5 Free Tools To Boost Your Online Presence

Canva

Canva.com allows anyone to be a designer. It's an online app that allows you to create images, social media posts and infographics for your website without the need for graphic design skills or expensive software. Using a simple drag and drop interface you can create beautiful graphics in minutes. You can import your own images and also use the many fonts and design assets that Canva provides.

Buffer

Buffer is a social media scheduling tool. Using Buffer, you can promote your website's content at predetermined times. Built-in analytics help you to see what content is popular and when you get the most engagement. Buffer also has a useful feature, Pablo, which lets you create social media images very quickly.

SumoMe

SumoMe is a whole suite of tools designed to optimize your website for leads and conversions. It makes it easier to social share your content, improves the signup rate for your email list and lets you see where people click on your pages so you can add calls to action in the best places.

Periscope

Periscope is a video streaming app for iOS and Android. It allows you to broadcast live video to viewers and receive comments and appreciation from them in the form of hearts. It's a great way for people to get to know you and to build up the 'know, like and trust' factor. Record in the new landscape mode and you can save your videos to a YouTube channel for future use.

LinkedIn Pulse

LinkedIn Pulse is LinkedIn's publishing platform that is open to all LinkedIn members. With over 380 million members over the globe, there is a huge potential reach for content published there. You can use it to establish your business credentials and expertise, build a following and drive followers to your website.

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