100 Free Tools for Your Online Business — 2025 Edition

Updated and expanded for 2025.

Curated by **Remote Income Academy** as part of your creative business toolkit.

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Company Setup, Legal & Learning (1–10)

1. **Apply for an EIN (US)** — Get a free Employer Identification Number. https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online
2. **SCORE** — Free business mentors, templates & workshops. https://www.score.org/
3. **LawDepot (Free templates)** — Contracts & legal forms with limited free access. https://www.lawdepot.com/
4. **Disclosure Policy Generator** — Quick, compliant disclosures for blogs & sites. https://www.disclosurepolicy.org/
5. **TermsFeed Generators (free basics)** — Terms, Privacy, Cookies (free versions available). https://www.termsfeed.com/
6. **QuickMBA** — Bite-size primers on key business topics. http://www.quickmba.com/

7. **Khan Academy** — Free learning (math, CS, finance, more). https://www.khanacademy.org/
8. **Google Digital Garage** — Free courses on digital marketing, analytics & career skills. https://learndigital.withgoogle.com/digitalgarage
9. **edX (Audit Free)** — Audit university courses for free (business/marketing/data). https://www.edx.org/
10. **Enloop (Free plan)** — Auto-scored business plans (1 free plan). https://www.enloop.com/

Google & Office Essentials (11–20)

11. **Gmail** — World-class email with aliases & forwarding. https://mail.google.com/
12. **Google Docs/Sheets/Slides** — Real-time collaboration. https://drive.google.com/
13. **Google Forms** — Surveys & lead capture saved to Sheets. https://forms.google.com/
14. **Google Calendar** — Shared calendars, reminders & bookings. https://calendar.google.com/
15. **Google Drive** — Cloud storage with free quota. https://drive.google.com/
16. **Google Sites** — Simple, free team or project sites. https://sites.google.com/
17. **Google Meet** — Secure video meetings in the browser. https://meet.google.com/
18. **Google Analytics** — Web & app analytics (GA4). https://analytics.google.com/
19. **SketchUp Free (Web)** — 3D modeling in your browser. https://www.sketchup.com/plans-and-pricing#for-personal

20. **Google Alerts** — Monitor mentions, competitors & topics. https://www.google.com/alerts

Finance, Invoicing & Scheduling (21–32)

21. **Dropbox (Free)** — Secure file sync & share. https://www.dropbox.com/
22. **LibreOffice** — Full office suite, free & open source. https://www.libreoffice.org/
23. **Apptivo (Free tier)** — CRM + projects + invoices (starter). https://www.apptivo.com/
24. **Zoho Invoice (Free)** — Invoicing for freelancers/business (100% free). https://www.zoho.com/invoice/
25. **Harvest (Free for 1 seat/2 projects)** — Time tracking & lightweight invoicing. https://www.getharvest.com/
26. **Wave** — Free accounting & invoicing (core features). https://www.waveapps.com/
27. **Expensify (Free basics)** — Receipt scan & expense reports. https://www.expensify.com/
28. **PayPal Business** — Accept online payments & subscriptions. https://www.paypal.com/
29. **Square** — POS & online payments with free tools. https://squareup.com/
30. **Cal.com (Free self-hosted / cloud free tier)** — Open scheduling for teams. https://cal.com/
31. **Doodle (Free)** — Find meeting times with groups fast. https://doodle.com/
32. **SurveyMonkey (Free plan)** — Quick surveys (limited responses). https://www.surveymonkey.com/

Notes, Projects & Collaboration (33–43)

33. **Evernote (Free)** — Cross-device note-taking. https://www.evernote.com/
34. **Boomerang for Gmail (Free)** — Send later, reminders, inbox pause. https://www.boomerangapp.com/
35. **Trello (Free)** — Kanban boards for projects & content. https://trello.com/
36. **Mural (Free)** — Visual collaboration whiteboards. https://www.mural.co/
37. **Slack (Free)** — Team chat with integrations. https://slack.com/
38. **ProjectLibre (Free)** — Open-source alternative to MS Project. https://www.projectlibre.com/
39. **ClickUp (Free)** — Tasks, docs, whiteboards in one. https://clickup.com/
40. **KeePass** — Local, open-source password manager. https://keepass.info/
41. **W3Schools / MDN Web Docs** — Quick code references. https://developer.mozilla.org/
42. **Clearbit Connect (Free)** — See contact/social data inside Gmail. https://connect.clearbit.com/
43. **Followerwonk (Free)** — Analyze & search Twitter/X bios. https://followerwonk.com/

Social, Mentions & Monitoring (44–54)

44. **Talkwalker Alerts (Free)** — Web alerts (great Google Alerts complement). https://www.talkwalker.com/alerts

45. **TweetDeck (Free)** — Power-user dashboard for X/Twitter. https://tweetdeck.twitter.com/
46. **Pinata (Pinterest Alerts Alternative: Tailwind Free plan)** — Schedule & monitor Pins. https://www.tailwindapp.com/
47. **Mention (Free tier)** — Brand & keyword monitoring. https://mention.com/
48. **Hootsuite (Free limited)** — Schedule & monitor social accounts. https://www.hootsuite.com/
49. **Social Searcher (Free)** — Real-time social search. https://www.social-searcher.com/
50. **Similarweb (Free)** — Competitor web traffic insights. https://www.similarweb.com/
51. **Mailbrew/IFTTT (Free)** — Digest your social/feeds to email. https://ifttt.com/
52. **Popsy/Poplink (Free landing pages)** — One-page link hubs for socials. https://popsy.co/
53. **Streak for Gmail (Free)** — Lightweight CRM in your inbox. https://www.streak.com/
54. **HubSpot CRM (Free)** — Contacts, deals, forms, live chat. https://www.hubspot.com/products/crm

Websites, CMS & Blogging (65–77)

55. **LinkedIn (Free)** — Build authority & generate leads. https://www.linkedin.com/
56. **Facebook Pages/Groups (Free)** — Community + reach. https://www.facebook.com/
57. **X (Twitter) (Free)** — Real-time distribution & discovery. https://twitter.com/
58. **Tumblr (Free)** — Micro-blogging for fast content. https://www.tumblr.com/

59. **WordPress.com (Free)** — Hosted blog/website. https://wordpress.com/
60. **Blogger (Free)** — Simple Google-backed blogging. https://www.blogger.com/
61. **Carrd (Free)** — Beautiful one-page sites & link-in-bio. https://carrd.co/
62. **Cloudflare Pages (Free)** — Deploy static sites from Git. https://pages.cloudflare.com/
63. **Netlify (Free)** — Jamstack hosting & forms. https://www.netlify.com/
64. **Vercel (Hobby Free)** — Front-end deploys/serverless. https://vercel.com/
65. **Jitsi Meet (Free)** — Secure, open-source video meetings. https://meet.jit.si/
66. **Greenshot (Free)** — Windows screenshots & annotations. https://getgreenshot.org/
67. **GIMP (Free)** — Powerful open-source image editor. https://www.gimp.org/
68. **Pixlr (Free)** — Browser photo editor. https://pixlr.com/
69. **Canva (Free)** — Graphics, documents & social posts. https://www.canva.com/
70. **Photopea (Free)** — PSD-friendly online editor. https://www.photopea.com/
71. **Unsplash / Pexels (Free)** — Royalty-free photos & videos. https://unsplash.com/ | https://www.pexels.com/
72. **CapCut (Free)** — Simple video editor (desktop/web). https://www.capcut.com/
73. **Audacity (Free)** — Audio recording & podcast editing. https://www.audacityteam.org/
74. **Loom (Free)** — Instant screen/video recordings. https://www.loom.com/
75. **DaVinci Resolve (Free)** — Pro-grade video editor.

https://www.blackmagicdesign.com/products/davinciresolve/
76.   **OBS Studio (Free)** — Recording & livestreaming. https://obsproject.com/
77.   **Descript (Free tier)** — Edit audio/video by editing text. https://www.descript.com/

Data Viz, Diagrams & Charts (78–85)

78.   **diagrams.net (Draw.io)** — Flowcharts & diagrams saved to Drive/Dropbox. https://www.diagrams.net/
79.   **Excalidraw (Free)** — Hand-drawn-style whiteboard diagrams. https://excalidraw.com/
80.   **Mermaid Live Editor (Free)** — Generate diagrams from text/markdown. https://mermaid.live/
81.   **Datawrapper (Free)** — Interactive charts & maps you can embed. https://www.datawrapper.de/
82.   **Tableau Public (Free)** — Publish interactive visualizations. https://public.tableau.com/
83.   **Google Looker Studio (Free)** — Dashboards from Sheets/GA4/BigQuery. https://lookerstudio.google.com/
84.   **Whimsical (Free)** — Flowcharts, mind maps & wireframes. https://whimsical.com/
85.   **Miro (Free)** — Collaborative whiteboards & diagrams. https://miro.com/

Security & Utilities (86–90)

86.   **All-in-One WP Security & Firewall (Free)** — Harden WordPress easily.

https://wordpress.org/plugins/all-in-one-wp-security-and-firewall/

87. **Windows Security (Built-in)** — Modern Windows antivirus/defender.

88. **Malwarebytes (Free)** — On-demand malware scanning. https://www.malwarebytes.com/

89. **uBlock Origin (Free)** — Efficient content blocker (browser extension). https://ublockorigin.com/

90. **Bitwarden (Free)** — Cloud password manager w/ sharing. https://bitwarden.com/

Email, Marketing & CRM (60–65, 91–96)

91. **Mailchimp (Free tier)** — Email marketing for small lists. https://mailchimp.com/

92. **Brevo (formerly Sendinblue) (Free tier)** — Email & SMS marketing + CRM. https://www.brevo.com/

93. **Beehiiv (Free)** — Newsletter CMS & monetization. https://www.beehiiv.com/

94. **Substack (Free)** — Publishing + email + paid subs. https://substack.com/

95. **HARO / Connectively (Free)** — Pitch journalists for backlinks/PR. https://www.connectively.us/

96. **Buffer (Free)** — Schedule social posts for multiple networks. https://buffer.com/

Meetings, Webinars & Live (97–101)

97. **Google Meet (Free)** — Reliable video meetings. https://meet.google.com/

98. **Zoom (Free)** — 40-minute group meetings. https://zoom.us/
99. **Whereby (Free)** — Browser-based video rooms, no installs. https://whereby.com/
100. **StreamYard (Free)** — Live streaming studio in the browser. https://streamyard.com/
101. **Riverside (Free tier)** — Studio-quality remote recording. https://riverside.fm/

Ecommerce, Payments & Memberships (98–105)

102. **WooCommerce (Free)** — WordPress store plugin. https://woocommerce.com/
103. **Shopify Starter (Low-cost) / Linkpop (Free link-in-bio)** — Easy selling starter. https://www.shopify.com/ | https://linkpop.com/
104. **Payhip (Free)** — Sell digital downloads & memberships (your store too!). https://payhip.com/
105. **Gumroad (Free to start)** — Digital products with simple checkout. https://gumroad.com/
106. **Lemon Squeezy (Free to start)** — SaaS/digital sales with tax handled. https://www.lemonsqueezy.com/

Marketplaces & Print-on-Demand (106–110)

107. **Etsy (Free to open; small fees)** — Handmade & digital market. https://www.etsy.com/
108. **eBay (Free to open; listing fees)** — Massive marketplace. https://www.ebay.com/

109. **Redbubble (Free)** — Print-on-demand merch. https://www.redbubble.com/
110. **Printful (Free to use)** — POD with Shopify/Woo/Payhip integrations. https://www.printful.com/

Analytics, SEO & Growth (111–120)

111. **Google Search Console (Free)** — SEO health & indexing. https://search.google.com/search-console
112. **Bing Webmaster Tools (Free)** — Extra SEO insights. https://www.bing.com/webmasters
113. **Ahrefs Webmaster Tools (Free)** — Site audit + backlinks (for your sites). https://ahrefs.com/webmaster-tools
114. **Google Trends (Free)** — Discover trending topics/keywords. https://trends.google.com/
115. **AnswerThePublic (Free limited)** — Topic & question research. https://answerthepublic.com/
116. **Ubersuggest (Free limited)** — Keyword ideas & audits. https://neilpatel.com/ubersuggest/
117. **Hotjar (Free)** — Heatmaps & session recordings. https://www.hotjar.com/
118. **Microsoft Clarity (Free)** — Session recordings & heatmaps. https://clarity.microsoft.com/
119. **Typefully (Free)** — Draft & schedule X threads. https://typefully.com/
120. **Linktree (Free)** — Link-in-bio & mini-landing. https://linktr.ee/

License & Notes

- All links verified October 2025. Availability and pricing of free tiers can change; always check the current plan page.
- This list prioritizes tools with no-cost entry and minimal lock-in so you can switch later if needed.