Essential Marketing Toolkit

Wordpress Explained & Top Plugins

WORDPRESS (.com v .org)

WordPress.com is a hosting platform that makes it easy for anyone to publish online. The software is hosted by them allowing you focus on creating awesome content!

WordPress.com is brought to you by some of the same people who work on WordPress.org the open source blogging software that powers millions of websites.

WordPress.com *Benefits*

- It's free and super easy to set up

- All of the technical maintenance work is taken care of — Setup, upgrades, spam, backups, security, etc.

- Your blog is on hundreds of servers, so it will always remain available, even under high traffic

- Your content is backed up automatically

- You will get extra traffic from being a part of the WordPress.com community

- Your dashboard is secure (SSL) making it even safer to log in on shared networks

WordPress.com *Cons*

- They provide 220+ themes (and adding more every day) which you can customize, but you cannot upload a custom theme

- You can't modify the PHP code behind your blog

- You can't upload plugins

The VIP program on WordPress.com for high-traffic and high-profile sites allows you to run custom themes, custom PHP code, ad code, and WordPress plugins.

WordPress.org (self-hosted) *Benefits*

- Ability to upload custom themes

- Ability to upload plugins

- Complete control to change code if you're technically minded

WordPress.org (self-hosted) *Cons*

- You need a good web host. This generally costs $7-12 a month.

- Requires more technical knowledge to set up and run.

- You are responsible for stopping spam

- You are responsible for creating and maintaining backups of your site

- You are responsible for updating the WordPress software when new versions are released

- If you get a huge spike in traffic, your site will probably go down unless you have a robust hosting setup

WordPress is free blogging software. With WordPress, you can install themes and plugins, run advertisements, edit the database and even modify the PHP code that powers your site. Anyone can download the software for free from http://www.wordpress.org/, but it must be installed on a web server before it will work. Hosting your own WordPress software can be fun and rewarding, but it also places full responsibility on the blogger. If you mismanage your web server, you could lose your entire blog.

WordPress.com is different. You don't have to download software, pay for hosting, or manage a web server to use WordPress.com. Instead, you can focus on creating awesome content! When you sign up for a WordPress.com blog, you'll get a URL like *yourname.wordpress.com*.

You don't control the software or the database, so FTP and shell access are not included. For security and performance reasons, custom themes or plugins can't be uploaded to WordPress.com.

However, a number of great premium upgrades are available — including Custom Design, which lets you customize the appearance of your site with CSS and take advantage of special web fonts.

For no charge, WordPress.com provides web hosting, unlimited database storage with redundancy and backups, automatic software upgrades, community support forums, multi-lingual administration and themes, real-time traffic stats, comment tracking, and other features not available anywhere else.

These features will always be free for blogs started on WordPress.com; if you ever find yourself being charged for these at WordPress.com, pinch yourself and wake up!

WordPress.com offers premium upgrades as a way to provide special features without forcing bloggers to host their blogs elsewhere. These upgrades are strictly optional. Basic blogs will always be free on WordPress.com and the basic services will continue to be upgraded with better features!

USEFUL WORDPRESS PLUGINS

A plug-in is a small program, or combination of programs, that sits on top of your WordPress installation and increases the functionality of your website in some way. (Translation: Plug-ins allow your blog to have more features and to do more than it could when you first installed it.) Most plug-ins are written in the PHP scripting language and add an additional feature or function to your website.

Plug-ins integrate seamlessly with WordPress so there's no messing with your WordPress code. That's another great thing about plug-ins. They don't actually affect your original WordPress install. They reside separately and interact with WordPress.

Plugin Central
Allows you to update all plugins at once with a single click, plus much more.
LINK TO RESOURCE   **Rating** ⭐⭐⭐⭐⭐

WP Stats
Once it's running it'll begin collecting information about your page views, which posts and pages are the most popular, where your traffic is coming from, and what people click on when they leave. It'll also add a link to your dashboard which allows you to see all your stats on a single page
LINK TO RESOURCE   **Rating** ⭐⭐⭐⭐⭐

WP Optimise
Will allows you to remove post revisions, comments in the spam queue, un-approved comments within few clicks. Data base clean up tool.
LINK TO RESOURCE   **Rating** ⭐⭐⭐☆☆

What Would Seth Godin Do
Display a custom welcome message to new visitors and another to returning visitors.
LINK TO RESOURCE   **Rating** ⭐⭐⭐⭐☆

Facebook Share

This plugin shows Facebook, Twitter, LinkedIn, Google "+1", Pinterest and other popular share buttons above or below your posts. Easy customisation of active buttons and position in the Settings menu.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Facebook Comments

Facebook Comments For WordPress: Since Facebook is such a part of everyone's life, it's good to be able to let people leave Facebook comments on your posts that show up on their timeline.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

All In One SEO Pack

If you aren't using a premium theme that has built in SEO features, this allows you to make sure your site is optimised for the search engines

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Akismet

Unfortunately, the internet is littered with spammers. Akismet will help you eliminate spam comments.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Ping FM

This free service will update 30 plus social networks and web 2.0 sites automatically. There is a Wordpress plugin to accompany this software in order to update Ping.FM (Shorten2Ping)

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

Onlywire

Only Wire for WordPress makes it really easy to post to thousands of sites with one button.

LINK TO RESOURCE

Rating ★★★★☆

WP Super Cache

A very fast caching engine for WordPress that produces static html files.

LINK TO RESOURCE

Rating ★★★☆☆

Theme Test Drive

This is a cool plugin that allows you to test out different designs in the background without affecting the experience of your visitors.

LINK TO RESOURCE

Rating ★★★★☆

Sucuri Site Check

This plugin will check for malware, spam, blacklisting and other security issues like .htaccess redirects, hidden eval code, etc. The best thing about it is its completely free.

LINK TO RESOURCE

Rating ★★★★★

Comment Subscription

Subscribe To Comments Reloaded allows people to subscribe to a post when they leave a comment, so that they get an email when there's a follow-up comment.

LINK TO RESOURCE

Rating ★★★☆☆

Smart You Tube Pro

Allows you to easily embed YouTube videos into your blog posts.

LINK TO RESOURCE

Rating ★★☆☆☆

Genki

Genki Youtube Comments is great because Whenever I post a video on YouTube, I embed it in a blog post. This plugin allows comments that people leave on YouTube to show up on that post.

LINK TO RESOURCE

Rating ★★★☆☆

Jetpack

Jetpack by WordPress.com is a suite of plugins that wordpress has created. I use it mostly for tracking stats in my admin dashboard, but there are many other features.

LINK TO RESOURCE

Rating ★★★★★

Sitemap

Google XML Sitemap allows you to create an xml sitemap for your blog that is automatically updated when you post. Google uses this for indexing your site.

LINK TO RESOURCE

Rating ★★★★★

Digg Digg

A pretty neat social sharing plugin that I use on the Become a Blogger blog to have that vertical bar that allows people to share my stuff on Facebook, Twitter, etc.

LINK TO RESOURCE

Rating ★★☆☆☆

Blubrry Powerpress

If you're a podcaster, you want this plugin. It allows you to easily embed your podcast episodes into your blog posts. Don't use anything else.

LINK TO RESOURCE

Rating ★★★☆☆

WP Back-Up

BackUpWordPress will back up your entire site including your database and all your files on a schedule that suits you.

LINK TO RESOURCE

Rating ★★★★☆

Yoast

Yoast's all in one SEO solution for your WordPress blog: SEO titles, meta descriptions, XML sitemaps, breadcrumbs & much more.

LINK TO RESOURCE   Rating ★★★★★

WP Analytics

This plugin makes it simple to add Google Analytics with extra search engines and automatic clickout and download tracking to your WordPress blog.

LINK TO RESOURCE   Rating ★★★☆☆

W3 Total Cache

The fastest and most complete WordPress performance optimization plugin. After you use the w3 total cache plugin you won't go back to using WP Super Cache.

LINK TO RESOURCE   Rating ★★★★★

WP Security And Firewall

The All In One WordPress Security and Firewall is the ultimate security plugin that will take your WordPress site's security to a whole new level.

LINK TO RESOURCE   Rating ★★★★★

WP Blog Security Tips

This is not a plugin but all the tips mentioned here should help you securing your WordPress blog.

LINK TO RESOURCE   Rating ★★★☆☆

Feed Burner

This plugin detects all ways to access your original WordPress feeds and redirects them to your FeedBurner feed so you can track every possible subscriber.

LINK TO RESOURCE   Rating ★★★★☆

Google Adsense

Google AdSense Plugin allows you to set parameters of the ads displaying, such as format (text ad, image, text with an image or link), size, colour of the elements in the ad block, rounded corners and the ad block position on the website.

LINK TO RESOURCE   Rating ★★★☆☆

Simple Tags

This is a very useful plugins. it makes WordPress tagging so much easier. It helps with Auto completion, suggested Tags, Tag Cloud Widgets, Related Posts, and Mass edit tags.

LINK TO RESOURCE   Rating ★★★☆☆

WP Affiliate Link Manager

Allows you to automatically convert specific keywords from your blog posts and pages into your affiliate links. It also cloaks the affiliate links and gives it a prettier and shorter alias (good for affiliate marketers).

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

PING LIST SERVICES

Below you will find a list of pinging services that I use on a regular basis to send my posts to. Feel free to cut and paste the list into your settings and writing area of your wordpress control panel and paste into the update services box. A lot of these services will ping other unmentioned services by default.

- http://rpc.pingomatic.com

- http://rpc.twingly.com

- http://www.blogshares.com/rpc.php

- http://www.blogstreet.com/xrbin/xmlrpc.cgi

- http://bulkfeeds.net/rpc

- http://www.newsisfree.com/xmlrpctest.php

- http://ping.blo.gs/

- http://ping.feedburner.com

- http://ping.syndic8.com/xmlrpc.php

- http://ping.weblogalot.com/rpc.php

- http://rpc.blogrolling.com/pinger/

- http://rpc.technorati.com/rpc/ping

- http://rpc.weblogs.com/RPC2

- http://www.feedsubmitter.com

- http://blo.gs/ping.php

- http://www.pingerati.net

- http://www.pingmyblog.com

- http://geourl.org/ping

- http://ipings.com

- http://www.weblogalot.com/ping

By default, WordPress provides the update service provided by Ping-O-Matic which is a very reliable service. The option to alert the Ping-O-Matic service is available via Settings->Writing->Update Services section in your WordPress admin panel and this entry will by default have 'http://rpc.pingomatic.com/'listed there. What Ping-O-Matic does is that, it in turn alerts a number of services to update your aggregated content on their sites.

So why would you want to be on these sites?

One word: traffic. Blogrolling scripts like blogrolling.com and WordPress check update services to see if you've updated and then show it on everyone's site — usually by moving you to the top of people's blogrolling list or putting a recently updated indicator by your link. Services like Technorati spider your links to track who links to you and who you link to; almost in real time. If you show up on someone's Technorati link list (often called an "egorati search") they're likely to visit your site to see what you said, increasing your exposure. Other sites like weblogs.com and blo.gs list recently updated blogs. Lots of people browse these when they're bored. Many of the services offer their own forms for pinging their own service, but keeping track of all those services is a hassle.