CRIMSON LEAF
STUDIOS

Catherine's Top Picks:
5 FREE Online Tools to Help You Market Your Business

MailChimp

EMAIL MARKETING

Don't let the name fool you. MailChimp is one powerful email platform with a fun, easy to use interface for all your email marketing needs.

Create signup forms that match your brand's look and feel, and send your subscribers product updates, event invitations, announcements, or editorial content. Use reports to improve your campaigns and learn more about your readers. Best of all? MailChimp is free (forever) for lists of up to 2,000 subscribers. No contract and no credit card required.

http://www.mailchimp.com

Beginners Guide to SEO

SEARCH ENGINE OPTIMIZATION

If you've got the time (and the inclination) to learn more about the mysterious world of search engine optimization, this is a great comprehensive guide to add to your reading library. You can bookmark it to browse online or download the handy PDF.

The Beginner's Guide to Search Engine Optimization (SEO) from Moz is an in-depth tutorial on how search engines work. The guide covers the fundamental strategies that make websites search engine-friendly.
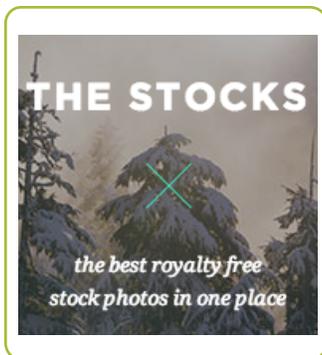
http://moz.com/beginners-guide-to-seo

Google Analytics

WEBSITE ANALYTICS

Even if your content management system has built-in analytics, Google Analytics is a must have on any site we build. It's more powerful and feature-rich than most built-in systems we've seen. Even if you don't maximize all its features, its reports will provide you with valuable insights into your website traffic.

Google Analytics shows you the full customer picture across ads and videos, websites and social tools, tablets and smartphones.

http://analytics.google.com

The Stocks

ROYALTY-FREE STOCK PHOTOS
While you may have to do a bit of scrolling to find what you want, there is no better place (that we've found) for free, high-resolution, high quality, royalty-free stock photos on the web.

Be sure to check out all the different collections on the left for different styles and photographers. A great resource to make your blog posts stand out from the crowd!

http://thestocks.im/

PicResize

IMAGE RESIZING TOOL
Once you've found that perfect image, chances are you'll need to resize it and/or crop it before you use it. If you don't have image editing software (like Photoshop) available, PicResize has everything you need.

just upload or drag and drop your image into the PicResize window and resize, crop and edit your image as needed. Then save it back to your computer to use as needed.

http://www.picresize.com/

About Crimson Leaf Studios

At Crimson Leaf Studios we build online businesses. Or put another way, we help you build an online presence for your business so you can reach your customers anywhere...anytime.

Our job is to get you noticed. We do that with killer website design, functional websites, effective communications, great content and terrific branding.

Since 2009 we have been helping clients in Canada and Australia with their online marketing needs. Based in Aurora, Ontario, our client base spans the Greater Toronto Area and beyond, as well as internationally in Sydney, Australia. We pride ourselves on personalized service, attention to detail, timely delivery and clear communication.

From small projects to large, we follow clear project management principles to ensure a quality outcome that is on time and on budget.

Crimson Leaf Studios is owned and operated by Catherine Willems, who brings over 20 years experience in marketing and communications, internet strategy and development, project management and graphic design to the company.

Visit us online at:

www.crimsonleafstudios.com