

FREE & CHEAP ONLINE TOOLS

ANALYTICS

KINGSUMO: Headline testing plugin for Wordpress that gives you the option of creating additional test headlines for your blog posts right in the editor. You can add anywhere from 2 to 10 headlines. After you publish, the plugin rotates your headlines to see which performs the best.

Link: <http://kingsumo.com/>

LUCKY ORANGE: A real time web analytics tool that monitors and interacts with your blog visitors. You're able to see exactly what your visitors did on your site, as well as having the ability to chat with visitors while you watch them browse. Pricing starts at

Link: <https://luckyorange.com/>

QUILL ENGAGE: Tool that connects with your Google Analytics account and emails you a weekly summary of your data.

Link: <https://quillengage.narrativescience.com/>

CONTENT CREATION

BANNERSNACK: An online banner that allows you to create interactive banner ads and other types of calls-to-action very quickly.

Link: <http://bannersnack.com/>

CANVA: An easy-to-use online design program for the novice and doesn't require any design skills. You select create designs for Web or print, website banners, presentations, Facebook covers, posters, invitations and so much more.

Link: <http://www.canva.com>

DESIGN SEEDS: For those that love color. Great collection of color palettes.

Link: <http://design-seeds.com/>

EASEL.LY: A website that features thousands of free infographic templates and design objects which users can customize to create and share their visual ideas online.

Link: <http://www.easel.ly/>

MEME GENERATOR: A site that allows you to create a meme from scratch or use an existing meme character to add your own saying.

Link: <http://memegenerator.net/>

PRESSBOOKS: Online book publishing software that easily creates ebooks, typeset PDFs, and webbooks. Choose from professionally designed book themes. One button publishing.

Link: <http://pressbooks.com/>

CONTENT DISCOVERY

BUZZSUMO: A site that provides you with content that is shared the most on social media based on a topic of your interest.

Link: <http://buzzsumo.com/>

HELPAREPORTEROUT (HARO): An established platform that connects reporters to potential sources.

Link: <http://helpareporter.com/>

KEYWORD TOOL: Helps you find the keywords that people are typing into Google search box.

Link: <http://www.keywordtool.io/>

MYBLOGU: An online platform that connects experts to bloggers for effective collaboration. A great place to help you get cited and become an authority in your niche.

Link: <http://myblogu.com/>

QUORA: Great website to browse on when looking for topics to write about. See the questions people want answers to.

Link: <https://quora.com/>

CONTENT DISTRIBUTION

BUFFER: Schedule your new post to go to your social channels multiple times with different headlines or images attached to each update.

Link: <https://www.bufferapp.com/>

TAILWIND: Publish: Schedule Pins on Pinterest. Automate your calendar and maximize your reach. Instantly create the optimal pin schedule based on audience engagement, virality, traffic and more. Effortlessly schedule multiple pins at once with our Chrome Extension and bulk upload. Schedule repins directly from Pinterest. Shape your editorial calendar with simple drag-and-drop control. Track repins, likes, comments, traffic and revenue on scheduled pins over time.

Link: <http://www.tailwindapp.com/>

HOOTSUITE: Manage social networks, schedule messages, engage your audiences, and measure ROI right from the dashboard.

Link: <http://hootsuite.com/>

EDITORIAL CALENDAR

COSCHEDULE: A paid blog editorial calendar that you can either use as a web app or within WordPress. What's special about CoSchedule is it's social sharing options. You can schedule where and when to share your blog post content after it publishes.

Link: <http://www.coschedule.com/>

EDIT FLOW: A free plugin that allows you to create and manage your editorial calendar within Wordpress. If you're working with a team, you can set up custom status reports to suit your content creation, moderation and publication workflow, then assign them to each post.

Link: <http://www.editflow.org/>

E-COMMERCE

GUMROAD: Enables creators to sell directly to their audience by offering a simple solution that is by far one of the easiest mobile checkouts.

Link: <https://www.gumroad.com/>

EMAIL/NEWSLETTERS

GETRESPONSE: Offers ready-made one-click responsive templates, so you don't have to worry about how your emails show up on a smartphone or tablet.

Link: <http://www.getresponse.com/>

MAILCHIMP: One of the biggest, best and free ways to send email to your list of contacts. You can set up automated campaigns that deliver each new post you write, or you can create campaigns from scratch. MailChimp offers free accounts for those with fewer than 2,000 contacts in their list.

Link: <http://mailchimp.com/>

OPTINMONSTER: A WordPress plugin that enables you to create professionally designed opt-in forms that are able to target specific pages, categories or even specific user behaviors.

Link: <http://optinmonster.com/>

UNROLL.ME: Organize all your site subscriptions by displaying all your subscriptions in one place and it allows you to unsubscribe to a group of them at the same time.

Link: <https://unroll.me/>

WISESTAMP: A tool that allows you to create a dynamic email signature which can show the title of your most recent blog post and updates automatically as you publish new post.

Link: <http://www.wisestamp.com>

BACKUPBUDDY: A WordPress backup plugin that allows you to schedule backups and save them locally and/or send them to another location, such as a Dropbox account.

Link: <https://ithemes.com/purchase/backupbuddy/>

BROKEN LINK CHECK: Automates the discovery of broken, dead, error or otherwise non-functioning web pages and sites that still have links pointed at them.

Link: <http://brokenlinkcheck.com/>

MANAGEWP: A wonderful tool for helping bloggers manage more than one blog. You can update WordPress on all blogs at the same time, update plugins, take backups and lots more.

Link: <https://managewp.com/>

MISC.

AWESOME SCREENSHOT: A Chrome extension that allows you to capture three sizes of screenshots: the visible part of a page, the entire page (even below what you see on

your screen) or the area you select. Aside from screenshots, you're able to crop, add notes, and even print or save screenshots to your Google Drive.

Link: <http://awesomescreenshot.com/>

DAYS OF THE YEAR: The ultimate resource for worldwide events, festivals, funny, weird and wonderful days of the year.

Link: <https://daysoftheyear.com/>

GOOGLE URL SHORTENER: Shortens and tracks analytics on long URLs.

Link: <http://goo.gl/>

MONOSNAP: A screen capture tool for Macs that features in-built image editing, the option to upload your files to your own server and finally screen recording. It also comes with the option of turning on your webcam, mic and system's audio all at the same time before you start recording.

Link: <https://www.monosnap.com/welcome>

PEEK: A app that allows you to see and hear a 5-minute video of a real person using your app or site.

Link: <http://peek.usertesting.com/>

PRODUCTIVITY

RESCUETIME: A time-tracking tool to improve your daily productivity and devote more time to the areas that need it most.

Link: <https://rescuetime.com/>

TOGGL: Toggl is a time tracking application that is insanely simple. It allows you track time right from a browser, computer or a smartphone. The main premise is that you just type what you are working on, hit button Start and a timer starts ticking.

Link: <https://toggl.com/>

ASANA: Asana is a web and mobile application designed to help teams track their work

Link: <http://www.asana.com>

QUIP: Quip is a place for work teams to create living documents. It combines chat, docs, task lists, and spreadsheets in one app — making collaboration fast and easy.

Link: <http://www.quip.com>

RESPONSIVE

BROWSERSTACK: A site that lets you pick a selection of browsers and platforms and displays a screenshot of what your website looks like on each of these platform/devices.

Link: <http://www.browserstack.com/screenshots>

VERST: Anyone can transform their web content into a sleek, personalized native app.

Link: <http://dwnld.me/>

SCREENFLY: Shows you what your website looks like on various devices. All you do is enter your website URL and then select the device you want to see your site on.

Link: <http://quirktools.com/screenfly/>

SOCIAL MEDIA MANAGEMENT

AGORAPULSE BAROMETER: Allows you to see what percentage of your fans are actually seeing your content on Facebook.

Link: <http://barometer.agorapulse.com/>

EDGAR: Allows you to create your own content categories so you can keep track of the specific types of post you're releasing. This ensures you don't overwhelm your followers with the same types of post over and over.

Link: <http://meet Edgar.com/>

IFTTT: Put the Internet at work for you. An app that can automate your online life. You can set trigger events that are based on cause and effect relationship (if this, then that). The events & triggered actions together form IFTTT 'recipes'.

Link: <https://ifttt.com/>

POST PLANNER: An app built inside Facebook that not only allows you to schedule updates in advance, it also gives you an entire list of status ideas, access to the most viral posts on Facebook and insights on trending content based on your industry.

Link: <http://postplanner.com/>

SCHEDUGRAM: Allows you to upload and schedule images to post later to multiple Instagram accounts. Various packages available.

Link: <http://schedugr.am/>

TAKEOFF: An app for both Android and iOS that allows you to schedule Instagram post, but doesn't actually post them for you. Also offers hashtag suggestions and a recommended time to post when your followers are most engaged.

Link: <http://justunfollow.com/takeoff>

SEO

SEMRUSH: The leading competitive keyword and Adwords research tool on the market. It is able to not only show you which keywords your site ranks for and the number of searches done for those keywords per month, but it can always show your competitor's keywords as well.

Link: <http://www.semrush.com/>

YOAST WORDPRESS SEO: Easily optimize your WordPress site with one plugin that helps you write better content with the built-in content analysis function, and easily optimize your site's titles and descriptions for Google.

Link: <https://yoast.com/wordpress/plugins/seo/>

STOCK PHOTOGRAPHY

ALL THE FREE STOCK: Get all the free stock images, videos and icons in one location.

Link: <http://allthefreestock.com/>

DEATH TO THE STOCK PHOTO: Free monthly photos for all your creative needs. The site offers a premium subscription as well to be able to access and search its full archive.

Link: <http://deathtothestockphoto.com/>

PHOTOPIN: Search through millions of free Creative Common photos from Flickr for creatives & bloggers.

Link: <http://photopin.com/>

WRITING TOOLS

AFTER THE DEADLINE: A writing tool that doesn't just flag and give suggestions for your spelling, grammar and style. It also concisely explains the reasons behind the corrections given.

Link: <http://polishmywriting.com/>

CLICHÉFINDER: Do clichés drive you crazy? If yes, this tool finds all the clichés in your post allowing you to either rewrite these phrases to make them sound simpler.

Link: <http://cliche.theinfo.org/>

GRAMMARLY: Online grammar checker that you can copy and paste your articles into to check for spelling, sentence structure, punctuation, style and more. The initial score is free to see. The specifics of what to change comes with paid plans starting at

Link: <http://www.grammarly.com/>

HEMINGWAYAPP: Analyzes your text for readability, highlighting sentences that are a bit too complex or dense...

Link: <http://hemingwayapp.com/>

WORDCOUNTER: Counts and ranks words according to frequency.

Link: <http://wordcounter.com/>

WRITE OR DIE: If you easily get distracted by updates on social media, then this tool will immediately bring you back to work. An app that aims to eliminate writer's block by providing consequences for procrastination and rewards for accomplishment.

Link: <http://writeordie.com/>

ZERYS: A comprehensive content strategy planner, content production platform, and professional writer marketplace... all rolled into one! Zerys makes it easy to plan your content strategy, create engaging titles, and plan your editorial calendar.

Link: <http://www.zerys.com>