

Louise Harnby

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

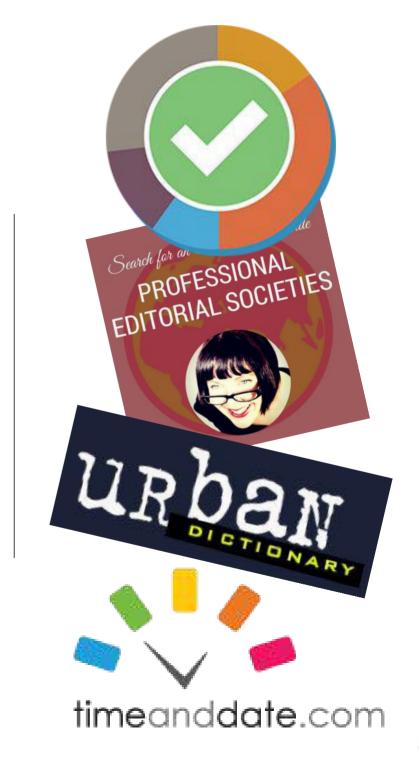
Document-polishing tips and tools: The Author's Proofreading

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: Perfectlt 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

