

The Strategic Website Toolkit

Updated for 2021

24 of the most important professional tools we actually use to build strategic, engaging, and interactive websites that attract, excite, and convert visitors into real customers

chroma
SITES



Our Website Toolkit

WordPress

WordPress is the website software we use for ourselves and all of our clients. When strategically planned and properly designed, this type of website helps promote content and showcase important parts of a business.

Elementor

One of the most advanced and powerful website layout builders for WordPress. Elementor allows us to create gorgeous, interactive web page designs which work perfectly on desktop and mobile.

Yoast SEO

The undisputed champion of improving your WordPress website SEO. See what technical changes you can make to rank higher for specific keywords.

Google Search Console

The most overlooked and most important SEO tool available. Connect directly to Google to get inside info on how to improve your website's usability and performance.

OptinMonster

The most powerful lead generation pop-up software for websites. Turn web traffic into subscribers, leads, and sales with perfectly timed and targeted offers.

Gravity Forms

The most powerful contact form builder on the planet. Quickly build web forms to collect visitor information from your website and send you notifications when they do.

Stripe

An easy-to-implement payment processor with a variety of features and tools. Get set up quickly to accept credit card payments and bank transfers. Integrates beautifully into websites as well as just about every billing software out there.

ChromaCare

Our shameless plug for our own website management service. You can relax while we handle the day to day management of your website, keeping it healthy, strong, and secure for years to come.

It all starts with a great website.

[Book a Free Consult](#)

chroma
SITES

Our Marketing Toolkit

Google Analytics

The most popular free analytics tool set for tracking website visitors. Detailed stats let you measure your marketing progress and advertising ROI.

ActiveCampaign

One of the most powerful, user-friendly, feature-packed, and affordable email marketing automation and CRM platforms on the market. Track website visitors, send targeted emails to subscribers, create powerful marketing automations, and build advanced marketing funnels to effectively communicate with your audience and drive conversions.

Google Ads Keyword Planner

The most relevant search engine keyword data there is. Decide how to market your business based on what keywords customers are searching for and what your competition is doing.

Google My Business

The home for your local business listing on Google. Ensure you are found by local customers who need your services by verifying your business information, optimizing your profile, and responding to reviews.

Facebook Business Manager

The original social media presence for businesses and the standard for connecting with customers. Grow followers and advertise your business to nearly 2 billion people worldwide.

Loomly

A flexible social media content management tool. Design, schedule, publish, and promote social media posts on all of your favorite platforms and measure your success.

iStock

A world-class royalty-free stock photography service. Search and browse millions of high quality photos, graphics, and videos to use on your website and other branded materials.

Canva

An easy-to-use online graphics creation app. Design beautiful, unique, and professional-quality graphics to boost engagement with your social media posts.

It all starts with a great website.

Book a Free Consult

chroma
SITES

Bonus: Our Productivity Toolkit

1Password

A simple, secure, and robust password manager. Stay sane by letting this incredible tool keep track of and sync all of your passwords on your computer and your phone.

Asana

An incredibly powerful project management and to-do list software with tons of features. Stay on top of everything you have to do to get everything done on time and be more productive.

Slack

A novel and intuitive day-to-day teamwork and communication platform. Replace endless email chains and clunky phone and video calls with one, dedicated place where everyone can discuss ideas together.

Google Workspace

A professional suite of business tools including email, calendar, file storage, collaboration, and communication. Manage your business with top-tier security and reliability.

Google Docs

A powerful and flexible collaboration tool used to edit, store, and keep track of your important files online. Work with your team to edit documents together in real time.

Calendly

A scheduling tool that connects your calendar and allows people to book appointments. Easily line up meetings with prospects and clients without all those back-and-forth emails.

FreeConferenceCall.com

Our favorite free conference call service. Simplify your phone meetings, record calls, let people dial-in from anywhere in the world, and host as many people as you want — all for free. (Bonus: Upgrade to One Number for easy no-code dial-in.)

Zoom

You've probably heard of this reliable video conference tool by now. Meet with clients and team members virtually to save time and stay face to face.

It all starts with a great website.

[Book a Free Consult](#)

chroma
SITES