

Small Online Business Tools Directory



Free&paid options | Clickable website links | Beginner-friendly categories

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28 categories • 299 directory entries

Abroad practical directory for running a smallonline business,especially an Etsy digital-product shop selling PDFs, Canva templates, spreadsheets, workbooks and educational guides. Some services appear more than once because they perform several jobs or offer both free and paid plans.

Scope and accuracy

This is not a list of every tool on the internet. It is a curated starting directory. Official pricing pages and selected sources were checked for the specifically requested platforms and broader business-tool context; every individual feature and plan in this directory has not been independently audited. Always check the linked provider before subscribing. Prices, country access, commercial-use permissions, feature limits and plan names change.

How the two lists work

Free / free-entry options include genuine free plans, open-source applications, and separately labeled no-monthly-fee selling services. Some still charge sales/payment fees. Paid / fee-based options include subscriptions, purchases, transaction fees and premium upgrades. A free trial is not counted as a permanent free plan. Desktop applications are identified where relevant.

The safest way to use this directory

Choose one tool for each required job, not one of every tool. Test your product, checkout, delivery link and customer instructions before paying for upgrades. Do not upload private customer documents to an unfamiliar public converter or AI tool.

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01. Website creation & landing pages

Build your public homepage, offer page, blog or free-guide signup page. A free subdomain is not the same as owning a custom domain.

Free / free-entry options

Google Sites — Simple informational websites; free, limited design and commerce.
<https://sites.google.com/>

Wix Free — Visual builder on a branded subdomain; upgrading needed for more business features.
<https://www.wix.com/>

WordPress.com Free — Hosted basic website or blog; paid features and domain options.
<https://wordpress.com/>

Carrd Free — Simple one-page sites for portfolios or offer introductions.
<https://carrd.co/>

Canva Websites — Create visual, simple websites; not a full digital-product checkout system.
<https://www.canva.com/website-builder/>

Paid / fee-based options

Squarespace — Hosted website builder with polished templates; paid plans.
<https://www.squarespace.com/>

Wix Premium — Paid website and business plans.
<https://www.wix.com/upgrade/website>

Carrd Pro — Upgrade for domains, forms and advanced one-page features.
<https://carrd.co/pro>

Webflow — Visual professional builder; free learning/staging, paid publishing options.
<https://webflow.com/>

Framer — Design-led sites; free entry option and paid business publishing features.
<https://www.framer.com/>

02. Website hosting & technical deployment

Hosting stores and serves your website. Technical deployment tools usually require a site built elsewhere; they are not automatically beginner drag-and-drop builders.

Free / free-entry options

Netlify Free — Deploy web projects; free plan with capped monthly usage credits.
<https://www.netlify.com/pricing/>

Cloudflare Pages — Host static websites; free entry tier with limits.
<https://pages.cloudflare.com/>

WordPress.org software — Free website software; domain and hosting are separate costs.
<https://wordpress.org/>

Paid / fee-based options

Netlify paid plans — Upgrade for usage and production needs; monitor credit consumption.
<https://www.netlify.com/pricing/>

Hostinger — Paid hosting and website services; compare renewal prices.
<https://www.hostinger.com/>

SiteGround — Paid managed website/WordPress hosting.
<https://www.siteground.com/>

DreamHost — Paid hosting with WordPress options.
<https://www.dreamhost.com/>

Kinsta — Managed WordPress hosting for a larger budget.
<https://kinsta.com/>

Check before choosing: Netlify official pricing: <https://www.netlify.com/pricing/> [web:25]. Free hosting does not make domain registration free. Check commercial-use terms for every host.

03. Domains & business email

A domain is your address; business email is a separate service unless bundled. Existing free email can get you started.

Free / free-entry options

Gmail — Free personal email; not a custom-domain business inbox.

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

Outlook.com — Free personal email and calendar.

<https://outlook.live.com/>

Proton Mail Free — Privacy-focused email with a limited free account.

<https://proton.me/mail>

Paid / fee-based options

Cloudflare Registrar — Register and renew supported domain names.

<https://www.cloudflare.com/products/registrar/>

Namecheap — Domain registration; compare renewals and add-ons.

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

Porkbun — Domain registration and related services.

<https://porkbun.com/>

Google Workspace — Business-domain email plus productivity applications.

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

Microsoft 365 Business — Business email and Office subscriptions.

<https://www.microsoft.com/microsoft-365/business>

Proton Mail paid — Custom-domain and expanded email options.

<https://proton.me/mail/pricing>

04. Digital-product stores & marketplaces

Sell downloads, templates, guides and bundles. No monthly subscription does not mean fee-free sales.

Free / free-entry options

Payhip Free — No-monthly-fee digital storefront; transaction and processor fees.

<https://payhip.com/>

Gumroad — No-monthly-fee selling platform; charges per sale.

<https://gumroad.com/>

Ko-fi Free — Creator page and shop features; applicable selling/payment fees.

<https://ko-fi.com/>

Digistore24 — No setup/monthly fee; sellers pay transaction fees, affiliates join free.

<https://www.digistore24.com/>

WooCommerce core — Free WordPress store plugin; hosting, payments and extensions can cost.

<https://woocommerce.com/>

Paid / fee-based options

Etsy — Marketplace with listing, transaction and processing fees; possible setup fee.

<https://www.etsy.com/sell>

Shopify — Subscription store platform; payments and apps can add costs.

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

Payhip paid plans — Subscription tiers reduce platform transaction fees.

<https://payhip.com/pricing>

Podia — Paid products, courses and marketing platform.

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

SendOwl — Digital checkout and delivery tools; inspect current fee structure.

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

Lemon Squeezy — Digital selling/merchant-of-record service; transaction-based pricing.

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

Check before choosing: Digistore24 pricing varies by offer and agreement: official pricing <https://www.digistore24.com/pricing/> [web:45]; US help page <https://help.digistore24.com/hc/en-us/articles/23694606727057-Costs-on-Digistore24-Inc-US> [web:40]. These sources show different rates; verify the rate applicable to your account rather than treating a starting rate as universal.

05. Link-in-bio pages & short links

Put your Etsyshop,freeguide,email signup and social profiles on one page. Link pages are not interchangeable with full websites.

Free / free-entry options

Linktree Free — Basic link hub; paid customization and business features.
<https://linktr.ee/>

Beacons Free — Link hub with creator/store tools; selling fees apply.
<https://beacons.ai/>

Carrrd Free — Create a simple branded link page.
<https://carrrd.co/>

Bitly Free — Limited short-link tools; account limits apply.
<https://bitly.com/>

Lnk.Bio Free — Basic social link page.
<https://lnk.bio/>

Paid / fee-based options

Linktree paid — Advanced link-page customization and analytics.
<https://linktr.ee/s/pricing/>

Beacons paid — Paid creator tiers; fee treatment differs by plan.
<https://beacons.ai/i/pricing>

Lnk.Bio paid — Upgrade styling and link-page features.
<https://lnk.bio/>

Later Link in Bio — Link-page and social-marketing ecosystem; inspect current plans.
<https://later.com/link-in-bio/>

Bitly paid — Expanded link management and tracking.
<https://bitly.com/pages/pricing>

Check before choosing: Beacons (beacons.ai) is different from Beacon (beacon.by). Beacons Free has a 9% platform sales fee according to its pricing page; payment costs may be separate. <https://beacons.ai/i/pricing> [web:14].

06. Image editing & graphic design

Create listing images, social posts, printable pages and brand graphics. Free software does not grant rights to every imported asset.

Free / free-entry options

Canva Free — Drag-and-drop design, basic templates and exports.

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

Adobe Express Free — Quick graphics and social content; premium assets excluded.

<https://www.adobe.com/express/>

Photopea — Browser image editor compatible with layered design files.

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

GIMP — Free desktop image editing; learning curve.

<https://www.gimp.org/>

Inkscape — Free desktop vector illustration and SVG editing.

<https://inkscape.org/>

Figma Starter — Interface/layout design with a limited free workspace.

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

Paid / fee-based options

Canva Pro — Premium assets and workflow/design features.

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

Adobe Photoshop — Professional photo editing; subscription.

<https://www.adobe.com/products/photoshop.html>

Adobe Illustrator — Professional vector graphics; subscription.

<https://www.adobe.com/products/illustrator.html>

PicMonkey — Paid browser design and photo editing.

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

Figma paid — Expanded collaboration and design organization.

<https://www.figma.com/pricing/>

07. Stock photos, illustrations, fonts & music

Find assets for marketing and product creation. Commercial use, resale and editable-template rights are different permissions.

Free / free-entry options

Unsplash — Free photo collection; inspect license and people/trademark issues.
<https://unsplash.com/>

Pexels — Free photos and videos under its license.
<https://www.pexels.com/>

Pixabay — Images, audio and videos; review asset-specific restrictions.
<https://pixabay.com/>

Google Fonts — Open-license fonts; review each font license.
<https://fonts.google.com/>

YouTube Audio Library — Music/sound effects; attribution and usage conditions vary.
<https://www.youtube.com/audiolibrary>

Paid / fee-based options

Adobe Stock — Licensed photos, video and illustrations.
<https://stock.adobe.com/>

Shutterstock — Paid stock media; choose the appropriate license.
<https://www.shutterstock.com/>

Envato Elements — Subscription assets; project registration/license conditions.
<https://elements.envato.com/>

Creative Market — Fonts, graphics and templates with different licenses.
<https://creativemarket.com/>

Creative Fabrica — Fonts and design assets; verify product/template resale rights.
<https://www.creativefabrica.com/>

Epidemic Sound — Music licensing subscriptions; inspect covered channels.
<https://www.epidemicsound.com/>

08. Mockups & product previews

Show what your printable, workbook, template or download looks like. Clearly disclose what buyers actually receive.

Free / free-entry options

Canva mockup tools — Basic previews; availability depends on assets and plan.

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

Mockup World — Directory of free mockups; licenses vary by creator.

<https://www.mockupworld.co/>

Unblast — Mockup resources; inspect download license.

<https://unblast.com/mockups/>

Shots — Browser-based device/screenshot presentation.

<https://shots.so/>

Paid / fee-based options

Placeit — Mockups, logos and promotional design subscription/products.

<https://placeit.net/>

Creative Market mockups — Purchase mockup packs and licensed graphics.

<https://creativemarket.com/>

Envato Elements mockups — Subscription mockup/design resources.

<https://elements.envato.com/graphic-templates/mockups>

Canva Pro — Expanded asset and mockup workflows.

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

09. Video editing, screen recording & captions

Make faceless tutorials, short video and product walkthroughs. Some options are desktop applications, not browser tools.

Free / free-entry options

DaVinci Resolve — Free desktop video editor; demanding on some computers.
<https://www.blackmagicdesign.com/products/davinciresolve>

Shotcut — Free open-source desktop video editor.
<https://shotcut.org/>

OBS Studio — Free screen recording and live streaming.
<https://obsproject.com/>

Clipchamp Free — Basic video editing; premium assets/features cost extra.
<https://clipchamp.com/>

CapCut Free — Basic short-video creation; features and commercial licenses vary.
<https://www.capcut.com/>

Loom Starter — Limited screen-recorded walkthroughs.
<https://www.loom.com/>

Paid / fee-based options

DaVinci Resolve Studio — Paid desktop editor with additional production features.
<https://www.blackmagicdesign.com/products/davinciresolve>

Adobe Premiere — Professional subscription video editing.
<https://www.adobe.com/products/premiere.html>

Descript paid — Text-based editing, transcription and audio/video workflows.
<https://www.descript.com/>

Camtasia — Paid screen recording and instructional video editing.
<https://www.techsmith.com/camtasia/>

CapCut Pro — Paid assets and advanced editing features.
<https://www.capcut.com/>

VEED paid — Browser editing, captions and export upgrades.
<https://www.veed.io/>

10. Audio, podcasts & voice recording

Record narration for faceless content and cleanup tutorial audio. Check voice, music and AI licensing.

Free / free-entry options

Audacity — Free desktop audio recording/editing.

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

GarageBand — Apple audio creation app on supported devices.

<https://www.apple.com/mac/garageband/>

Adobe Podcast free tools — Limited browser audio enhancement/recording tools.

<https://podcast.adobe.com/>

Paid / fee-based options

Adobe Audition — Professional subscription audio editing.

<https://www.adobe.com/products/audition.html>

Descript paid — Transcript-based audio/video production.

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

ElevenLabs paid — AI voice tools; commercial rights depend on plan/terms.

<https://elevenlabs.io/>

Riverside paid — Remote audio/video recording and production upgrades.

<https://riverside.fm/>

11. PDF creation, editing & conversion

Create customer downloads, combine files, compress them and prepare accessible documents. Do not upload sensitive customer information to random converter sites.

Free / free-entry options

Canva Free PDF export — Design printable pages and export PDF.
<https://www.canva.com/>

Google Docs — Write guides and export as PDF.
<https://docs.google.com/>

LibreOffice — Free desktop office suite with PDF export.
<https://www.libreoffice.org/>

PDF24 Tools — PDF merge, compression and conversion tools; inspect privacy.
<https://tools.pdf24.org/>

PDFsam Basic — Free desktop PDF split/merge.
<https://pdfsam.org/>

Adobe Acrobat Reader — Read and annotate PDFs; full editing is not free.
<https://www.adobe.com/acrobat/pdf-reader.html>

Paid / fee-based options

Adobe Acrobat Pro — PDF editing, forms and document workflows.
<https://www.adobe.com/acrobat.html>

Foxit PDF Editor — Paid PDF editing and business features.
<https://www.foxit.com/pdf-editor/>

Smallpdf Pro — Expanded online PDF processing; free use is limited.
<https://smallpdf.com/>

iLovePDF Premium — Paid higher-volume PDF workflows; limited free tools available.
<https://www.ilovepdf.com/>

Nitro PDF — Business PDF editing and e-signature options.
<https://www.gonitro.com/>

12. Word processing, writing & presentations

Write guides, policies, customer instructions, proposals and slide presentations.

Free / free-entry options

Google Docs & Slides — Browser documents and presentations with collaboration.

<https://www.google.com/docs/about/>

Microsoft 365 for the web — Free browser Word, Excel and PowerPoint with account.

<https://www.microsoft.com/microsoft-365/free-office-online-for-the-web>

LibreOffice Writer & Impress — Free desktop documents and slide decks.

<https://www.libreoffice.org/>

Grammarly Free — Basic writing assistance; advanced features require upgrade.

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

LanguageTool Free — Limited grammar/style checking.

<https://languagetool.org/>

Paid / fee-based options

Microsoft 365 — Paid desktop Office and expanded services, depending on plan.

<https://www.microsoft.com/microsoft-365>

Google Workspace — Paid business administration and collaboration.

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

Grammarly paid — Expanded writing assistance.

<https://www.grammarly.com/plans>

ProWritingAid — Writing/editing tool; free access limited, paid plans available.

<https://prowritingaid.com/>

13. Spreadsheets, databases & calculations

Track pricing, revenue, product ideas, expenses and launch tasks. A spreadsheet is useful before buying a complex system.

Free / free-entry options

Google Sheets — Browser spreadsheets for trackers and calculators.
<https://www.google.com/sheets/about/>

Excel for the web — Basic browser spreadsheets with a free account.
<https://www.microsoft.com/microsoft-365/free-office-online-for-the-web>

LibreOffice Calc — Free desktop spreadsheet application.
<https://www.libreoffice.org/>

Airtable Free — Limited relational database/spreadsheet workspace.
<https://www.airtable.com/>

Notion Free — Notes and simple databases; limits depend on workspace use.
<https://www.notion.so/>

Paid / fee-based options

Microsoft Excel / Microsoft 365 — Desktop spreadsheet and business features.
<https://www.microsoft.com/microsoft-365/excel>

Airtable paid — More records, collaboration and automations.
<https://www.airtable.com/pricing>

Smartsheet — Paid spreadsheet-style project and workflow management.
<https://www.smartsheet.com/>

Coda paid — Interactive documents and tables; free entry tier, paid upgrades.
<https://coda.io/>

14. Cloud file storage, sharing & delivery

Store backup and working files. A shared cloud folder does not provide secure paid checkout or automatic tax handling.

Free / free-entry options

Google Drive — Limited free storage shared across Google account services.
<https://drive.google.com/>

Dropbox Basic — Limited free file sync and sharing.
<https://www.dropbox.com/basic>

OneDrive Free — Limited Microsoft cloud storage.
<https://www.microsoft.com/microsoft-365/onedrive/online-cloud-storage>

Box Individual — Personal free storage option with upload limits.
<https://www.box.com/>

Proton Drive Free — Limited encrypted cloud storage.
<https://proton.me/drive>

Paid / fee-based options

Google One — Additional consumer Google storage.
<https://one.google.com/>

Dropbox paid — More storage and collaboration features.
<https://www.dropbox.com/plans>

OneDrive / Microsoft 365 — Expanded storage/business options.
<https://www.microsoft.com/microsoft-365/onedrive/compare-onedrive-plans>

Box Business — Paid business file collaboration.
<https://www.box.com/pricing>

Backblaze — Paid backup/storage; different products have different pricing.
<https://www.backblaze.com/>

15. Forms, surveys & customer intake

Collect customer requests, feedback and email signups. Tell respondents what information you collect and how it will be used.

Free / free-entry options

Google Forms — Simple surveys and intake forms connected to Sheets.
<https://www.google.com/forms/about/>

Tally Free — Flexible forms; free plan with fair-use conditions.
<https://tally.so/>

Jotform Starter — Limited free forms and submissions.
<https://www.jotform.com/>

Microsoft Forms — Basic forms with supported Microsoft accounts.
<https://forms.office.com/>

Typeform Free — Very limited entry plan for conversational forms.
<https://www.typeform.com/>

Paid / fee-based options

Tally Pro — Custom branding and professional form features.
<https://tally.so/pricing>

Jotform paid — Higher submission/storage limits and business features.
<https://www.jotform.com/pricing/>

Typeform paid — Expanded response limits and customization.
<https://www.typeform.com/pricing/>

Paperform — Paid form/page builder with business workflows.
<https://paperform.co/>

Formstack — Paid business forms and document workflow tools.
<https://www.formstack.com/>

Check before choosing: Jotform has a limited free Starter plan; verify current submission and storage allowances. Small-business directory coverage: <https://fitzsmallbusiness.com/free-small-business-software/> [web:24].

16. Templates, workbooks & lead magnets

Find starting layouts or build a free guide that introduces your paid products. Purchased templates are not automatically resellable.

Free / free-entry options

Canva free templates — Starting layouts for graphics, workbooks and presentations.

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

Beacon Free — Lead-magnet creation platform with a free entry plan.

<https://beacon.by/>

Microsoft Create — Office templates for documents, trackers and presentations.

<https://create.microsoft.com/>

Notion templates — Free and paid productivity templates; inspect license.

<https://www.notion.com/templates>

HubSpot resources — Marketing templates, ebooks and business resources.

<https://www.hubspot.com/resources>

Paid / fee-based options

OPDigitalStudio on Etsy — Creator toolkits and digital business kits; review each listing before buying.

<https://www.etsy.com/shop/OPDigitalStudio>

Beacon paid — Expanded lead magnets, libraries and capture tools.

<https://beacon.by/pricing>

Canva Pro templates — Premium layouts and assets; resale rights are not blanket rights.

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

Creative Market templates — Paid design templates under selected licenses.

<https://creativemarket.com/>

Envato Elements templates — Subscription design templates; review usage conditions.

<https://elements.envato.com/>

Designrr — Paid ebook and content-repurposing workflows.

<https://designrr.io/>

Check before choosing: Beacon Free, Lite and Professional are shown at <https://beacon.by/pricing> [web:39]. OPDigitalStudio shop description:

<https://www.etsy.com/shop/OPDigitalStudio> [web:42]. Its Canva course listing:

<https://www.etsy.com/listing/4578614917/canva-101-crash-course-62-page-guide> [web:48]. Listing information is seller-provided, not an independent quality review.

17. Email marketing & sales funnels

Connecta free guide to a permission-based email list and paid offer. Compare subscriber, send and automation limits.

Free / free-entry options

MailerLite Free — Limited email marketing and landing-page entry plan.

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

Kit Newsletter plan — Creator email-list entry option; check automation/branding conditions.

<https://kit.com/>

Brevo Free — Limited daily email sends and marketing tools.

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

Mailchimp Free — Limited small-list email plan.

<https://mailchimp.com/>

Systeme.io Free — Limited funnels, email and product/course tools.

<https://systeme.io/>

Paid / fee-based options

MailerLite paid — Expanded limits and marketing features.

<https://www.mailerlite.com/pricing>

Kit paid — Expanded creator automations and business features.

<https://kit.com/pricing>

Brevo paid — Higher send volume and marketing capabilities.

<https://www.brevo.com/pricing/>

ActiveCampaign — Paid automation and customer lifecycle marketing.

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

ClickFunnels — Paid sales-funnel platform.

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

Systeme.io paid — Expanded funnel, contact and automation limits.

<https://systeme.io/pricing>

Check before choosing: Marketing-tool comparison: <https://buffer.com/resources/digital-marketing-tools/> [web:36]. Free marketing tools: <https://www.emailtooltester.com/en/blog/free-marketing-tools/> [web:31]. Limits and prices can change; verify directly.

18. Social platforms where you can post

These are publishing destinations, not scheduling tools. Standard organic posting is generally free; reach is not guaranteed.

Free / free-entry options

Pinterest — Publish pins linking to helpful pages or products.
<https://www.pinterest.com/>

Instagram — Visual posts, reels and stories.
<https://www.instagram.com/>

Facebook — Business pages, posts and relevant groups; follow group promotion rules.
<https://www.facebook.com/>

TikTok — Short-form videos; link and commerce eligibility vary.
<https://www.tiktok.com/>

YouTube — Tutorials, Shorts and longer product walkthroughs.
<https://www.youtube.com/>

LinkedIn — Professional content and business pages.
<https://www.linkedin.com/>

Threads — Conversation-led posts and community interaction.
<https://www.threads.com/>

Bluesky — Public conversation and community posts.
<https://bsky.app/>

Reddit — Community participation; many communities restrict promotion.
<https://www.reddit.com/>

Medium — Publish articles; reader paywalls and platform rules vary.
<https://medium.com/>

Substack — Free publication entry; fees apply to paid subscriptions.
<https://substack.com/>

X — Short posts and discussions; standard access and premium features differ.
<https://x.com/>

Paid / fee-based options

Meta Ads — Paid Facebook/Instagram advertising.
<https://www.facebook.com/business/ads>

Pinterest Ads — Paid pin promotion.
<https://ads.pinterest.com/>

TikTok Ads — Paid video advertising.
<https://ads.tiktok.com/>

Google Ads / YouTube Ads — Paid search and video promotion.
<https://ads.google.com/>

LinkedIn Ads — Paid professional audience advertising.
<https://business.linkedin.com/marketing-solutions/ads>

X Ads — Paid promotion; eligibility and policies apply.
<https://ads.x.com/>

Check before choosing: Paid advertising is optional, not a requirement for opening a social account. Account restrictions, link permissions, regional availability and commerce eligibility change; check each platform before building your funnel around one feature.

19. Social scheduling & content calendars

Plan and queue posts after choosing where your audience actually spends time.

Free / free-entry options

Buffer Free — Limited channels and scheduled-post queue.

<https://buffer.com/>

Meta Business Suite — Manage eligible Facebook and Instagram business content.

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

Metricool Free — Limited social planning and analytics.

<https://metricool.com/>

Publer Free — Limited scheduling accounts/features.

<https://publer.com/>

Google Sheets calendar — Manual content calendar; no automatic posting.

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

Paid / fee-based options

Buffer paid — Expanded publishing and channel features.

<https://buffer.com/pricing>

Later — Paid social planning and creator marketing; check current plans.

<https://later.com/>

Hootsuite — Paid social management and reporting.

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

Metricool paid — Expanded brands, scheduling and reports.

<https://metricool.com/pricing/>

SocialBee — Paid social publishing and content organization.

<https://socialbee.com/>

Tailwind — Pinterest/social workflows; limited free entry, paid upgrades.

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

20. SEO, keywords & Etsy product research

Research buyer language and measure search visibility. Tool estimate sales clues, not guaranteed demand or sales.

Free / free-entry options

Google Trends — Compare relative search interest, not exact search volume.

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

Google Search Console — Monitor your verified website in Google Search.

<https://search.google.com/search-console>

Google Keyword Planner — Keyword research inside Google Ads; data access can vary.

<https://ads.google.com/home/tools/keyword-planner/>

eRank Free — Limited Etsy keyword/shop research.

<https://erank.com/>

Ahrefs Webmaster Tools — Limited tools for verified websites.

<https://ahrefs.com/webmaster-tools>

Bing Webmaster Tools — Monitor and improve verified website search presence.

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

Paid / fee-based options

eRank paid — Expanded Etsy research and tracking.

<https://erank.com/plans>

Marmalead — Paid Etsy keyword and listing research.

<https://marmalead.com/>

EverBee — Product research estimates; entry access and paid upgrades.

<https://www.everbee.io/>

Alura — Etsy research/marketing suite; inspect current plans.

<https://www.alura.io/>

Semrush — Paid SEO and competitive research; limited free access.

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

Ahrefs paid — Paid SEO, links and keyword research.

<https://ahrefs.com/>

21. Analytics, behavior & business reporting

Measure discovery, clicks and sales. Use privacy-conscious settings and applicable consent requirements.

Free / free-entry options

Google Analytics — Website event and traffic reporting.

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

Microsoft Clarity — Website heatmaps and session insights.

<https://clarity.microsoft.com/>

Looker Studio — Build dashboards from connected data.

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

Etsy Stats — Shop reporting for an active Etsy seller account.

<https://www.etsy.com/your/shops/me/stats>

Pinterest Analytics — Reporting for eligible business accounts.

<https://analytics.pinterest.com/>

Paid / fee-based options

Plausible — Paid privacy-focused website analytics.

<https://plausible.io/>

Fathom — Paid website analytics.

<https://usefathom.com/>

Simple Analytics — Paid simplified analytics; inspect available free tools separately.

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

Databox — Business dashboards; plan and connector limits vary.

<https://databox.com/>

22. Projects, notes & task management

Organize ideas, product development, listing tasks and weekly marketing work.

Free / free-entry options

Trello Free — Kanban-style task boards with limits.

<https://trello.com/>

Notion Free — Documents, planning and databases.

<https://www.notion.so/>

ClickUp Free — Task management with limited storage/features.

<https://clickup.com/>

Asana Personal — Limited free task/project planning.

<https://asana.com/>

Todoist Free — Simple tasks and recurring reminders.

<https://todoist.com/>

Obsidian — Local notes; paid sync/publish services optional.

<https://obsidian.md/>

Paid / fee-based options

Trello paid — Expanded board and automation capabilities.

<https://trello.com/pricing>

Notion paid — Expanded collaboration and workspace features.

<https://www.notion.so/pricing>

ClickUp paid — Expanded project-management features.

<https://clickup.com/pricing>

Asana paid — Team workflows and advanced reporting.

<https://asana.com/pricing>

monday.com — Work management; limited free option and paid plans.

<https://monday.com/>

Todoist Pro — Expanded personal task-management features.

<https://todoist.com/pricing>

23. Customer management, support & appointments

Track leads, answer questions and schedule consultations or training calls.

Free / free-entry options

HubSpot free CRM — Limited contacts, deals and customer management tools.

<https://www.hubspot.com/products/crm>

Zoho CRM Free — Limited small-team CRM option.

<https://www.zoho.com/crm/>

Calendly Free — Limited appointment booking.

<https://calendly.com/>

Cal.com individual — Individual scheduling entry option; inspect current terms.

<https://cal.com/>

Tawk.to — Free chat software; optional paid staffing/add-ons.

<https://www.tawk.to/>

Google Meet — Video meetings with free-account limits.

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

Paid / fee-based options

HubSpot paid — Expanded CRM, sales and support features.

<https://www.hubspot.com/pricing>

Zoho CRM paid — Expanded sales/customer workflows.

<https://www.zoho.com/crm/zohocrm-pricing.html>

Calendly paid — Expanded booking, team and automation features.

<https://calendly.com/pricing>

Help Scout — Customer-support inbox and knowledge-base service; inspect plans.

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

Zendesk — Paid customer support platform.

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

Zoom Workplace paid — Expanded meeting and collaboration features; free entry exists.

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

24. Accounting, invoicing & payments

Tracking income, fees, expenses and refunds. Payment processing is not free even when opening an account is free.

Free / free-entry options

Google Sheets bookkeeping — Manual income/expense tracking; not an accountant or tax engine.
<https://sheets.google.com/>

Wave Starter — Free-entry accounting/invoicing in supported markets; payments cost extra. <https://www.waveapps.com/>

Zoho Invoice — Free invoicing service subject to terms/limits.
<https://www.zoho.com/invoice/>

GnuCash — Free desktop bookkeeping; setup/learning required.
<https://www.gnucash.org/>

Paid / fee-based options

QuickBooks Online — Paid bookkeeping and reporting.
<https://quickbooks.intuit.com/>

Xero — Paid cloud accounting.
<https://www.xero.com/>

FreshBooks — Paid invoicing and accounting workflows.
<https://www.freshbooks.com/>

Stripe — Payment processing with per-transaction and service fees.
<https://stripe.com/>

PayPal Business — Business payments; transaction and other fees apply. <https://www.paypal.com/us/business>

Square — Payments and business tools; processing fees, optional subscriptions. <https://squareup.com/>

25. Automation & app connections

Move form entries into spread sheets, route leads and trigger follow-ups. Start manually before automating a broken process.

Free / free-entry options

Zapier Free — Limited app automations and task allowance.
<https://zapier.com/>

Make Free — Limited visual workflow automation.
<https://www.make.com/>

Google Apps Script — Code-based automation of Google tools; usage quotas.
<https://script.google.com/>

n8n Community Edition — Self-hosted workflow software; hosting/maintenance and license restrictions apply.
<https://n8n.io/>

Paid / fee-based options

Zapier paid — Expanded tasks and multi-step automation.
<https://zapier.com/pricing>

Make paid — Expanded workflow usage and capabilities.
<https://www.make.com/en/pricing>

n8n Cloud — Hosted automation subscription.
<https://n8n.io/pricing/>

Pabbly Connect — Paid app integration/automation offers; check terms.
<https://www.pabbly.com/connect/>

Microsoft Power Automate — Business automation; paid licensing depends on use.
<https://www.microsoft.com/power-platform/products/power-automate>

26. AI research, drafting & business assistance

Use AI for outlines, brainstorming and first drafts. Verify facts, copyright, customer privacy and platform rules before publishing.

Free / free-entry options

Perplexity Free — Search-backed research assistance with limits. <https://www.perplexity.ai/>

ChatGPT Free — Drafting and brainstorming with usage limits. <https://chatgpt.com/>

Claude Free — Writing and analysis with limits. <https://claude.ai/>

Gemini Free — Google AI assistance with limits. <https://gemini.google.com/>

NotebookLM — Source-oriented notebook research; free usage limits. <https://notebooklm.google.com/>

Paid / fee-based options

Perplexity Pro — Expanded research/model access under current plan terms. <https://www.perplexity.ai/pro>

ChatGPT paid — Expanded usage/features by plan. <https://openai.com/chatgpt/pricing/>

Claude paid — Expanded AI usage and business features. <https://claude.com/pricing>

Google AI plans — Paid AI feature bundles. <https://one.google.com/about/google-ai-plans/>

Jasper — Paid marketing-oriented AI workflows. <https://www.jasper.ai/>

Meta Ai - Free — Search-backed research assistance. <https://www.meta.ai>

27. Security, passwords & signatures

Protectshop accounts, payment access and customer records. Enable multifactor authentication and maintain independent backups.

Free / free-entry options

Bitwarden Free — Individual password management.
<https://bitwarden.com/>

KeePassXC — Free desktop password vault.
<https://keepassxc.org/>

Proton Pass Free — Limited password-management entry option.
<https://proton.me/pass>

2FAS — Authenticator app for supported multifactor logins.
<https://2fas.com/>

Let's Encrypt — Free TLS certificates; many hosts handle setup.
<https://letsencrypt.org/>

Paid / fee-based options

1Password — Paid password management.
<https://1password.com/>

Bitwarden paid — Additional security/team features.
<https://bitwarden.com/pricing/>

Dropbox Sign — E-signature service; limited free access and paid plans.
<https://sign.dropbox.com/>

DocuSign — Paid signature and agreement workflows.
<https://www.docusign.com/>

Adobe Acrobat Sign — Electronic signature workflows; inspect plan terms.
<https://www.adobe.com/sign.html>

28. Walkthroughs, how-tos & business learning

Start with official tutorials for the tools you choose; buy targeted instruction only when you know the skill gap.

Free / free-entry options

Etsy Seller Handbook — Official articles about Etsy selling, listings and business practices.

<https://www.etsy.com/seller-handbook>

Etsy Help Center — Official setup, payments, downloads and account instructions.

<https://help.etsy.com/>

Canva Design School — Design tutorials and tool instruction; check each course access.

<https://www.canva.com/design-school/>

Netlify Docs — Technical deployment, domains and hosting walkthroughs.

<https://docs.netlify.com/>

Beacon Help — Lead-magnet platform resources; navigate to help/support.

<https://beacon.by/>

Digistore24 Help — Vendor/affiliate setup and payment documentation.

<https://help.digistore24.com/>

HubSpot Academy — Marketing and sales learning resources.

<https://academy.hubspot.com/>

Google Skillshop — Training for supported Google business tools.

<https://skillshop.withgoogle.com/>

SCORE — US small-business mentoring and resources; some events may charge.

<https://www.score.org/>

SBA Learning — US government business guidance and learning resources.

<https://www.sba.gov/>

YouTube tutorials — Search a specific tool plus beginner tutorial; check date and official source.

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

Paid / fee-based options

OPDigitalStudio Etsy shop — Paid guides/toolkits; verify current contents, reviews and license.

<https://www.etsy.com/shop/OPDigitalStudio>

OPDigitalStudio Canva course — Seller advertises a 62-page guide plus video instruction; verify listing.

<https://www.etsy.com/listing/4578614917/canva-101-crash-course-62-page-guide>

OPDigitalStudio Etsy setup guide — Seller-listed setup/SEO guide; verify scope and rights.

<https://www.etsy.com/listing/4579576935/etsy-success-guide-shop-setup-seo-tips>

Udemy — Paid individual courses, sometimes free promotions; compare instructor quality.

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

Skillshare — Subscription creative/business classes; trial is not a permanent free plan.

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

LinkedIn Learning — Paid skills courses; some libraries provide access.

<https://www.linkedin.com/learning/>

Coursera — Courses/certificates; free access differs by course and paid path.

<https://www.coursera.org/>

Check before choosing: OPDigitalStudio search evidence: shop [web:42], Etsy guide [web:44], Canva course [web:48]. Direct shop-page retrieval failed during research; search indexing confirmed these items, but current inventory, quality and licensing were not independently verified.

A lean starter setup for your digital-product business

The following is an editorial starter combination, not a claim that these tools outperform every alternative. Start with one original product and add paid services only when a real limitation blocks your work.

1. Create products

Use Canva Free for layouts, Google Docs for guide writing, and Google Sheets for trackers/calculators. Export and inspect the actual PDF or spreadsheet a buyer will receive.

2. Organize and back up

Use Google Drive for working files and keep a separate backup. Maintain a simple folder structure: Product drafts / Final files / Listing images / Customer instructions / Licenses.

3. Sell

Choose Etsy for a marketplace shop or Payhip for a standalone digital storefront. Both involve selling costs; do not describe your selling stack as completely free.

4. Give away your starter guide

Use one email platform such as MailerLite or Kit, with a signup page and clear consent. Create a short original free guide that connects naturally to your paid bundle.

5. Host your links

Choose Linktree, Beacons or Carrd. Link to your main shop, free guide and support page. Do not buy multiple link-page subscriptions.

6. Publish helpful content

Start with one main channel, such as Pinterest for visual resources or YouTube for tutorials. Use Canva and OBS/Clipchamp to make simple content and walkthroughs.

7. Research and track

Use Etsy Stats, Google Trends and eRank free access as appropriate. Track traffic, sales, fees, refunds and product changes in Sheets. Search estimates do not guarantee sales.

8. Upgrade deliberately

Upgrade when you need specific features: a custom domain, a higher email allowance, premium design workflow, stronger reporting or more secure delivery. Avoid buying overlapping all-in-one platforms.

Setup checklist & purchase safeguards

- [] Choose one customer group and one useful original product.
- [] Pick one product-creation workflow; make and test the download.
- [] Record asset, font and template licenses in a license log.
- [] Open one storefront and verify its fees, payout eligibility and tax responsibilities.
- [] Publish accurate previews and plain-language customer instructions.
- [] Test checkout, delivery and mobile links before marketing.
- [] Set up a permission-based email signup and a useful free guide.
- [] Choose one link hub and one or two traffic channels.
- [] Enable multifactor authentication and save recovery codes securely.
- [] Track expenses and sales; set a monthly software budget.
- [] Review your stack monthly and cancel unused or overlapping subscriptions.

Template, PLR and MRR checks

Before buying a template or resell-rights guide, confirm whether you may edit it, use it commercially, sell a finished output, sell the editable source, and transfer resale rights. These are separate permissions. A seller label such as PLR or MRR is not proof that all embedded photos, fonts or graphics can be resold. Review the marketplace rules independently; do not assume a resale license overrides them.

Important platform distinctions

Beacon (beacon.by) creates lead magnets and associated capture resources. Beacons (beacons.ai) is a creator link/store platform. Digistore24 is a digital selling/affiliate service, not a design editor or ordinary website host. Netlify deploys web projects and hosts them; it is not the same thing as Canva or a marketplace.

Pricing verification notes

Netlify documentation and older pricing articles show conflicting historical credit rates; rely on the live official pricing page and your account. Digistore24's public starting rate and US help-page regular margin differ; your applicable vendor agreement matters. OPDigitalStudio listing descriptions were found in search results, but the shop could not be retrieved directly and its course quality was not independently reviewed. See the inline source links in the relevant category pages.