
Useful Apps & Resources for Entrepreneurs and Businesses

Here are useful apps & resources that are good and **free!** Explore their functionalities & see what fits your business!

Audio Recording Editing

Audacity (software for PC) ★★★★★

<https://sourceforge.net/projects/audacity/?source=directory>

Audacity (software MAC) ★★★★★

<https://www.audacityteam.org/download/mac/>

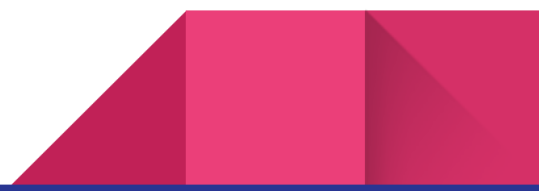
Automation

IFTT: Task Automation App ★★★★★ <https://ifttt.com/>

Branding Tools

Brand Name Checker: Shows you all the available domain & social resources for a name
<https://brandhunt.co/>

Brand & Trademark Check: Shows you all the available domain & social resources & trademark info for a name (it's a bit slower but more thorough)
<https://knowem.com/checkusernames.php?>



Chrome Browser Extensions

Image Size info - Gives you the exact size of any image on a web page

<https://chrome.google.com/webstore/detail/image-size-info/oihdhfbfoagfkpcncinlbhfdgpegcigf?hl=en-US>

Note Anywhere: Leave notes on any web page

<https://chrome.google.com/webstore/detail/note-anywhere/bohahkiiknkelfnjlipnaeapefmjbh?hl=en>

1 Click Web Screenshot: A simple screen capture app

<https://chrome.google.com/webstore/detail/1-click-screenshot/akgpcdalpfhjmifikmfbdmgdmeeaeo?hl=en-US>

Screencastify: Screen Video Recorder ★★★★★

<https://chrome.google.com/webstore/detail/screencastify-screen-video/mmeijimgabbpbgpdklnllpncmdofkcpn?hl=en>

Similarweb: See website traffic and key metrics for any website

<https://chrome.google.com/webstore/detail/similarweb-traffic-rank-w/hoklmmgfnpapgjcpechhaamimifchmp?hl=en>

Stencil: Simple Meme Maker

<https://chrome.google.com/webstore/detail/stencil/hgmhphfbdfbkokcfajipbmkcakmmepeb?hl=en-US>

Super Simple Tasks: Simple To Do Lists

<https://chrome.google.com/webstore/detail/super-simple-tasks/bngpflcpbefndibldbjokgpmbldcoplk?hl=en>

The Great Suspender: Suspends pages you are not viewing to free up your memory ★★★★★

<https://chrome.google.com/webstore/detail/the-great-suspender/klbibkeccnjlkjkiokjodocebajanakg?hl=en>

Youtube Video Downloader: as the name suggests - install this manually as per the video

<https://addoncrop.com/welcome/?wl=5&ver=16.0.0>

Vidiq: Video SEO & Traffic Data

<https://chrome.google.com/webstore/detail/vidiq-vision-for-youtube/pachckjkecffpdphbpmfolblodfkgbhl?hl=en>



Web Developer Tools: Loads of useful dev tools, especially flushing browser cache
<https://chrome.google.com/webstore/detail/web-developer/bfbameneiokkgbdmiekhjnmfkcnldhnm/related>

Honey: Coupon Finder
<https://chrome.google.com/webstore/detail/honey/bmnlcjabgnpnenekpadlanbbkooimhni>

Cently: Alternative Coupon Finder
<https://chrome.google.com/webstore/detail/cently-coupons-at-checkou/kegphgaihkjooiphpabchkmpaknehfamb>

What Font: Helps you identify fonts used on a web page ★★★★★
<https://chrome.google.com/webstore/detail/whatfont/jabopobgcpjmedljbcaablplmfcogm?hl=en>

Hunter: Finds email addresses on a website ★★★★★
<https://chrome.google.com/webstore/detail/cently-coupons-at-checkou/kegphgaihkjooiphpabchkmpaknehfamb>

Discoverly: Helps you dig details on user profiles ★★★★★
<https://chrome.google.com/webstore/detail/discoverly-for-gmail-link/dijhcbkalfgkcebgoncjmfpbamihgaf?hl=en>

HTTPS Everywhere: Protects you against surveillance & account hijacking
<https://chrome.google.com/webstore/detail/discoverly-for-gmail-link/dijhcbkalfgkcebgoncjmfpbamihgaf?hl=en>

Video Downloader Plus: Download any Facebook videos including lives ★★★★★
<https://chrome.google.com/webstore/detail/video-downloader-plus/fhplmmlInpjIncfjpbpbjadoeijkogc>

Voice Note II: Speech to Text ★★★★★ <https://chrome.google.com/webstore/detail/voicenote-ii-speech-to-te/hfknjgplnkgjihghcidajejfmldhibfm/related?hl=en>

Collaboration

Appear In: Video Conferencing platform ★★★★★

<https://appear.in/>

Zoom Video Conferencing platform ★★★★★

<https://www.zoom.us/>

Google Docs: Document Sharing ★★★★★

<https://www.google.co.uk/docs/about/>

Google Sheets: Spreadsheet Sharing ★★★★★

<https://www.google.co.uk/sheets/about/>

Google Slides: Presentation Sharing ★★★★★

<https://www.google.co.uk/slides/about/>

Trello: Team Task Manager

<https://trello.com/>

Evernote: A web document manager like google Docs

<https://evernote.com/>

Quote In: A very fast & efficient way of creating a web text doc you can share with others

<http://qnote.in/>

Google Groups: Worth looking at this too as they have super high delivery rates here

<https://groups.google.com/forum/#!overview>

SkillXGlobal: Create & market your courses free or paid. Use our new age platform and our free to use App to reach students! www.skillxglobal.com

Group Chat

Slack: Group chat platform ★★★★★

<https://slack.com/pricing>

Telegram: Group notification platform

<https://telegram.org/>

Copyright Apps

Copyscape: Checks the web for copied text content
<https://www.copyscape.com/>

TinyEye: Checks to see where an image appears on line
<https://tinEye.com/>

Domain Availability Tests

Uptrends: Is your website available worldwide - does a global availability check
<https://www.uptrends.com/tools/uptime>

Down for everyone or just Me: Tells you whether the site is down for you or if it's your Computer playing up
<https://downforeveryoneorjustme.com/>


Domain Tools

DNS Checker: Checks the global propagation of your DNS records
<https://dnschecker.org/>

Rapid Domain Search: Super quick app for finding available domains
<https://instantdomainsearch.com/>

IP Geolocation: Find out where an ip or website is based geographically
<https://www.ipligence.com/geolocation>

DNS Check: In Depth DNS Check shows your NS names & other data
<https://pingability.com/zoneinfo.jsp>

The bottom right corner of the page features a decorative graphic consisting of several overlapping geometric shapes in shades of pink and red, creating a modern, abstract design.

Domain/Site Trading

Digital Point: Marketplace for buying/selling sites ★★★★★

<https://marketplace.digitalpoint.com/>

Flippa: Marketplace for buying/selling sites

<https://flippa.com/>

Escrow: Way of paying people for sites

<https://www.escrow.com/>

Sedo: Domain trading Marketplace

<https://sedo.com/>

Email Tools

MX Toolbox: Check to see if your domains are blacklisted

<https://mxtoolbox.com/blacklists.aspx>

Gmass: gmail inbox/spam checker ★★★★★

<https://www.gmass.co/inbox?q>

Isnotspam: SPF, DKIM, Spam Assassin checks ★★★★★

<http://www.isnotspam.com/>

Mail Tester: Spammyness - mail quality check

<https://www.mail-tester.com/>

Dmarc: How to set up DMARC

<https://dmarcguide.globalcyberalliance.org/#/>

Spamhaus: Check if your site is flagged with Spamhaus & apply for removal

<https://www.spamhaus.org/lookup/>

Subject line Tester: Check your subject line rating

<http://subjectline.com/>

Readability Tester: Check your mail readability score

<http://subjectline.com/>



Facebook Tools

Facebook Ads Manager: Where you can create & manage your FB ad campaigns

<https://www.facebook.com/ads/manager/>

Facebook Page Image Sizes: This page show you what Image sizes you need for your FB pages

<https://www.facebook.com/CoverPhotoSize>

Facebook Debugger: This tool helps you reset facebook cache where your link text or images show incorrectly

<https://developers.facebook.com/tools/debug/>

Facebook Emojis: as the name suggests

<https://emojipedia.org/>

Facebook Text Formatter: as the name suggests

<https://gschoppe.com/projects/fbformat/>

Facebook Ad Sizes: as the name suggests

<https://www.adjelly.com/facebook>

FTP Tools

Filezilla: FTP Upload Download manager for Mac/PC ★★★★★

<https://filezilla-project.org/download.php>

Gravatar

Gravatar: A Globally recognised avatar for your social profiles/blog comments ★★★★★

<http://en.gravatar.com/>

A decorative graphic at the bottom right of the page, consisting of several overlapping geometric shapes in shades of pink and red, forming a triangular and rectangular pattern.

HTML Editors

Brackets (PC): HTML Editor which highlights opening & Closing Tags ★★★★★

<http://brackets.io/>

On Line HTML Editor: A quick & easy HTML editor you can use on any device

<https://htmleditor.io/>

Unclosed Tag Checker: As the name suggests this is a basic code checker

<https://www.aliciaramirez.com/closing-tags-checker/>

Image Editors

Canva: Great Free Design Creator ★★★★★

<https://www.canva.com/>

Picozu: A basic multi layer design creator

<https://www.picozu.com/>

Pixlr: A free photo editor

<https://pixlr.com/>

Vectr: A free vector creator

<https://vectr.com/>

Background Remover For People: Removes backgrounds on photos with people

<https://www.remove.bg/>

Photoscape: A great tool for rapid editing including batch process mode

<http://www.photoscape.org/ps/main/index.php>

Picosmos Tools: A powerful multifunction editor, slide show creator, image cutting and beautifying tool

<http://www.picosmos.net/>



Image/Screen Capture & Sharing

Jing: Application that lets you make snapshots & recordings of your screen & share them

★★★★★

<https://www.techsmith.com/download/jing/>

Loom: Application that lets you make recordings of your screen & share them

<https://www.useloom.com/my-videos>

Image & Video Compression

Optimizilla: Flawlessly shrinks your image sizes down for use in websites

<https://imagecompressor.com/>

Tiny PNG: Flawlessly shrinks your image sizes down for use in websites ★★★★★

<https://tinypng.com/>

Handbrake: Convert / compress videos, distribute them across OS

<https://handbrake.fr/>

Outsourcers

Fiverr: Cheap outsourcing Tasks

<https://www.fiverr.com/>

Seoclerk: Mainly SEO Outsourcing

<https://www.seoclerk.com/>

Upwork: General outsourcing

<https://www.upwork.com/>

Freelancer: General outsourcing

<https://www.freelancer.com/>

Guru: General outsourcing

<https://www.guru.com/>

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People Per Hour: General outsourcing
<https://www.peopleperhour.com/>

Page Speed Site Quality Checks

GT Metrix: Speed Tester can be a bit erratic at peak traffic
<https://gtmetrix.com/>

Page Speed Insights: Gives you an %age score - relatively reliable
<https://developers.google.com/speed/pagespeed/insights/>

Pingdom: Most reliable speed testing platform - can get busy so you may have to queue
☆☆☆☆
<https://tools.pingdom.com/>

Website Graders: Does Speed & website quality checks - tells you what to improve
<https://website.grader.com/>

Password Managers

LastPass: Basic Password manager / storer
<https://www.lastpass.com/>

Google Passwords: Basic Password manager / storer ☆☆☆☆
<https://passwords.google.com/>

Security Resources

Antivirus Software Latest Test Results: Helps you pick the best Antivirus Software for Your PC Mac
<https://www.av-comparatives.org/latest-tests/>

Internet Storm Center: Security status & internet disruption checks
<https://isc.sans.edu/infocon.html>

Latest Internet Scams from the FBI: You can see what the crooks are up to
<https://www.ic3.gov/media/default.aspx>

Scam Reporting Forum: You can look up or submit a scam report here

<https://www.scam.com/>

Website Reputation Checks: Check your global site reputation

<https://scanurl.net/>

SEO Resources

Backlink Watch: Backlink Checker

<http://www.backlinkwatch.com/>

XML Sitemaps: You can create sitemaps for your sites here

<https://www.xml-sitemaps.com/>

Rank Checker: Check your ranking for google & yahoo here

<https://serps.com/tools/rank-checker/>

Google Analytics: Visitor tracking data & resources

<https://analytics.google.com/analytics/web/>

Google My Business: Create your Google Business profile here for your free local Listings

<https://www.google.com/business/>

Google Trends: Find our trends for keyword searches globally

<https://trends.google.com/trends/>

Google Webmaster Tools: Fix search engine & Google spider issues here

<https://www.google.com/webmasters/>

Google Keyword Planner: choose the right keywords for your ads - basic research tool

https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

Keyword Research: Find the best keywords Using Autocomplete for Google, Youtube, Bing, Amazon, Ebay, Appstore & Instagram

<https://keywordtool.io/>

SEO Site Check: This app does basic seo checks on your website

<https://seositecheckup.com/>

Social Signals Checkers: Gives you a breakdown of your social signals
<https://www.seocentro.com/tools/search-engines/link-popularity.html>

Time Zone Converters

Time Zone Converter: Look up current & future times so you can schedule tasks globally

★★★★★

<https://www.timeanddate.com/worldclock/converter.html>

Video Editors

Filmora: Free Basic Video Editor for Windows
<https://filmora.wondershare.net/video-editor/>

Hitfilm: Free Basic Video Editor for Windows
<https://fxhome.com/express>

DaVinci Resolve: Most advanced free video editor that's used even by Hollywood! Good training easily available!

<https://www.blackmagicdesign.com/in/products/davinciresolve/>

Video Broadcasting Live

OBS: Allows you to create bespoke pro looking video stream ★★★★★

<https://obsproject.com/download>

Wordpress Recommended Plugins/Tools

Wordfence: Popular Security Plugin with WAF firewall ★★★★★

<https://en-gb.wordpress.org/plugins/wordfence/>

Updraft: Wordpress Backup Plugin ★★★★★

<https://updraftplus.com/>

Yoast: Well known SEO Plugin ★★★★★

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

Anti Spam: Powerful Anti Spam Plugin ★★★★★

<https://wordpress.org/plugins/anti-spam/>

Hacker Target: WordPress Security Scan ★★★★★

<https://hackertarget.com/wordpress-security-scan/>

