

SmartRiseHQ

The Free Tools Starter Kit

11 free tools for better titles, descriptions, campaigns and content - what each one does, when to use it, and the 15-minute weekly routine that ties them together.

Every tool in this kit is free on SmartRiseHQ.com - no account, no install, nothing held back. This guide simply shows you how to get the most out of them.

How to use this kit

Work through the tool list once (about 10 minutes), bookmark the two or three tools that fit your week, then follow the routine on page 3 every Monday. That is the whole system.

The 11 tools

All at smartrisehq.com - linked under each tool.

1. Blog Title Generator

Turns a topic into a list of headline options built from proven title patterns.

Use it when: Starting a post and staring at a blank headline box.

smartrisehq.com/free-tools/blog-title-generator/

2. SEO Title Generator

Generates search-style titles and shows the character count, so titles stay within what search results display.

Use it when: Writing a page title that needs to be clear, keyword-led and the right length.

smartrisehq.com/free-tools/seo-title-generator/

3. Meta Description Generator

Builds a meta description from your topic and keyword, with a live character count.

Use it when: Any new page or post that needs a description written to fit the ~150-160 character target.

smartrisehq.com/free-tools/meta-description-generator/

4. Batch Meta Description Checker

Paste many URLs or descriptions at once and see lengths and issues in a single table.

Use it when: Auditing an existing site's descriptions in bulk instead of one page at a time.

smartrisehq.com/free-tools/batch-meta-description-checker/

5. Blog Outline Generator

Turns a title into a structured outline with headings and section prompts.

Use it when: Planning a post before drafting, so the structure is settled first.

smartrisehq.com/free-tools/blog-outline-generator/

6. Word Counter

Counts words, characters, sentences and paragraphs, and estimates reading time.

Use it when: Checking a draft against a target length before publishing.

smartrisehq.com/free-tools/word-counter/

7. Character Counter

Counts characters with and without spaces, instantly, as you type or paste.

Use it when: Fitting text into strict limits - titles, ads, bios and social posts.

smartrisehq.com/free-tools/character-counter/

8. YouTube Title Generator

Generates title options for a video topic, built for clicks and clarity.

Use it when: Titling a new video and wanting more than the first idea that comes to mind.

smartrisehq.com/free-tools/youtube-title-generator/

9. YouTube Description Generator

Assembles a complete video description - summary, timestamps, links and hashtags.

Use it when: Publishing a video and needing a structured description fast.

smartrisehq.com/free-tools/youtube-description-generator/

10. UTM Builder

Builds campaign URLs with source, medium and campaign fields - and avoids stale parameters from earlier links.

Use it when: Sharing a link anywhere you will later measure in Google Analytics.

smartrisehq.com/free-tools/utm-builder/

11. AI Prompt Generator

Assembles a structured prompt from your goal, context and format choices, ready to paste into a chat AI.

Use it when: You know what you want from ChatGPT or Claude but not how to ask for it well.

smartrisehq.com/free-tools/ai-prompt-generator/

The 15-minute weekly routine

Good SEO is mostly small, repeated maintenance. This is the routine we recommend - five steps, once a week, using only the tools in this kit.

Monday links (3 min)

Build this week's campaign links with the UTM Builder - newsletter, social posts, partner mentions - so every click is measurable in GA4.

One page refresh (5 min)

Pick one underperforming page. Rewrite its meta description with the Meta Description Generator and check the title length in the SEO Title Generator.

Bulk check (3 min)

Run your top pages through the Batch Meta Description Checker and fix anything missing, duplicated or far over length.

Draft check (2 min)

Run your current draft through the Word Counter - right length, sane reading time.

Next week queued (2 min)

Generate next week's post titles with the Blog Title Generator and outline the best one with the Blog Outline Generator.

Keep going with SmartRiseHQ

Honest, research-based reviews and comparisons of the tools online workers actually use - plus a free tool for every job above. One practical newsletter a week, no hype.

smartrisehq.com