Appendix

Resources

Please note: some of the following links are affiliate links, which means I'll receive a commission if you sign up using them. I've used the products and services recommended below.

General Writing Tools

- **Grammarly** (http://blgsmth.tips/grammarly): A spelling and grammar checking tool that integrates with Google Docs. The Blogsmith uses Grammarly's style guide feature.

- **Help a Report Out (HARO)** (http://blgsmth.tips/haro): A free service matching journalists with expert sources. Sign up for their thrice daily email, with queries organized by industry.

- **How to Establish an Efficient Process for Running Expert Roundups** (http://blgsmth.tips/expert-roundups): The Blogsmith's process for writing an expert roundup article.

- **How to Submit a HARO Query That Gets High-Quality Results** (http://blgsmth.tips/haro-tips): The Blogsmith's advice for submitting useful HARO queries.

- **Databox Blog** (http://blgsmth.tips/databox): Excellent examples of expert roundups to use as a reference point.

- **Google Forms** (http://blgsmth.tips/google-forms): A free tool for collecting feedback and other details. The Blogsmith uses Google Forms to receive expert contributions for articles.

- **CoSchedule's Headline Analyzer** (http://blgsmth.tips/coschedule): CoSchedule's tool for analyzing the effectiveness of headlines based on multiple factors.

- **Sharethrough's Headline Analyzer** (http://blgsmth.tips/sharethrough):

Sharethrough's tool for analyzing the effectiveness of headlines, with actionable guidance to make improvements.

- **Advanced Marketing Institute Headline Analyzer** (http://blgsmth.tips/aminstitute): The Advanced Marketing Institute's tool for analyzing the effectiveness of headlines based on their emotional value.

- **Capitalize My Title** (http://blgsmth.tips/title-caps): A tool to convert titles to proper capitalization, based on your specified style.

- **Copyscape** (http://blgsmth.tips/copyscape): A plagiarism checking tool. The Blogsmith prefers it to Grammarly's plagiarism-checking tool, but both are helpful.

- **Nobias** (http://blgsmth.tips/nobias): A data-driven Chrome extension that helps detect and identify bias in news media.

- **Data.gov** (http://blgsmth.tips/data-gov): A searchable database of the US government's open data, which is helpful for gathering verifiable details about specific industries.

- **Statista** (http://blgsmth.tips/statista): A freemium database of authoritative and trustworthy statistics references. It's a great reference point for writers and editors looking to support claims.

- **Google Journalist Studio** (http://blgsmth.tips/journalist-studio): A free suite of tools for journalists that helps with all the details around reporting—gathering and displaying data, searching niche documents, and fact-checking.

- **The Weinstein Organization Chicago Power Words List** (http://blgsmth.tips/two-chicago): A useful reference list of power words to improve the strength of marketing messages.

- **Urban Dictionary** (http://blgsmth.tips/urban-dictionary): A dictionary for slang and other timely vernacular definitions.

- **Google Docs** (http://blgsmth.tips/google-docs): A user-friendly, collaborative word processing solution built in the cloud.

- **Notion** (http://blgsmth.tips/notion): A no-code platform for storing and organizing important information. The Blogsmith uses it as a company intranet.

Marketing/SEO Tools

- **Lumen5** (http://blgsmth.tips/lumen5): A tool for repurposing blog content as video. Its artificial intelligence (AI) functionality helps speed up the video editing process. Lumen5 videos are a great addition to social posts.

- **CloudApp** (http://blgsmth.tips/get-cloudapp): A screen recording and annotation tool that handles everything from screenshots to videos and GIFs. It helps quickly communicate ideas or direction.

- **Canva** (http://blgsmth.tips/canva): An approachable graphic design tool for creating simple visuals.

- **Design Pickle** (http://blgsmth.tips/designpickle): With expertise in creating ebooks and illustrations, Design Pickle is a graphic design service offering a minimum guaranteed daily queue of designs at a monthly flat rate.

- **Easelly** (http://blgsmth.tips/easelly): With expertise in creating infographics, Easelly is a graphic design service offering a minimum guaranteed daily queue of designs at a monthly flat rate.

- **Envato Elements** (http://blgsmth.tips/envato-elements): A subscription membership that includes access to various stock assets (video, photos, and audio), WordPress themes and plugins, as well as ebooks and course training material for a web designer audience. A subscription includes unlimited downloads for unlimited licenses across unlimited projects.

- **AppSumo** (http://blgsmth.tips/appsumo-home): A marketplace of lifetime software deals for an audience of entrepreneurs. It's a great place to grab a deal on early-stage tools while accepting the risk that some won't be supported forever. However, there's also the likelihood some will become more valuable to your business over time.

- **Depositphotos** (http://blgsmth.tips/depositphotos): A stock photo website with high-quality assets. It periodically runs deals on AppSumo.

- **Surfer** (http://blgsmth.tips/surfer): A suite of useful content search engine optimization (SEO) tools.

- **Moz's Title Tag Preview Tool** (http://blgsmth.tips/title-tool): A tool for previewing

how meta titles would appear on the search engine results page (SERP).

- **Google Search Console** (http://blgsmth.tips/gsc): A free tool for analyzing your organic search performance and issues that may be negatively impacting it. It provides crucial reports around keyword rankings, technical and security errors, plus possible penalties to fix.

- **Keywords Everywhere** (http://blgsmth.tips/keywords-everywhere): A freemium Chrome and Firefox extension for uncovering keyword ideas based on the current SERP.

- **Keyword Surfer** (http://blgsmth.tips/keyword-surfer): Surfer's freemium Chrome extension for uncovering keyword ideas based on the current SERP.

- **Frase** (http://blgsmth.tips/frase): An AI content brief tool.

- **Clearscope** (http://blgsmth.tips/clearscope): An AI content optimization tool.

- **MarketMuse** (https://blgsmth.tips/marketmuse): An AI-powered content research tool.

- **Google Analytics** (http://blgsmth.tips/google-analytics): A straightforward, free web analytics platform. Install it and collect data to help inform business decisions.

- **Fathom Analytics** (http://blgsmth.tips/fathom): A privacy-focused web analytics platform that's comparable to Google Analytics.

- **Hotjar** (http://blgsmth.tips/hotjar): A freemium user feedback platform. By understanding how users interact with a brand's website, you can diagnose and fix any points of frustration.

- **Microsoft Clarity** (http://blgsmth.tips/microsoft-clarity): A free user behavior analytics tool, similar to Hotjar.

- **SerpWatch** (http://blgsmth.tips/serpwatch): A keyword rank tracking tool.

- **JotURL** (http://blgsmth.tips/joturl): A link shortening tool that offers the ability to add branded calls to action, use custom domains, and analyze results.

- **Sprout Social** (http://blgsmth.tips/sprout-social): A social media scheduling tool

with many useful features, including a "social inbox" and data analysis to determine optimal posting times.

- **SleekBio** (http://blgsmth.tips/sleekbio): A link tree tool that expands social profile link limits to provide more than one clickable link.

Style Guides

- **New York University Social Media Style Guide** (http://blgsmth.tips/nyu): New York University's social media style guide. It contains useful specificity and examples that add context.

- **Sprout Social Seeds** (http://blgsmth.tips/sprout-style): Sprout Social's social media style guide. It's presented in a fun, branded visual format and shares a lot of guidance around expectations.

- **University of North Carolina Greensboro Social Media Style Guide** (http://blgsmth.tips/uncg): University of North Carolina Greensboro's social media style guide. It's short but to the point—with examples of what works (and what doesn't), plus platform-specific guidelines.

- **Ask the Editors** (http://blgsmth.tips/ask-the-editors): *AP Stylebook* editors' weekly column about previously unresolved issues of style.

- **Mailchimp Content Style Guide** (http://blgsmth.tips/mailchimp-style): Mailchimp's brand style guide. It's well-rounded and about more than the written word.

- **Orbit Media Guest Blogging Guidelines** (http://blgsmth.tips/orbit-media): Orbit Media's brand style guide for facilitating blog guest contributions.

- **BuzzFeed Style Guide** (http://blgsmth.tips/buzzfeed): BuzzFeed brand style guide. It has great attention to detail and guidelines for timely news reporting.

- **A List Apart Style Guide** (http://blgsmth.tips/alistapart): A List Apart's brand style guide. It has useful guidance for articles that share code samples.

- **Google Developer Documentation Style Guide** (http://blgsmth.tips/google-developer): Google developers' brand style guide. It focuses on technical writing guidance.

- **Microsoft Writing Style Guide** (http://blgsmth.tips/microsoft-style): Microsoft's writing style guide. It has pointed guidance for communicating complex ideas in a simple manner.

- **Atlassian Design System** (http://blgsmth.tips/atlassian): Atlassian's style guide. It has guidance for being inclusive and writing according to the brand's voice and tone.

Recommended Books

- *The Elements of Style* (http://blgsmth.tips/elements): An essential guide to style.

- **Print version**—*The Associated Press Stylebook* (http://blgsmth.tips/ap-stylebook): A reference guide for AP Style.

- **Digital access**—*The Associated Press Stylebook* (http://blgsmth.tips/ap-digital): The digital version of the *Associated Press Stylebook*.

- **Google's Search Quality Rater Guidelines** (http://blgsmth.tips/google-qrg): Google's guidelines for human Search Raters to determine if a web page meets the needs of users at a high enough level of quality.

- *The Adweek Copywriting Handbook* (http://blgsmth.tips/adweek): A guidebook and reference for effective copywriting principles.

- *On Writing* (http://blgsmth.tips/on-writing): Part Stephen King memoir, part writing guidebook.
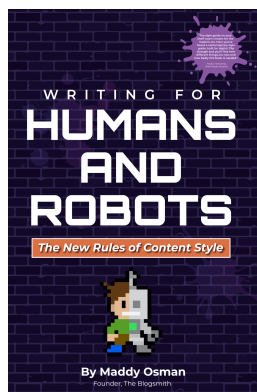
Visit **www.writingforhumansandrobots.com** to learn more about the book, "*Writing for Humans and Robots: The New Rules of Content Style*."