



Shameless Promotion
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Free Tools For Digital Marketing Success

Social Media Tools

Meta Business Suite (formerly Facebook Business Suite)

Best For: Managing Facebook and Instagram accounts

What it does:

Meta Business Suite helps businesses manage Facebook and Instagram, allowing you to schedule posts, track performance, and engage with your audience in one place.

Key Features:

- **Post Scheduling & Ad Management**
- **Analytics** (engagement, reach, performance metrics)
- **Unified Inbox** (manage messages, comments, and notifications)
- **Mobile App**

Why it helps:

Streamlines tasks for Facebook and Instagram, saving time and improving engagement, while keeping your content and interactions organized.

Website: <https://business.facebook.com/>

SCAM ALERT: Do not trust messages that come into your inbox claiming to be from Meta Business Support and/or claiming that your page or account will be suspended. Meta will not contact you in this way. Do not click on any links and do not give out any personal information or account information.

Canva

Best For: Creating graphics and visual content

What it does:

Canva is an easy-to-use design tool that allows you to create high-quality graphics for social media posts, ads, and more, with a library of customizable templates.

Key Features (some may only be available with paid subscription):

- **Design templates and social media and print friendly sizes**
- **Drag-and-Drop Interface and collaborative tools**
- **Animations, GIFs, stock photography and video, graphics and music**
- **Post directly to social media or download for print**
- **Image and video editing tools (including a background remover)**



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Why it helps:

Canva makes professional-level design accessible to everyone, helping businesses create engaging and visually appealing content with ease.

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

Tip: The paid subscription is only \$120 a year and comes with a lot of value. You can also share your account with a friend to reduce the costs (each user can have their own login).

ChatGPT

Best For: Content creation and brainstorming ideas

What it does:

ChatGPT is an AI-powered writing assistant that helps generate content ideas, craft engaging captions, and automate responses to frequently asked questions.

Key Features:

- **Content Generation**
- **Caption Assistance**
- **Content Personalization**

Why it helps:

ChatGPT saves you time by automating content creation and brainstorming, allowing you to focus on other aspects of your business.

Tips: Use prompts like “Help me write a social media caption for a post about [topic/product]”, “Say this in a professional tone”, “Make this shorter or longer”. Think beyond social media! Use this for ideas on website content, how to reply to reviews or answer a question, etc.

Website: <https://chatgpt.com/>

Disclaimer:

The information provided by ChatGPT is for general purposes only and may not be accurate, complete, or timely. Use it as a guide to assist you but always do your own research and rewrite it as needed to ensure that you are creating unique content in your voice.

Website Tools

GTmetrix

Best For: Website speed and performance analysis



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What it does:

GTmetrix helps you monitor and analyze your website's performance, focusing on load times and user experience. It provides detailed insights and recommendations for improving website speed.

Key Features:

- **Page Speed Score**
- **Performance Report**
- **Actionable Recommendations**
- **Historical Data**

Why it helps:

By identifying areas that slow down your website, GTmetrix helps you optimize performance, improving both user experience and SEO rankings. While the details of this report are very technical and may not make much sense, the overall grade will help you understand if your website needs improvement. It is best to aim for an A grade but a B is also acceptable, in some cases.

Website: <https://gtmetrix.com>

NitroPack

Best For: Website speed optimization

What it does:

NitroPack automates website optimization, enhancing speed by compressing images, minifying code, and caching content, while improving Core Web Vitals.

Key Features:

- **Speed Optimization**
- **Core Web Vitals Optimization**
- **CDN Integration**
- **Easy-to-Use Interface**

Why it helps:

NitroPack simplifies website speed optimization, automating tasks that enhance performance and search rankings, ultimately improving site usability.

Website: <https://nitropack.io>

AtomSEO Broken Link Checker

Best For: Finding and fixing broken links on your website



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What it does:

AtomSEO Broken Link Checker scans your website for broken, redirected, or invalid links, helping you maintain SEO health.

Key Features:

- **Comprehensive Link Scanning**
- **Detailed Reports**
- **Fix Recommendations**

Why it helps:

Broken links damage both user experience and SEO. This tool helps ensure your website stays in top shape by identifying and fixing issues quickly.

Website: <https://error404.atomseo.com/>

Reputation Management Tools

Scan Business Tool

Best For: Local SEO performance and competitor comparison

What it does:

This tool provides a report of your business's local SEO performance, compares your reviews to competitors, and maps your local ranking for targeted keywords.

Key Features:

- **Listings Report**
- **Review Comparison**
- **Local Heatmap**
- **Competitor Insights**

Why it helps:

This tool improves local SEO by ensuring consistency across business listings, improving review management, and tracking keyword performance to give you a competitive edge.

Tip: An active Google Business Profile is required to use this tool. For best results,

Website: <https://reputation.shamelesspromotion.com/scan-business/>

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