

# YOUR NO-NONSENSE CONTENT TOOLKIT

KenziWrites.com



## *Hey there!*

I'm Kenzi. I'm a marketer turned blogger based in sunny San Antonio, Texas. I partner with marketing agencies and entrepreneurs to write mouthwatering content that increases web traffic and builds authority.

You want content that converts, period. But it's not always easy to know what works and what's a drain on your precious time.

After years in the trenches as a marketer and writer, I've developed a toolkit of resources to write amazing content that customers crave. And this isn't a "woo-woo," believe-in-yourself kind of toolkit. It's filled with actionable ways you can improve your content right now.

Everyone's content has room for improvement. If you want to enhance your reader experience and bulk up your bottom line, you need these tools.

With that said, please enjoy your No-Nonsense Content Toolkit! It's a great resource for fast, DIY content fixes.

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## **WANT MORE THAN A DIY SOLUTION?**

For high caliber writing, reach out to me at [kenzi@kenziwrites.com](mailto:kenzi@kenziwrites.com) to review your content goals and needs.

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## Step 1: Analyze your site

It makes no sense to overhaul your content marketing if your site isn't optimized first. Why write amazing blogs if your site loads too slowly, or if you aren't tracking user sessions? Don't skip this step! These tools will make your site faster and more user-friendly.



### Neil Patel SEO Analyzer

Use this nifty tool to analyze your site's SEO and speed.



### ScreamingFrog

If you want a more specific and technical overview of your site's SEO, download ScreamingFrog for free.



### Google Pagespeed Insights

Google provides this free tool to pinpoint any speed issues with your site, both on desktop and mobile.

### SEMRUSH

Want some quick recon of your competitors' sites? Plug their URL into SEMRUSH to see their organic and paid keywords, traffic, and more. You have to create a free account, but it's worth the juicy info!



### Google Analytics

You need analytics to see what content is working and what needs tweaking. Google Analytics is the industry standard for tracking your site's content performance.



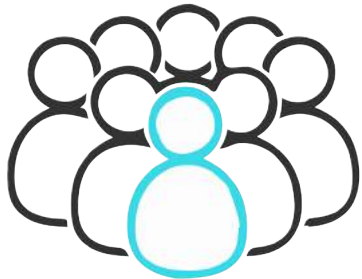
### Moz Keyword Explorer

If you don't have access to Google Keyword Planner, the Moz Keyword Explorer is a great choice! You'll have to create an account, but it's well worth the insight into your keyword strategy for SEO.



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## Step 2: Know your audience

Content is meant to be read. While plenty of people write content that they enjoy reading themselves, the focus of the content isn't about you; it's about your customers. Use these tools to know your audience.



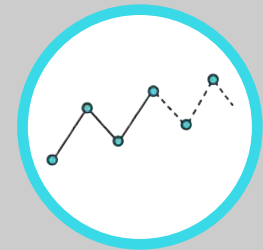
### SurveyMonkey

Much of getting to know your audience is through research and educated guesses. But the easiest way to know your audience quickly is to survey them. Use SurveyMonkey to send your audience quick polls and surveys about the content they'd like to see.



### HubSpot's Make My Persona

We've all heard about the importance of customer personas, but that doesn't mean every company is using them. Well, today's your day! Build your personas quickly and easily with this tool.



### Google Trends

Want to write content that's timely for your audience? Use Google Trends to identify topics that are popular with your audience based on location.

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## Step 3: Create no-nonsense content

It's time to make your masterpiece! Use these tools to write the tight, effective content your audience wants.

*Pssst, Michelangelo didn't paint the Sistine Chapel without help.  
Email me to get a helping pen for your content.*



### Content calendar

The best content isn't written by accident. It's the result of careful planning. Use this nifty Google Sheet to plan your content calendar for the year. The Sheet is view-only; make a copy to edit and tailor to your business.

#### Asana

You need to keep your content calendar and tasks somewhere that's shareable with your team. I use Asana to do just that, and it's free!

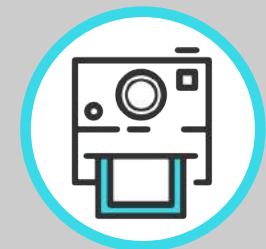


### Portent Title Maker

Need great ideas for your headlines? Use Portent's tool to write titles that entertain, engage, and intrigue.

### Hemingway Editor

Want some extra eyes on your content before you publish it? Use the Hemingway tool to edit your content for grammar, sentence structure, and readability.



### Unsplash

Everyone knows great content needs stunning visuals. Use Unsplash to find eye-catching stock photos.

### Canva

Once you've found your stock photos, you might need to format them to your brand guidelines. Canva is a fast and easy online tool for creating graphics, especially if you don't have Photoshop.

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Ready to produce content that persuades? Give me a ring and let's grow your business together.

**Kenzi Wood**

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