

• THE QUARTERLY — ISSUE NO. 01

Why we're betting you'll open us first.

A hundred and ten free tools. Eighteen categories. Zero signups. This is the first issue of our quarterly — what shipped, what the data says, and what's next.

- Everything that shipped since our May launch
- 110+ tools, 18 categories, one homepage
- Inside the Google AdSense approval grind
- Chrome Extension & API — get on the list
- Advertise on utilityapps.site (real businesses only)

110+

TOOLS LIVE

18

CATEGORIES

40+

COUNTRIES REACHED

100%

FREE, NO SIGNUP

EDITOR'S NOTE

First dispatch.

This is the first issue of something we've wanted to publish since the week we launched: an honest, numbers-first look at what UtilityApps actually is, what changed since May, and where we're short on answers.

We built UtilityApps on a simple bet — that the internet's utility tools, the converters and calculators and document generators people reach for mid-task, didn't need to cost an email address. Ninety days in, that bet is holding up better than we expected.

This issue covers what shipped, what the traffic actually shows, an advertising program we're opening for the first time, a candid section on the parts of running this that are still hard, and two upcoming releases worth waiting for.

We're a small team. We read everything sent to hello@utilityapps.site — this issue exists because enough of you asked what was next.

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PUBLISHED QUARTERLY BY THE UTILITYAPPS TEAM

WRITTEN, DESIGNED & SHIPPED BY THE ENGINEERS WHO BUILD
THE TOOLS

TIPS / COMPLAINTS / REQUESTS → [HELLO@UTILITYAPPS.SITE](mailto:hello@utilityapps.site)
WEB → [UTILITYAPPS.SITE](https://utilityapps.site)

The tab you open before the others.

Here's the case, stripped down: most utility tools on the internet were built to capture your email before they'll do anything useful. Ours weren't.

UtilityApps is a single home for the tools an actual workday runs on — merge a PDF, compress a video, generate an invoice, write a privacy policy, translate a paragraph, build a QR code. A hundred and ten of them, live right now, across eighteen categories, and every one opens in seconds.

Most run entirely inside your browser. That's not a marketing line, it's an architecture decision. Your PDF isn't uploaded to a server to be merged. Your video isn't shipped off to be trimmed. The processing happens on your machine, using engines browsers already carry — which means nothing to queue behind, nothing sitting on someone else's disk, and nothing you have to trust a stranger with in the first place.

That's the argument for why this becomes the tab you open first at work: not because it's one more tool, but because it quietly retires the twelve you had bookmarked for this exact purpose.

"Everything runs where you are. Nothing waits on a server, and nothing has to leave your device to get done."

— ON THE BROWSER-FIRST ARCHITECTURE



110+

free tools live across 18 categories



Zero

signups, uploads, or accounts required

By the numbers.

A recent snapshot of real traffic — not a lifetime total, a live read on who's showing up and what they're doing once they land.

551

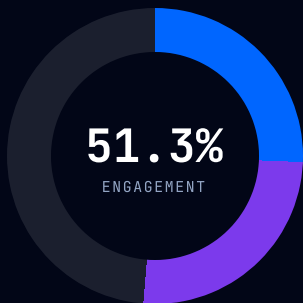
ACTIVE USERS

566

NEW USERS

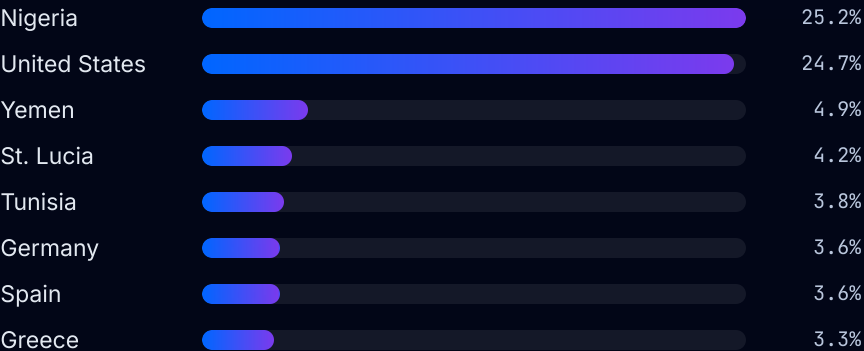
505

ENGAGED SESSIONS



Over half of all sessions involve someone actually using a tool — not just landing and leaving.

TOP MARKETS BY ACTIVE USERS (SHARE OF TOTAL)



Plus regular usage from 30+ additional countries — from Cameroon and Senegal to Sweden, Canada and the Philippines.

Inside the toolbox.

Eighteen categories, stocked and live. “110+ tools” doesn’t mean much until you see the range — so here’s the full crib sheet, each one tagged with its real category color from the site.



Business Tools

Digital business cards, invoicing, and kit for solo founders & small teams.



PDF Tools

Merge, split, compress, sign, watermark, and convert — all client-side.



Image Tools

Compress, convert, crop, resize & remove backgrounds. No uploads.



Video Tools

Compress, trim, mute & convert MP4/MOV/WebM via ffmpeg in-browser.



Audio Tools

Cut, convert, record & analyse MP3, WAV, OGG and FLAC.



Design Tools

Gradient generator, contrast checker, CSS shadows, font pairing.



Student Tools

Citation generator, paraphrasing tool, study timer, flashcards.



Calculator Tools

Loan, mortgage, BMI, percentage, age — the everyday math.



Finance Tools

Exchange rates and money math for freelancers & small business.



Health Tools

Everyday health calculators built for quick, private answers.



Sleep Tools

Sleep cycle calculator, nap calculator, caffeine cutoff timer.



Travel Tools

Flight & airport hub lookup, visa lookup, packing assistant.



Productivity Tools

Pomodoro timer, countdown timer, instant polls.



Legal Tools

8 document generators — privacy policy to cease-and-desist.



Language Tools

On-device Private Translator — your text never hits a server.



Developer Tools

JWT decoder, regex tester, SQL/HTML formatter, UUID & hash generator.



SEO Tools

Utilities for the technical side of getting found.



Text Tools

Formatters and converters for the text you paste everywhere.

Since launch.

Every entry below is real and dated — pulled straight from our public changelog, color-coded by its actual type. If you used UtilityApps in May and haven't been back, this is what you missed.

● LAUNCH ● FEATURE ● SEO ● INFRA

MAY 23

PDF Tools (16) + Legal Tools (8) launch

Two full categories in one day — 10 in-browser PDF tools plus 6 Office→PDF conversions, and all 8 legal document generators, client-side end to end.

MAY 26

Share — text snippets + URL shortener

Phase 1 of Share: paste, shorten, send. No account, nothing kept longer than needed.

MAY 27

/api waitlist opens

Validating demand for a public UtilityApps API before we build it.

MAY 27

Sentry error tracking + completion analytics

Invisible, but load-bearing: we now catch production errors fast, and measure real tool completions, not just visits.

MAY 28

Language Tools + on-device Private Translator

A new category headlined by a translator that runs the model on your device — your text never reaches a server.

MAY 28

Site-wide "Translate this page"

A one-click translation control on every page, not just one tool.

MAY 29

Chrome extension waitlist opens

First public signal that an extension is coming — see pg. 10.

JUN 01

Share Phase 2 — file uploads to 25MB

Direct-to-storage signed uploads, bypassing standard hosting body limits entirely.

JUN 01

44 comparison pages + 14 alternative hubs

Fact-checked, dated head-to-heads against iLovePDF, Smallpdf, Adobe, TinyPNG, remove.bg, Photopea and more.

JUN 01

Star ratings on every tool page

Visible ratings, gated on a real minimum so no tool shows a misleading single-vote score.

What's new for you.

The newest categories, the tools that shipped with them, and the newest feature on the whole site — each with the specific reason it earns a spot in your workflow, not just what it does.

3 Newest categories



NEWEST

Business Tools

For freelancers and small businesses: professional-grade collateral — invoices, business cards, letterheads, stamps — without design software or a subscription.



MAY 28

Language Tools

For anyone working across borders: translate on the spot without pasting sensitive text into a third-party server. If your work crosses languages, this keeps it private.



MAY 23

PDF Tools

Our most-requested category, live day one: merge, sign, and convert PDFs without installing software or uploading a file to a stranger's server.

9 Most recently added tools

01

QR Code Generator

BUSINESS

Turn any link, WiFi network, or contact card into a scannable code — with your own logo and colors, not a generic black-and-white square.

02

Digital Business Card

BUSINESS

Hand someone your contact card with a tap — it saves straight to their phone, no app required on their end.

03

Invoice Generator

BUSINESS

Send a branded, professional invoice in minutes — logo, tax, discount, and multi-currency handled automatically.

04

Event Ticket Generator

BUSINESS

Print or email real tickets with check-in QR codes for your own event — no ticketing platform fees.

05

Email Signature Generator

BUSINESS

A signature that actually renders correctly in Gmail, Outlook, and Apple Mail — copy, paste, done.

06

Letterhead Generator

BUSINESS

Professional company letterhead — logo, branding, six layouts — as an editable Word doc or print-ready PDF.

07

Company Stamp Generator

BUSINESS

APPROVED, PAID, RECEIVED, or a custom seal — a transparent PNG stamp for documents in seconds.

08

Private Translator

LANGUAGE

Translate on the spot without your words ever leaving your device — for anything you wouldn't paste into a random translation site.

09

Quick Share

PRODUCTIVITY

Send a file, snippet, or link in seconds with an auto-expiring URL — no account for you or the person receiving it.



Newest feature



UtilityApps Studio — Custom Development for Businesses

For businesses that need something our free tools don't cover: digital products, web apps, internal dashboards, and AI-powered tools, built by the team behind UtilityApps. AI-augmented development, delivered in weeks — not the usual agency timeline.

utilityapps.site/studio · studio@utilityapps.site

Your brand, next to a tool people already trust.

UtilityApps stays free because of advertising and a short list of affiliate recommendations for products we actually use. We're now opening a limited number of **direct advertising spots** — placements you choose, on the category or landing page your audience already stands on, instead of leaving it to a network's algorithm.

Think a design tool sponsoring Design Tools. A privacy service on Legal Tools. A productivity app on the Productivity Tools landing page — placements that make sense next to the tool someone's already using.



Category sponsorship

Your brand on one of 18 category pages



Landing page placement

Prime position on high-intent tool pages



Legit businesses only

No crypto, no link farms — verified brands

To be direct about it: we're only considering legitimate, verifiable businesses. Anything that would make the tools around it feel less trustworthy is a pass.

TO: hello@utilityapps.site

SUBJECT: Advertise

INCLUDE: what you do, and which category fits

WE REPLY WITH: placement options & rates

The AdSense climb.

In the spirit of a magazine that claims to be data-driven, here's a real obstacle: getting a new site approved for Google AdSense has been one of the harder parts of this launch.

It isn't one clean pass-or-fail. Google wants sustained original content, real traffic patterns, clear navigation, and policy compliance across every page — and a site with over a hundred tools plus dozens of legal and comparison pages means over a hundred chances to get flagged for something minor. We've gone through review, made changes, and gone through review again.

We're saying this out loud for two reasons. If you run a site stuck in the same loop, you're not doing anything unusually wrong — it's a genuinely slow, opaque process. And it's exactly why we're opening direct advertising now (pg. 08) instead of waiting on approval to fund what we build next.



- **Still in review. Still building. Still free.**

Coming soon.



Chrome Extension

● WAITLIST OPEN — OPENED MAY 29

The tools you use most, one click away, without opening a new tab: compress an image before you attach it, shorten a link before you paste it, generate a QR code for the page you're already on. No context switch.

JOIN → [nav & footer waitlist banner on utilityapps.site](#)



Public API

● WAITLIST OPEN — OPENED MAY 27

For developers who want our PDF, image, and conversion tools built directly into their own products instead of reinventing them. Pricing and scope aren't final — we're building the waitlist first so early signups shape what we ship.

JOIN → [utilityapps.site/api](#)

Early signups on both lists typically get first access when we start rolling things out — get on the list now, and you'll hear it from us before anyone else.

How to support what we're building.

LOWEST EFFORT

Don't block the ads.

Whitelist `utilityapps.site` or leave your ad blocker off here — that revenue is most of what funds new tools.

A LITTLE MORE

Rate the tools you use.

Every tool page carries a real rating, shown only once enough people have weighed in — your rating genuinely moves the number.

MOST HELPFUL

Send the tool, not the homepage.

Share the exact link to the tool that solved your problem. That's usually the moment someone becomes a regular.

TELL US WHAT TO BUILD NEXT

This roadmap has never come from a boardroom — it comes from what people actually ask for. We're a small team; we answer support emails and write the articles ourselves.

What's broken, confusing, or missing in a tool you've already used?

What tool isn't here yet that you wish was?

Email `hello@utilityapps.site` or use the contact form on the site. We read every one — and we ship the most-requested tools first. That's not a slogan, it's how the roadmap actually gets built.

SIGN OFF

A hundred and ten tools and counting. Users in over forty countries. Two categories and an on-device translator shipped in eight weeks. An honest look at the AdSense grind. Two big things headed your way.

If you're new here — go pick a tool and see how fast it actually is. If you've been here since May, welcome back. A lot changed while you were gone.

Next Dispatch → October 2026