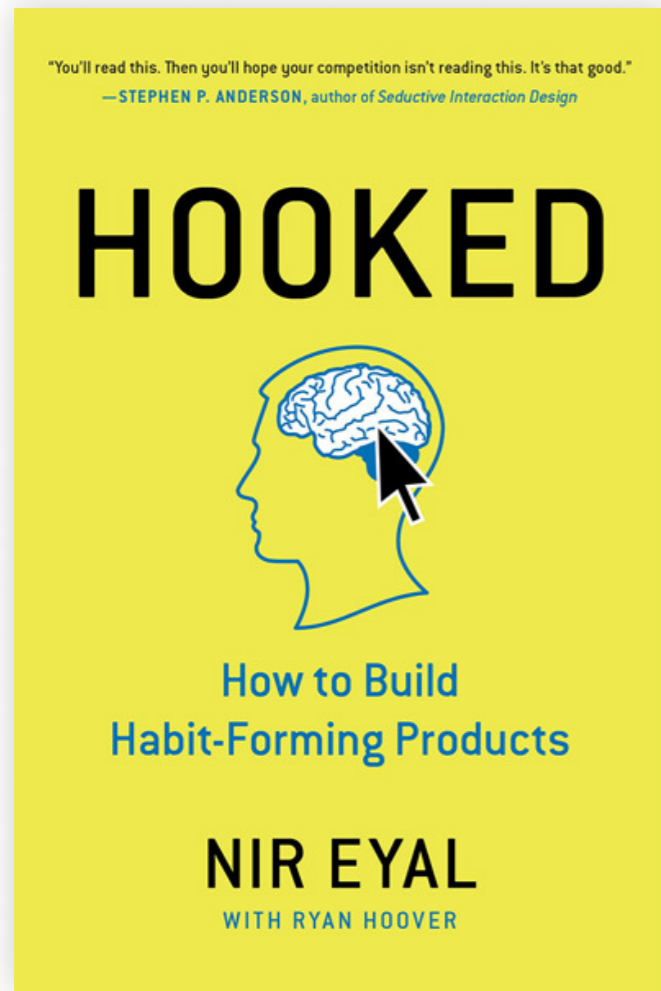
From the founders of successful startups such as Basecamp, Highrise and Campfire, *Rework* is a refreshing departure from the same old advice you read in most business books. Think you need office space? A large staff? Meetings? Boards of directors? Think again. This book's core message: You need far less than you think to start your own business. All you need to do is start doing and stop talking.

Ideal for both new and seasoned entrepreneurs, as well as those who are looking to escape the 9-to-5 drudgery or simply need a career change, *Rework* will teach you how to:

- Be more productive without being a workaholic
- Get exposure and media coverage without breaking the bank
- Do more with less by using the resources you already have
- Avoid excessive mass that keeps you from moving at a faster pace

“If given a choice between investing in someone who has read *Rework* or has an MBA, I'm investing in *Rework* every time. This is a must read for every entrepreneur.”

MARK CUBAN, OWNER OF THE
NBA'S DALLAS MAVERICKS



Buy Book

 **Download Book** Summary

 **Listen to Audio** Summary

Hooked: How to Build Habit-Forming Products

By Nir Eyal

What makes certain products stickier than others? What compels users to routinely use a certain app, to the point that they can't live without it?

In his book, Nir Eyal uses the Hook Model to explain the process behind habit-forming products. Using internal and external triggers to activate consecutive "hook cycles," you can encourage customers to come back to a product time after time, without having to resort to expensive advertising.

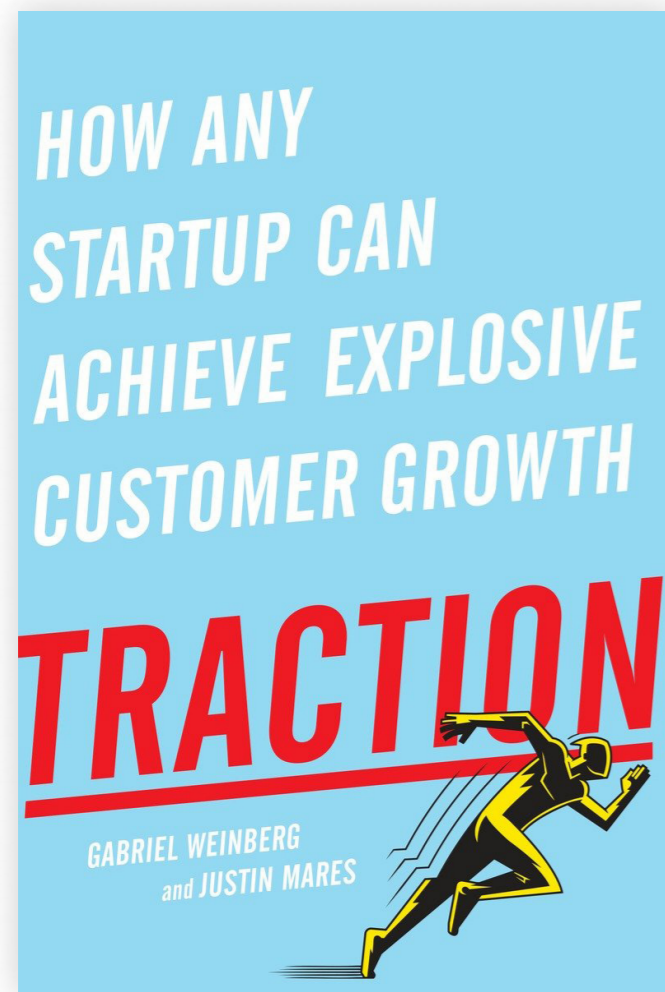
Based on years of research and insights from Eyal's consulting experience, Hooked was written as a practical guide for those who want to build better products, from product managers and marketers to designers and entrepreneurs.

Hooked will provide you with:

- Actionable, step-by-step advice for building habit-forming products
- Practical information on how to ethically encourage user habits
- Noteworthy examples of habit-forming products, from iPhone to Bible app and many others.

“ A must read for everyone who cares about driving customer engagement. ”

ERIC RIES, AUTHOR OF *THE LEAN STARTUP*



Buy Book



Download Book Summary



Listen to Audio Summary

Traction: How Any Startup Can Achieve Explosive Customer Growth

By Gabriel Weinberg and Justin Mares

To be a successful startup, all you have to do is focus on building a great product and the rest will come naturally. Right?

Wrong.

The majority of startups don't fail because they can't build a useful product. Most fail because they don't know how to achieve traction.

You may have the most innovative product on the market and the most talented people on your team, but if you don't have traction, you can't achieve consistent customer growth—which is all that really matters at the end of the day.

Based on insights from interviews with more than 40 successful startup founders—including Paul English (Kayak),

Jimmy Wales (Wikipedia), Dharmesh Shah (HubSpot) and Alexis Ohanian (reddit)—Traction will teach you how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

“ Here is the inside scoop, the latest, most specific tactics from the red-hot center of the internet marketing universe. From someone who has done it. Twice. ”

SETH GODIN



bizplan

Get Tool

Business Planning

DESCRIPTION

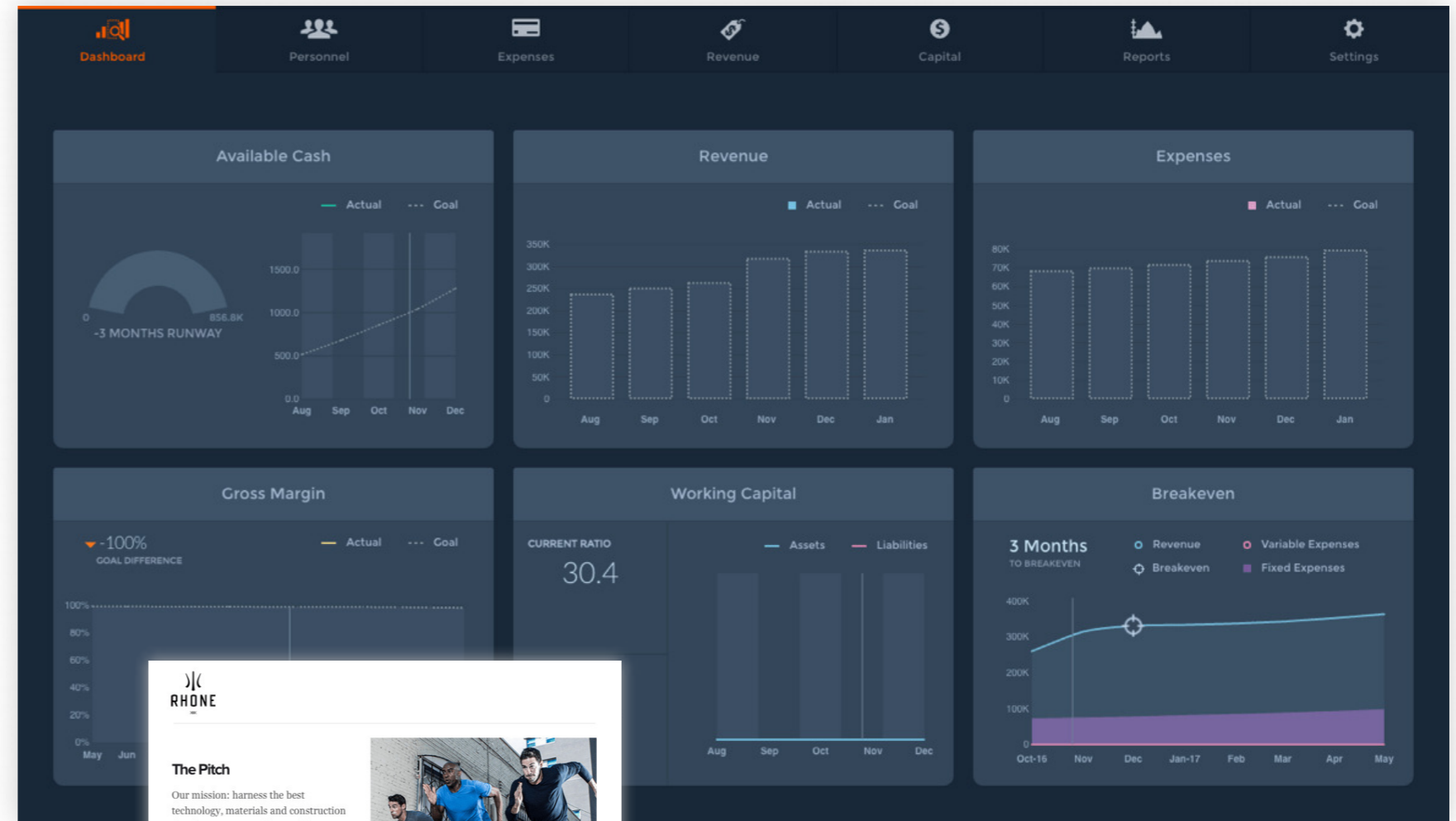
A business planning tool for startups, entrepreneurs and small businesses. It comes with a guided creator, drag-and-drop templates, financial tools, collaboration tools and the ability to integrate with QuickBooks and Xero.

PRICES

\$19/month, \$29/month, \$49/month

UNIQUE STRENGTHS

- Provides step-by-step guidance on how to build a business plan
- Breaks down projects into modular sections that can be handled in any order
- Access customizable drag-and-drop templates
- Set goals and it calculates figures such as salary forecasts and revenue projections
- Generate reports such as balance sheets, income statements, break-even analysis and user churn
- Provide feedback in threaded comments
- Generate a URL to share online
- Print your final business plan with a clean and professional-looking layout



RHONE

The Pitch
Our mission: harness the best technology, materials and construction that the 21st century has to offer to design, develop and deliver gear that inspires men everywhere to be better, push boundaries and train to the absolute utmost of their abilities.

Funding Goal \$5 MM

Team Members
Nate Checketts
Co-Founder & CEO
Nate is the founder of Mergo.com. He leads the senior management team and manages PR for Rhone Apparel. Members

Kyle McClure
President
Kyle is the founder of Forza 3 Lacrosse, and leads up product management at Rhone Apparel.

Marketing **Customer Acquisition** **Sales**

Industry: Fashion
Target Customer: Sophisticated, active men between the ages of 25 and 50, with annual income of \$80,000+.
Market Size: 9 million
Location & Contact: 866-741-7470, nate@rhoneapparel.com, www.rhoneapparel.com

“ Bizplan worked well for my new-product launch planning purposes. It gave sufficient descriptions and hand-holding to ensure that I ended up with a comprehensive plan. ”

ALYSON BEHR, COMPUTER WORLD



ROCKETLAWYER®

 Watch demo video

Get Tool

Legal Documents and Forms

DESCRIPTION

An online legal service that provides small- to medium-sized businesses with legal documents and forms, related to forming a legalized business, managing employees, hiring freelancers, manage copyrights, patents and trademarks.

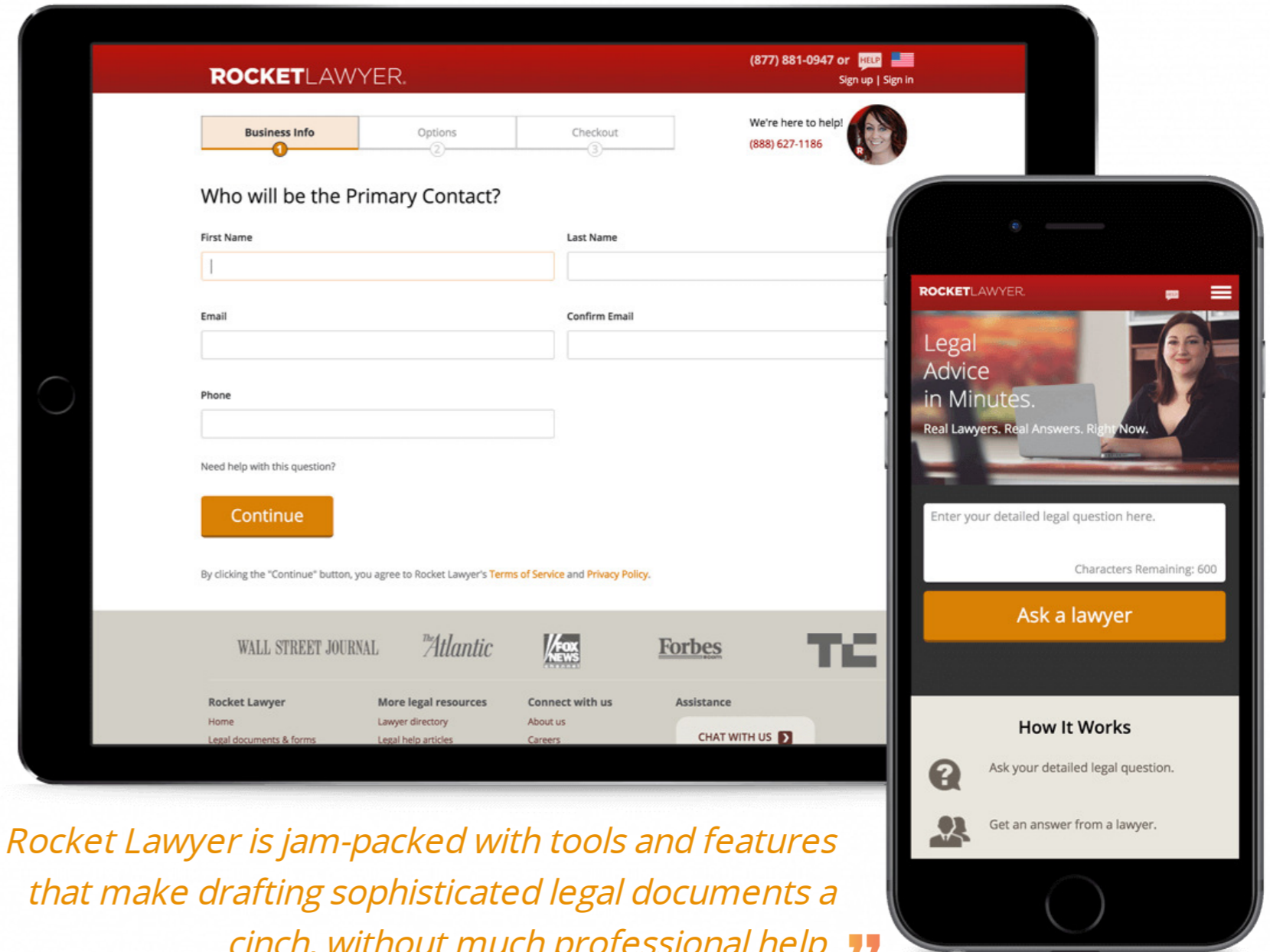
PRICES

Free trial (7 days), \$39.95/month

UNIQUE STRENGTHS

As a member, you get:

- Access to business formation services
- Access to free, customizable forms with step-by-step instructions
- Free on-call help from attorneys
- Free 30-minute consultations on any new legal matter
- Up to 40% discounts when you hire a Rocket Lawyer On-Call attorney



“ Rocket Lawyer is jam-packed with tools and features that make drafting sophisticated legal documents a cinch, without much professional help. ”

JONATHAN BLUM, BLUMSDAY LLC



▶ Watch demo video

Get Free Tool

Financial Software

DESCRIPTION

Wave makes award-winning financial software and services for small business owners and entrepreneurs. Invoicing, accounting and receipt scanning software are 100% free, with no sneaky tiers. Add credit card processing and direct-deposit payroll for a low fee, when you're ready.

PRICES

Invoicing, accounting, receipt scanning = \$0

Credit card processing = 2.9% + \$0.30 per transaction

Bank payment processing = 1%

Payroll (monthly) = \$20 - \$35 base fee + \$4 per employee

UNIQUE STRENGTHS

- Wave's software is 100% free — not free-ish or freemium
- Includes free pro features like customizable invoices, recurring billing and bank data connections
- Real, accountant-approved (double-entry) software, made easy for non-accountants
- PC Mag's "Editor's Choice" for invoicing and accounting
- More than 3 million businesses have registered with Wave, around the world

The screenshot displays the Wave dashboard for 'JX Graphic Design' and 'Honest Abe Renovations'. The dashboard includes several key sections:

- Dashboard:** Overview of business performance with a 'Create New' button.
- Overdue Invoices & Bills:** A summary of overdue items, including 'Mike Ferreira, \$1,125.00' and 'Great North Insurance, \$845.00'.
- Cash Flow:** A bar and line chart showing 'Cash coming in and going out of your business' over the last 12 months. It tracks Inflow, Outflow, and Net Change.
- Bank Accounts & Credit Cards:** A list of connected accounts, such as 'RBC' and 'Checking 123456', with their current balances.
- Profit & Loss:** A chart showing 'Income and expenses only (includes unpaid invoices and bills)' over the last 12 months.
- Invoices:** A mobile view of the 'Invoices' section, listing items like 'Captain Nemo' (\$738.50), 'Verne Photography Studio' (\$2,250.75), and 'Nautilus Hosting' (\$53.68).

“ Not only is Wave the best free small business accounting website, but it's one of the best online resources period for its target small business audience. ”

PC MAG



Online Payment Processing

DESCRIPTION

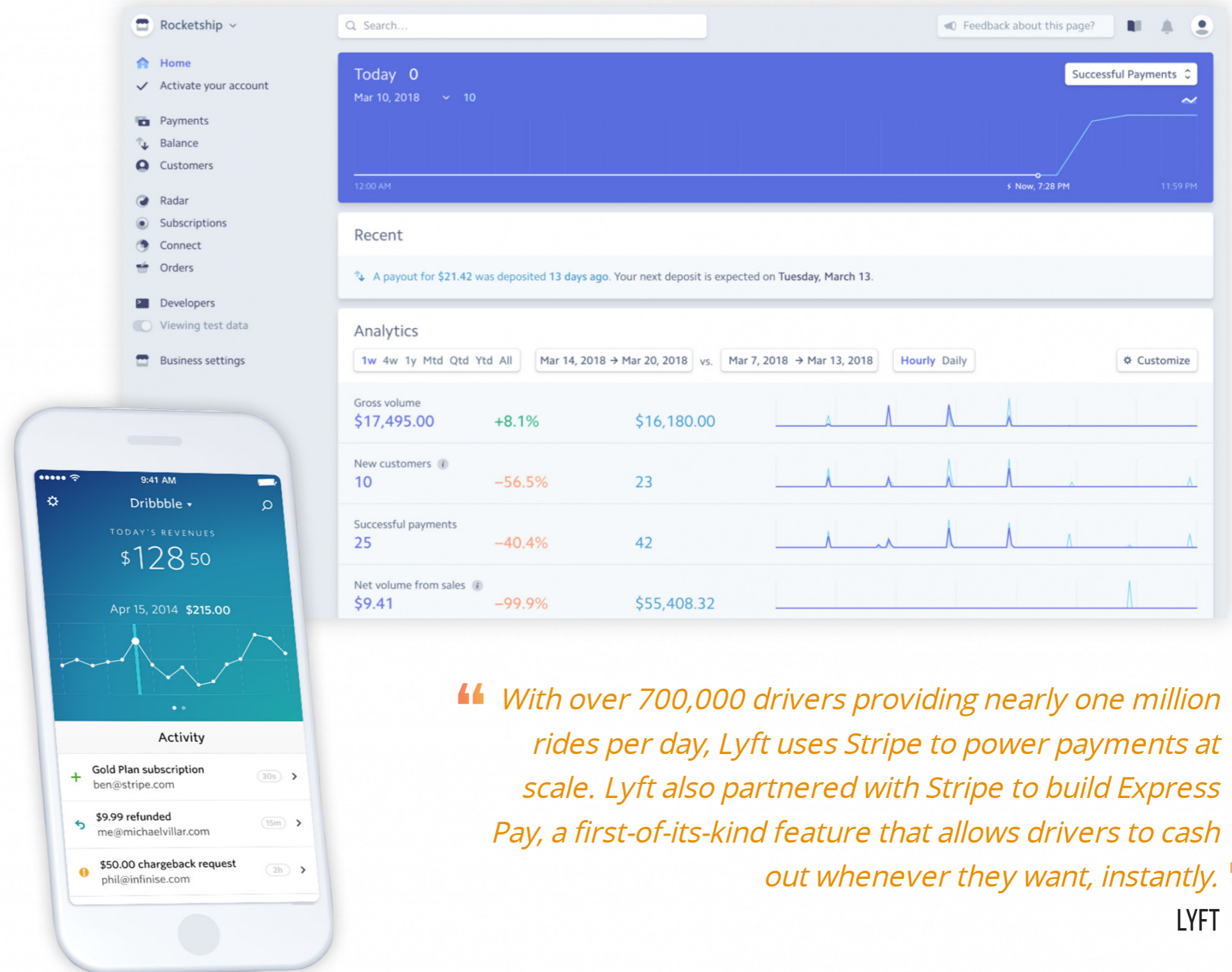
An online payment processing platform for Web-based businesses. Its suite of payment APIs allows businesses of all sizes to integrate payment processing into their websites without having to register a merchant account.

PRICES

2.9% + 30¢ per successful card charge, Enterprise plan

UNIQUE STRENGTHS

- Free to charge cards from your website
- Micropayments and payments through American Express have the same flat rate
- Unlike with PayPal, the following services are free: international cards, recurring billing, card authorizations, advanced fraud protection and Apple Pay.
- Advanced customization options to adjust to your needs
- Accept other credit cards like Diners Club and JCB
- Accept payments in your app
- More than 100 currencies accepted



“ With over 700,000 drivers providing nearly one million rides per day, Lyft uses Stripe to power payments at scale. Lyft also partnered with Stripe to build Express Pay, a first-of-its-kind feature that allows drivers to cash out whenever they want, instantly. ”

LYFT



Social Media Management

DESCRIPTION

One of the most popular social media management platforms for scheduling content across networks (including Twitter, Facebook, LinkedIn, Wordpress, among others), managing and tracking campaigns, and measuring the effectiveness of messages across platforms, all from one dashboard.

PRICES

Free trial (30 days), \$25/month, \$129/month, \$499/month, Enterprise plan

UNIQUE STRENGTHS

- Upload and schedule hundreds of messages at once
- Chrome extension lets you schedule posts as you browse the Web
- Organize pre-approved posts in a shared content library
- Track how long it takes your team to respond to posts and comments
- Build customized analytics dashboards to visualize KPIs
- Create an unlimited number of custom streams of social content
- Filter conversations by keyword, location or hashtags

 Watch demo video

Get Free Trial



“ Hootsuite is incredibly helpful for our social media management. Being able to schedule posts in advance is a lifesaver when things get hectic. ”

CHRISTINA RILEY, SCOTTISH BALLET

Sales CRM

DESCRIPTION

Salesflare is the intelligent sales CRM that fills out itself by extracting company and contact information from email content, email signatures, social media profiles and other sources.

PRICES

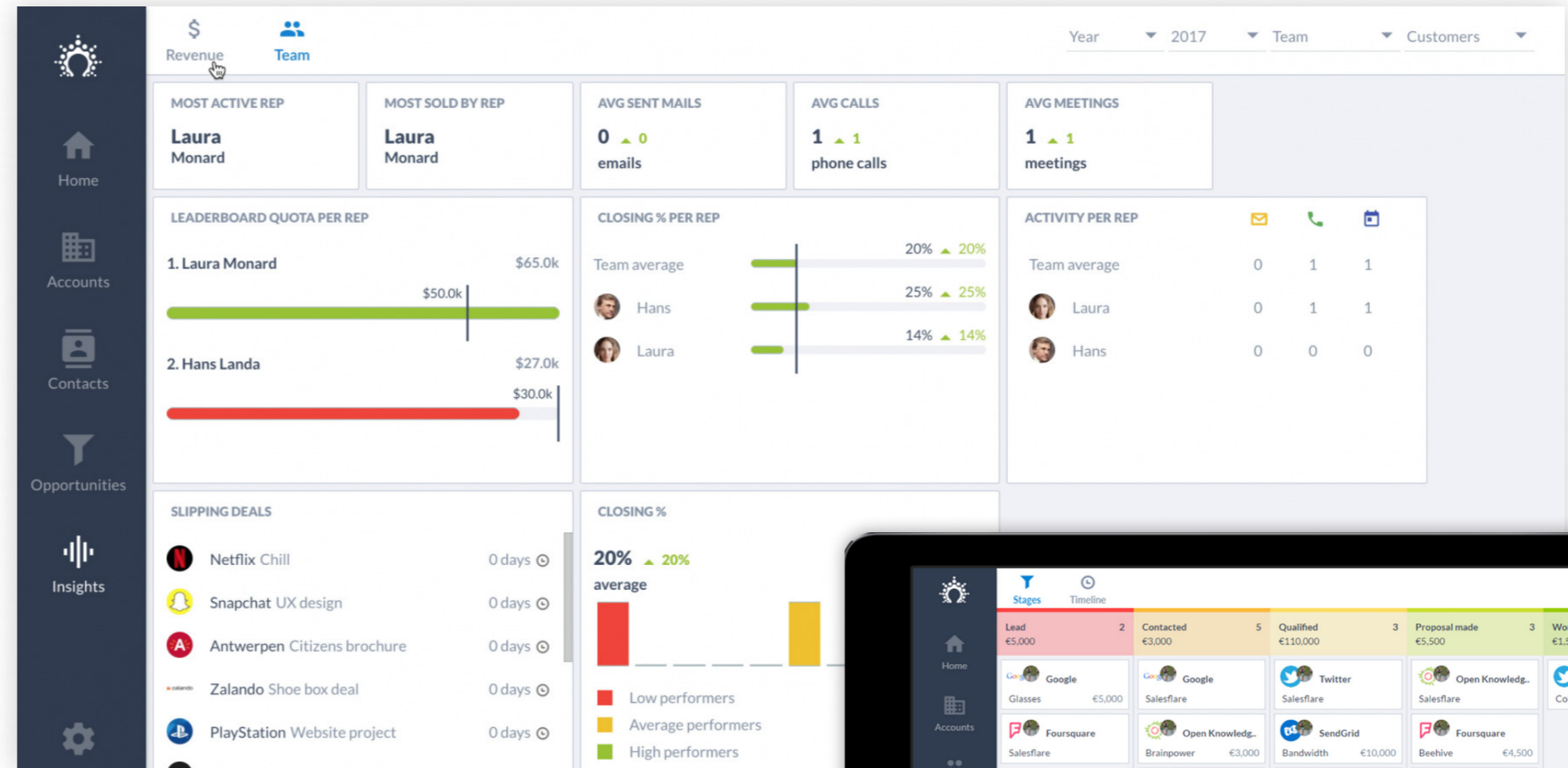
Free trial (14 days), \$30 (billed annually)

UNIQUE STRENGTHS

- It automates most of customer data (including emails, calendar, phone, social media, email signatures), making it super easy to manage
- 80% of Salesflare customers log in every day
- Salesflare has a 9.1/10 score on G2 Crowd
- It's the #1 CRM on both Product Hunt and AppSumo

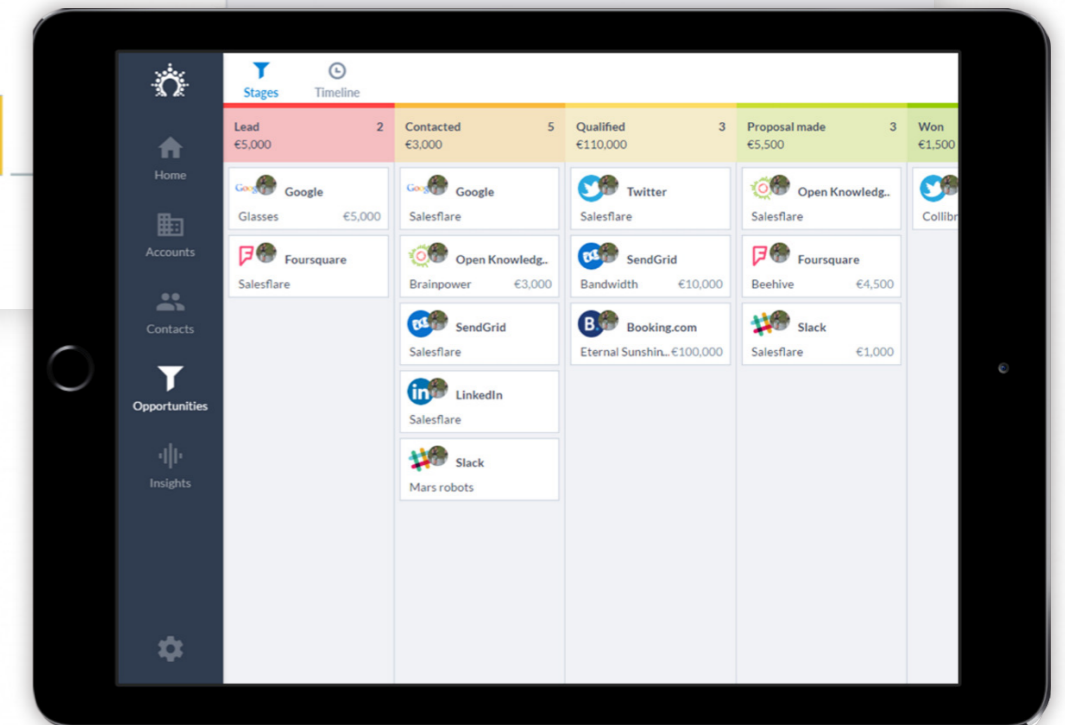
PROMO CODE: 3FOR1VISME

Sign up 3 users for the price of 1 on the first year of the annual plan



“It's a CRM that fills out itself. I'm saving so much time and energy.”

EVELINE SMET, THE GROWTH AGENCY





 **Watch demo video**

Get Free Trial

Media **Monitoring Tool**

DESCRIPTION

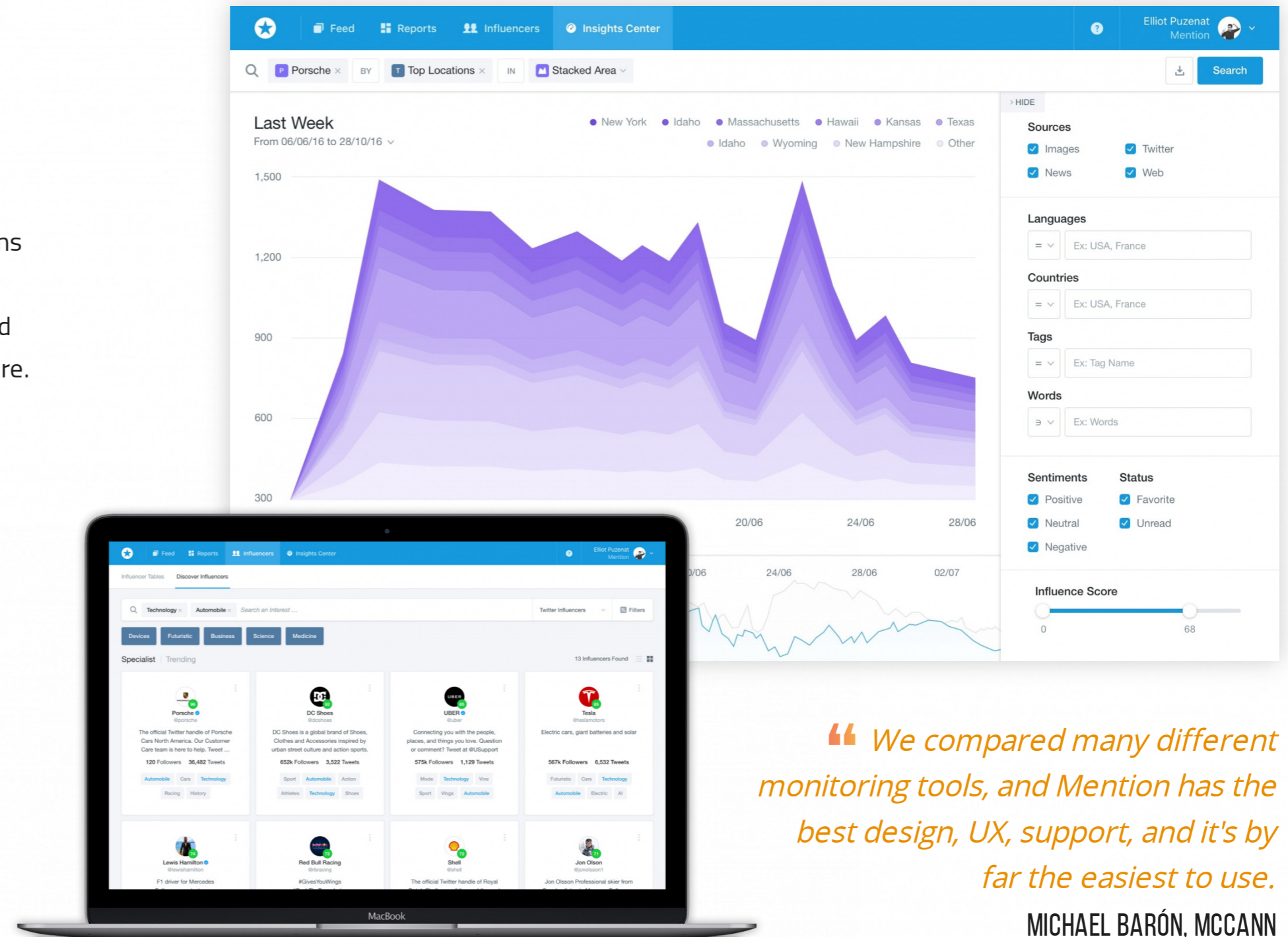
From social media to PR mentions, user reviews to blog comments, Mention helps leading brands track the most important conversations about their brand, competitors, and industry online. We help our customers monitor and improve their social media performance, find influencers, protect their reputation, and provide better customer care.

PRICES

Prices: Free trial (14 days), \$29/month, \$99/month

UNIQUE STRENGTHS

- Mention is designed specifically for small and growing business, as well as agencies
- It's more powerful than many smaller tools, while being cheaper and easier to use than other larger tools
- Rated 5/5 stars on Capterra (more than 180 reviews)
- Takes seconds to set up
- Company plans receive a dedicated account manager to help you achieve your goals



“ We compared many different monitoring tools, and Mention has the best design, UX, support, and it's by far the easiest to use. ”

MICHAEL BARÓN, MCCANN

Market Research

DESCRIPTION

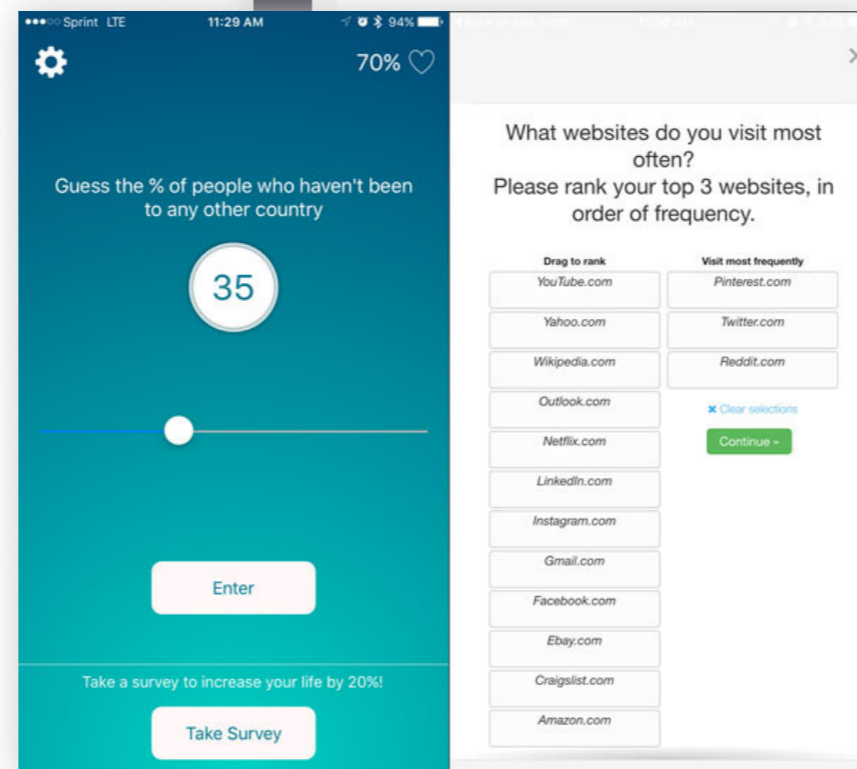
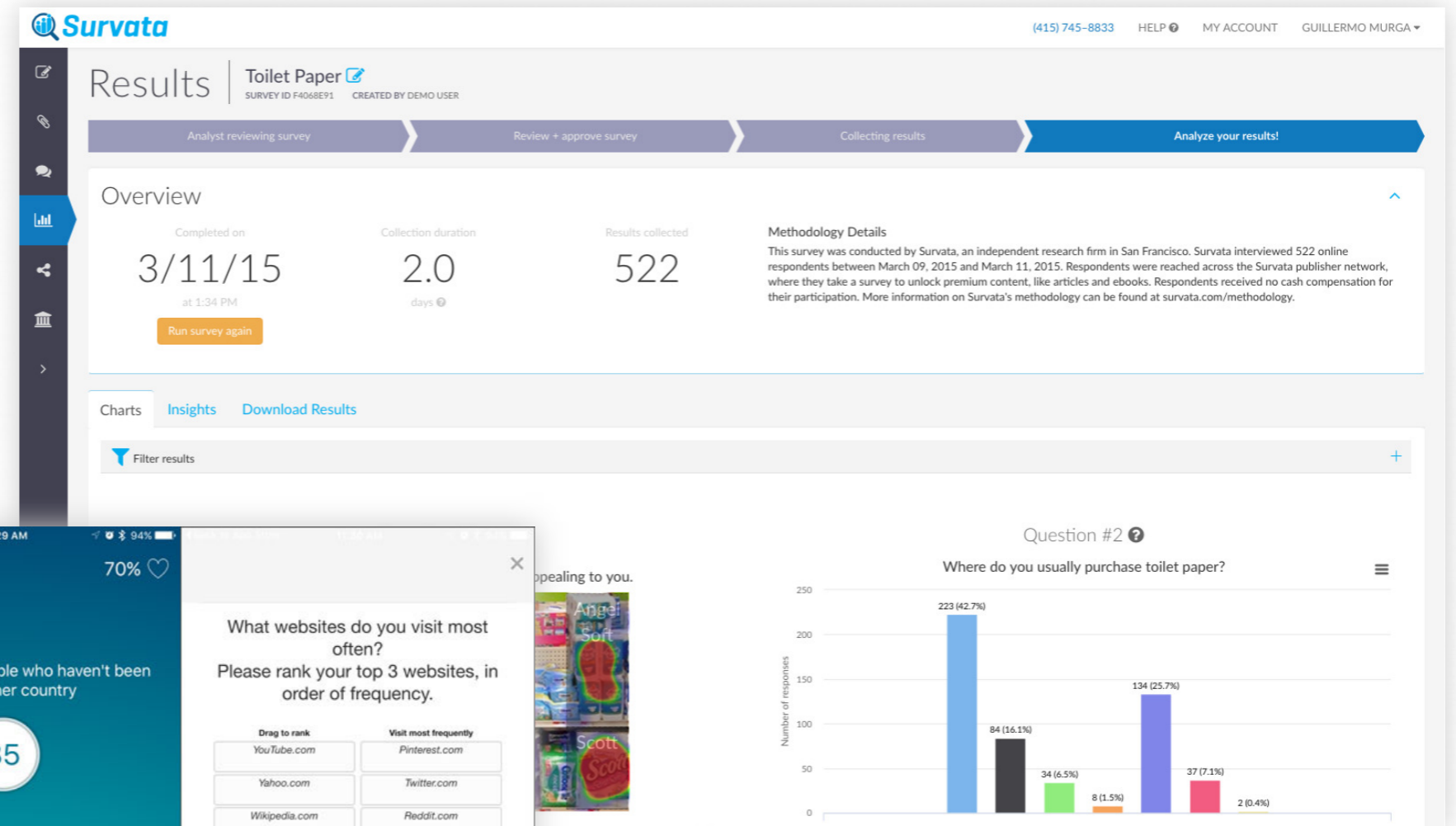
Survata allows startups and entrepreneurs to get quality market research fast and affordable. Easily target your desired audience by demographics and behavior and Survata will serve them with your study through our Proprietary Publisher Network.

PRICES

\$200/survey, \$500/survey, \$1000-\$2000/survey

UNIQUE STRENGTHS

- Gathers responses from its affiliate network of online publications who offer their readers access to premium content in return for filling out short surveys
- Provides free data analysis tools to make it simple to summarize and interpret your data
- Does not charge for disqualified respondents
- Provides respondent metadata
- Answer accuracy assurance and guaranteed data quality
- Customizable surveys



“ In product marketing, small changes can have a huge impact, and Survata makes it easy to test any and all creative decisions. ”

MJ VIEDERMAN, TRU2U



Watch demo video

Get 20% Discount

Use coupon code **STARTUPKIT** at checkout

Visual Marketing

DESCRIPTION

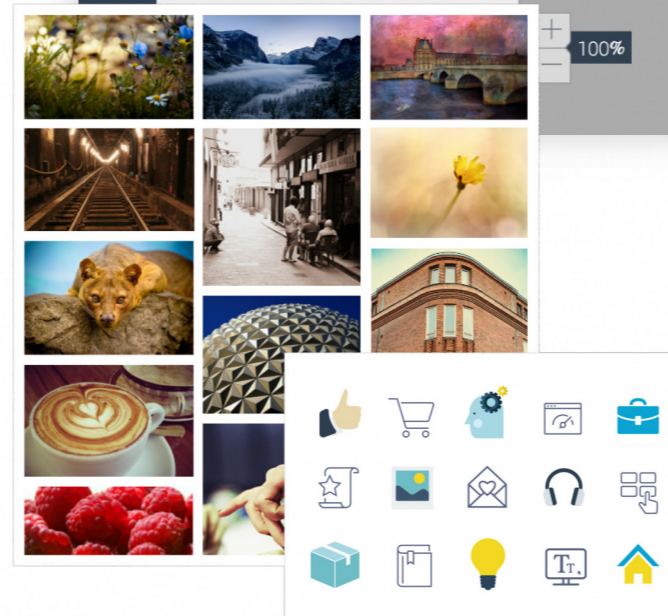
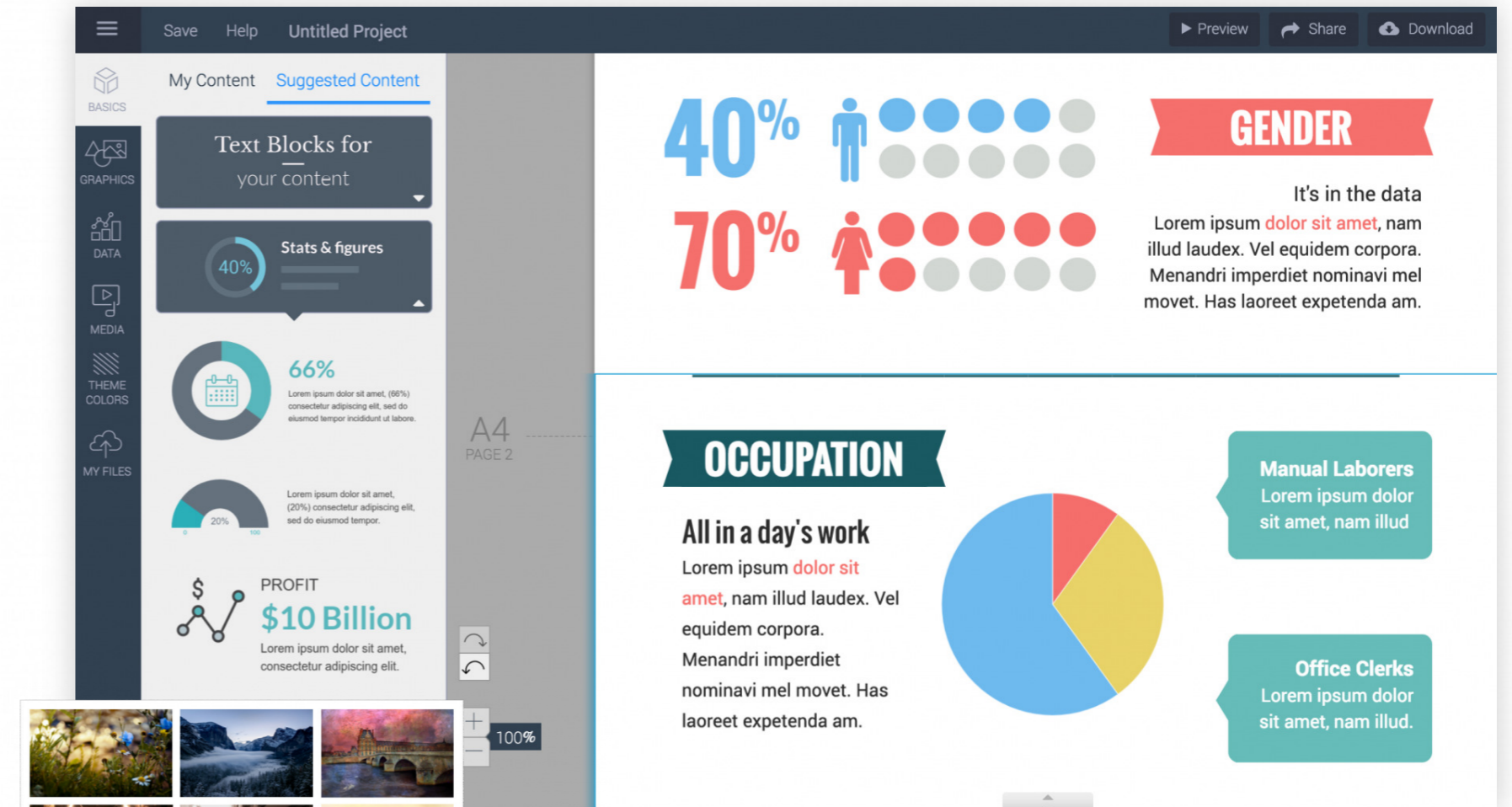
Visme is an online, do-it-yourself platform that allows anyone to translate boring and dense information into captivating and easy-to-understand visual content in the form of interactive presentations, infographics, reports and social media graphics. Users can share and present their content online, embed on their websites or download for offline use.

PRICES

Free version, \$10/month, \$19/month, \$30/month

UNIQUE STRENGTHS

- Extensive built-in asset libraries: vector icons, images, data widgets, backgrounds, charts, maps, etc.
- The ability to add interactivity including videos, audio, animations, links, and pop-ups
- Collaboration tools and team plans to increase productivity
- Privacy management of content
- Establish brand guidelines including own fonts, colors and templates
- Search and select from a vast library of 800+ customizable slides
- Detailed analytics to view where users are coming from and to what extent they're engaging with visual content



“ Visme made us look a lot better in our clients’ eyes. It’s a great tool for sharing information in a visual and user-friendly method. ”

HUBERT JANOWSKI, IBM



[Watch demo video](#)

[Get Free Trial](#)

Video Streaming and Subscription

DESCRIPTION

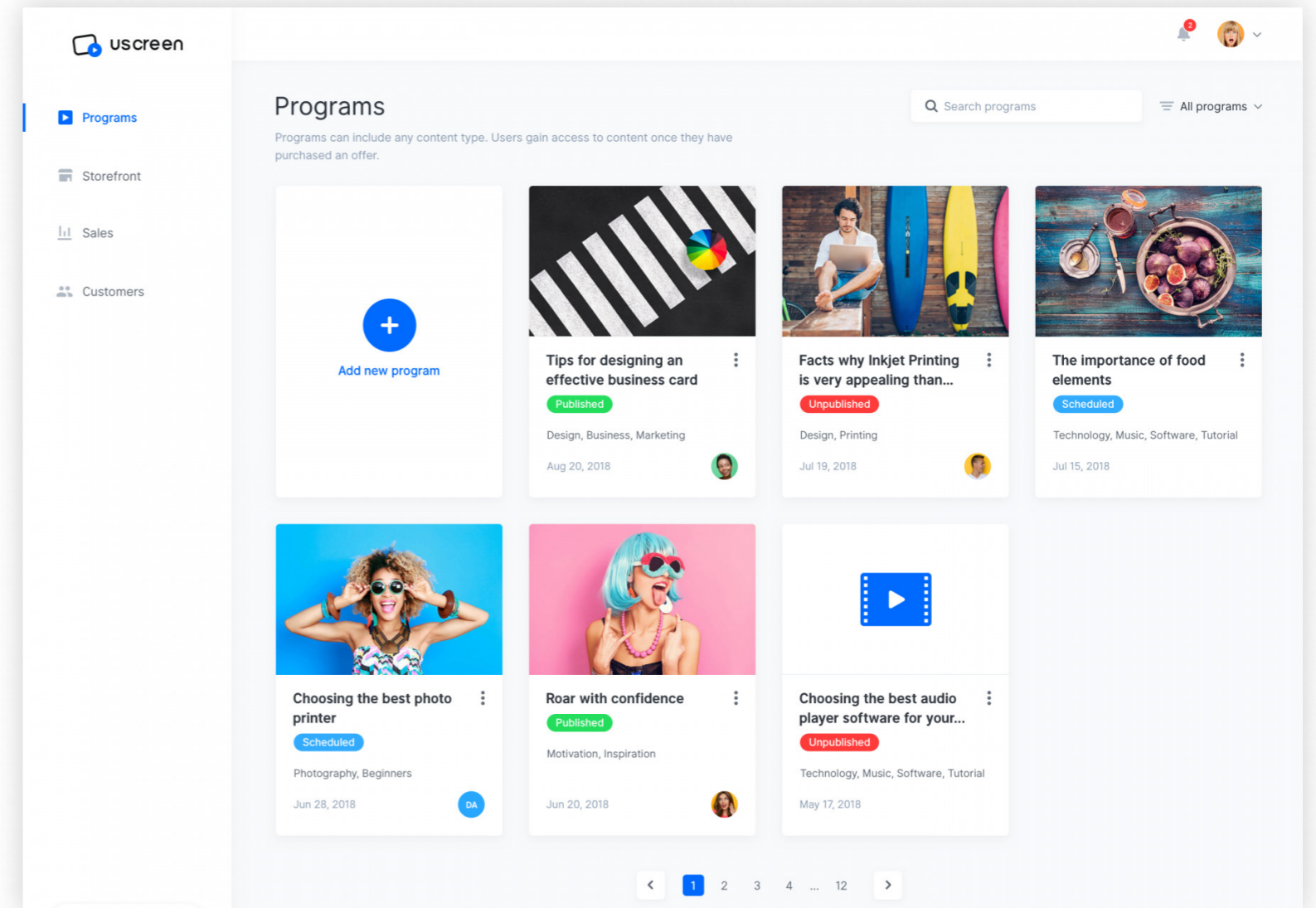
Uscreen allows you to sell your videos online and launch your own Netflix-like video streaming service. It's perfect for selling online courses and building video websites. Best of all, you keep 100% of the revenue you make. You can also launch your own branded apps in the app store built just for you.

PRICES

Free trial (14 days), \$99/month, \$199/month, \$399/month

UNIQUE STRENGTHS

- Price of getting your own app on app stores is 1/3 of the cost of similar services offered by competitors
- Extended functionality, such as secure streaming
- Optional storefront to receive payments and process credit cards
- Subscription or Membership Capabilities
- Downloads & Offline Viewing Functionality
- Detailed analytics on each viewer
- Completely white-labeled
- Copyright video protection
- Integration with WordPress
- Integration with Shopify



“ Uscreen was the only platform we found that includes a billing system, subscription engine, video hosting and delivery in one platform. ”

Yael Dornbush, Zumba



[Watch demo video](#)

[Get Tool](#)

Freelancing Platform

DESCRIPTION

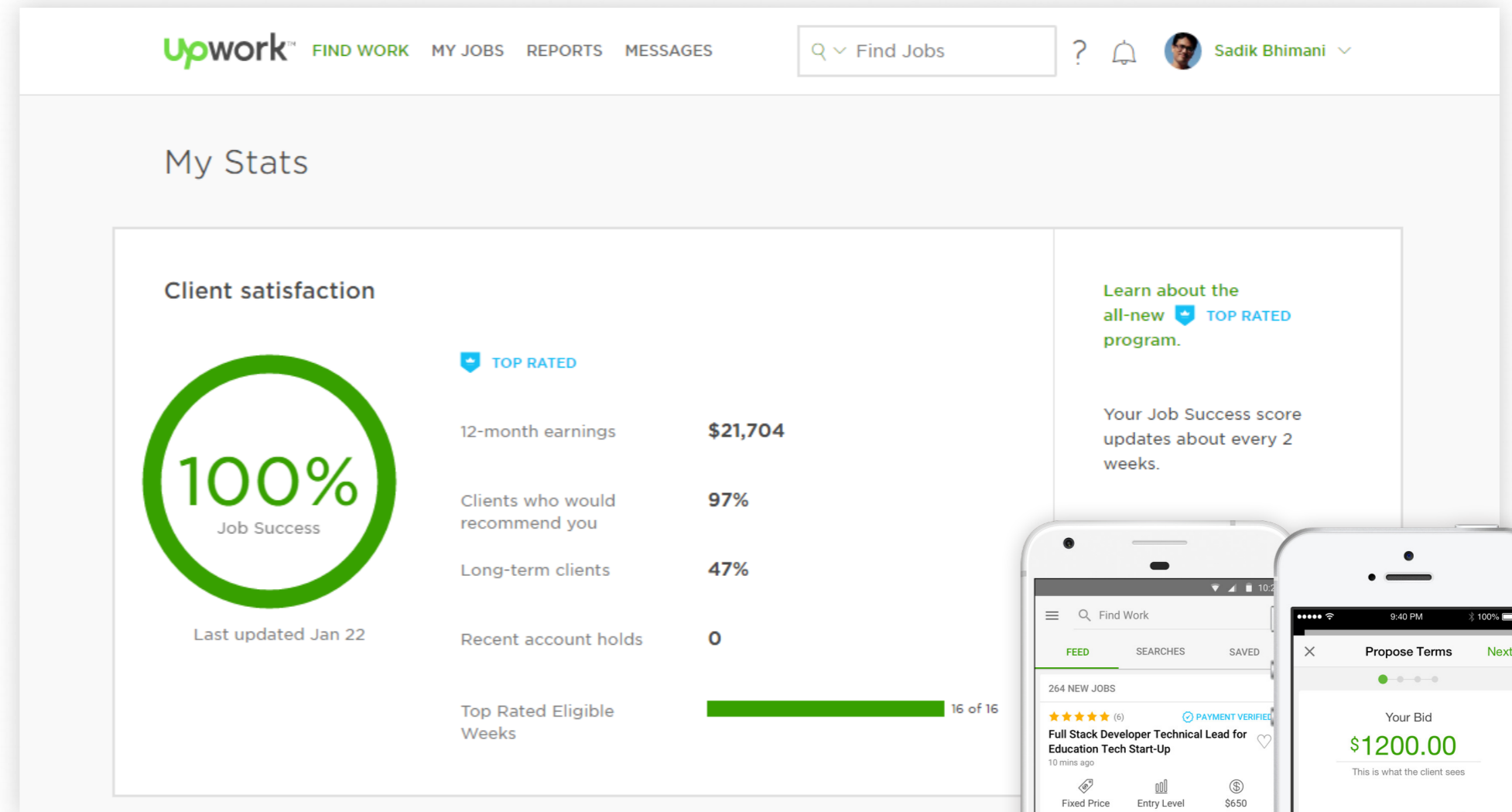
A global freelancing platform where startups and business owners can find professional freelancers, from customer support reps and writers to developers and designers.

PRICES

Free plan, Pro and Enterprise plans

UNIQUE STRENGTHS

- 10 million registered freelancers
- Hiring assistance
- Built-in collaboration tools
- Payment protection plan
- Verified freelancer work history and feedback
- Premium, pre-vetted freelancers
- 24/7 customer support by phone, email and live chat



“ We accomplish more, for a lot less. ”

TYSON QUICK, INSTAPAGE



Get Tool

Human Resources Platform

DESCRIPTION

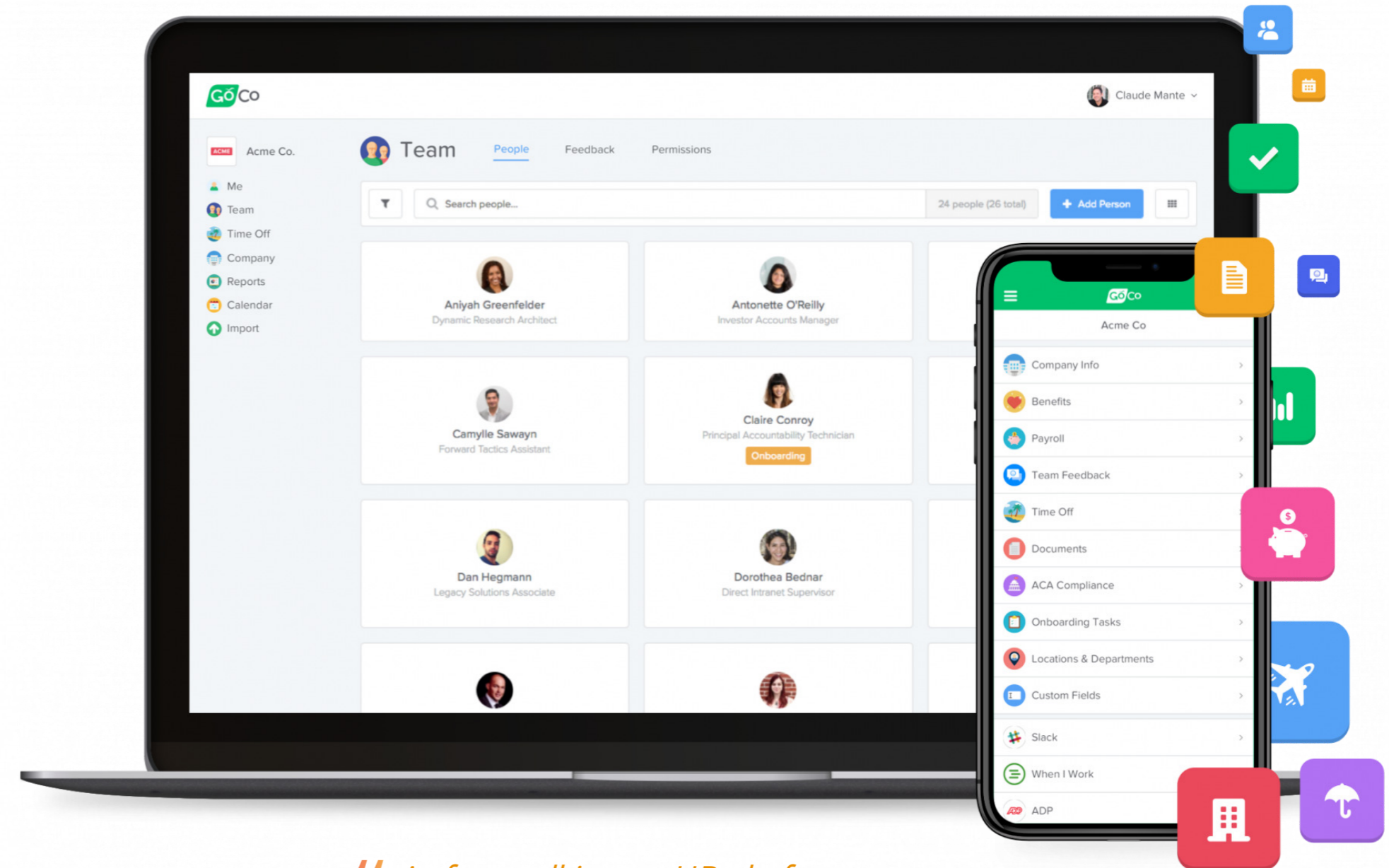
An online human resource platform that allows small businesses to manage their employees, payroll, benefits, employee onboarding, personal records database and time-off requests from one location.

PRICES

\$6/month per employee, \$10/month per employee

UNIQUE STRENGTHS

- Admin and employee access levels
- Custom onboarding tasks and assignment
- Collect tax forms, agreements and documents
- Paperless employee self-service
- Automatic payroll deductions
- ACA and ERISA compliant
- Benefits calculator
- Track performance
- Integrates with Slack, Intuit and Xero, among other third-party applications



“As far as all-in-one HR platform goes, GoCo.io is your best bet.”

FORBES



[Watch demo video](#)

[Get 3 Months Free](#)

Time Tracking Software

DESCRIPTION

Always know what your team members are working on and how well they are working, while cutting out the tedious tasks that normally go along with managing a team. Hubstaff offers time tracking with screenshots and activity levels, application and URL monitoring, automatic payroll, attendance scheduling, and invoicing.

PRICES

Free trial (14 days), \$5/month per user

UNIQUE STRENGTHS

- The ability to take periodic screenshots as the employee works
- Dashboards show when employees are online, when they've gone idle, and the time spent per app and URL
- Time-tracking features auto-fill online timesheets so verifying an employee's pay is much simpler
- Desktop apps track the number of mouse movements and keyboard strokes your employees make

INSTRUCTIONS:

Click on button to send email and receive 3 months free.

The screenshot shows the Hubstaff dashboard for Netsoft Holdings, LLC. It features a sidebar with navigation options like Dashboard, Activity, Timesheets, Reports, Invoices, Schedules, Payments, Projects, Members, Integrations, Payroll, Organizations, and Settings. The main content area displays summary statistics for today and the past 7 days, and a table of member activity. A 'Timer' overlay is also visible, showing a running time of 04:22:41 for a project titled 'An awesome project'.

Member	Last worked on	Activity (7 days)	Time worked (7 days)
Aaron James <small>Active about an hour ago</small>	UI Redesign	57%	33:52:14
Billy Solomon <small>Online now</small>	Working on Hubstaff Tasks	70%	3:39:25
Darren Reavis <small>Active about an hour ago</small>	Hubstaff Development	45%	14:37:21
	Hubstaff Development	51%	35:56:02
	Working on Hubstaff Server	51%	29:12:15

“ Absolutely LOVE this software! After using Hubstaff, our productivity has nearly tripled for my company. ”

MATT CALLEN, EASYVSL



[Watch demo video](#)

[Get Free Tool](#)

Team Messaging

DESCRIPTION

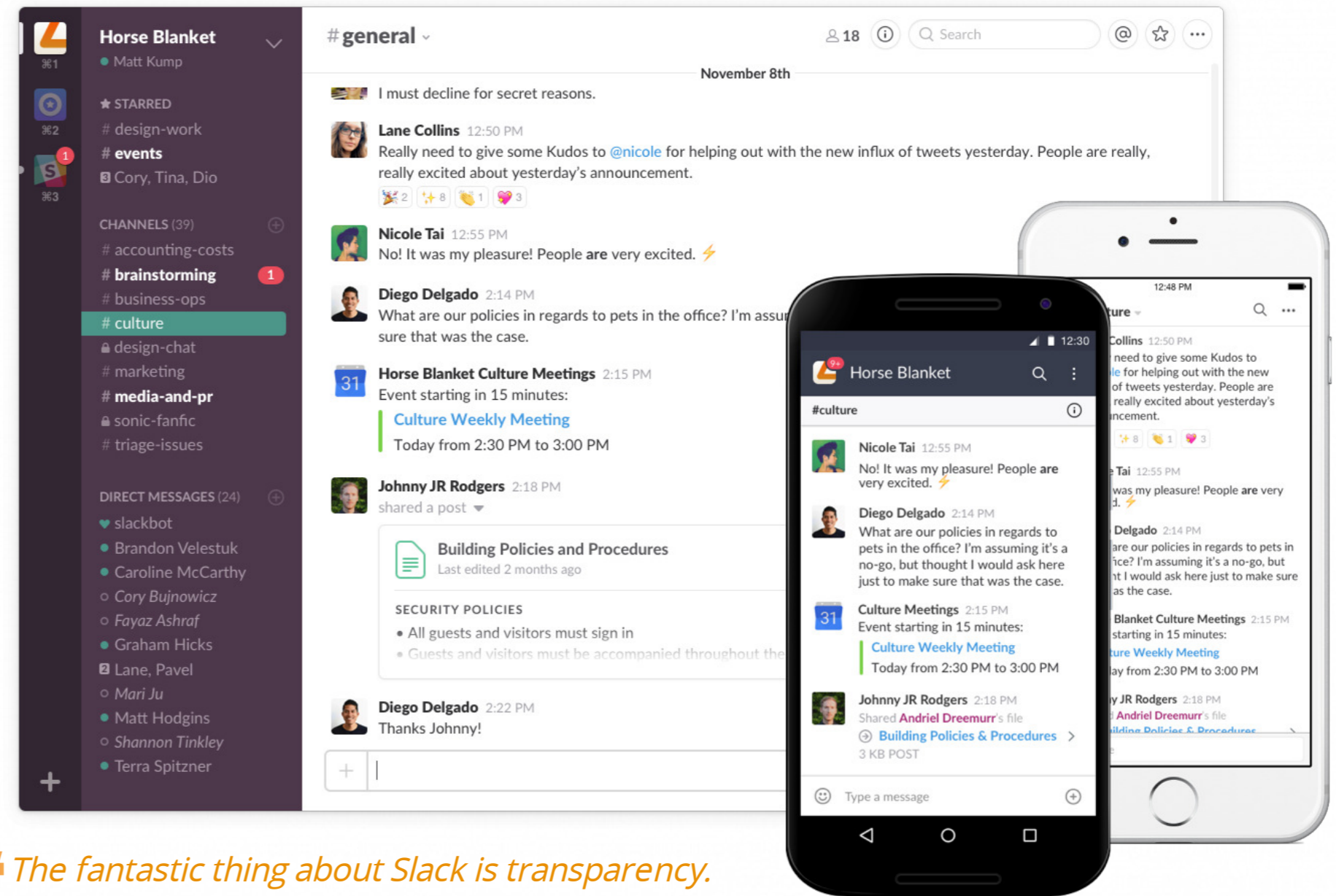
A team communication and collaboration tool for businesses of all sizes, from startups to large enterprises. You can create conversations around projects or topics, share and edit files, and call or text anyone on your team. Provides the ability to integrate other tools you use such as Google Drive, Asana, Salesforce, Twitter and more.

PRICES

Free version, \$6.67/month per user, \$12.59/month per user

UNIQUE STRENGTHS

- Real-time group chats and direct messaging
- Topic or project-focused group chats
- Voice and video calls
- File storage and sharing
- Ability to search archived messages
- Integrates with almost any other app you use for work (see app directory)



“The fantastic thing about Slack is transparency. Everyone can see what everyone else is working on and the status of things is much more visible.”

TYSON QUICK, INSTAPAGE



[Watch demo video](#)

[Get Free Trial](#)

Team Messaging

DESCRIPTION

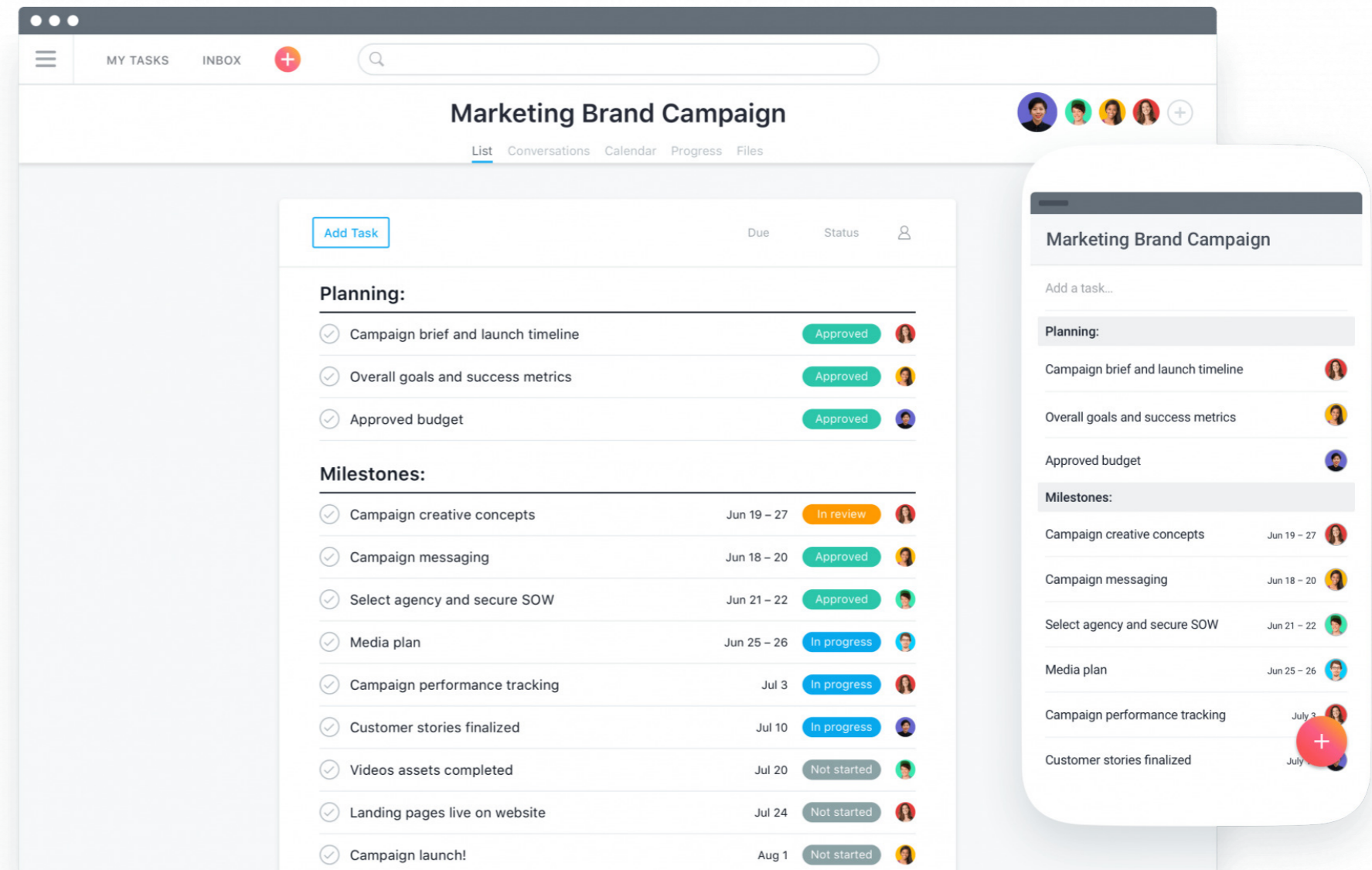
An online task and project management platform that enables companies of all sizes to collaborate, communicate and visualize status of all projects. Includes automatic reports, notifications, collaboration tools and the ability to assign tasks.

PRICES

Free version, \$9.99/month, Enterprise plan

UNIQUE STRENGTHS

- Ability to handle complex workflows
- Offers dashboards and reporting in Google Sheets
- View all updates across all projects in one inbox
- Create projects, move them forward and check them off when complete
- Ability to import Trello projects or connect it with Asana
- Free for small teams of up to 15 people



“Asana allows me to simultaneously manage teams across multiple markets so I’m able to ensure all of my projects are on track.”

CHRISTOPHER BALLARD, UBER

Email Scheduling, Tracking, Templates

DESCRIPTION

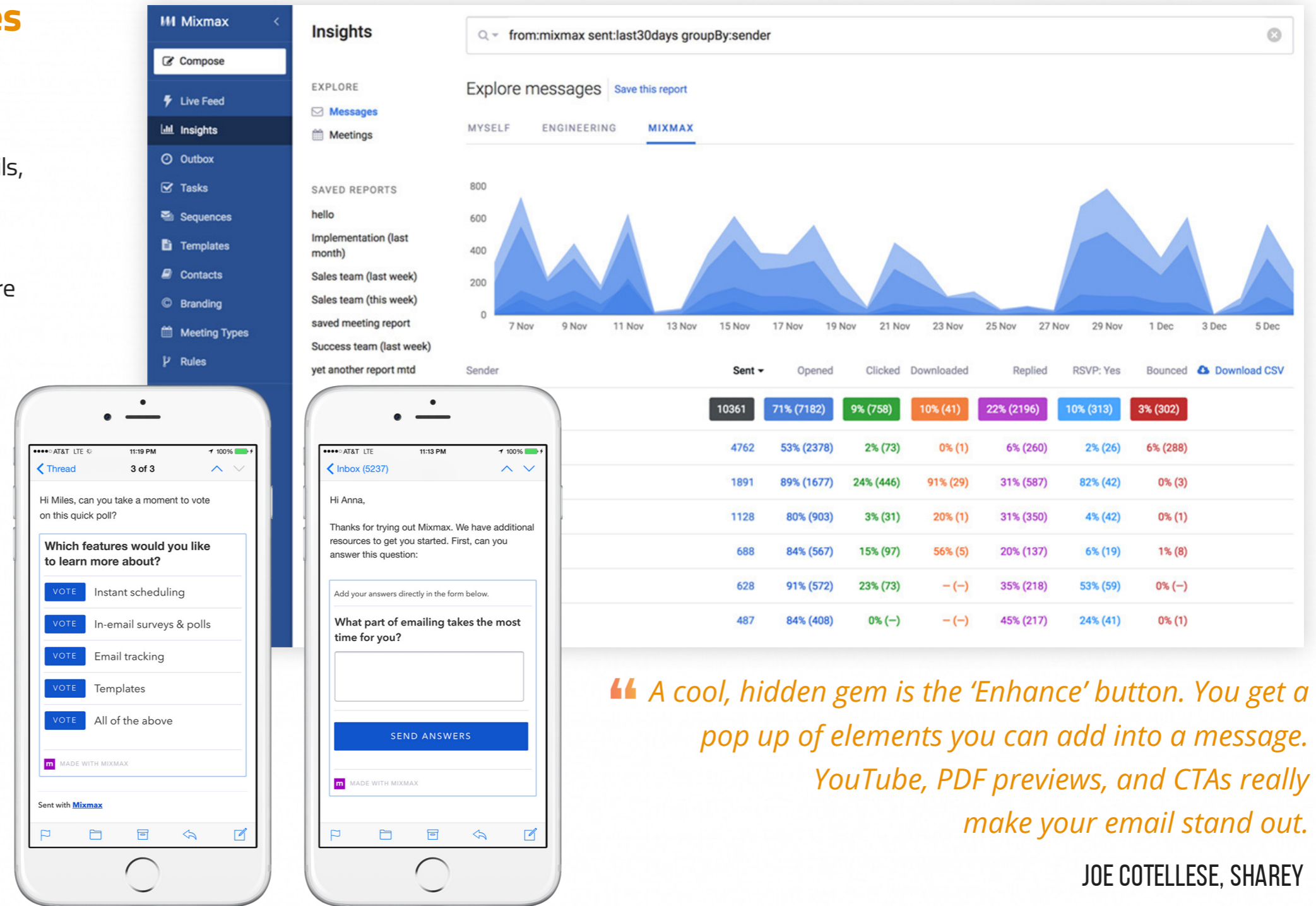
A productivity suite for Gmail, which allows you to track emails, schedule meetings and plan events, write faster with templates, personalize bulk emails with mail merge, snooze and set reminders, send later, embed polls and surveys, share any email to Salesforce, Slack, and other services, and automate web previews of websites and links.

PRICES

Free trial (14 days), \$12/month, \$29/month, \$65/month, Enterprise plan

UNIQUE STRENGTHS

- Track opens, clicks and downloads
- Quickly schedule meetings
- Create templates and share them with your team
- Set reminders Insert templates, maps and GIFs with slash commands
- Schedule group events
- Add link previews and embedded media



The image displays the Mixmax interface. On the left is a sidebar with navigation options: Compose, Live Feed, Insights, Outbox, Tasks, Sequences, Templates, Contacts, Branding, Meeting Types, and Rules. The main area shows an 'Insights' dashboard with a search bar (query: 'from:mixmax sent:last30days groupBy:sender'), an 'Explore messages' section with tabs for 'MYSELF', 'ENGINEERING', and 'MIXMAX', a line chart showing email volume over time, and a table of metrics for various senders.

Sender	Sent	Opened	Clicked	Downloaded	Replied	RSVP: Yes	Bounced
hello	10361	71% (7182)	9% (758)	10% (41)	22% (2196)	10% (313)	3% (302)
Implementation (last month)	4762	53% (2378)	2% (73)	0% (1)	6% (260)	2% (26)	6% (288)
Sales team (last week)	1891	89% (1677)	24% (446)	91% (29)	31% (587)	82% (42)	0% (3)
Sales team (this week)	1128	80% (903)	3% (31)	20% (1)	31% (350)	4% (42)	0% (1)
saved meeting report	688	84% (567)	15% (97)	56% (5)	20% (137)	6% (19)	1% (8)
Success team (last week)	628	91% (572)	23% (73)	- (-)	35% (218)	53% (59)	0% (-)
yet another report mtd	487	84% (408)	0% (-)	- (-)	45% (217)	24% (41)	0% (1)

Two mobile phone screens are shown below the dashboard. The left screen displays a poll: 'Which features would you like to learn more about?' with options: Instant scheduling, In-email surveys & polls, Email tracking, Templates, and All of the above. The right screen displays a survey: 'What part of emailing takes the most time for you?' with a text input field and a 'SEND ANSWERS' button.

“ A cool, hidden gem is the ‘Enhance’ button. You get a pop up of elements you can add into a message. YouTube, PDF previews, and CTAs really make your email stand out. ”

JOE COTELLESE, SHAREY



[Watch demo video](#)

[Get Free Trial](#)

Landing Page Builder

DESCRIPTION

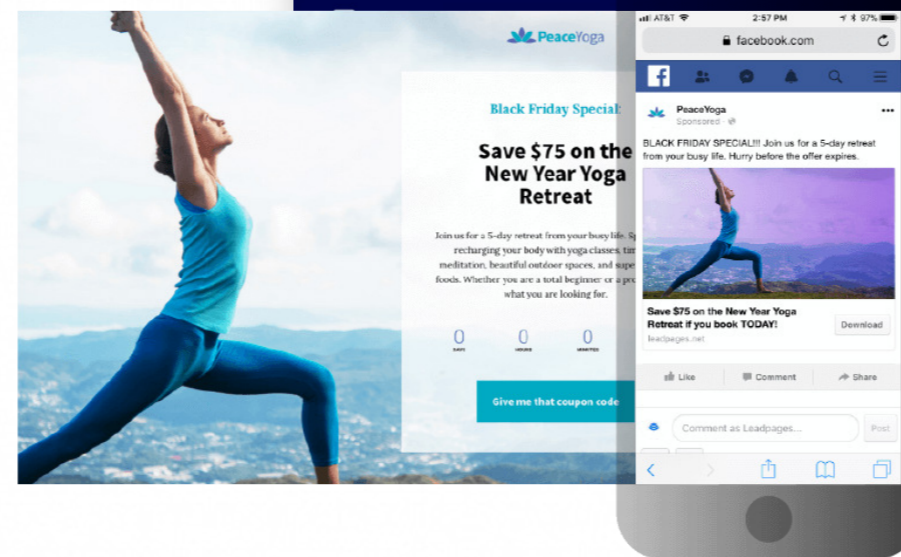
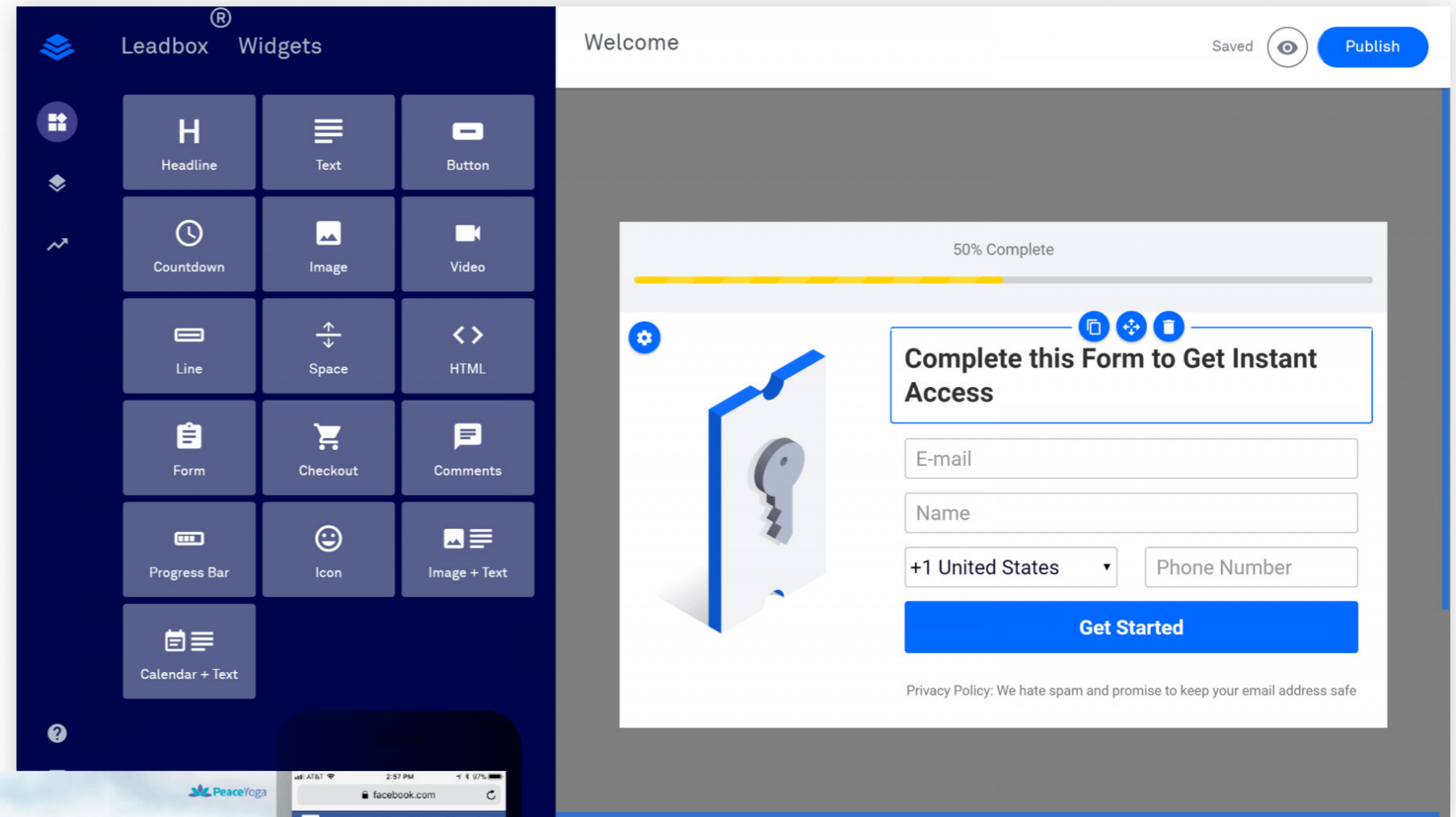
A landing page builder that allows users to create professional-looking opt-in campaigns that capture leads, convert customers, and integrate across all popular digital marketing tools, from Facebook ads to e-commerce.

PRICES

Free trial (14 days), \$37/month, \$79/month, \$199/month

UNIQUE STRENGTHS

- Add or delete any page element
- Build a custom page from scratch
- Move any section up or down
- Change the style of any element with one click
- Apply a custom structure by adding columns
- Add forms and progress bars



“ My list grew by 600% with Leadpages because it gave me the confidence to easily create beautiful pages and ads. ”

JOE COTELLESE, SHAREY

Traffic Rank and Website Analysis

DESCRIPTION

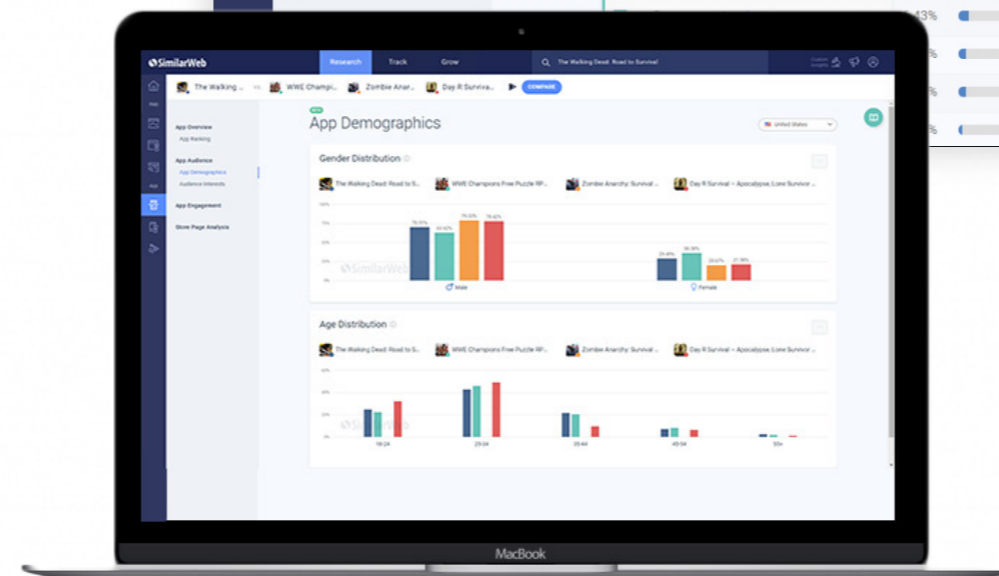
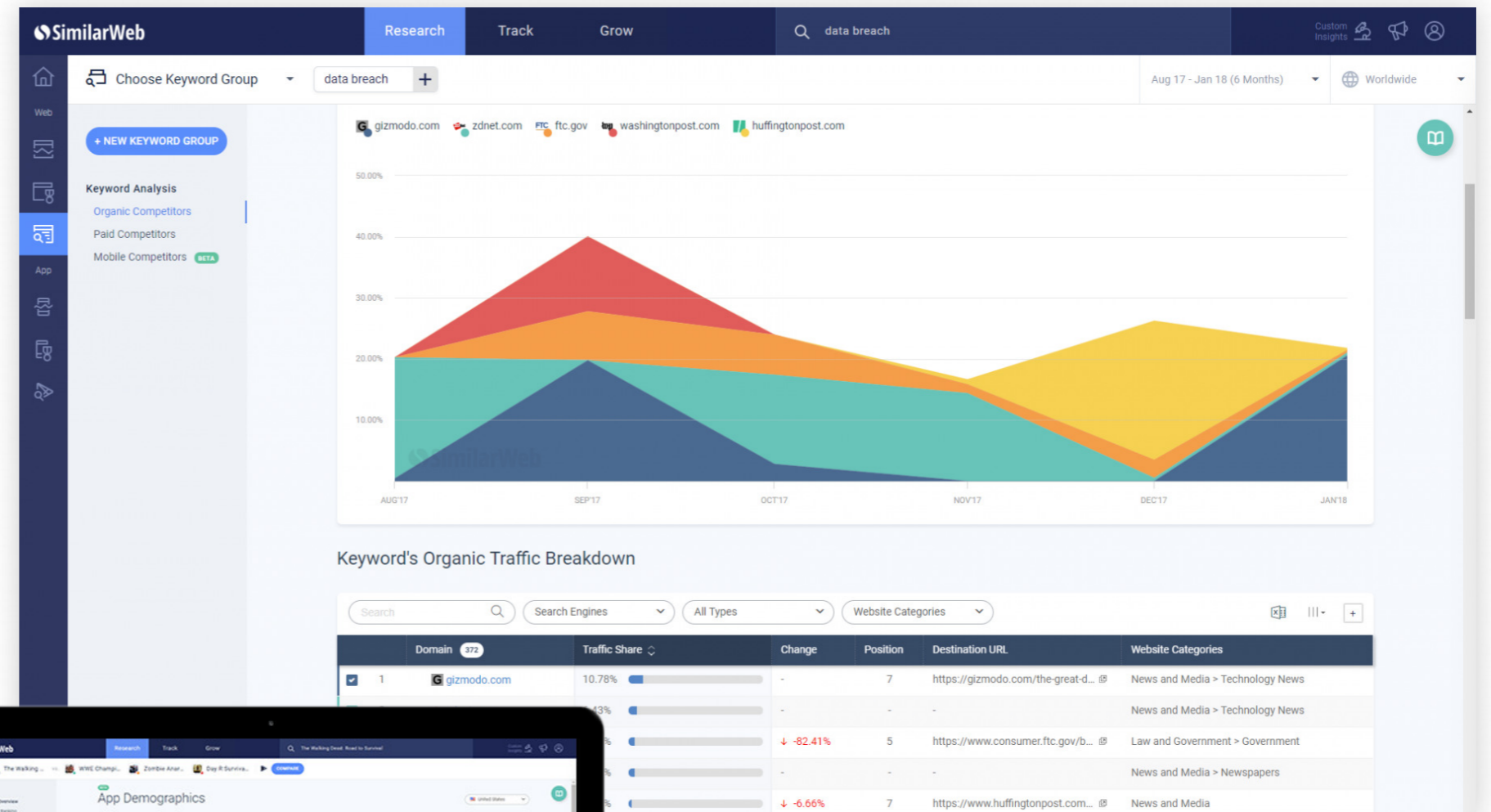
SimilarWeb is a digital market intelligence tool that allows users to compare website traffic statistics and analytics in order to track and grow their digital market share.

PRICES

Free version, Premium plan (by quote)

UNIQUE STRENGTHS

- SimilarWeb provides granular insights about any website or mobile app across all industries in every region
- Access metrics such as performance, engagement and traffic sources
- Users can put in any website or app and see how much traffic they have, where they're getting the traffic from and which trends are affecting their market
- Offers a free browser extension to gain insight into any website's statistics and strategy with the click of a button



“ SimilarWeb helped us research and build a strategic growth plan for the Israeli market. I see it as an essential tool for entering a new market.”

IMRI GALAI, AIRBNB

SEO Insights

DESCRIPTION

Serpstat is a cloud-based all-in-one, multi-platform for SEO/PPC professionals and site owners who strive for the freedom of automation. The tool consists of five modules:...

PRICES

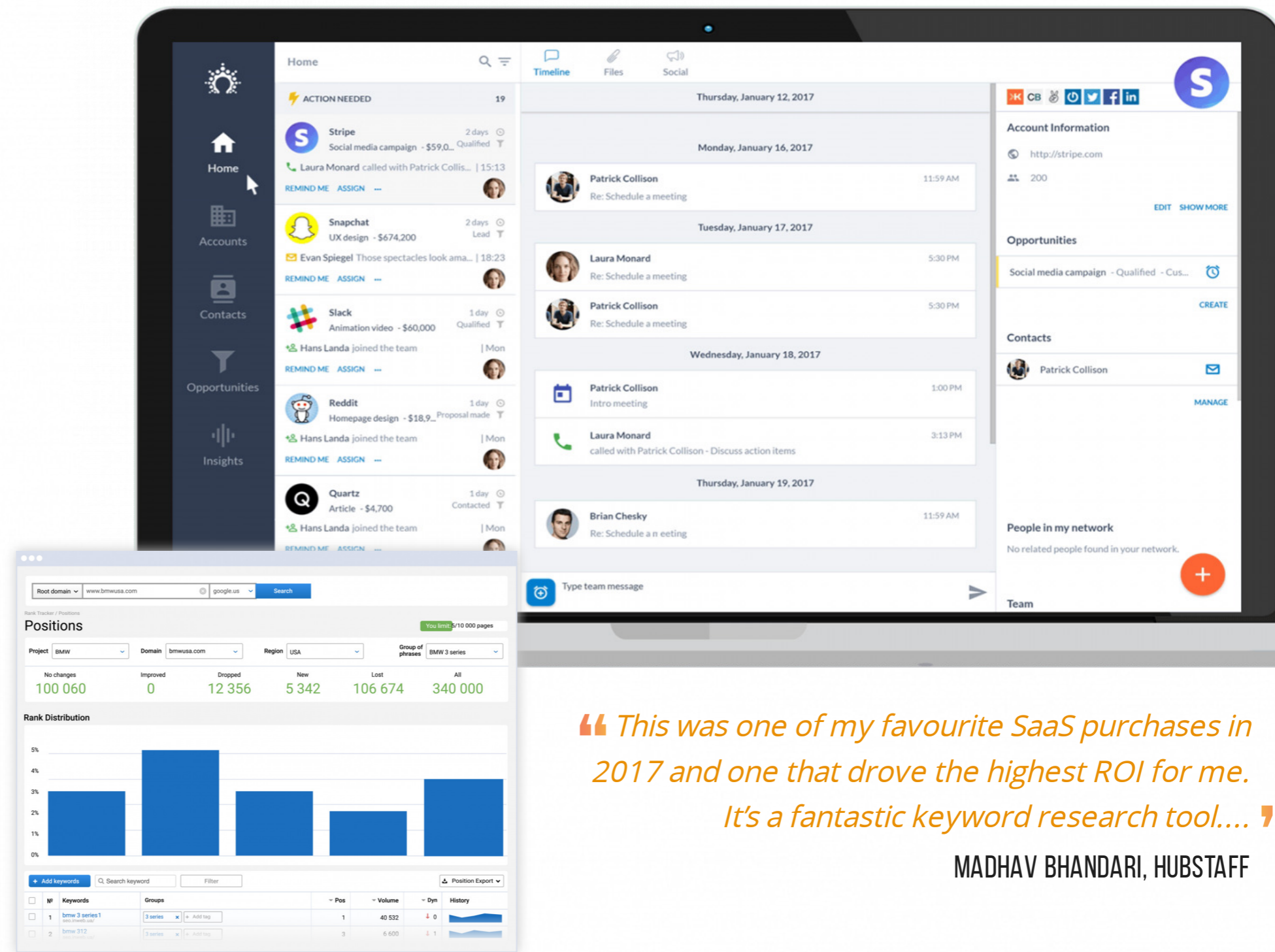
Free version, \$19/month, \$69/month, \$149/month, \$299/month

UNIQUE STRENGTHS

- Most Upvoted SEO Tool on Product Hunt
- Serpstat stores the top 100 search results for every keyword, not just the rank of one domain for a tracked keyword
- Vast index size of Serpstat's in-house databases counts over half a billion keywords, domains and search suggestions

PROMO CODE: VISME_8D

1. Sign up for free account.
2. Click on "I have a trial coupon" under Account Details
3. Insert promo code to get free 8-day access to Plan B



“ This was one of my favourite SaaS purchases in 2017 and one that drove the highest ROI for me. It's a fantastic keyword research tool.... ”

MADHAV BHANDARI, HUBSTAFF

A/B Testing

DESCRIPTION

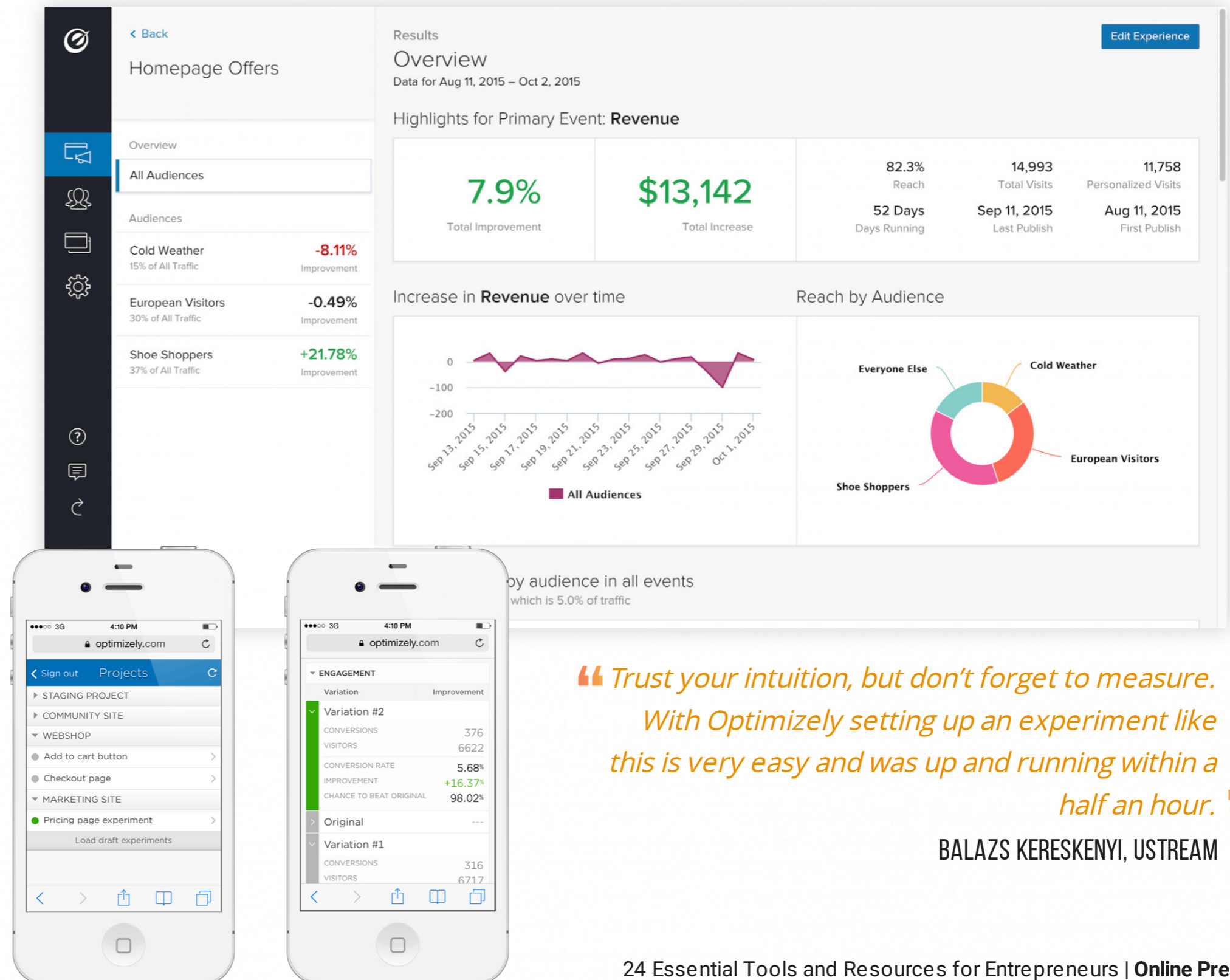
One of the most well-known A/B testing tools, Optimizely allows startups and business owners to test different versions of a web page with live traffic and measure the results of these changes on conversion rates.

PRICES

Free trial (30 days), Custom pricing

UNIQUE STRENGTHS

- Easy-to-use dashboard and interface
- Ability to edit pages quickly and easily
- Easy-to-understand visualization of data and goals
- Ability to run tests on multiple pages
- Automatically track goals
- Ability to save audiences
- Easily integrate with third-party tools such as Google Analytics, AdWords, WordPress, etc.



The screenshot displays the Optimizely dashboard for a test titled 'Homepage Offers'. The left sidebar shows navigation options: Overview, All Audiences, Audiences, and a list of specific audience segments with their respective improvement percentages.

Audience	Percentage of All Traffic	Improvement
Cold Weather	15%	-8.11%
European Visitors	30%	-0.49%
Shoe Shoppers	37%	+21.78%

The main dashboard area shows 'Results Overview' for the period of Aug 11, 2015 – Oct 2, 2015. Key highlights for the primary event 'Revenue' are:

- Total Improvement: 7.9%
- Total Increase: \$13,142
- Reach: 82.3%
- Total Visits: 14,993
- Personalized Visits: 11,758
- Days Running: 52 Days
- Last Publish: Sep 11, 2015
- First Publish: Aug 11, 2015

Visualizations include a line chart showing 'Increase in Revenue over time' and a donut chart showing 'Reach by Audience' with segments for Everyone Else, Cold Weather, European Visitors, and Shoe Shoppers. Below the charts, there is a table for 'Engagement' comparing Variation #2 (with a +16.37% improvement) against the Original and Variation #1.

Two mobile phone screens at the bottom show the Optimizely mobile app interface, displaying the 'Projects' list and the 'ENGAGEMENT' data for Variation #2.

“ Trust your intuition, but don't forget to measure. With Optimizely setting up an experiment like this is very easy and was up and running within a half an hour. ”

BALAZS KERESKENYI, USTREAM



This e-book was made with Visme