

MUST HAVE BLOGGING TOOLS

WITH FRANK CORSO

WHO'S FRANK?

- Developer of **Quiz And Survey Master**, highest rated survey plugin on WordPress.org
 - Now with over 200 5-Star reviews!
- Founder of **My Local Webstop**, an agency specializing in securing and servicing WordPress sites
- Organizer of **Gainesville WordPress Meetup**
- Lead Organizer for **WordCamp Jax**
- Blogs at **frankcorso.me** - Blogs about business, marketing, and user research
- Twitter, GitHub, WordPress.org - **@fpcorso**

WHAT AM I TALKING ABOUT TODAY?

- Idea Generation
- Planning
- Creating & Editing
- Marketing

IDEA GENERATION

COMING UP WITH IDEAS FOR POSTS

BUZZ SUMO - HTTP://BUZZSUMO.COM/

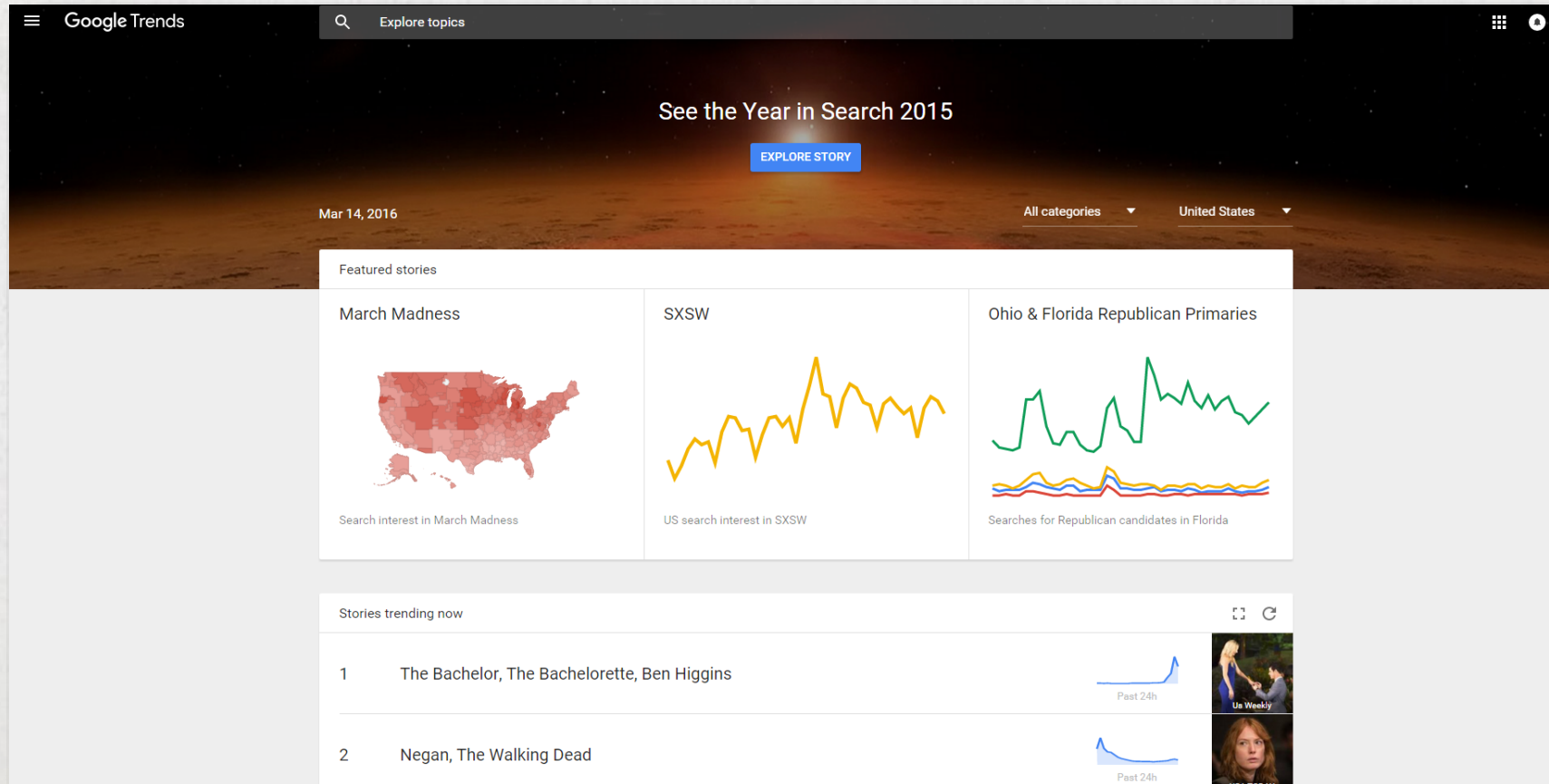
The screenshot displays the Buzzsumo Pro website interface. The top navigation bar includes the Buzzsumo logo, links for Product, Customers, Pricing, and Blog, and user options for Signup, Login, and Resources. The main heading reads "Analyze what content performs best for any topic or competitor" with a subtext "Find the key influencers to promote your content". Below this is a search input field with the placeholder "Enter a topic or domain to try out BuzzSumo (e.g. content marketing or cnn.com)" and a "Go!" button.

The interface is divided into two main sections. The top section, labeled "Buzzsumo Pro", contains tabs for Content Research, Influencers, and Content Alerts. The bottom section, labeled "Most Shared", contains tabs for Trending Now, Content Analysis, Domain Comparison, and Top Authors.

The search results for "big data" are displayed. The search bar contains "big data" and the "Search!" button is highlighted. The results are sorted by "Twitter Shares" and show a list of content items. The first item is "Data Is the Next Big Thing in Content Marketing" by hbr.org, dated Sep 14, 2015. The share counts for this item are: Facebook Shares (1.5k), LinkedIn Shares (2.3k), Twitter Shares (2.8k), Pinterest Shares (8), Google+ Shares (113), and Total Shares (6.6k).

On the left side, there are filters for "Filter by Date" (24 Hours, Past Week, Past Month, Past 6 Months, Past Year) and "Language" (E.g. French, Español). There is also a "Country (TLD)" filter (E.g. Germany, .de) and a "Filter domains" section.

GOOGLE TRENDS - GOOGLE.COM/TRENDS/



HUBSPOT'S TOPIC GENERATOR - WWW.HUBSPOT.COM/BLOG-TOPIC-GENERATOR



The screenshot shows the HubSpot website header with the logo, navigation links (SOFTWARE, ABOUT, AGENCIES, PRICING, BLOGS), and a 'FREE TRIAL' button. Below the header is an orange banner with the title 'HUBSPOT'S BLOG TOPIC GENERATOR' and the subtitle 'DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.' The main content area is white and contains instructions, a disclaimer, and three input fields for nouns. A 'GIVE ME BLOG TOPICS!' button is at the bottom right.

HubSpot

SIGN IN

SOFTWARE + ABOUT + AGENCIES PRICING BLOGS + FREE TRIAL

HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.

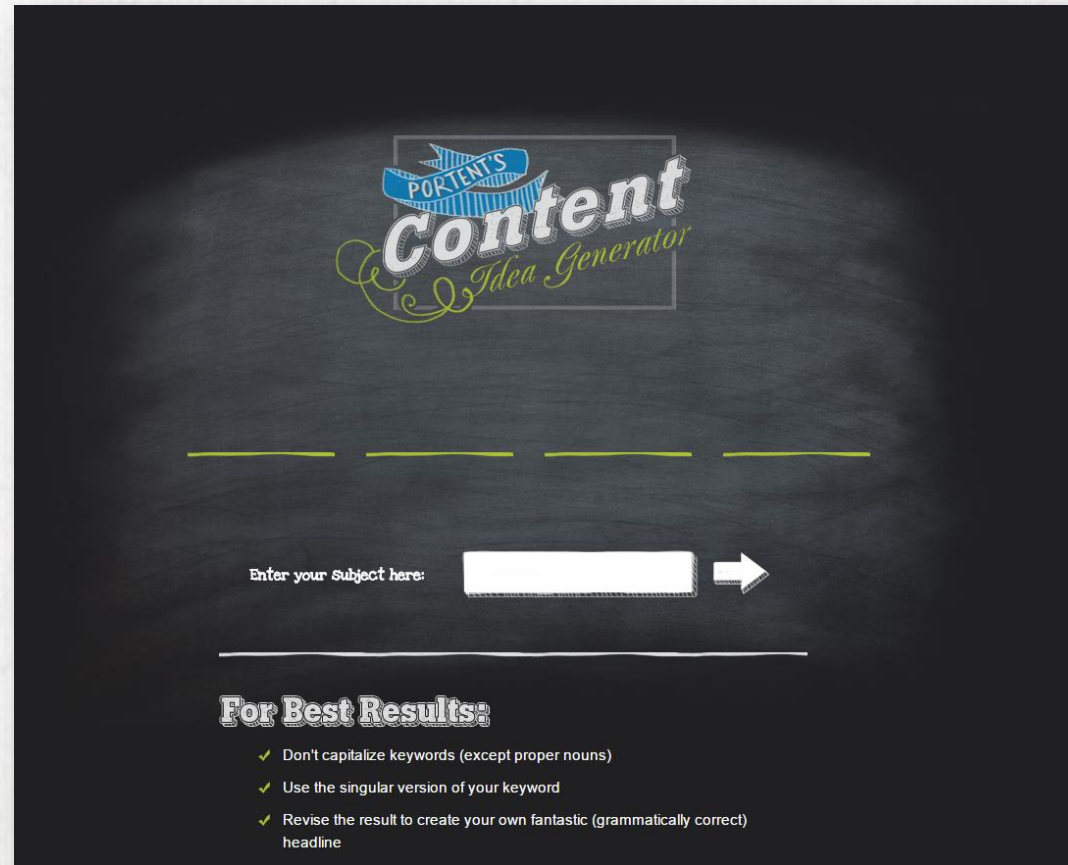
? Noun 1

Noun 2

Noun 3

GIVE ME BLOG TOPICS!

PORTENT IDEA GENERATOR - WWW.PORTENT.COM/TOOLS/TITLE-MAKER



The screenshot shows the Portent Content Idea Generator interface. At the top, there is a logo for "PORTENT'S Content Idea Generator" with "PORTENT'S" in a blue banner, "Content" in a large white serif font, and "Idea Generator" in a green script font. Below the logo is a horizontal dashed line. Underneath the line is the text "Enter your Subject here:" followed by a white rectangular input field and a white right-pointing arrow. Below the input field is another horizontal dashed line. At the bottom, the text "For Best Results:" is followed by a list of three instructions, each preceded by a green checkmark.

PORTENT'S
Content
Idea Generator

Enter your Subject here: →

For Best Results:

- ✓ Don't capitalize keywords (except proper nouns)
- ✓ Use the singular version of your keyword
- ✓ Revise the result to create your own fantastic (grammatically correct) headline

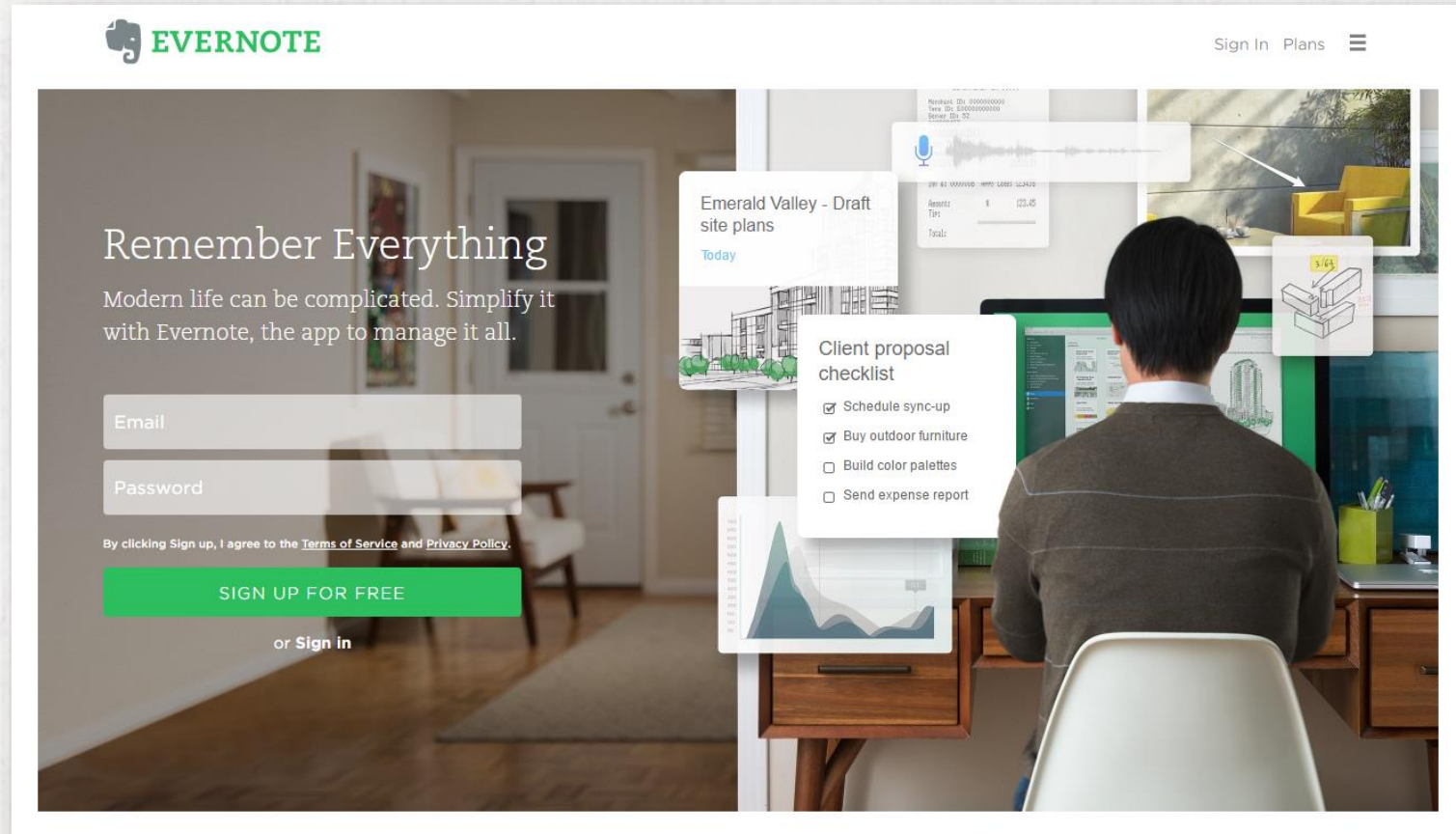
REDDIT – REDDIT.COM



PLANNING

ORGANIZING YOUR IDEAS

EVERNOTE – EVERNOTE.COM



GOOGLE KEEP – GOOGLE.COM/KEEP

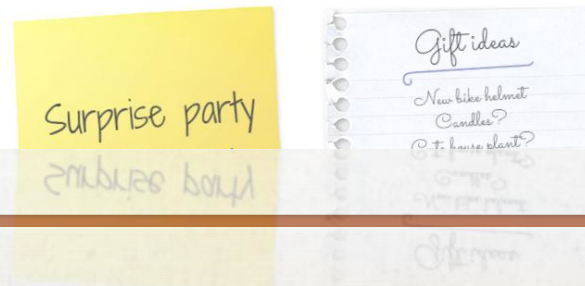
Save your thoughts,
wherever you are

[Try Google Keep](#)

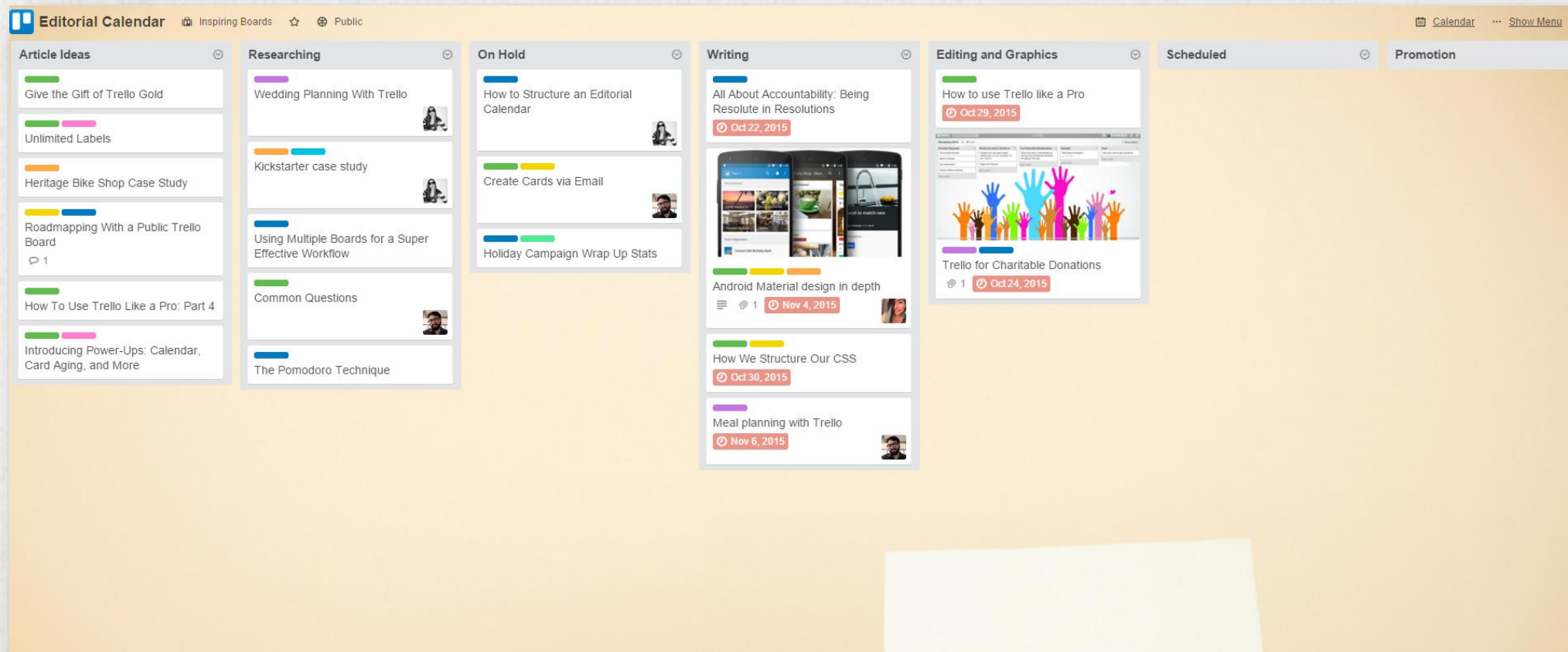


Capture what's on your mind

Add notes, lists, photos, and audio to Keep.



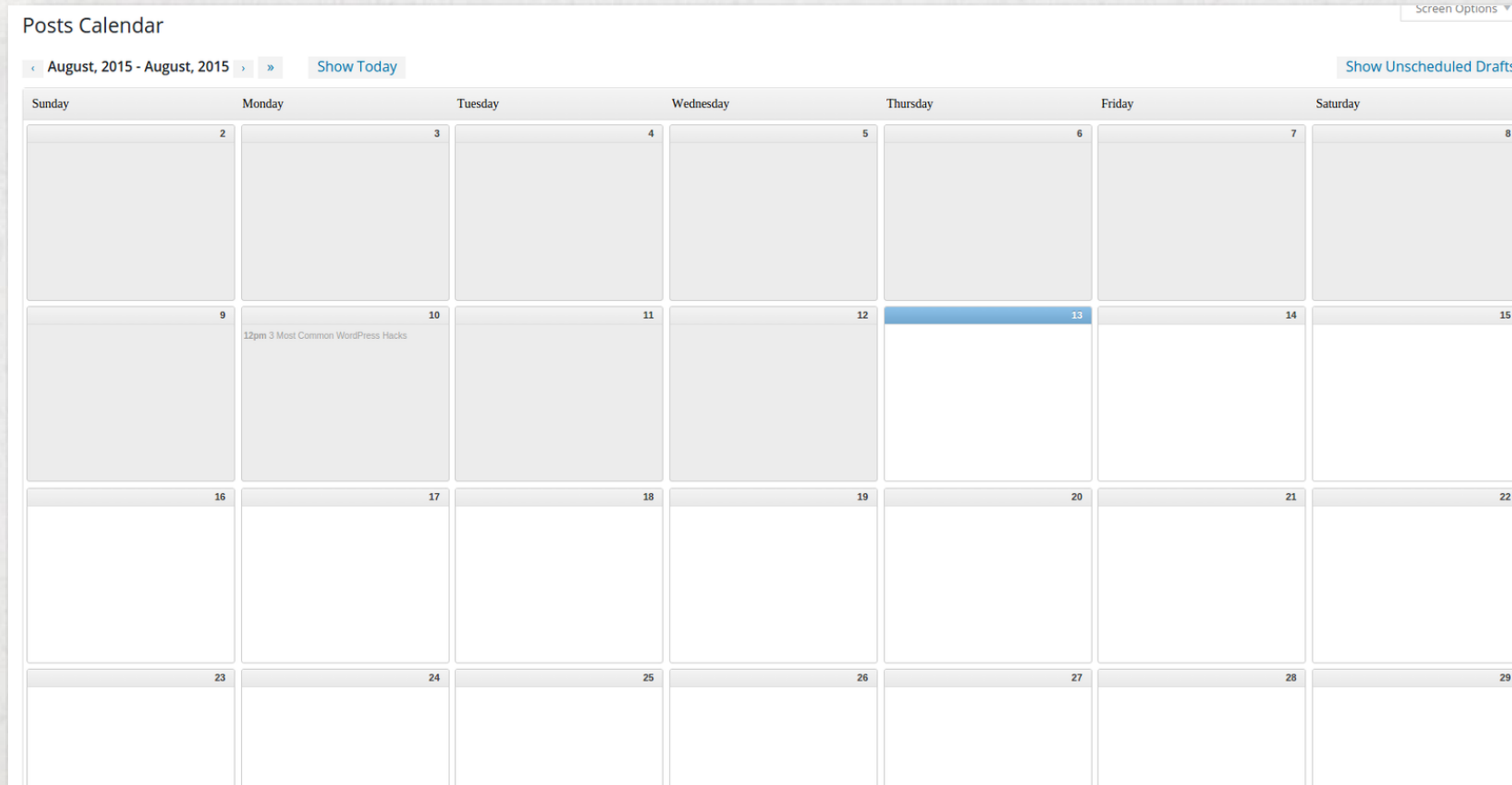
TRELLO – TRELLO.COM



COSCHEDULE – COSCHEDULE.COM



EDITORIAL CALENDAR PLUGIN - WORDPRESS.ORG/PLUGINS/EDITORIAL-CALENDAR/



EDIT FLOW PLUGIN - WORDPRESS.ORG/PLUGINS/EDIT-FLOW/

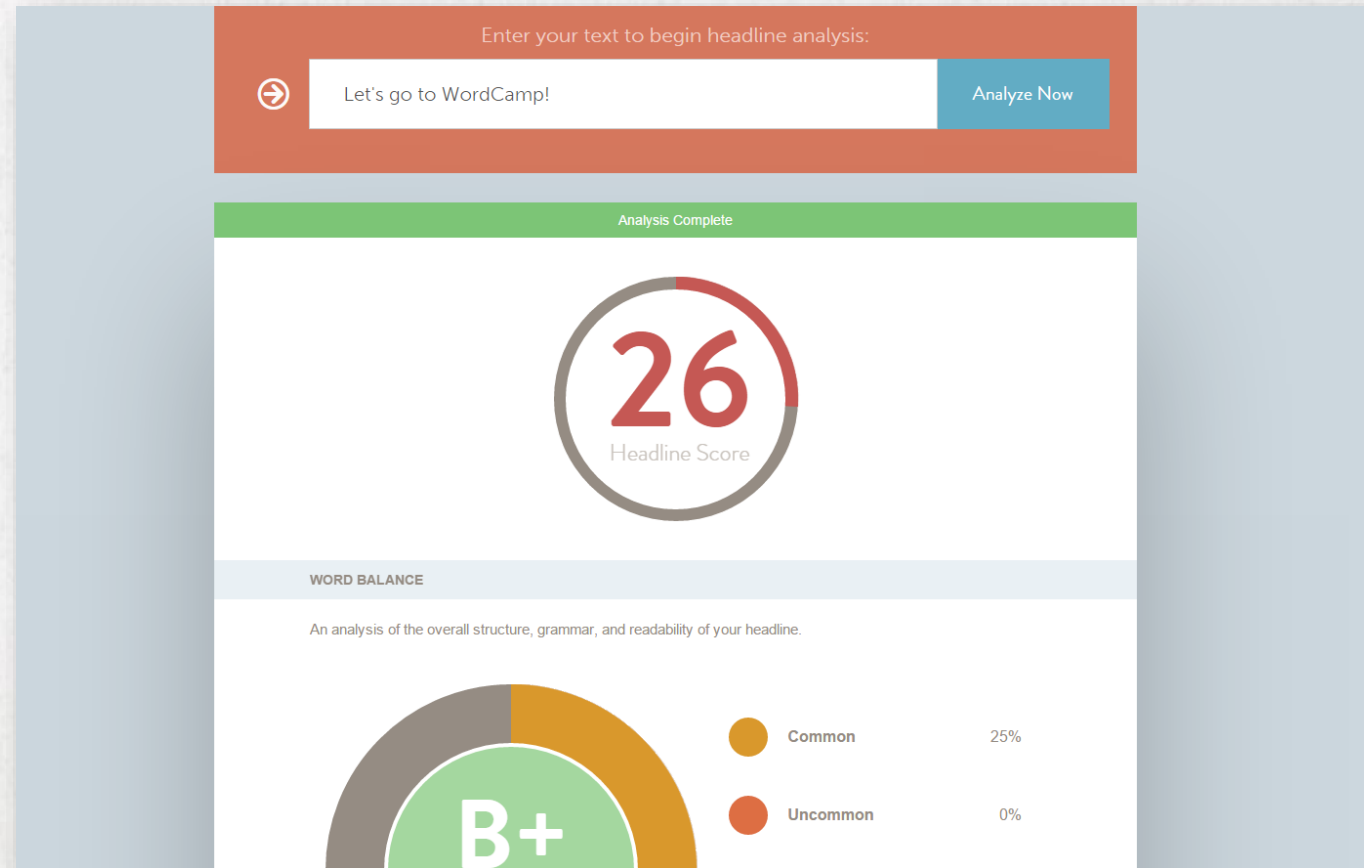
View all statuses ▾ View all categories ▾ View all users ▾ Filter Reset

Sunday	Monday	Tuesday	Wednesday	Thursday
1 True Talk Published	2 Paperclips Published Netflix Website Redesign Published	3 Today Giganto Fly In Progress Pebbles Draft	4	5
8	9 WSU Mindstorms Challenge 2009 Adam Vector Assigned	10 Pending Review	11	12 Study Abroad covers Scheduled
15	16	17	18	19
22	23	24	25	26

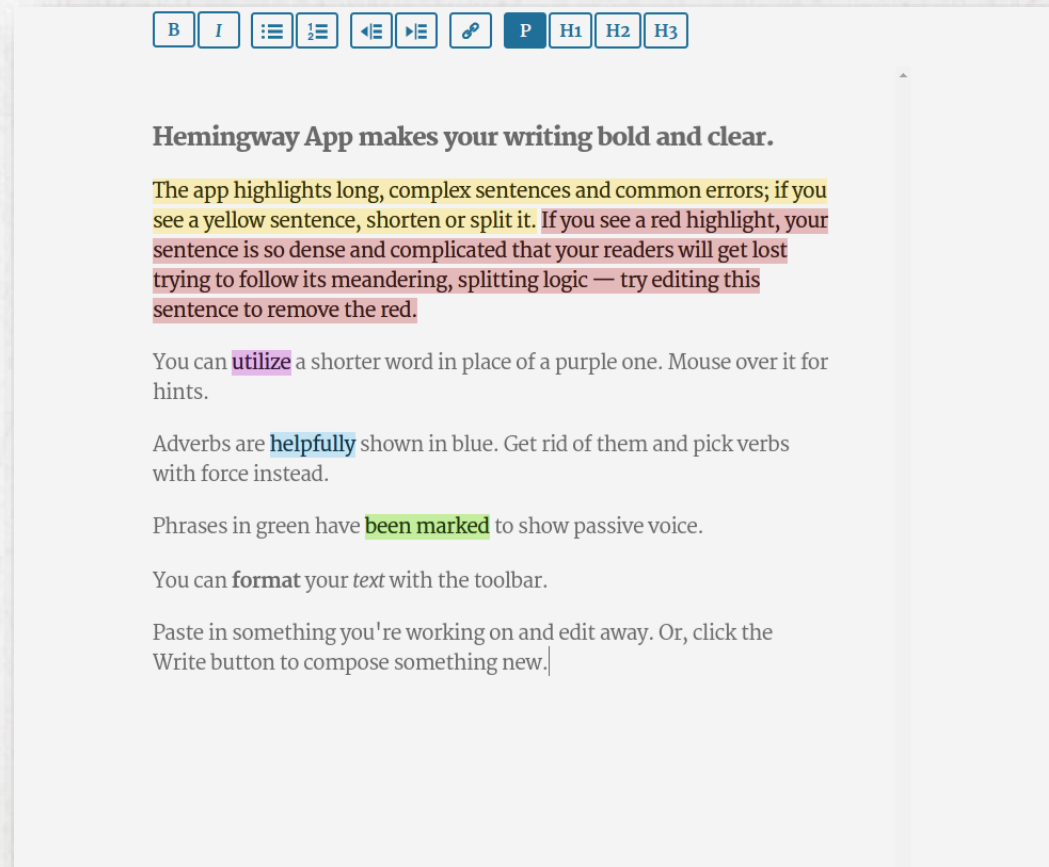
CREATING & EDITING

WRITING YOUR POST

COSCHEDULE HEADLINE ANALYZER- COSCHEDULE.COM/HEADLINE-ANALYZER



HEMINGWAY EDITOR - HEMINGWAYAPP.COM



YOAST SEO - WORDPRESS.ORG/PLUGINS/WORDPRESS-SEO/

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview:

[WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast](#)
[yoast.com/wordpress/seo/](#)
The most complete **WordPress SEO Plugin**, Yoast's **WordPress SEO plugin** is an All in One **SEO** solution for your **WordPress** blog, used by experts worldwide.

Focus Keyword:

wordpress seo plugin

Your focus keyword was found in:
Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **No**
Content: **Yes (11)**
Meta description: **Yes (2)**

SEO Title:

WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast

Title display in search engines is limited to 70 chars, **6** chars left.

Meta Description:

The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for your WordPress blog, used by experts worldwide.

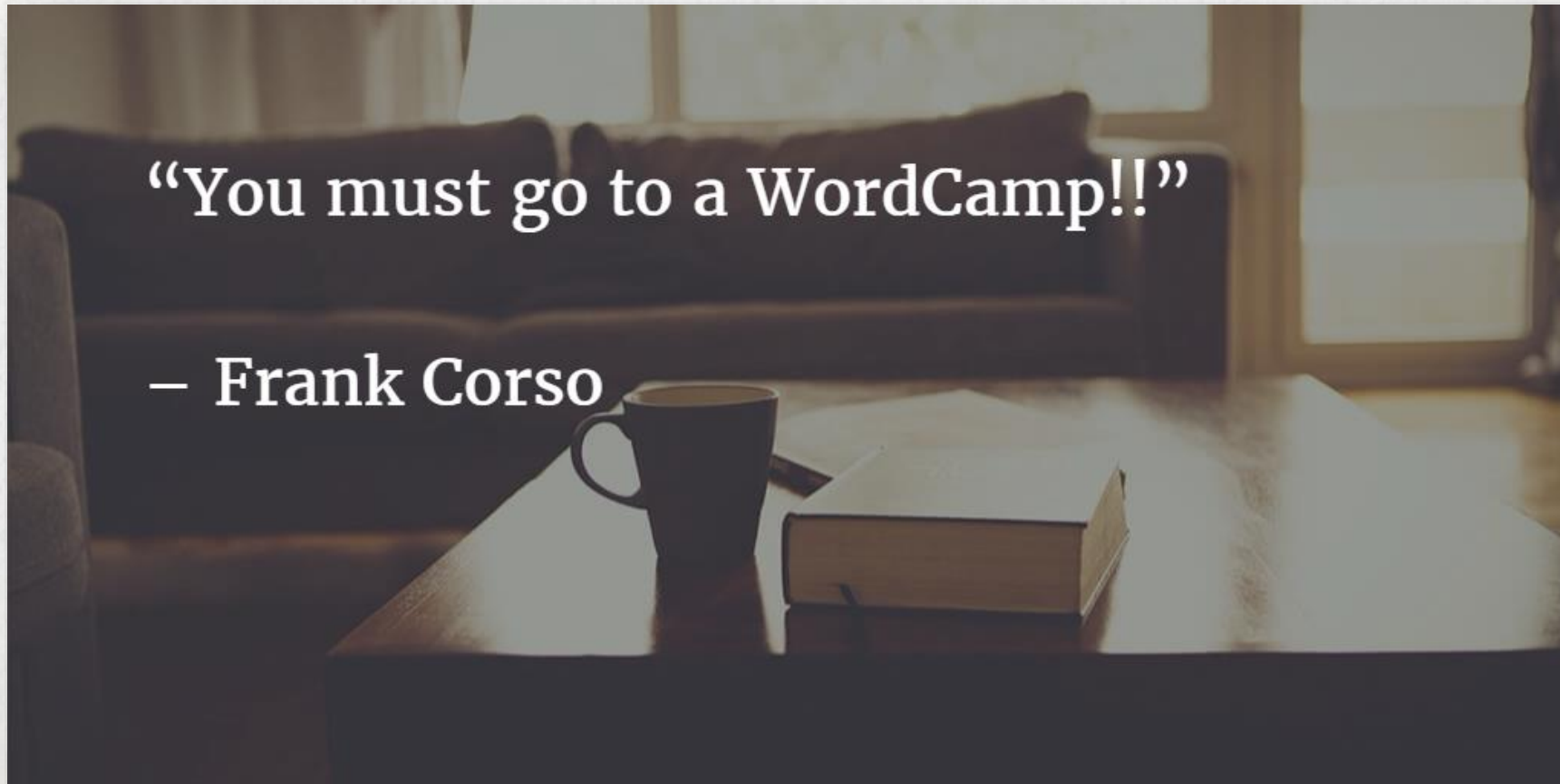
The meta description will be limited to 156 chars, **6** chars left.

IMAGE INJECT PLUGIN - WORDPRESS.ORG/PLUGINS/WP-INJECT/

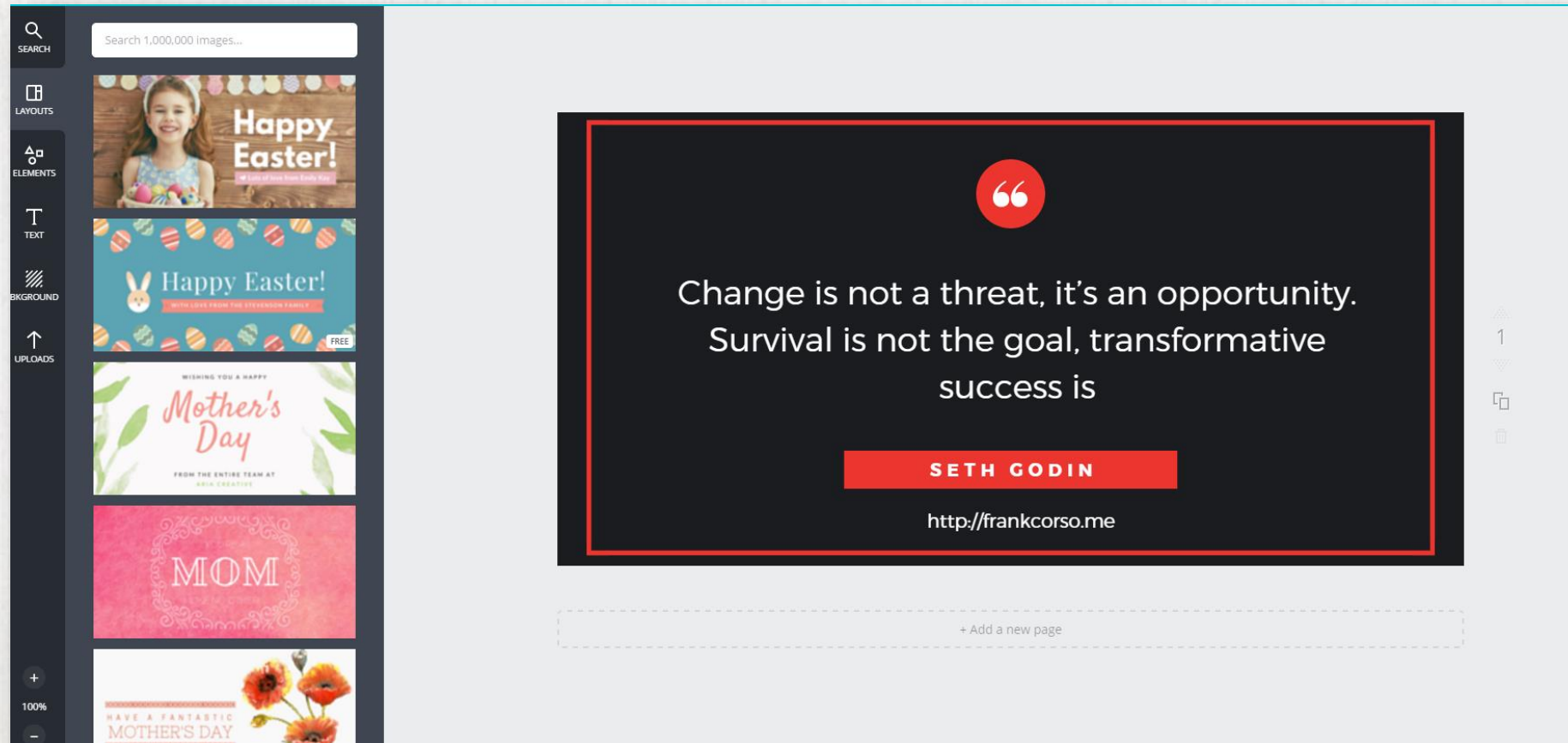
WP Inject

[→ Copy Title](#) [→ Copy SEO Keyword](#)

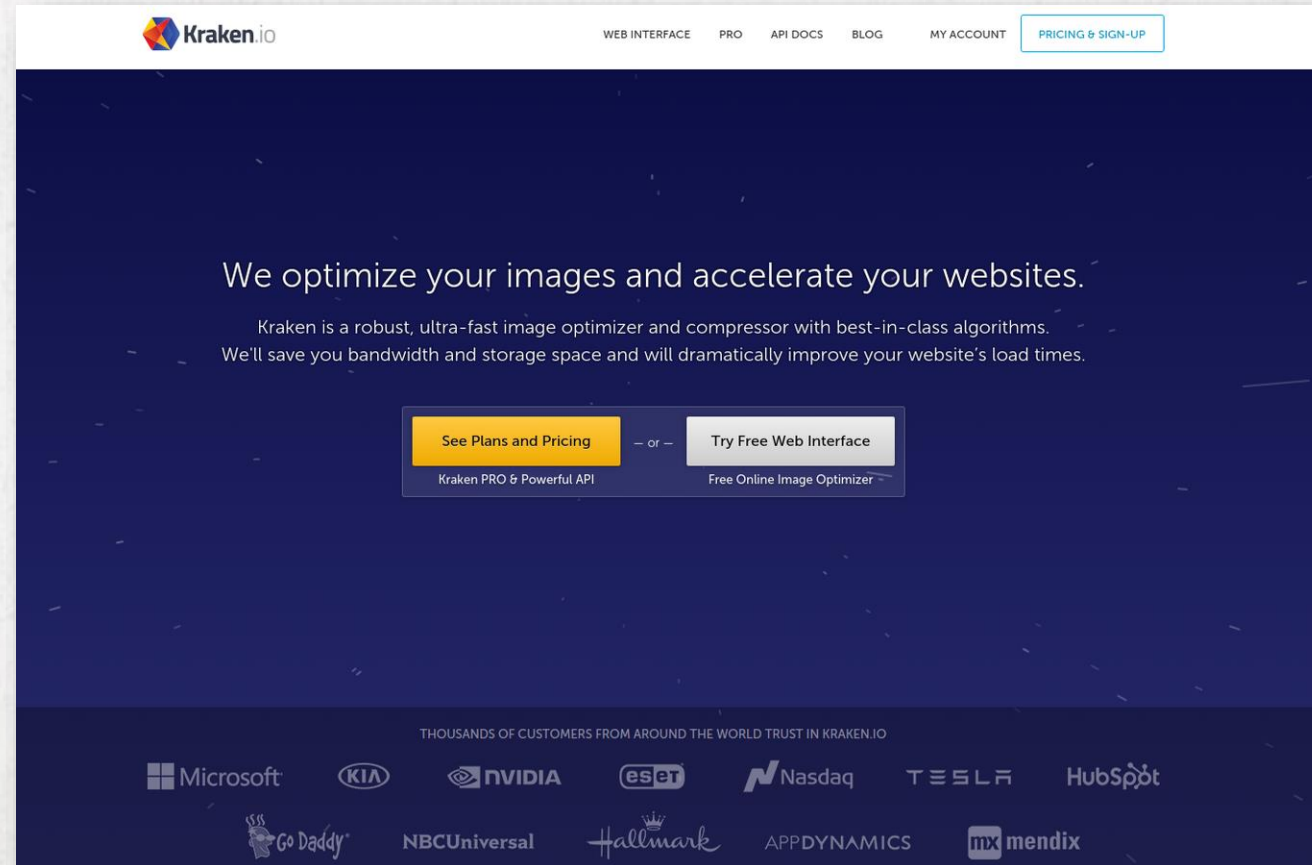
PABLO - [HTTPS://BUFFER.COM/PABLO](https://buffer.com/pablo)



CANVA – CANVA.COM



KRAKEN – KRAKEN.IO



EWWW IMAGE OPTIMIZER - [WORDPRESS.ORG/PLUGINS/EWWW-IMAGE- OPTIMIZER/](https://wordpress.org/plugins/ewww-image-optimizer/)



PRE-PUBLISH POST CHECKLIST- [WORDPRESS.ORG/PLUGINS/PRE-PUBLISH-POST-CHECKLIST/](https://wordpress.org/plugins/pre-publish-post-checklist/)

Pre-Publish Checklist

Default Checklist

- ☒ Check the post title for SEO
- ☐ Make sure to pick a featured image

MARKETING

GETTING YOUR POST OUT THERE

BETTER CLICK TO TWEET - WORDPRESS.ORG/PLUGINS/BETTER-CLICK-TO- TWEET/

adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my

Create beautiful Click To Tweet boxes in your blog posts.

CLICK TO TWEET 

This WordPress plugin allows you to easily create tweetable content for your readers. Use pullquotes and custom messages inside the body of your blog post to highlight your content for the reader and make it simple for them to share on Twitter.

REVIVE OLD POST - WORDPRESS.ORG/PLUGINS/TWEET-OLD-POST



Revive Old Post PRO
(Former Tweet Old Post)

- Choose the time between posts.
- Choose the number of posts to share.
- Use hashtags to focus on topics.

themeisle
SHARE NEW AND OLD POSTS TO
TWITTER AND FACEBOOK

After 6 months of hard work, w

Revive Old Post by Themeisle

Once you click start sharing a post w

Twitter Login
Login using your twitter account

Facebook Login
Login using your facebook account

LinkedIn Login
Login using your linkedin account

Post Content
What do you want to share?

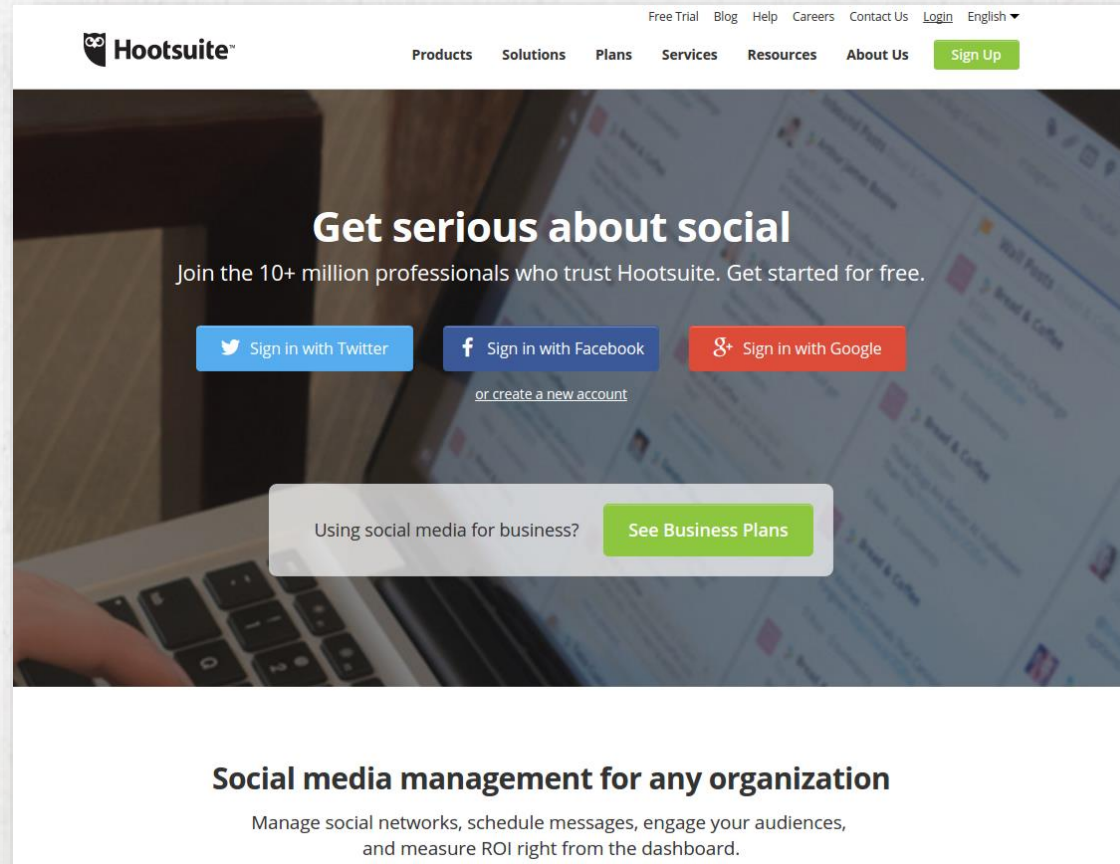
Post Content Custom Field
Which custom field do you want to share?

Add a

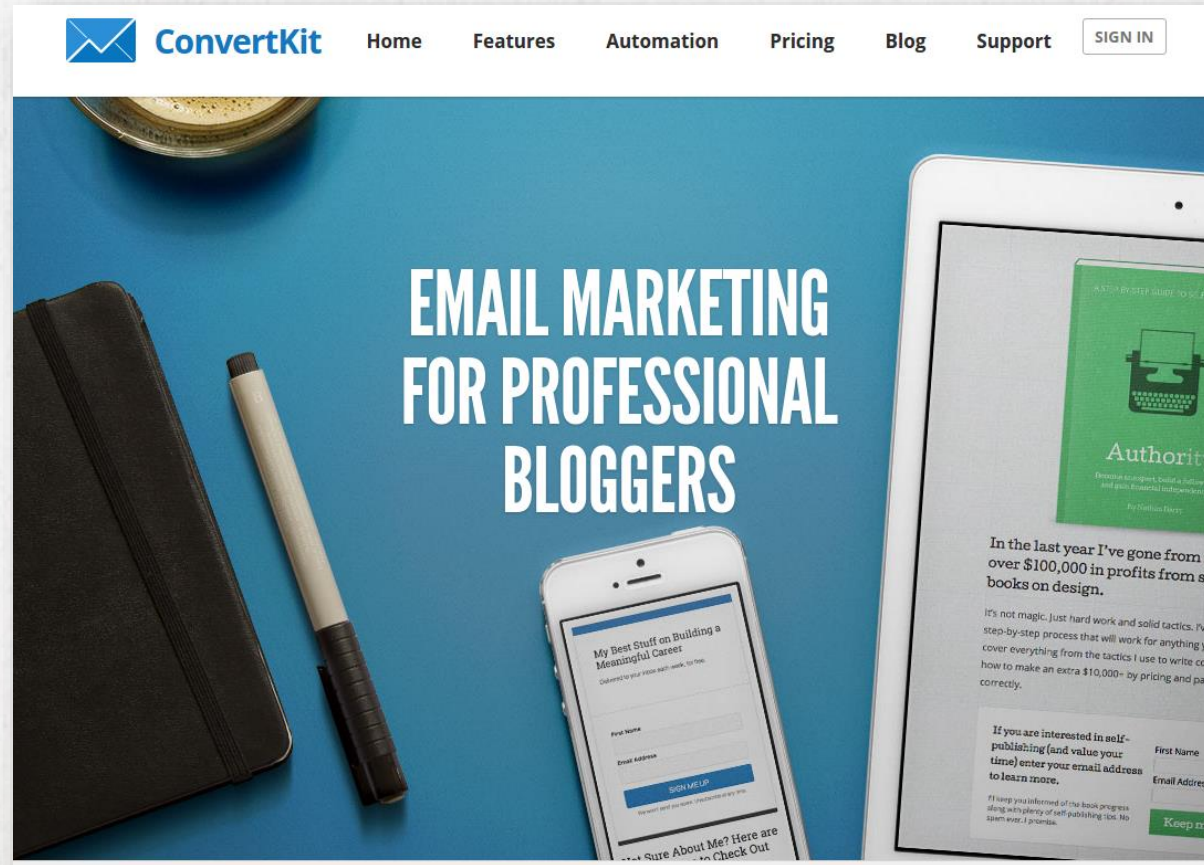
Add acco

Title Only

HOOTSUITE – HOOTSUITE.COM



CONVERTKIT – CONVERTKIT.COM



Please tweet to me at @fpccorso to let me know what you thought of the talk

GET THE BLOGGING TOOLKIT PDF

Get the blogging toolkit PDF at frankcorso.me/toolkit/