

Web and AI tools cheat sheet

Our top-rated pick in each category, what it costs, and the free options. Checked October 2026.

Category	Top pick	Paid from	Free plans
AI assistant	ChatGPT	\$8/mo	ChatGPT, Claude, Google Gemini
AI writing	Jasper	\$69/user/mo	Grammarly
AI image & design	Midjourney	\$10/mo	Adobe Firefly, Canva, Figma
AI video, voice & music	Runway	\$12/mo	Runway, ElevenLabs, HeyGen
AI meetings	Otter.ai	\$16.99/mo	Otter.ai
AI coding	GitLab Copilot	\$10/mo	GitLab Copilot, Cursor, Lovable
SEO	Semrush	\$139/mo	Ahrefs, Similarweb
Website builder	Wix	\$24/mo	Wix, Webflow, Framer
Email marketing	Mailchimp	\$13/mo	Mailchimp, Kit (ConvertKit), beehiiv
Productivity & CRM	Notion	\$12/user/mo	Notion, HubSpot
Project management	ClickUp	\$10/user/mo	ClickUp, monday.com, Asana
Automation & scheduling	Zapier	\$19.99/mo	Zapier, Calendly, Loom
Customer support	Zendesk	\$25/user/mo	None we rate
CRM & sales	Salesforce	\$25/user/mo	Salesforce
Accounting & invoicing	QuickBooks Online	\$38/mo	Wave
HR & payroll	Gusto	\$49/mo	None we rate
E-signature & documents	Docusign	\$11/mo	PandaDoc
Forms & surveys	SurveyMonkey	\$30/user/mo	SurveyMonkey, Jotform, Typeform
Social media management	Hootsuite	\$99/user/mo	Buffer