

Top tech 2020

Google for survey, web analytics, audience behaviour and alerts etc:

- Google Forms for free, easy surveys, feedback forms, testimonials requests & more
- Google Search Console for web analysis, website performance & picking up loading issues on your website
- Google Analytics for website activity, customer behaviour through site, audience sourcing and social success
- Google Trends for knowledge on topics, conversations and popular key phrases by location
- Google Alerts for key words and phrases being used online every day
- Google My Business for reputation management, reviews, placement, contact and more
- Google Ads for advertising on the world's biggest browser

Best image software out there:

- Canva - for infographics, social media content, menus, posters & more. Free version very good (£10 a month MUCH better)
- Pixlr Editor - free simple version of Photoshop for all your photo editing
- Clipchamp - free video editor that's super easy to use
- Pexels - free online video clips to use alongside your own or for a more professional 'look'

CMS & Business management

- Trello - easy project management, time sheets analysis, task planning & team projects
- Evernote - easy to use place to put your notes, articles, ideas and more
- Pocket - an app to save all those blogs, articles and websites you want to read through later
- Grammarly - your friendly online proof reader

Emailing

- Mailchimp - still my favourite for email marketing, landing pages, integrates with social media & e-commerce platforms
- Sumo - free email capture tool
- Mailerlite - similar to Mailchimp but you get a little more for your money (Feb 2020) plus e-commerce treats to encourage customers to complete their purchases

Events

- Helm Tickets - new British company offering an easy interface & embedding on your website
- Eventbrite - the classic easy to use event platform
- Wordpress/Woocommerce - open source, easy website building with plugins for events & e-commerce
- Facebook events - with new features & co-hosting available

Finances

- Xero - easy to use & cost effective platform with lots of integrations useful to small business
- Receipt Bank - take a picture and send all your receipts from your phone & inbox straight into your accounting software
- TripCatcher - capture all your mileage in one easy step - includes GPS and address recognition
- GoCardless - take direct debits & one of payments with ease (& integrates with Xero)
- Square - one of the easiest to use & most cost effect ways to take payments. Integrates with e-commerce platforms & you can get a free card reader

Social/website/SEO

- Hootsuite - an all in one & cost effective platform from where to schedule social posts

- Tweetdeck - Twitter's own platform allowing you to have multiple hashtag columns open at once plus a scheduling tool
- Facebook Ad Manager - free tool even without placing an ad including audience analysis
- Social platform analytics - all social media platforms have effective analytics to use every day
- Instagram drafts - want to schedule a post without using a 3rd party app? Simply create your post but just before pressing post, press 'back arrow' and save in draft then it's one click when you're ready
- Hotjar - a heat map tool to see how users are travelling over your website and what they like to click most
- Yoast - one of the best SEO tools out there. Use with Wordpress & use their traffic light system for easy SEO wins
- Google Trends - find out what people are searching for by location
- Keywords Everywhere - for a small fee, get the search figures on your search terms plus your competitors