

Introduction

Welcome to our Top 8 Tools Resources Guide. These tools will support you in your website building and will save you a lot of time along the way!

I will present to you the tools and why they are useful in the following pages, but here's a quick overview of what they are:

1. [Image editors](#) – free high quality image editors
2. [Image compressor](#) – help your webpages load faster
3. [Dropbox](#) – store and share files online for free
4. [Heat Maps](#) – see what your visitors are actually clicking on your pages
5. [Screenshots / Video Screencasts](#) – free tool to take screenshots or videos of your screen
6. [Design Crowdsourcing](#) – get designers to design for you
7. [Email applications](#) – get your own custom email address
8. [Backblaze](#) – backup your entire computer online

Hope you find them useful. If you can even pick up just 1 useful tool here, I really believe it can make your life easier and save you a bunch of time. It'll be well worth it!

Enjoy :)

Jeremy

<http://www.websitebuilderexpert.com>

If you found our resources helpful, click on the links below to share them with others! The best compliment we can get is a Social Share. Plus you get some awesome karma points for helping us out. You never know who else can benefit from this knowledge!

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1) Image Editors

An image editor is probably one of the more commonly used tools when building websites. Every single website has images, however, not everybody knows how to quickly and effectively edit and customize images.

Don't worry, you don't have to know how to use powerful editors such as Photoshop Suite or even own one (which can be very \$\$\$\$). Here are a few **free online based editors** that we found useful:

- [BeFunky](#)
- [PicMonkey](#)
- [Pixlr](#)

All of the image editors above are online based and are free (with options to upgrade – if you want to). You can upload your own image, and start editing the color, adding text, using different visual effects. After you're done, save it and download it to your computer.

This basically gives you very powerful image editors, all for free. You no longer have to use the basic editors such as Microsoft Paint (ghetto!!) to deal with images.

We have an [in-depth discussion on each of these image editors](#) here. I'd definitely recommend you read it as it will give you our thoughts about each of the editors.

***Pro Tip:** If you're looking for free, professional looking images to use on your website, you should [see our blog post here](#). We'll show you where to find these images, and tips & tricks on how to select the best images.*

2) Image Compressors

We use [CompressJPG](#) (for jpg image files) and [CompressPNG](#) (for png image files) to compress our image before uploading them into websites.

Why should you compress your images? It's because the smaller the size of the image files, the **faster** your website will load.

Now, I just want to clarify a point here just in case if I've confused you.

Having a small image FILE, is not the same making the image dimension smaller. So for example, if I have an image that's 7 inches by 11 inches in dimension, and it's 1 megabyte in file size, I can use the image compressors to maintain the dimension at 7" by 11", and reduce the file size to 0.6 megabyte (just for example).

So your website will only need to load a much smaller file size, rather than a large one.

I know it sounds like it's nothing, but trust me, when you start adding a lot of images into your website, it will start to slow down the loading speed – which is bad news. Here's why.

99.9% of the internet surfers *hate* waiting for websites to load. *The longer you make your visitors wait for your website to load, the more likely they will abandon your website.* That sucks!

So get in a habit of compressing your images before you upload them into your website. It will make a massive difference in the long run!

3) Dropbox

Dropbox is a tool that Connie and I use every single minute we are working on our projects.

Basically, **Dropbox** is an online storage where you can store and save your important computer files. It's safe (highly encrypted), and since it's stored online, you can access it anywhere around the world, just as long as you have internet connection.

In the past, I used to work on some important files in my office, then email it to my personal email address so I can download them and work a bit more when I get home.

I also used to email important files to my own email address, so I can keep them safe in my email account just in case my computer breaks down. Since I update these files regularly, I manually send them to my email address every few days. It was a pain... You might think it's funny, but that's what I did!

But now with **Dropbox**, I no longer waste any time doing any of those manual work. All my working files are safely and securely saved online so I can access them from any computer.

Dropbox also allows Connie and me to share project folders so we don't have to save duplicate files in our separate computers. We just store everything in shared online folders and so when I'm done editing something, she can open it right away from her own computer to do more work. It makes project collaboration a breeze – a serious lifesaver if you're working with someone!

No more emailing files back and forth. That in itself, I believe saves us hours every week.

Furthermore, **Dropbox** is a good way to backup important files online. If you ever lose your computer, or if it breaks, at least you know some of your important files are safely stored online and you can access them again.

Just note that Dropbox probably can't backup your entire computer (see next tool below) as the free version of Dropbox has a limited storage space. But for sure you can store a lot of important files, just not your entire computer.

Dropbox gives your free 2 GB storage room to start. You can increase your free storage room if you ask your friends to sign up with Dropbox using your referral link. *Currently, I*

have 13.80 GB of free storage.

Dropbox has really taken a lot of manual burden off our hands. If you don't have one yet, try one out. It's free, and it can really save you a lot of time.

4) Crazy Egg Heat Maps

One of the biggest challenges of running a website is understanding what parts of your webpages your visitors actually find interesting, and how much of your webpage do they actually read.

This information can be very helpful for you, no matter if you have a business, ecommerce, portfolio, information, or hobby website.

At the end of the day, if you want your visitors to be more engaged with your content, you have to understand what they are interested, or not interested on your webpages.

One of the tools that we use all the time is [Crazy Egg \(you can see our discussion about how we use them here\)](#).

Sure, we use Google Analytics to understand where our visitors go around our website, but what Google Analytics won't tell us, is what our visitors click on, and how far down our webpages they read before leaving. Crazy Egg will tell you all of this.

Crazy Egg is not a free tool, but if you visit them through our link, you can get a 60 day free trial, to see if find the tool helpful for you.

I think if you are getting some visitor traffic to your site, you'll find the data invaluable. I know we do!

If you like what you see during the 60 day free trial period, their lowest plan start from \$9 per month. If you don't find the data helpful to you, there is no financial commitment. So definitely give it a try!

5) Screenshots and Video Screencasts

[Jing](#) - Here's a free tool for you to take screenshots of what's showing on your computer monitor, or even record a short video of what you are doing on your computer monitor.

Why is it useful? If you're working within a team, or if you've hired contractors to help with your website, screenshots and video screencasts will save your life.

If you want to show someone what you want to edit on the website, or even just creating a video tutorial of how to do certain things, [Jing](#) will be able to help you with that – for free.

When you take a screenshot, Jing allows you to highlight certain parts of the screenshot with colored boxes, arrows, insert comments, etc. You can then save the screenshot in their server for free, and it will give you a website address so you can share that screenshot with anyone.

If you are recording a video, [Jing](#) will also save that for you, upload it into their server at no cost to you, and give you a unique website address for sharing.

This is a very powerful collaborative tool that Connie and I use every single day in our other projects. And it's all for free (even when they are storing your screenshots and video recordings!)

[Here's a short video](#) we created that goes over how it works in more details ([click here](#)).

6) Crowdsourcing Designs

If you ever want to hire someone to help you design a logo, business card, website, or just anything related to design, crowdsourcing is something you must consider!

What's crowdsourcing?

Imagine if you have a team of professional designers, all showing you their own unique designs, and you just pick the 1 you like the best and only pay for that 1 design. That's the power of leverage that [99Designs](#) and [CrowdSpring](#) gives you.

Normally, if you hire a designer, you describe to him/her what you want, and they show you a working draft. But that's only 1 person's creative perspective.

[99Designs](#) and [CrowdSpring](#) allow you to post a job on their website, and freelance designers will all read what you want, and start submitting their own design ideas for you to review. Imagine having 20 different freelance designers showing you their work (and you don't even need to pay them)!

Also, you get to give them feedback after they give you their initial draft designs, and they will update their designs for you.

You just pick the best 1 you like at the end of the day, and pay that 1 designer (you don't have to pay the other designers). If you don't like any of them, you don't have to pay anyone at all!

[99Designs](#) and [CrowdSpring](#) both come with money back guarantees, so if you change your mind, you can always get a refund.

So if you ever consider hiring someone to help design a logo, image, or even t-shirt, these companies can definitely help.

No need to sit around and wait for inspirations or figuring out if 1 particular designer is right for you. Use [99Designs](#) and [CrowdSpring](#) to get multiple designers working for you, and you only need to pay 1 at the end of the day.

7) Email

This sounds a bit silly, but yes, email. I'll explain.

When Connie and I first wanted to build websites for our projects, the first challenge was to find a website builder so we can create websites (since neither one of us knew how to code back then, we had to heavily rely on website builders).

Once we found one that we wanted to test, the next obvious question that came up was... how do we get an email address that's not a Gmail or Hotmail! We were serious about our projects and so **we thought we had to have a more professional email address than just Gmail.com or Hotmail.com.**

Fortunately, after some research, we discovered that [Google Business Apps](#) actually gives you the interface of Gmail (I find easy to use), the reliability of Gmail, with a professional email address!

So, instead of (for example) *jeremy_xyzcompany@gmail.com*, Google Business Apps allows you to have *jeremy@xyzcompany.com* (or whatever domain name you owned).

Just a note – you have to own your domain name in order for Google to help you set up your custom email address. So for example, we own the domain name www.websitebuilderexpert.com so we used Google Business Apps' email function to create this custom email address: info@websitebuilderexpert.com which is our main contact email.

For [Google Business Apps](#) (*paid*), the process is simple. Just sign up for a free trial with them and test it out. You have a 30-day free trial and after that, it's \$5 a month to have a professional email address (or \$4.16/month if you prepay for 1 year).

So if you're serious about your business or project, \$4.16 a month is less than a fancy coffee at Starbucks. And you get to use the awesome Gmail interface, which most of you will probably have some experiences with. To own a professional contact email address for such a low price, it's definitely well worth it.

8) Data Backup ([Backblaze](#))

If you think your computer won't crash on you one inconvenient day, or that your laptop will never ever get stolen, think again.

More than 2 million laptops are stolen, lost or misplaced in the United States every year. 1 in 10 laptops will be stolen within their life time ([reference](#)).

If you've never had your computer breakdown on you, or your laptop misplaced / stolen, you're lucky.... for now. It is absolutely one of the most heart-stopping feeling you can ever be put through.

All the important files, digital pictures, personal information.... Gone. Memories, critical personal information, lost forever.

When that happened to a good friend of mine, that got me really concerned (he left his laptop in a taxi... sometime he still kicks himself till this day). Like me, he thought that could never happen to him since he's a pretty careful guy, but it did.

The lesson here is, we never think these silly things can ever happen to us, until they actually happen. This is why people buy insurance or lock their doors. Crap happens, and I can imagine losing your information will really... really suck.

After that, we studied a few online backup services and settled with [Backblaze](#). Connie and I each pay \$3.96 a month to have our entire laptops backed up through Backblaze (we signed up for a 2 year contract). If you just go month-to-month, it's \$5.

How Backblaze works is that the backing up process takes place when you are connected to the internet (either through a cable or even over WiFi). **When ever you are connected online, the back up process is happens continuously in the background without you having to press any buttons.**

So the initial full backup over the internet will take some time. Once that is done, the ongoing backup process only start when you add, remove or edit files on your computer. The process takes place quietly and automatically in the background so we don't see any slowing down of our computers.

The amount of space you backup with [Backblaze](#) is unlimited. *At this moment, I have*

107.9 GB of data backed up with Backblaze!! All for \$3.96 a month! My music, my digital pictures from vacation trips, videos, work files, everything, is safely and securely backed up.

If my laptop ever dies on me... I'm not scared at all as I can just retrieve every single file from Backblaze.

You have NO idea how much better I'm sleeping at night now :)

If I were you, I'd get my computer backed up as soon as possible. This is one of the best things you can do for yourself. Your computer is not invincible. You never think it could happen to you, until it does, and that will be too late.

Click here to see [Backblaze](#).

If you found our resources helpful, click on the links below to share them with others! The best compliment we can get is a Social Share. Plus you get some awesome karma points for helping us out. You never know who else can benefit from this knowledge!

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