13 Best Content Marketing Tools and Plugins for WordPress (Expert Pick)

Last updated on June 1st, 2023 by Editorial Staff | Reviewed by: Syed Balkhi

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Are you looking for the best content marketing tools and plugins that will help you create killer content for your WordPress blog?

Great content helps you increase your website traffic, get more subscribers, and grow your sales.

In this article, we have hand-picked the best content marketing tools and plugins for your WordPress site.

Why Do You Need Content Marketing Tools & Plugins?

Often businesses rely on their best guesses to create a content strategy. But, each day millions of gigabytes of new content is created on the internet. All of this content competes against each other, which makes it difficult to attract a targeted audience to your website.

Relying on your best guess will not take you very far. This is why smart marketers use tools to create a better content marketing strategy that's data-driven.

These content creation tools not only help you find what to write about, but they also help you see what your users are looking for, and how you can get more traffic for existing content.

That being said, let's take a look at some of the best content marketing tools and plugins for your WordPress site.

1. MonsterInsights

MonsterInsights is the best Google Analytics plugin for WordPress. It allows you to properly install Google Analytics and view your website traffic reports right inside the WordPress dashboard.

Over 3 million website owners use MonsterInsights to see how people find and use their website. You can see your top content, top referral sources, most profitable pages, top affiliate links, audience demographics, and more.

You can even add annotations directly to your MonsterInsights reports whenever you publish a new blog post, run an ad campaign, send out an email, and so on. This makes it easy to track

key changes to your site and see how they impact your traffic.

Aside from keeping traffic stats, MonsterInsights also helps you track user engagement which is extremely useful in planning your content strategy.

Note: There's also a free version of MonsterInsights available that offers powerful features for those who're just getting started.

2. AIOSEO

AIOSEO (All in One SEO) is the best WordPress SEO plugin. Over 3 million websites, including WPBeginner, use AIOSEO to improve their search engine rankings.

Often people don't understand the full power of this plugin. It doesn't just add meta tags and focus keywords. It's a complete content optimization suite with tons of features and built-in

recommendations to help you improve your website.

One of these powerful features is the TruSEO On-Page Analysis. This scores your optimization efforts and provides an actionable checklist to help you unlock maximum traffic for each page.

Other powerful features include rich snippets schema, social media integration, automatic internal linking, ChatGPT AI tools, headline analyzer, and more.

For more on this topic, see our complete WordPress SEO guide with step-by-step instructions that will take your website SEO to the next level.

Note: There's a free version of AIOSEO available that's great for those who're on a budget.

3. PublishPress

Having a proper editorial workflow helps you create useful content on a regular basis. With the PublishPress suite of plugins, you can create an editorial calendar, schedule and manage WordPress revisions, customize WordPress permissions for editors or contributors, and more.

All these things come particularly handy if you are running a multi-author WordPress blog. For detailed instructions, see our guide on how to improve your editorial workflow in WordPress.

4. Semrush

Used by thousands of SEO professionals, Semrush is another one of the best SEO tools on the market. It allows you to easily gather analytics and competitor insights to help improve your own SEO.

You can learn about your competitor's top organic keywords, how they get backlinks, their advertising strategy, and more. It also helps you monitor your own keywords and backlinks, find out keywords that you can easily rank for, and tons of other useful data that you can use to improve your content strategy.

Plus, it seamlessly integrates with AIOSEO so that you can discover additional related keywords right from the WordPress editor.

Alternatives: If you're looking for a free keyword research tool, try WPBeginner's Keyword Generator. It instantly generates 300+ new keyword ideas from Google based on your main keyword.

You can also use WPBeginner's free Keyword Density Checker to discover what keywords your competitors are optimizing for.

5. Ahrefs

Ahrefs is another popular tool to find out why your competitors are ranking higher than you, and what you can do to outrank them in search results. It comes with keyword explorer and content research tools, which help you find out what kind of content is ranking for those keywords and why.

It has a powerful crawler that monitors the web. You can use it to track your backlinks, search rankings, competitor backlinks, paid advertising keywords, and more.

6. Canva

Not everyone can create beautiful images for their blog posts. This is where Canva comes in. It helps you create beautiful images for your blog posts like a pro without worrying about copyright.

It comes with a powerful yet extremely simple image editing tool that runs in your browser. You can select from a large number of templates, graphics, icons, banners, and infographics to use as a starting point. Once you are done editing, simply export the image and use it in your articles.

7. Grammarly

Grammarly is one of the best online grammar checker tools for WordPress users. It works in any writing area, including your WordPress post editor. You can install it as a browser add-on for Google Chrome, Firefox, and even Microsoft Edge.

Upon installation, it will show an indicator at the bottom right corner of the writing area. Clicking on the indicator will show you the number of errors. Spelling, grammar, and contextual errors will be highlighted with an underline as you write.

8. reSmush.it

Large images take longer to load which can negatively affect your WordPress speed and performance. You need to optimize your images for the web before uploading them to WordPress.

reSmush.it is one of the best WordPress image compression plugins for WordPress. It can automatically reduce image file size without affecting quality. It also offers a bulk optimization option that allows you to quickly optimize older images on your website.

9. IFTTT

IFTTT is a popular web tool that allows you to automate your social media profiles. You can connect with many popular services including WordPress and all major social networking websites.

After that, you can create recipes or applets for any of these services. This enables you to automatically share WordPress posts on social media, trigger retweets, share photos, and more.

10. Shared Counts

Shared Counts is one of the best social media plugins for WordPress. It allows you to easily add social media sharing buttons to your blog posts. It can also display share counts for each platform as well as the total number of shares for your article.

Unlike other social media plugins which slow down your website, Shared Counts is highly optimized for speed. It comes with only the best social media websites and multiple button styles that you can use.

11. PushEngage

Did you know that push notifications are a smart way to get more returning visitors to your blog? In fact, on WPBeginner, push notifications are consistently the top 5 traffic source. Yet most sites aren't using this powerful tool.

PushEngage makes it easy to set up push notifications on your site, and it even comes with a free plan that includes up to 2,500 subscribers and 120 notification campaigns each month.

To get started, see our article on how to add push notifications in WordPress.

12. Revive Old Posts

Sometimes your blog's old articles will get neglected due to a lack of time and resources. Revive Old Posts helps you solve this by automatically sharing your old articles on your social media profiles.

This helps you promote your old articles automatically while actively driving traffic to your blog. It also helps your new social media followers discover content that they may have missed before.

13. OptinMonster

More than 75% of visitors abandoning your website will leave and never come back. This is where you need OptinMonster.

It is the best lead generation software that helps you convert abandoning website visitors into subscribers, customers, and followers.

It comes with beautiful optin forms, that you can connect with your email marketing service or CRM software. You use it to effectively reduce bounce rate, increase user engagement, boost email subscriptions, and lower cart abandonment.

Bonus Content Marketing tools

- ThirstyAffiliates – it's a great WordPress plugins for managing affiliate links and maximizing the revenue from your website.

- MemberPress – top WordPress membership plugin that helps you create and sell online courses, premium content membership, and more.

- Missed Schedule Post Publisher – this plugin helps you ensure that your schedule posts are always published on time.
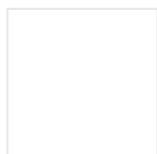
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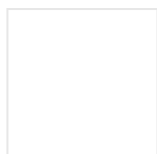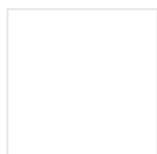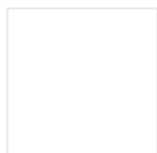
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Editorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi with over 16 years of experience in WordPress, Web Hosting, eCommerce, SEO, and Marketing. Started in 2009, WPBeginner is now the largest free WordPress resource site in the industry and is often referred to as the Wikipedia for WordPress.

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Syed Balkhi

Nov 1, 2023 at 2:24 pm

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Kabsha Majid

Nov 19, 2023 at 12:16 pm

I have personally used Grammerly, Ahrefs, and Canva and they are really amazing. It's
a good list of plugins to work with.

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WPBeginner Support   ADMIN

Nov 20, 2023 at 1:36 pm

Thanks for sharing the ones that you use

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Diana Swaney

Nov 5, 2019 at 5:50 pm

Thank you very much!

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WPBeginner Support   ADMIN

Nov 6, 2019 at 9:26 am

You're welcome

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Wadiyo

May 18, 2018 at 6:38 pm

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Sincerely

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Syed Balkhi. The main goal of this site is to provide
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