

THEMETRY

10 Free Tools You Need for Better, Catchier Content

The content marketing process can often be a very time-consuming and labor-intensive one if not approached correctly. Luckily for us, WordPress has a number of plugins available to make establishing an editorial flow for your website's content seem like child's play. See our article: [8 Tools You Need to Establish an Editorial Flow Process in WordPress](#)

WordPress is no doubt a fantastic tool, but it doesn't always cater to the creatives who need help developing editorial content before it gets to the review, optimization, or publication stages. That's why it's important to consider a mix of WordPress and non-WordPress tools to assist in the content creation process.

Here are our top 10 picks for free-to-use editorial tools every marketer (and developer) should have in their arsenal:

1. [Evernote](#): Because sometimes the best ideas happen when you're on the go.
2. [Hubspot Topic Generator](#): Tired of writing the same ol' thing? Get some help.
3. [Answer the Public](#): Funny looking old guy tells you what your audience really wants to know.
4. [Google Drive](#): Keep the draft clutter to a minimum in WordPress and start on Google Drive.
5. [Easy Content Templates](#): Why re-create the wheel if you don't have to?
6. [Hemingway App](#): A much friendlier markup tool than your editor's red pen.
7. [Just Writing](#): We're too easily distracted these days. Keep it simple and keep it focused.
8. [Headline Analyzer](#): Because your audience deserves a great hook.
9. [Plagiarism Check](#): Intentional or not, copying someone else's work will spell bad news for your business.
10. [Canva](#): You don't have to be a professional designer to create awesome-looking visual content anymore.