

7

**MUST HAVE FREE
WORDPRESS PLUGINS**
for your business website



CONTENTS

- 01** Wordpress Editorial Calendar
- 02** Paid Memberships Pro
- 03** Wordpress Backup to Dropbox
- 04** Anti-Spam
- 05** Google Analytics for Wordpress
- 06** Brankic Photostream Widget
- 07** Contact Form 7

01

WORDPRESS EDITORIAL CALENDAR

*by Colin Vernon, Justin Evans, Joachim Kudish, Mary Vogt, and Zack Grossbart
<http://wordpress.org/plugins/editorial-calendar/>*

This is an excellent plugin for visually inclined people. It makes it so beneficial to see what posts I have scheduled in the future as well as my drafts that need to be finalised and put into the schedule cycle all conveniently in a calendar view format.

It is also very easy to use and navigate. Once installed, you select calendar from the posts menu to view. From here posts can be easily moved around and changed just by dragging and dropping, editing can be done directly from this view as well as creating new posts. The ability to change the number of weeks viewable on the calendar means I can be organised well into the future and view this in a matter of seconds.

02

PAID MEMBERSHIPS PRO

by Stranger Studios
<http://www.paidmembershipspro.com/>

With the advancement in websites today, especially business sites, the need for a membership plugin is almost mandatory.

Paid Memberships Pro enables you to sell e-courses, members only content as well as monthly or yearly subscriptions with the feature of trial periods as well.

The best thing about PMPro is how easy it is to setup in comparison to other membership plugins. It will literally take you 5 mins, that's it! I call that a winner.

PMPRO MAILCHIMP INTEGRATION

by Stranger Studios

One of the main things I look for in a plugin when testing it out is whether it will make my life easier or not. This plugin does just that, it will automatically add email address from registrations on Paid Memberships Pro into your designated Mailchimp list. Note they also have integration plugins for AWeber and Infusionsoft. Automation = awesome.

03

WORDPRESS BACKUP TO DROPBOX

by Michael De Wildt
<http://wpb2d.com/>

If you only ever have 1 plugin on your website then a backup has to be it. You put hours of work not only into your website creation and maintenance, but countless time dedicated to writing and marketing blog posts as well. It would be terrible if you lost all of it because you didn't have a backup, and please do not rely on your host provider.

WP2DP is ridiculously easy to setup. Literally set it and forget it and all your files are magically backed up in the dropbox cloud. Worry is over.

BACKWPUP

by Inpsyde GmbH

Now obviously if you don't have dropbox then it's not a necessity to go and sign up for it, but you should still have a backup plugin installed. An alternative I would recommend is BackWPUp. It takes a little time to set up but will allow you to set the frequency of backups and what content you want included and have it all conveniently sent to your email address.



04

ANTI - SPAM

by webvitaly

<http://wordpress.org/plugins/anti-spam/>

One of the problems when you get started on wordpress and in particular, blogging, is you start receiving random comments posted that are vague and don't quite look right, these are SPAM. So it makes sense to install a plugin to counteract this problem.

With Anti-spam there is no need for captcha, which I never seem to be able to see what they say which takes multiple attempts, which can be annoying.

The Anti-spam plugin works by adding two extra hidden fields to the comments form. Depending on whether a real person or a bot is filling out the form, it will trigger the response and will either be allowed through or rejected.

Anti-spam is the best no fuss plugin I've come across. You install it. DONE!

05

GOOGLE ANALYTICS FOR WORDPRESS

by Joost de Valk

<http://wordpress.org/plugins/editorial-calendar/>

Too often tracking website data can be overlooked, especially if your business and website traffic are in their early stages and not achieving big numbers.

The best time to setup Google Analytics is when you start, even if you don't look at the reports yet, that information will be there waiting for when you are ready, as it only starts tracking data from when you set it up.

I see a lot of themes now come with an analytics section to add your unique code into, this is

completely ok to use, but it does pose a problem if you decide to redesign and install a new theme then you have to remember to carry over the code to the new theme. With this plugin installed you won't have to worry about it all. Change your theme every month if you like and your analytics code stays put.

ALL IN ONE SEO

by Michael Torbet

If you are stepping up the game and want your ranking for organic searches to boost on your Goggle Analytics reports then All in One SEO is for you. Wordpress is standards compliant as is, but you will need a plugin for extra control and manual SEO. There seems to be a on-going showdown with Yoast plugin for SEO, they both do similar things and really you should go with the one that you feel most comfortable using.



BRANKIC PHOTOSTREAM WIDGET

by Brankic1979

<http://wordpress.org/plugins/brankic-photostream-widget/>

With anyone who's anyone being involved in some form of visual social media, most of us want to represent what we are up to on our websites as well.

I have gone through quite a lot of social photo plugins before I stumbled upon Brankic Photostream Widget plugin.

Now this is a widget plugin so you can only place it in widgetised areas (eg sidebar, footer) but this has never been a drawback for me.

What I love about this plugin is that it looks nice as is, so no extra css markup and the big winner for me was that you can select what pictures you want to feed. Select from Flickr, Instagram, Dribbble or Pinterest and set the number of images to display.

Other plugins were specific to that particular platform so you needed separate plugins for each of them and they never end up looking the same so it was all a bit messy.

Not anymore.

07

CONTACT FORM 7

by Takayuki Miyoshi
<http://contactform7.com/>

This is the only contact form plugin you will need. Its simple yet flexible.

Create as many forms as you want and add them using the generated shortcode easily onto your contact page or sidebar, or footer, wherever you like really.

Contact Form 7 is super popular, which means developers have created many add on plugins to extend the functionality and integration into other software.

Takayuki Miyoshi is always releasing new and improved updates so it just keeps getting better.

