



Best Wordpress Plugins Report

Put Wordpress On Automatic

ABSTRACT

This provides a list of what we view are the most important Wordpress free plugins to help you get more engagement and make more money on your website.

Table of Contents

Writing & Other Post/Page Plugins.....	4
Advertsing Related Plugins.....	5
Revenue Generating Plugins (PayPal, AdSense, Affiliate, etc.).....	6
User Involvement Plugins.....	7
Search Engine Optimization Plugins.....	8
Subscriber Plugins (RSS and Email).....	9
Social Bookmarking/Networking Plugins.....	10
Media Plugins (Audio, Video, etc.).....	13
Essential Basic WP Plugins Related.....	15

First of all, thank you for downloading this report on the best FREE WordPress plugins for business marketers. We spent many hours over the past year compiling this list of resources. Originally this was just our personal resource of WordPress plugins that we used to create sales pages, landing pages and general Wordpress sites. We recently decided to put it into this report form and share it with Surefire members to help you get a leg up on your competition. I hope you enjoy it.

You'll discover some great resources in this report. Many of the plugins will be completely new to you, while others may be familiar. These plugins provide an incredible opportunity for marketing your business on the Internet. No matter what type of product or service you sell, you will find many gems here that can improve the profitability of your business, or help you create stickier sites.

If you know of some great **FREE** plugins that we neglected to include in this report, please send me an email at support@surefiresocial.com. We will get it added to the list and sent out in future updates.

Thanks again for downloading this report. Please send me an email with your feedback.

Sincerely,
Chris Marentis

© Copyright 2010 GenNext Media LLC. All Rights Reserved

This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions.

Writing & Other Post/Page Plugins

Dean's FCKEditor for WordPress Plugin

<http://www.deanlee.cn/wordpress/fckeditor-for-wordpress-plugin/>

This is a great plugin that replaces the standard WordPress text editor. It is great for business marketers because it gives you a lot more control in editing text. Some of these features include easily adding highlighting to text, more font size options, easy line breaks, tables, etc.

This plugin works much like any Word processing software. It is a must for any marketer building sales pages or sales letters with WordPress.

Shadowbox Plugin

<http://sivel.net/2008/02/shadowbox-js/>

This plugin really enhances the professionalism of your website. It enables all your image links, audio links, video links, etc. to open up in a window with the rest of the screen blacked out. This is similar to lightbox plugins, but is better.

WP-Sticky

<http://lesterchan.net/portfolio/programming/php/#wp-sticky>

This plugin allows you to make a specific post sticky, which means it will stay at the top of your page no matter how old it is. This is very useful for making special offers and opt-in forms the first thing a reader sees when he or she visits your homepage.

Email to Friend Plugin

<http://email2friend.com/blog/archives/14>

This is a great plugin that adds a little icon at the bottom of your posts to send to a friend. Once clicked, a popup box is opened where the user can send the link. It is really easy to use.

Advertising Related Plugins

PageEar Plugin

<http://www.webpicasso.de/blog/pageear-free-peel-away-ad/>

This plugin allows you to easily insert those peel away ads in the upper right hand corner of your screen. This plugin is great because it works with both IE and Firefox.

Unblockable Popup Plugin

<http://www.maxblogpress.com/plugins/mup/>

This plugin bundle allows you to insert unblockable opt-in popup windows on your WordPress site. You can select from three different styles: basic unblockable, fading window and lightbox effect.

WordPress Popup Scheduler Plugin

<http://maketecheasier.com/wordpress-plugins/wordpress-popup-scheduler>

This is another really cool bundle of unblockable pop-ups. This one is nice because it does not require a link to the plugin developer (which can leak visitors away from your message). This one is also superior to some others because you can schedule pop-ups and select pop-ups to only appear on certain pages within your website.

Revenue Generating Plugins

(PayPal, AdSense, Affiliate, etc.)

WP-eCommerce Plugin

<http://www.instinct.co.nz/e-commerce/>

The WP e-Commerce shopping cart plugin for WordPress is an elegant easy to use fully featured shopping cart application suitable for selling your products, services, and or fees online. This is the most popular WordPress shopping cart plugin available that is compatible with Google Checkout, Paypal, Authorize.net, Payment Express and many other trusted payment processors.

AdSense Now Plugin

<http://wordpress.org/extend/plugins/adsense-now/>

This is the simplest possible way to generate revenue from your blog using Google AdSense. Aiming at simplicity, AdSense Now! does only one thing: puts your AdSense code in up to three spots in your posts and pages (both existing ones and those yet to be written). It also makes sure you do not display more than three on any page, which ensures you are within Google policies.

All-in-One AdSense and Yahoo Publisher Network Plugin

<http://www.linewbie.com/wordpress-plugins/all-in-one-adsense-and-ypn>

You can automatically insert Google AdSense ads or Yahoo Publisher Network (YPN) ads in to your posts on the fly. It doesn't matter if you have 1 post or 100,000 posts, it will insert your ad code into all of them automatically. You can control all aspects of your ad's display and position. Just specify ad color and position in the plugin options, your ad code is automatically generated and inserted.

WP-Banner Ads Plugin

<http://bibuweb.de/>

This is a banner ad management plugin for WordPress. Now you can manage banners of your own or from your favorite affiliate program. This is a great way to add revenue streams to your site.

WP-Amazon

<http://manalang.com/wp-amazon/>

Chances are when you do a blog post, there are great books on the subject as well. You may want to make some money from selling them. This handy plugin allows you to search for Amazon products inside your post or page editor. You can then link directly to the product or insert a product image into your post. This plugin can integrate with your Amazon associate ID, which means you will earn commissions on products purchased through your affiliate link.

Amazon Contextual Ads Plugin

<http://www.tictap.com/tca/wp-plugin>

This plugin makes Amazon affiliate links show up within your content based on keywords in your content. It works much like Kontera ads, but you earn commissions on purchases that result from your links. You will need an Amazon associate ID.

EasyPayPal Plugin

http://www.voiceoftech.com/swhitley/index.php/?page_id=129

This plugin allows you to easily integrate PayPal payments into your WordPress install. You can charge for access to “private” posts or to sell merchandise such as ebooks, software, scripts, etc.

AdSense Sharing Plugin

<http://adsense.ayanev.com/>

This plugin allows you to share AdSense earnings in your site with your authors. This is a good plugin if you want to create a site like Squidoo or Hubpages to attract others to write quality content on your website.

WP-Affiliate Plugin

<http://www.seoadventures.com/wp-affiliate>

This is a cool plugin that allows you to easily create redirects for your affiliate links within the WordPress control panel. Masking or redirecting your affiliate links can sometimes improve your conversion percentages.

Link Hopper Plugin

<http://www.fergusweb.net/software/linkhopper/>

This is another nice redirection plugin to quickly mask affiliate links on your site. This plugin is very easy to use and does a good job of hiding your affiliate links.

User Involvement Plugins

Post Ratings Plugin

<http://lesterchan.net/portfolio/programming/php/#wp-postratings>

This plugin allows your readers to rate the quality of your post, page or product review. It is an easy to install plugin that will greatly enhance the reader involvement of your visitors.

GD Star Rating

<http://www.gdstarrating.com/>

This is a powerful free star rating plugin which allows you to rate multiple features and benefits for a product or service. You can also set it up where your visitors can vote in the comment section to provide their own feedback. This is a fairly new plugin, but definitely one to keep your eye on!

Star Ratings for Reviews Plugin

<http://www.channel-ai.com/blog/plugins/star-rating>

This is an incredibly easy-to-use plugin to insert ratings right into your posts or pages. It has never been easier to create product review sites for affiliate marketing that using this plugin. There is no need to purchase expensive review site plugins when you can get this one for FREE!

CommentLuv

<http://www.fiddyp.co.uk/commentluv-wordpress-plugin/>

This plugin will encourage more participation in the comment sections of your site. When users comment and submit their blog/site, the plugin will find their feed and post the latest blog post and pass link juice on to it.

WP-Polls

<http://lesterchan.net/portfolio/programming/php/#wp-polls>

You can place a poll for your visitors to participate in on your sidebar. This plugin will tally the user vote and then display results based on all the votes. You can also put polls insider of posts or pages. This can be very helpful in conducting research for new products and services.

Survey Gizmo Plugin

<http://www.surveygizmo.com/add-ons/wordpress-survey-plugin/>

You can run everything from polls to multi-page surveys right from within your WordPress posts and pages or build a custom and full-featured contact form or lead generation form for your “Contact Us” page. You can then take results from a survey/form and post them to another API, such as Constant Contact, Sales Force, Aweber, etc.

Download Manager Plugin

<http://lesterchan.net/portfolio/programming/php/#wp-downloadmanager>

This plugin allows you create easy downloads and place them inside posts and pages. This can be useful for free trial download links, ebook downloads, software downloads, etc.

WB Exam Plugin

<http://kanslozebagger.org/wbexam>

This plugin allows you to put exams or tests on your website for your visitors. This could be used to create content to draw visitors to your site. How about a test to see if a person is ready to work from home or start their own business?

WB Quiz Plugin

<http://kanslozebagger.org/wbquiz>

This is similar to the exam plugin, but offers weighted scoring. This means the answer will be different depending on the answers a person provides. This can create similar quizzes to those seen in popular magazines. Why not create a quiz like “The Boyfriend Cheating Quiz” or the “Ultimate Weight Loss Quiz”. This has the potential to be very good plugin for affiliate marketers.

WP Testimonials Plugin

<http://www.sunfrogservices.com/free-php-script-downloads/wp-testimonials/>

The plugin includes the option to display a random testimonial in your sidebar a widget. Testimonials can also be displayed all on one page. A template file is included that will need to be uploaded to your theme directory. Once in place, simply create a new page and select that template from the drop-down.

Search Engine Optimization Plugins

All-in-One SEO Pack

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

This is the tried and true SEO plugin for WordPress users. You can customize your WordPress installation to meet all recommended on-page SEO standards.

HeadSpace

<http://urbangiraffe.com/plugins/headspace2/>

This is an essential SEO plugin which creates search engine friendly meta tags (title, keywords and description) for all your posts and pages. This is an extremely powerful plugin that is loaded with features and functionality. It makes it very easy to customize an individual page or posts meta with whatever data you want!

Google Sitemap Generator

<http://www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator/>

This is an XML sitemap generator. It creates sitemaps for the search engines. Although it is called Google sitemaps, it actually is compliant with sitemap XML requirements for Google, Yahoo, Ask and MSN. If you are focusing on SEO with your sites, this is a necessity!

Dagon Design Sitemap Generator

<http://www.dagondesign.com/articles/sitemap-generator-plugin-for-wordpress/>

This plugin will create old-fashioned sitemaps of all your posts and pages for humans (where XML sitemaps are for search engines). You can easily create and insert the sitemap data into any page or post. This is a great plugin for large sites with many posts or pages. Your visitors will be able to easily locate the information they need.

Subscriber Plugins (RSS and Email)

Feedburner Plugin

<http://www.google.com/support/feedburner/bin/topic.py?hl=en&topic=13252>

Using Feedburner to handle your WordPress RSS feed has several advantages. First of all, your subscribers will be notified by email whenever you write a new post. This means it has the potential to act like an email newsletter service. The second major benefit is that you can place Google syndicated ads (AdSense) in your Feedburner feed. Why not monetize your feed, right?

SMS Text Message Plugin

<http://wordpress.org/extend/plugins/sms-text-message/>

Allows a reader to submit their phone number through a sidebar widget. The website owner then can periodically send alerts, updates, etc via SMS to everyone at once. This is a new plugin with tremendous potential for Internet marketers.

WordPress Free Autoresponder Plugin

<http://freeautoresponder.biz/>

Build and manage a mailing list directly from your weblog with this new Wordpress Plug-in. Use the portable html subscription form on any website. Gives you the ability to mass-mail your entire list anytime.

Optin-Form Adder

<http://www.maxblogpress.com/plugins/mofa/>

This plugin allows you to add your autoresponder code and setup an opt-in form for your sidebar or within a post or page. This is a really nice and easy-to-use plugin.

Aweber Integration Plugin

<http://om4.com.au/wordpress-plugins/wordpress-aweber-plugin/>

This is a very nice plugin to easily insert your Aweber opt-in forms to the sidebar of your site. It also supports Aweber analytics, which can provide stats for you to track your email marketing efforts.

Social Bookmarking/Networking Plugins

Sociable Plugin

<http://yoast.com/wordpress/sociable/>

This great plugin allows your visitors to easily add your post or page to 90+ social bookmarking sites including popular ones like Digg, Del.icio.us, Netscape, Google Bookmarks, Twitter, Facebook and many more. This is good for generating bookmarks for quality posts or product announcements.

Smart YouTube Plugin

<http://www.prelovac.com/vladimir/wordpress-plugins/smart-youtube>

This is a cool plugin that allows you to easily insert YouTube videos, or playlists, into your posts, pages, feeds and comments. This plugin can help turn your site into a video blog or a video squeeze page.

WordBook Plugin

<http://www.tsaiberspace.net/blog/2007/07/29/wordbook/>

This plugin allows you to easily update your Facebook account from your WordPress site. You simply write blog posts and it automatically posts a snippet to your Facebook profile.

ShareThis Plugin

<http://wordpress.org/extend/plugins/share-this/>

This is another handy social bookmarking/email plugin. Your visitors can either email your post to a friend or submit it to their favorite social bookmarking or networking site. It is a very clean and easy to use plugin.

TwitMe

<http://wordpress.org/extend/plugins/twitme/>

This plugin allows you to automatically post your new posts on the twitter website. This is good because for example the iPod and iPhone for example have a large amount of twitter clients to pick from. Your blog posts will arrive to people while they are walking the streets.

OnlyWire Auto Submitter Plugin

<http://www.lionstarr.de/onlywire-autosubmit-ein-wordpress-plugin.html>

This handy plugin automatically submits your posts to your OnlyWire account. This is a nice free alternative to expensive plugins like AutoSocialPoster.

Media Plugins (Audio, Video, etc.)

WP Audio Player Plugin

<http://www.1pixelout.net/code/audio-player-wordpress-plugin>

Audio Player provides you with a simple way of inserting a stylish Flash mp3 player on your WordPress posts and pages. This is very good for audio sales letters, testimonials, etc.

XSPF Audio Player Plugin

http://www.boriel.com/wiki/en/index.php/XSPF_Player

This plugin allows you to imbed an audio to play automatically when a post or page is opened up. This is great for a welcome message on a landing page or sales letter or for background music.

PodPress Plugin

<http://www.mightyseek.com/podpress/>

This is the ultimate podcasting plugin for WordPress. It creates RSS feeds for RSS2, iTunes and ATOM and BitTorrent RSS. It also keeps stats on your podcasts plus much more.

WP Podcast Recorder Plugin

<http://mtr-design.com/en/projects/mtr-podcast-recorder/>

This is a very cool plugin that lets you record audio directly to the server where your WordPress site is installed. You can then insert the audio into your sidebar, posts or pages.

Embedded Video Plugin

<http://www.jovelstefan.de/embedded-video/>

The plugin is made for easily embedding videos into a blog post. The videos can be integrated from external portals (like YouTube, Google Video and many many others) or they can be uploaded to the web server or a remote server and integrated as well. This is a very handy plugin for putting video tutorials, sales messages or video testimonials into sales letters or landing pages created by WP.

Riffly Audio & Video Testimonial Plugin

<http://www.riffly.com/get>

This really cool plugin allows your website visitors to leave you an audio or video testimonial that will display in your comments section of a particular post or page.

This could be very useful in posts or pages that are sales letters or affiliate landing pages.

Odiogo WP Plugin

http://www.odiogo.com/listen_button_wordpress.php

This plugin will translate the text on your page or post into audio format. A neat little audio player will appear at the end of your post or page and when the user clicks, he or she will hear your message!

TubePress Plugin

<http://tubepress.org/>

This plugin displays gorgeous YouTube galleries in your posts, pages, and/or sidebar. This would be very handy for displaying video tutorials for a product or service you are selling or promoting.

WordPress Imageshack Uploader

<http://www.arnebrachhold.de/projects/wordpress-plugins/imageshack-uploader/>

ImageShack is a free easy-to-use hosting service, which allows you to upload your images and share them with others. You can embed these images directly into your website and use the auto generated thumbnails. This will help cut down on your bandwidth costs.

Essential Basic WP Plugins

Askimet

<http://akismet.com/>

Just using WordPress will open you up to tons of comment spammers. The best way to defend your site from these annoying spammers is to install the Askimet plugin. It will weed out the messages before you ever see them.

WP-Shortstat Plugin

<http://blog.happyarts.de/wp-shortstat>

This is a very good statistics plugin that will display your site's most recent stats in the WordPress admin dashboard. For pay-per-click marketers, this is a great little plugin for real time keyword data!

WordPress Stats Plugin

<http://wordpress.org/extend/plugins/stats/installation/>

The Wordpress Stats plugin provides stats in easy-to-read graphs and lists. This is another useful plugin for pay-per-click marketers and for those who want to test and improve content.

Contact Form Plugin

<http://chip.cuccio.us/projects/contact-form-ii/>

This is a really simple plugin that allows you to place a contact form inside any post or page. This allows your website visitors to enter their name and email address plus a message and it will send to your email address.

Cforms Plugin

<http://www.deliciousdays.com/cforms-plugin>

This is a more complex and feature rich contact form management plugin. You can create multiple contact pages to use for different purposes.

WordPress Database Backup Plugin

<http://www.ilfilosofo.com/blog/wp-db-backup>

This is an essential plugin to ensure your website is always backed up in the event your server crashes or is hacked. The plugin allows you to schedule daily or weekly backups and the database is sent to your email or stored on the server. You can also perform a quick and easy manual backup whenever you want.

Google Analytics for WordPress Plugin

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

This plugin automatically tracks and segments all outbound links from within posts, comment author links, links within comments, blogroll links and downloads. It also allows you to track AdSense clicks, add extra search engines, track image search queries and it will even work together with Urchin.

WP-Super Cache

<http://ocaoimh.ie/wp-super-cache/>

If you are using WordPress to host a product sales page or affiliate landing page and you are getting a large number of visitors, this plugin can really speed up your site. WP Super Cache is a static caching plugin for WordPress. It generates html files that are served directly by Apache without processing comparatively heavy PHP scripts.