

GUIDE

How to choose an AI writing tool

Match the tool to the writing you do: check the price, the free plan, the languages, the integrations and the source of every claim before you pay.

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An AI writing tool is worth paying for when it fits the writing you do every week. Start with the job, then check four things on the vendor's own pages: the price, what the free plan really includes, the integrations you need, and who made the claims you read.

Name the job first

Write down the text you produce most: landing pages, blog posts, emails, social posts, or edits to text you already wrote. A tool that drafts ads is not always a good tool for a 20-page report. Our categories split the market into copywriting, SEO writing, long-form, grammar and editing, paraphrasing and social media. Pick the category before you pick the brand.

Check the price on the vendor's page

Prices change often. On 2026-11-13, the pages we fetched showed a wide spread: Rytr lists a free tier with 10,000 characters a month and paid plans from $9 a month; Wordtune lists a free plan and paid plans from about $5 to $7 a month when billed yearly; Copy.ai lists its Chat plan at $29 a month or $24 a month billed yearly. Your numbers will differ. Read the vendor's page on the day you buy.

Watch the unit, not just the number. Some tools charge per seat, some per word or character, some in credits. A cheap plan with a tight limit can cost more than a dearer plan with room to spare.

Test the free plan on your own text

Many tools offer a free tier or trial. Use it on a real piece of your writing, not a demo prompt. Check three things: does the output need heavy editing, does it keep facts straight, and does it sound like you after a pass? Google advises focusing on accuracy, quality and relevance, and on reviewing generated content before you publish it.

Check what the tool cannot do

Look for the limits page, not the feature page. Word caps, seat caps, language limits and export rules live there. If the vendor does not publish a limit, treat it as unknown, not as unlimited.

Read the terms before you pay

Check the refund rule, the renewal rule and what happens to your content if you cancel. Wordtune offers a free plan; Rytr states yearly billing saves 20 percent. These details matter more than a five-star badge.

Sources

All sources below were fetched and checked on 2026-11-13. That is the access date, not a claim about publication date.

- Google Search Central: Creating helpful, reliable, people-first content, accessed 2026-11-13.
- Rytr, accessed 2026-11-13.
- Wordtune: Pricing, accessed 2026-11-13.

- Copy.ai: Pricing, accessed 2026-11-13.

Frequently asked questions

Is the most expensive AI writing tool the best one?

No. Price tracks seats, credits and extra features, not quality for your specific job. Match the tool to the writing you do and test it on your own text first.

Should I pick a tool from a ranked list?

Use lists to find names, then check each vendor's own pricing and feature pages. A ranked list is a starting point, not a verdict.

Sources

developers.google.com — https://developers.google.com/search/docs/fundamentals/creating-helpful-content
rytr.me — https://rytr.me/