



East Gippsland Shire Council

Event Management Toolkit

HELPFUL WEBSITES FOR EVENTS

Website Builders		Free	Paid
The following content management systems help you build your website			
Squarespace	www.squarespace.com		✓
Shopify	www.shopify.com.au		✓
Wix	www.wix.com		✓
Weebly	www.weebly.com/au		✓
WordPress *Paid hosting and security required	https://wordpress.com	✓ *	

Website Tools		Free	Paid
The following tools help add functionality, gather data and analytics			
Google Analytics (website analytics)	https://analytics.google.com/analytics/web	✓	
Hotjar (website analytics)	www.hotjar.com	✓	✓
Bitly (shorten links)	https://bitly.com	✓	
JotForm (online forms)	www.jotform.com	✓	✓
Google Forms (online forms)	www.google.com.au/forms/about	✓	
SurveyMonkey (online survey)	www.surveymonkey.com	✓	✓

Data/File Management		Free	Paid
Use the following websites for online file storage and sharing			
Google Drive	www.google.com/drive	✓	✓
Dropbox	www.dropbox.com	✓	✓
OneDrive	https://onedrive.live.com/about/en-us/signin	✓	✓
WeTransfer	https://wetransfer.com	✓	

Social Media Scheduling		Free	Paid
Use the following websites to help you plan and schedule social media content			
Meta Business Planner	https://business.facebook.com/latest/content_calendar	✓	
Buffer *Limited free plan	https://buffer.com	✓ *	✓
Later	https://later.com		✓
Planable *Limited free trial plan	https://planable.io	✓ *	✓

Graphic Design		Free	Paid
Use the following websites to create logos, social tiles, posters, videos and more			
Canva	www.canva.com	✓	✓
Design Wizard	https://designwizard.com	✓	✓
Adobe Express	https://express.adobe.com	✓	✓
Vectr	https://vectr.com	✓	✓
Pixlr	https://pixlr.com	✓	✓

Video Editing Apps and Software		Free	Paid
Use the following apps and software to create videos			
iMovie	www.apple.com/au/imovie	✓	
HitFilm	https://fxhome.com/product/hitfilm	✓	✓
Lightworks	https://lwks.com	✓	✓
Canva –	www.canva.com	✓	✓

Stock Photos		Free	Paid
Stock photos you can access for free			
Unsplash	https://unsplash.com	✓	
Pexels	www.pexels.com	✓	
Burst by Shopify	https://burst.shopify.com	✓	
Pixabay	https://pixabay.com	✓	
Freepik	www.freepik.com/popular-photos	✓	

Search Engine Optimisation (SEO)		Free	Paid
Tools to help you check, measure and improve your website's search engine ranking			
SEOptimer (SEO audit and reporting tool website analysis)	www.seoptimizer.com	✓	✓
RankMath (WordPress SEO tool)	https://rankmath.com	✓	✓
Google Trends (Keyword research tool – find out what people are searching for)	https://trends.google.com/trends/?geo=AU	✓	
Google Search Console (Submit your site to Google and see what people search for to find you)	https://search.google.com/search-console/about	✓	

Screaming Frog (SEO website crawler tool)	www.screamingfrog.co.uk/seo-spider	✓	✓
Keyword (Track how your website is ranking for particular keywords)	https://keyword.com		✓
Moz (Search engine optimisation tools and resources)	https://moz.com/free-seo-tools	✓	✓
Pingdom (Check the loading speed of your website)	https://tools.pingdom.com	✓	

Email Marketing / Email Newsletter		Free	Paid
Customer relationship marketing and email marketing software			
MailChimp	www.mailchimp.com	✓	✓
Hubspot	www.hubspot.com	✓	✓
Klaviyo	www.klaviyo.com		✓
MooSend	https://moosend.com/email-marketing	✓	✓
FloDesk	https://flodesk.com		✓

Websites where you can list your event for free		Free	Paid
Customer relationship marketing and email marketing software			
ATDW (Australian Tourism Data Warehouse)	https://atdw.com.au	✓	
Facebook	www.facebook.com	✓	
EventFinda	www.eventfinda.com.au	✓	
All Events In	https://allevents.in	✓	
Up Next	https://upnext.com.au	✓	