WebMums.com

Welcome to the Web Mums Mind Map of being a Work at Home Parent. The Next Time Someone asks you what you do for a living - forget trying to explain only to be met with a blank face - just whip out yer mind map! I really hope that this mind map also introduces you to a whole load of useful tools and becomes a great resource for you. Please make sure you pass it along to other Home Based Biz Parents - they'll certainly thank you for it! Best Wishes - Nikki Backshall

I'm a Work at Home Parent & This is What I do! Visit www.webmums.com

Work Commitments

- Business Idea
  - Market Research
    - Amazon
    - Amazon uk
    - Shopping Yahoo
    - Google Insights
    - eBay Pulse
    - ebay Pulse UK
    - Yahoo! answers
    - Magazines
    - 43 Things
    - Quancast
    - Big Boards
    - Google products
    - Google Trends for Websites
  - Getting Your Business Online
    - Choose Designer
    - Choose Shopping Cart
      - Build Shop
        - Optimize Store
    - Use a Blog
- Appointments
  - Meeting Designers
  - Sourcing Products
  - Networking for JVs
- Website Optimisation
  - Keyword Research
    - Google Adwords Keyword Tool
    - Wordtracker Free Keyword Tool
    - Keyword Discovery Tool
    - SEO Book Keyword Tool
    - eBay Pulse
    - UK eBay Pulse
    - Good Keywords
    - Market Samurai
  - Learn in All at Web Mums SEO Optimsation Courses
    - Learn Keyword Research
    - Learn SEO
    - Learn about Testing
    - Learn About Conversion
    - Learn about Authority Linking
    - Learn About Social Media
    - Learn About Web 2.0
  - Search Engine Optimization
    - On Page Optimisation
      - Find High Traffic Low Volume Keywords for Your Products or Service (see keyword research)
      - Add keywords to Correct Parts of Each Page You Want Optimised
        - Title Tags
        - Meta Description Tags
        - Meta Keyword Tags - no more than 10, most SE's don't use this tag.
        - Header tags - <H1>, <H2>, <H3>
        - Page Content
        - Anchor Text
        - Image alt tags
    - Off Page Optimization / Creating Backlinks
      - Article Marketing
        - ezine Articles
        - Article Base
        - Go articles
        - Directory of Ezines
        - Ezine Locator
        - Scribd
        - e-how
        - Buzzle
        - Article Dashboard
        - Article Alley
        - Article Rich
        - Article Buzz
        - Gather
      - Blogging
        - Your Own Blog
          - WordPress.Org
          - Wordpress.com
          - Blogger
          - Typepad
        - Blog Commenting
          - Find blogs within your niche, leave valuable comments and interact with the blogger - it's not about the link!
        - Guest Blogging
          - Contact Bloggers Within Your Niche and ask if You Can Create a Guest Post
      - Video Marketing
        - Types of Video
          - Tutorials
          - Talking Head
          - ScreenCast
          - Slideshows
          - Live Stream
          - Vlogging
        - Places to Submit Videos
          - Traffic Geyser
          - Tube Mogul
          - Hey Spread
          - Tutorialized
          - YouTube - but not if one of the syndication methods above is being used or you'll duplicate
          - Video Post Robot
        - Video Tools
          - Camtasia
          - Screen Flow
          - Sony Vegas
          - Camstudio
          - Animoto
          - Jing
        - PowerPoint Slides
          - SlideShare
          - SlideBoom
          - Slide Burner
      - Social Networking
        - Twitter (follow @webmums)
          - Add a Profile
          - Start Tweeting
          - Sign up for HootSuite
          - Don't Try & Sell Your Stuff
          - Become an Expert in Your Niche
          - Check Out the Online Twitter Directory Twellow
        - FaceBook
          - Use the Pages Aspect and Optimize with Keywords
        - MySpace
          - Worth Popping Your Details Here
        - Ning
          - Build Your Own Social Niche Network
          - Join Other Networks to Meet People Interested in Your Niche
          - Join Web Mums on Ning
        - Forum Marketing
          - Big Boards to Find Forums in Your Niche, Choose forums that let you have a signature so you can add a link
          - Go join some forums and add value to the community - Use sparingly as forums are a time sucker!
      - Social Bookmarking
        - StumbleUpon
        - Digg
        - Mixx
        - Reddit
        - Delicious
        - Social Poster
        - Traffic Bug
        - Only Wire
        - Social Marker
      - RSS Submission
        - RSS Agregators
          - FriendFeed
          - XFruits
          - RSS Mix.com
        - Pinging
          - ping-o-matic
          - Ping.fm
        - RSS Directories
          - Blog Pulse
          - RSSFeed.com
          - FeedBite
          - FeedSubmitter
          - RSS Mountain
          - 2RSS.com
          - Feed Fury
          - Yahoo RSS Submit
      - Social Media & Web 2.0
        - StumbleUpon
        - Twitter
        - Squidoo
        - Hubpages
        - Weebly
        - faceBook
        - LinkedIn
        - FriendFeed
        - Naymz
        - Flickr
        - Pownce
        - Propeller
        - Posterous
        - Plurk
        - Brightkite
        - Jaiku
        - Google Knol
        - WetPaint
      - eBooks | WhitePapers | PDFs
        - Scribd
        - published
        - Free e-Books
        - ebook jungle
        - ebook directory
      - Micro-Blogging
        - Twitter (follow @webmums)
        - Tumblr
        - Posterous
        - Plurk
        - Yammer
        - Present.ly
        - SideBlog
        - FriendFeed
      - PodCasting
        - Tools
          - Read the Words
          - Odiogo
        - PodCast Directories
          - iTunes
          - PodCast.com
          - PodCast Alley
          - PodCast Pickle
          - Audio.Weblogs
          - Get a PodCast
          - Podanza
          - PodBean PodCast
          - PodFeed
- Getting Business
  - PR
    - DIY PR
      - Take the WebMums PR Training Course
      - Issue Press Releases
        - PR Web
        - PR Newswire
        - Business Wire
        - PressBox
        - Web Wire
  - Choose an Email Client for Newsletters
    - aWeber
      - Set Up an Autoreponder Message
        - Write a Weekly Newsletter
    - MailChimp
    - Infusion Soft
    - iContact
    - Constant Contact
  - Surveys
    - SurveyMonkey
    - PollDaddy
  - Conversion & Testing Tools
    - Google analytics
    - Google Website Optimzer
    - Conversion Rate Calculator
    - Site Load Timer
    - BrowserShots
    - BrowserCam
    - CrazyEgg
    - 4qSurvey
    - Survey Monkey
    - 108 Conversion Tips
- Offline Promotion
  - marketing
  - Flyers
  - Car Ads
  - Press Ads
- Competitive Analysis
  - WayBack machine
  - SEO Quake
  - SEO for FireFox
  - Yahoo Site Explorer
  - KeyCompete
  - Trellian Competitive Intelligence
  - INeedHits
  - SpyFu
  - Google trends for websites
  - Google alerts
  - SEO Moz Tools
  - Market Samurai (The Ultimate all Round Best Tool For Everything - doesn't mix a good martini tho!)
  - Quantcast

Family Commitments

- School Runs
  - Nursery
    - To
    - From
  - Primary School
    - To
    - From
  - Secondary school | College
    - To
    - From
- Shopping
  - Food
  - Clothes
  - Everything Else
  - Packing it and then unpacking it and then putting the damn stuff away!
- HouseWork
  - Clothing
    - Washing
    - Ironing
    - Putting Away
  - Cooking / Prep
    - Breakfast
    - Packed Lunches
    - Other Lunches
    - Evening Meal
    - Sunday Roasts
    - Other
  - Cleaning
    - Dusting
      - Bedrooms
      - Living Rooms
      - Other
    - Hoovering
      - Bedrooms
      - Bathroom
      - Living Rooms
      - Kitchen
    - Wet Cleaning
      - Bathroom
        - Sinks
        - Baths
        - Shower units
        - Toilets
        - Floor
        - Tiles
        - Fixtures
        - Mirrors
      - Kitchen
        - Sink
        - Floor
        - Work Surfaces
        - Cupboards
        - Washing Up
        - Fixtures
      - Rest of House in places
        - Windows
        - Doors
        - Skirting Boards
- Appointments
  - Doctors
    - Kids
    - You (for stress relief)
    - Relatives that need lifts
  - School
    - School Plays
    - Parents Evening
    - Random Assemblies
    - Every Fundraising Fair

Social Commitments

- Catching Up With Extended Family
- Spending Quality Time With Your Partner
- Spending Quality Time With Your Children
- Finding Time to Relax
- Trying to Enjoy Hobbies | Gym etc
- Catching up with Friends Socially (you really need that large glass of vino!!)
- Clubs
- Social Engagements

mindmeister