The Ultimate
Digital Tool
Cheatsheet

The list was compiled by Socialetric to help you conquer the web and save you time, money, and effort.

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Photo Editors

Name Tools	Type of Tools	Paid or Free
IMG Upscaler	Enlarge your images without compromising quality	Free - Limited
Tiny PNG	Smart WebP, PNG and JPEG compression	Free
Remove BG	Remove Image Background	Free - Limited
EZ GIF	Simple online GIF maker	Free
Image Resizer	Quickly resize image files online at the highest image quality	Free

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Graphics (Icons, Mockups, Images)

Name Tools	Type of Tools	Paid or Free
The Noun Project	Icons and Photos For Everything	Free - Limited
Flaticon	Free Icons and Stickers for your projects	Free - Limited
LS Graphics	Free and premium mockups, UI/UX tools, scene creators	Free - Limited
Freepik	High-quality photos, vectors, videos, and mockups	Free - Limited
Linear Icons	Ultra Crisp Line Icons with Integrity	Free - Limited
Box Icons	High quality web icons	Free - Limited
Unsplash	Royalty free and stock photos	Free - Limited
Burst Shopify	Stock photos powered by Shopify	Free

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Fonts

Name Tools	Type of Tools	Paid or Free
Google Fonts	Open source free fonts	Free
Fonts Hub	Web fonts catalog	Free
Swiss Typeface	Type design specialists	Paid
Linotype	Type design specialists	Paid
Sharptype	Type design specialists	Paid
Cotype Foundry	Type design specialists	Paid
Klim Type Foundry	Type design specialists	Paid
Oh No Type	Type design specialists	Paid

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SEO

Name Tools	Type of Tools	Paid or Free
GTMetrix	Website performance testing	Free - Limited
Ubersuggest	Free keyword research tool	Free - Limited
Google Lighthouse	Open source tool to improve your web/app performance	Free
Google Search Console	Measure site search traffic	Free
Google Analytics	A tracking tool measuring website traffic	Free
Google Tag Manager	A tracking tag management system	Free
Ahref Backlink Checker	Track site authority and backlinks	Free

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Productivity

Name Tools	Type of Tools	Paid or Free
ClickUp	Project management tool	**Free - Limited**
Slack	Secured communication with your team	**Free - Limited**
Klaviyo	Intelligent marketing automation powered by your customer data	**Free - Limited**
Really Good Emails	Craft compelling emails	**Free**
Design Titles	Simple adjacent color presets	**Free**
Capitalize My Title	Case converter tool	**Free**
Pine Tools	Free online tools for every situation	**Free**
Wordmark	Help you choose fonts	**Free**

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About Us

Hi there! We are Socialectric. We are a small web design and development company based in Vietnam, but we work globally to help small and medium size businesses improve their online presence.

We use strategic thinking to help companies acquire and delight customers through the web.

We are the official Webflow Expert. And sure, we have won awards and have been featured, but what really matters to us is having meaningful impact on meaningful brands like yours.

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Thank You

Let's do this!

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