

10 Tools to Make Legal Blogging the Easiest Resolution You Keep

Bloggging. It's your New Year's resolution. Again. You know you should do it, but really, who has the time? You do. Or at least you will. Take advantage of the content creation tools discussed here, and you will save time *and* boost content quality.

That said, never rely solely on technology to manage your blogging program. What appeals to an audience depends on the nature of that audience. These tools – and others like them – focus on a general audience of Internet users. Your firm might want a more targeted approach, which requires human input. Also, understand that audience tastes are fickle, so what works one time might not yield the same degree of success in the next go-around. For that reason, the human element is critical to content creation, since a marketer will always have more agility than an algorithm.

Now, let's get started.

Problem: I'm wracking my brain, but can't come up with a topic.

Solutions:

[HubSpot's Blog Topic Generator](#)

If you think you know your general topic, but aren't sure of an angle or title to get your creativity moving, Blog Topic Generator can do that work for you. Simply enter a few keywords and the Blog Topic Generator will produce a list of titles and topic ideas for you. It might not produce the final title of your blog post, but it will help get you thinking about creative new angles for topics you want to write about.

[Fat Joe Blog Post Title Idea Generator](#)

Quickly and easily generate ideas for your next blog post using this tool. Just enter a keyword or topic, and receive a list of dozens of blog possibilities. Not every title is relevant or suitable, but one or two should spark an idea to get you going.

[TweakYourBiz Title Generator](#)

TweakYourBiz is similar to both a content generator and blog topic generator. Enter a keyword and the tool will create a huge list of topics divided into different categories such as Lists, Questions, How To, etc. This categorization should help you easily find and choose the right headline.



Jennifer Faivre

Manager
CRM & Project Production
970.596.0259
jfaivre@jaffepr.com

Problem: I've got my blog headline, but it doesn't have click appeal.

Solutions:

[CoSchedule Headline Analyzer](#)

This free tool will score your overall headline quality and rate its ability to result in social shares, increased traffic and SEO value. While it won't edit or change your headline for you, it does provide enough feedback for you to be able to tweak the headline for a better result.

[Advanced Marketing Institute's Headline Analyzer](#)

This headline analyzer calculates the Emotional Marketing Value (EMV) of a headline and scores it on a range of up to 100 percent. The higher the emotional appeal to the user, the higher the score. If you can reach your reader on an emotional level, it's likely your title will be more enticing. The tool has a dictionary of terms it will compare your title against, and awards a score based on the words you use.

[ContentIdeator Headline Generator](#)

You use this headline generator to come up with not only headline ideas, but also content ideas. Type in your keyword, and it will generate a list of existing blog titles. Use this list to see what is popular and relevant so you can focus your blog accordingly.

Problem: I've written my blog, but it needs some serious editing for spelling, grammar, writing style and optimization.

Solutions:

[Grammarly](#)

Grammarly's writing app finds and corrects hundreds of complex writing errors – so you don't have to. Upload your completed blog post and instantly check for grammar, punctuation, contextual spelling mistakes and more. Grammarly integrates with Word, Outlook, WordPress, Gmail, Slack and Evernote. The free version of Grammarly features a customizable dictionary and weekly report with personalized writing stats, while the paid version adds more in-depth proofreading checks and contextual recommendations.

[Hemingway App](#)

The Hemingway App makes your writing bold and clear. It's like a spellchecker, but for style. It makes sure that your reader will focus on your message, not your prose. It highlights sentences that are difficult to read, adverbs, words that can be made simpler and passive voice. This tool will clean up your blog and improve readability.

AdWords Keyword Planner

Even though this tool is intended for paid advertisers, it offers insight into which words people are using to search the Internet. If you're writing a blog, article, webpage or any content that you want search engines to index, use the keyword planner to research phrases to include in your text.

Yoast SEO Plugin

This free WordPress plugin is a powerhouse for blogging SEO. It helps to optimize onsite SEO, on-page SEO and social reach of the blog. It incorporates a number of features, including a snippet editor and real-time page analysis that helps optimize your page's content, image titles, meta descriptions and more.

Let's face it. Blogging should be an **essential part** of your business development plan. By using one or more of the tools above, you can be on your way to successful blogging.

Do you use other tools that help create content more easily? Share them with me, **Jennifer Faivre**, at jfaivre@jaffepr.com.