THE BLOG IDEA
GENERATION TOOLKIT

BLULEADZ

One of the biggest challenges marketers face is coming up with new, awesome content ideas.

You're bound to hit the blogger's block at some point. And no copywriter likes that.

THE GOOD NEWS?

There are plenty of awesome tools you can use to spark your creativity.

We curated a list of our favorite online tools our content teams use to build out our editorial calendars with targeted, impactful ideas for blog posts, ebooks, and more.

This toolkit consists of nine of the best resources every blogger and marketer will love. With just one keyword and one click, you can generate hundreds of awesome content ideas within seconds.

Let's dive into the ultimate blog idea generation toolkit.

HubSpot's

BLOG IDEAS GENERATOR

This is one of the best idea generators, thanks to its simplicity. All you have to do is simply fill in three fields with relevant nouns, then hit enter.

You immediately get five working titles for blog posts. If you don't like them, you can simply try again for a new batch.

Plus, if you fill out a form, you get a year's worth of blog ideas!

Build Your Own Blog's

BLOG POST IDEAS GENERATOR

If you have zero idea where to begin with your next post, this is your best bet. The tool's tagline sums it up perfectly — "Ready to serve when your brain is out of service."

You simply click the 'Generate Blog Post Idea' button, and the tool creates a fill-in-the-blank sentence. Brainstorm keywords and relevant phrases you can add, and fill up your editorial calendar in no time!

Portent's
CONTENT IDEA GENERATOR

Similar to other blog idea generators, start using this tool with relevant keywords. The best part about this tool is its unique suggestions.

Portent adds a lot of character and personality to everything they do, including this tool. Their titles are often humorous and always helpful.

IMPACT's
BLOG ABOUT

Not only is this tool well designed, but it also guides you through the entire process of developing awesome headlines.

At the start, you can request topic ideas. Then, you get fill-in-the-blank title structures, where you can add in keywords. As you generate titles you like, you can click the heart icon and save them to your list.

After you're done compiling your titles, enter your email to get the list sent to your inbox.

Another cool feature is the 'Writer's Block' tab on the right side of the screen. Click it to access a doodle tool, where you can sketch and download illustrations.

WebpageFX's

BLOG POST IDEA GENERATOR

This tool is another great starting point when you hit blogger's block. Simply insert a keyword, and the tool gives you a title idea.

The coolest feature for this tool is that they give you a 'Google This Idea' button. As a marketer, you want to research potential ideas to see what is already being said and what new angles you can take.
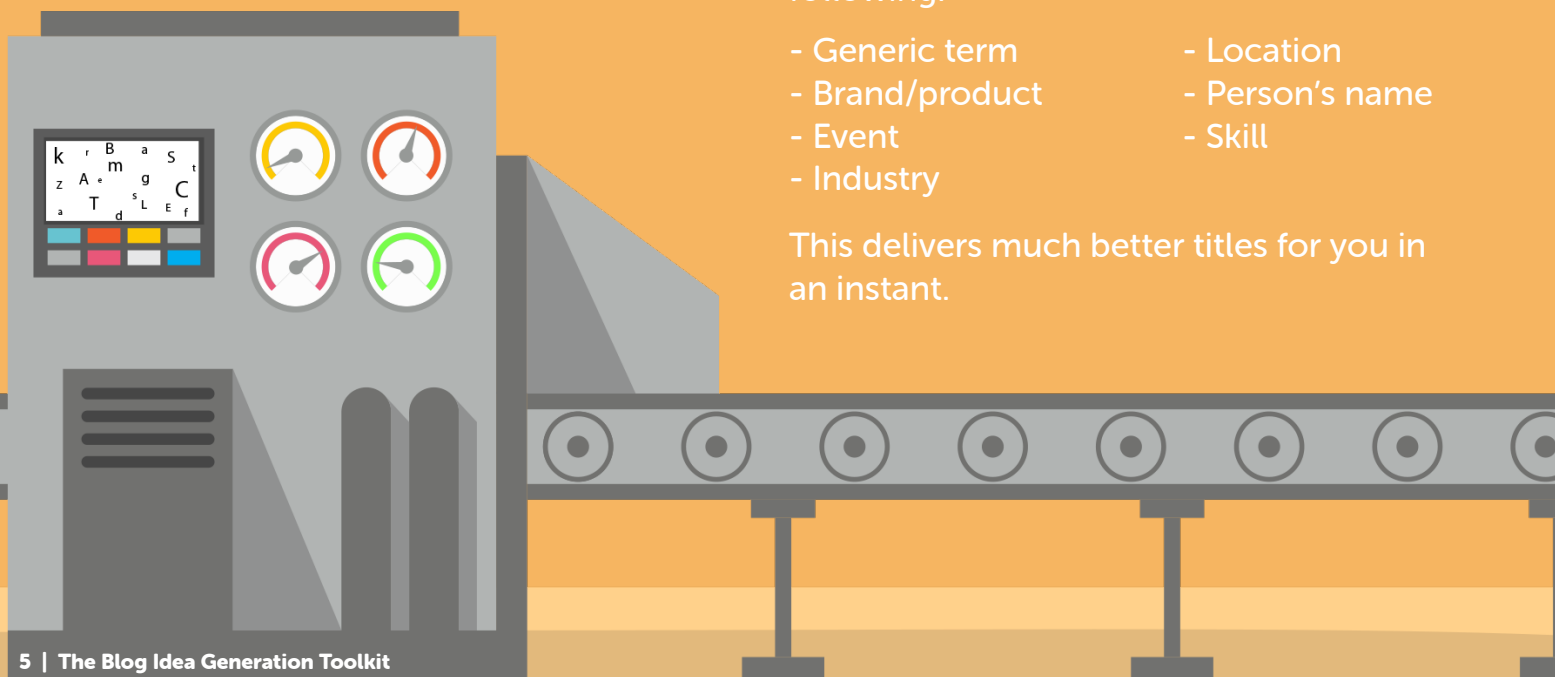
SEOPressor's

BLOG TITLE GENERATOR

One of the most common shortcomings blog idea generators share is that many tend to provide titles that might not make sense or seem irrelevant. SEOPressor's tool addresses this.

When you insert your keyword, you're able to describe what your keyword is. The drop down menu allows you to select the following:

- Generic term
- Brand/product
- Event
- Industry

- Location
- Person's name
- Skill

This delivers much better titles for you in an instant.

DIY Toolkit's
FAST IDEA GENERATOR

This tool is much more than a blog idea generator. When you download this PDF, you can use it to approach opportunities from several different perspectives.

First, you start with a general concept or problem. Then, reference the worksheet to consider alternatives that challenge the 'normal rule.' For example, for the 'addition' approach, you need to think of how to add a new element to the topic.
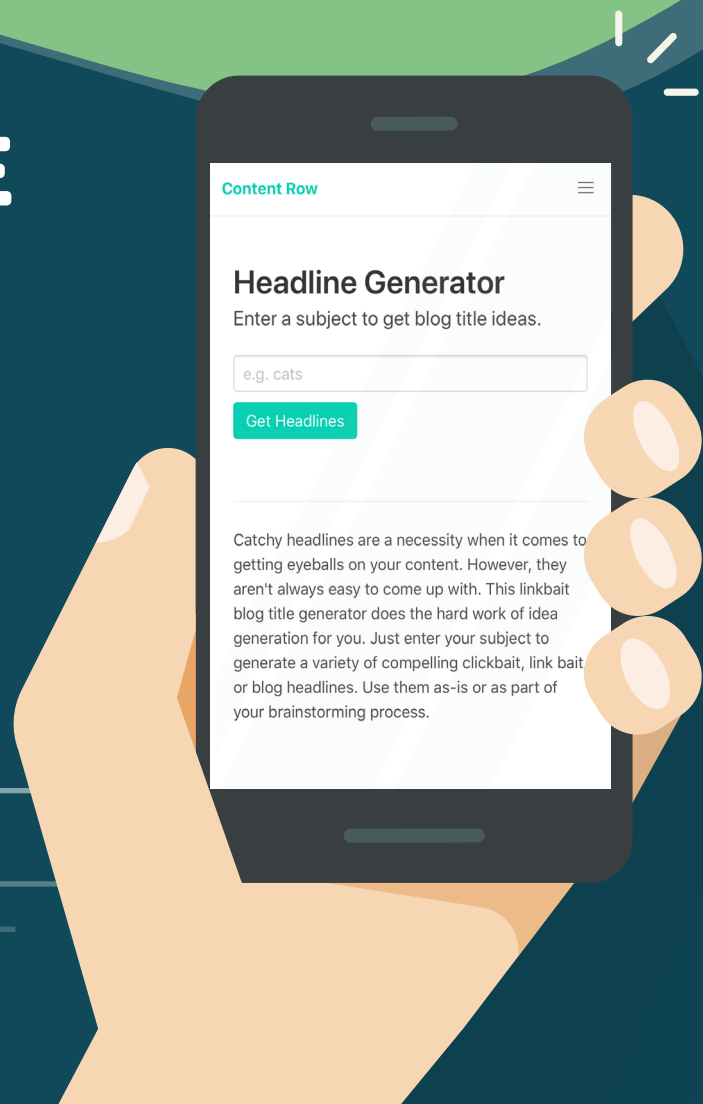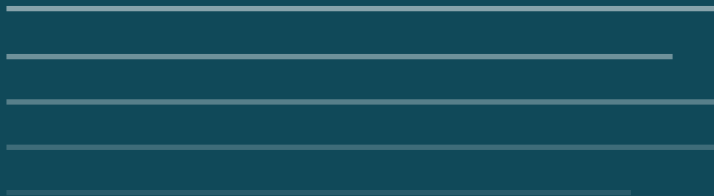
Once you generate ideas from a variety of angles, you can pick and choose the best ones to fully develop into blog posts.

Content Row's
LINKBAIT TITLE GENERATOR

When you're sick of overly generic titles, this is the best tool to turn to. It generates dozens of unique, interesting title suggestions based on your keyword.

At the very least, these catchy headlines will get your brainstorming session in motion.

Content Row

Headline Generator
Enter a subject to get blog title ideas.

e.g. cats

Get Headlines

Catchy headlines are a necessity when it comes to getting eyeballs on your content. However, they aren't always easy to come up with. This linkbait blog title generator does the hard work of idea generation for you. Just enter your subject to generate a variety of compelling clickbait, link bait or blog headlines. Use them as-is or as part of your brainstorming process.

Backlink Generator's
TITLE GENERATOR

While many suggestions are generic, this tool is super easy to use. It offers hundreds of title options in just a few seconds.

Use this to spark some inspiration for different angles. Also, if you get generic titles, you can tweak them a bit to be more engaging and interesting for your audience.

generated list

Generating ideas is one of the most time consuming, frustrating aspects of content creation. As a marketer, you're likely on the hook for creating plenty of blog posts, ebooks, and other content assets every week.

Fortunately, you don't have to waste any more time watching your cursor blink on a blank page.

Integrate these tools into your ideation process so you can deliver unique, engaging content on a consistent basis.