



# 52 FREE BUSINESS TOOLS TO MAKE LIFE A LITTLE SWEETER!

*Louise Harnby*  
PROOFREADER & COPYEDITOR

# 52 business tools to save you time and hassle ... and they're all free!

I originally created this booklet for editors and writers, but any small-business owner with an online presence will find it useful.

I use many of these tools on a daily basis ... when I'm editing books, promoting my business, creating content as part of my marketing strategy, and producing training and business development resources.

So what's here? Well, there's stuff to help you with SEO and analytics; working with video, audio and images; basic fact checking and research; marketing and design tools; and self-editing and proofreading. Enjoy!



Audio-creation app: [Soundcloud](#)

Blog headline analyser: [CoSchedule](#)

Blog headline analyser: [Emotional Marketing Value Headline Analyzer](#)

Broken-link checker: [Online Broken Link Checker](#)

Chatbot creation and campaign-generation tool: [ManyChat](#)

Content-curation feed: [Feedly](#)

Date calculator (incl. week number for any date; day for any date):  
[Time and Date](#)

Dictionary: [Oxford Dictionaries Online](#)

Dictionary: [Merriam-Webster](#)

Dictionary: [Urban Dictionary](#)

Document-polishing tips and tools: [The Author's Proofreading Companion](#)

Domain and page authority checker: [Moz](#)

Editorial associations (worldwide): [Editorial societies](#)

Editorial resources: [Louise Harnby](#) | [Editor Resources](#)



Gif creation: [Gifmaker.me](#)

Gif creation: [Make a Gif](#)

[Google Slides](#)

Grammar and spelling Chrome extension: [Grammarly for Chrome](#)

Hex and RGB colour conversion: [Yellowpipe](#)

Image compression: [Compressor](#)

Image compression: [Tinypng](#)

Image creation and graphic design: [Canva](#) (tutorial and templates via [How to Create Social Media Graphics](#) by Andrew and Pete)

Image resizing and conversion: [Online-Convert](#)

Keyword competition analyser: [SERPChecker](#)

Keyword suggestions: [Keyword Finder](#)

Keyword suggestions: [Keyword Tool](#)

Library catalogue (global): [Worldcat](#)

Macros for editors and Word users: [Macros for Editors](#)

Mailing list and blog subscription management: [MailChimp](#)



Page-proof checker: [Proofreading Checklist](#)

PDF compressor: [Soda PDF](#)

PDF page splitter: [SPLITPDF](#)

Photo editor: [LunaPic](#)

[Pinterest Save Button](#): Chrome extension

Resizing calculator (photos, images and videos): [Aspect Ratio Calculator](#)

Royalty-free images: [Unsplash](#)

Social media engagement and content analysis: [BuzzSumo](#)

Social media scheduler: [Buffer](#)

Social media sharing buttons: [Shareaholic](#)

Thesaurus: [Emotion Thesaurus](#)

Thesaurus: [Thesaurus.com](#)

URL shortener: [Bit.ly](#)

URL shortener: [Ow.ly](#)



Video captions, transcription and translation service: [Rev](#) (not free but very low cost; there's a free and self-editable service in YouTube)

Video compression: [Handbrake](#) (tutorial from Mark Orr of Pocket Video School: [Increase Video Upload Speed – Handbrake Tutorial](#))

Video editor (IOS): [iMovie](#)

Video editor: [HitFilm Express](#) (watch Andrew and Pete's [HitFilm Express Tutorial 2017](#))

Web analytics: [Google Analytics](#) (for some excellent guidance on getting the best from GA, visit Andy Crestodina's blog at [Orbit Media Studios](#))

Web analytics: [StatCounter](#)

Word-based consistency checker: [PerfectIt Pro](#) is the paid-for version. Free online version: [Consistency Checker](#)

World clock and time-zone converter: [World Time Buddy](#)

Writer resources: [Louise Harnby](#) | [Self-publishers](#)

