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

version 2.0



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★ = Premium Plugin

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01

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 and takes multiple attempts to get right, kinda annoying right?

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!

02

ADDFUNC HEAD & FOOT CODE

by AddFunc

<https://wordpress.org/plugins/addfunc-head-footer-code/>

If you are advertising on facebook, or twitter etc then you need a way to put a 'pixel' aka block of code into the head section of specific pages to be able to tell if the conversion was successful and determine your conversion rate to give you a benchmark to improve on.

Yadda, yadda, yadda insert big words here haha, stick with me.

AddFunc's plugin makes it super easy to just copy and paste what you need without any hassle.

Highly recommended for when you are starting to up the anti with your website and digital strategy.

BACKUP BUDDY

by iThemes

<https://ithemes.com/purchase/backupbuddy/>

If you only ever have 1 plugin on your website then a backup plugin 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 of your site, and please do not rely on your host provider.

Backup Buddy is my recommendation and is ridiculously easy to setup with the setup wizard.

Schedule your backups and have them sent automatically to your email, dropbox or Google Drive storage. So no worries about relying on your memory to do your backups.

Backup Buddy is a premium plugin and starts at \$80/yr for 2 sites. While that might seem a lot to pay for a plugin, the cost of not having a backup plugin can be x20 that to pay a developer to try and rescue your site, not to mention the stress, and no guarantees of it being fixed.

Do yourself a favour, go grab it now!

04

CLICK TO TWEET

by Todaymade

<https://wordpress.org/plugins/click-to-tweet-by-todaymade/>

You want to make sharing your amazing content easy, not hard. Click to Tweet plugin allows you to do this.

Pull out titles, quotes or any other juicy content and make it tweetable with only 1 click for the user.

It's as easy as wrapping your content in a simple shortcode. Use it anywhere on your site. A highly effective use for your blog posts and getting them to go viral.

05

CONTACT FORM 7

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

This is the only contact form plugin you will need. Its simple yet flexible, and best of all it's FREE.

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.

GRAVITY FORMS

by Rocketgenius Inc



If you are after a premium form plugin then I suggest Gravity Forms. It starts at \$39/yr for 1 website and offers an easy to use form builder that anyone can master.

GOOGLE ANALYTICS BY YOAST

by Team Yoast

<https://wordpress.org/plugins/google-analytics-for-wordpress/>

Oh Google Analytics. Remember that thing you setup way back when because everyone said you should, but you have no idea what to do with it and totally forget to look at it?

Enter Google Analytics by Yoast! Connect your GA account with this plugin and get reports displayed directly into your wordpress site admin.

One great feature I love about his plugin is the ability to exclude admin and editor wordpress roles from GA data, so its not inflated by all those times you are oogling at how much you love your homepage :)

This plugin also allows you to connect your account outside of your theme, so if you decide to change your websites theme, GA will stay connected to your site.

Yoast also offer a premium version with extra features should you need them. You can most certainly get started on the free version though.

MONARCH

by *Elegant Themes*

<http://www.elegantthemes.com/affiliates/idevaffiliate.php?id=30093>

There are a million and one plugins for social media. If I'm brutally honest, most of them are sh!t, the free ones anyway.

That's why I opt for a premium plugin for my social media. Monarch is so easy to use and it doesn't matter how technically backwards you are, it is always going to look f@cking gorgeous. You really can't make it look ugly.

It offers options for both sharing your content and stalking following you. Place your sharing panel anywhere too, sidebar, inline, popup, fly-in, what more do you need?

For follow options you can create a shortcode to place anywhere on your site or a handy widget for sidebars and footers etc.

To get access to Elegant Themes plugins you need to purchase 'Developer' package which is \$89/yr. But you get a wicked amount of themes as well so it's ridiculously good value for your hard earned \$\$.

PRETTY LINK LITE

by Caseproof

<https://wordpress.org/plugins/pretty-link/>

Try this on for size:

www.mywebsite.com/landing-pages/webinars/my-really-awesome-webinar-topic-goes-here

Your on Periscope or Blab and want to share the url to sign up for your upcoming webinar, how many people do you think will be able to get that one down?

This is where Pretty Link Lite saves the day. Set it up to so that people only have to enter:

www.mywebsite.com/webinar and it sends them to your ridiculously long url. Winner!

Or what if someone asks you for the mic you use on your recordings? Send them this?

<http://www.amazon.com/Blue-Microphones-Snowball-Microphone-Textured/dp/B000EOPQ7E>

I think not. How about

www.mywebsite.com/snowball
BOOM!

3rd example and just as useful, is adding linked areas to your youtube videos. Youtube only allows you to link to your website urls, not other external ones. So go ahead and use:

www.yourwebsite.com/fb
www.yourwebsite.com/twitter
www.yourwebsite.com/?

You get the idea right?

It also tracks how many clicks, so you know where your peeps are clicking and where they are not.

Now go get this plugin. I'm so bossy :)

09

REVOLUTION SLIDER

by Theme Punch
<http://revolution.themepunch.com/>

Sliders look pretty, and you want your site to look good too. Revolution Slider will help you do this. Out of the box responsive, with so many different options, it's really so much more than a slider creator.

The drag and drop builder is easy to use and you have control of basically everything on your slider.

You'll spend hours playing around with this one.

The regular licence is available on codecanyon.net for \$19.

LAYER SLIDER

by Kreatura Media



I wanted to give you 2 options for sliders as people work in different ways and one might lend itself to you more than the other. Layer Slider is equally as good as Revolution Slider. See which one you like the look of and go with that one.

10

SEO BY YOAST

by Team Yoast

<https://wordpress.org/plugins/wordpress-seo/>

Another entry by Team Yoast.

Wordpress doesn't yet allow you to control per page SEO and so this need is filled by the plugin SEO by Yoast.

Setup base formulas for pages and post that use tags and headings etc as titles and keywords automatically. Or get super involved and enter your own for each page.

You can really take your SEO to another level with this plugin.

SUMOME

by SumoMe
<https://wordpress.org/plugins/sumome/>

An entire toolbox of tools you can use to explode your email list.

I mostly use this plugin for it's popup feature and stats. I have tried a lot of popup plugins and didn't really like any of them. I was able to get to about 80% of what I wanted but that was it.

With SumoMe I fully customise my popup code and it looks EXACTLY how I want it to. If your not into coding that's cool, you can either pay for it to be custom coded or DIY it with the builder which is really easy.

One thing to note with this plugin is even though it has lots of options available, it doesn't mean you need to use them all, especially all on the same page. Make conscience decisions about where and when you use them.

There are also premium upgrades available for this plugin.

Pro-tip - *Turn off the SumoMe badge so it's hidden.*

WISHLIST MEMBER

by Wishlist Products
<http://member.wishlistproducts.com/>

With the increasing demand for ecourses, programs and membership sites, I thought I should also include my go to plugin for memberships.

Wishlist Member makes locking up your content fast and easy. You can have people signup for free or pay using several payment gateways such as Paypal and Stripe.

A membership plugin is basically just a way to distinguish between freely available content and premium, locked away content and provides a way to unlock that content.

This makes it very versatile to adapt to you sites needs.

As a premium plugin you can get started for \$197.

