



*affi***LO***rama*  
LESSON NOTES

# Marketing Ideas

*Customize your WordPress blog with  
essential plugins*

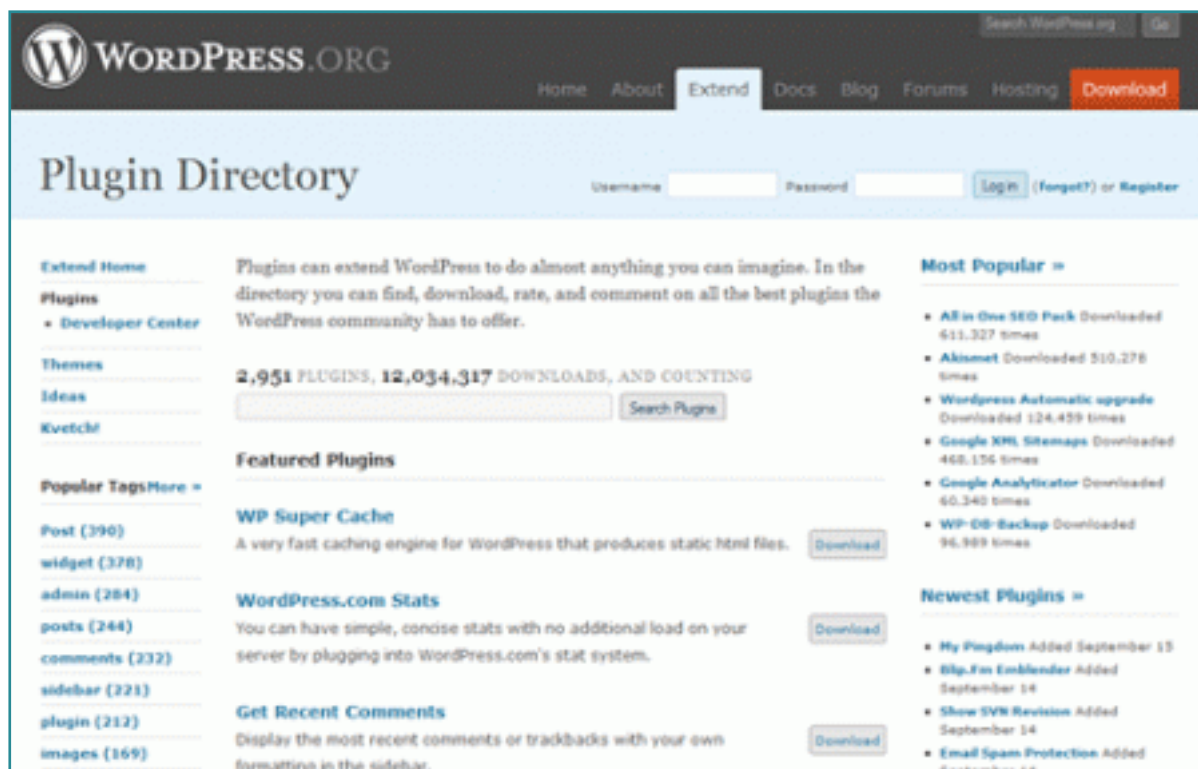
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# Marketing Ideas

## *Customize your WordPress blog with essential plugins*

A plugin is a small program written by a third party that can be integrated into an application for increased functionality. In a nutshell: plugins turn your blog from something ordinary into something sophisticated and optimized for maximum traffic.

There are over 2,000 plugins available for Wordpress that allow you to do everything from managing spam, creating an events calendar, improving tags, viewing statistics...and much more.



You can find the full list of available plugins at <http://wordpress.org/extend/plugins/>

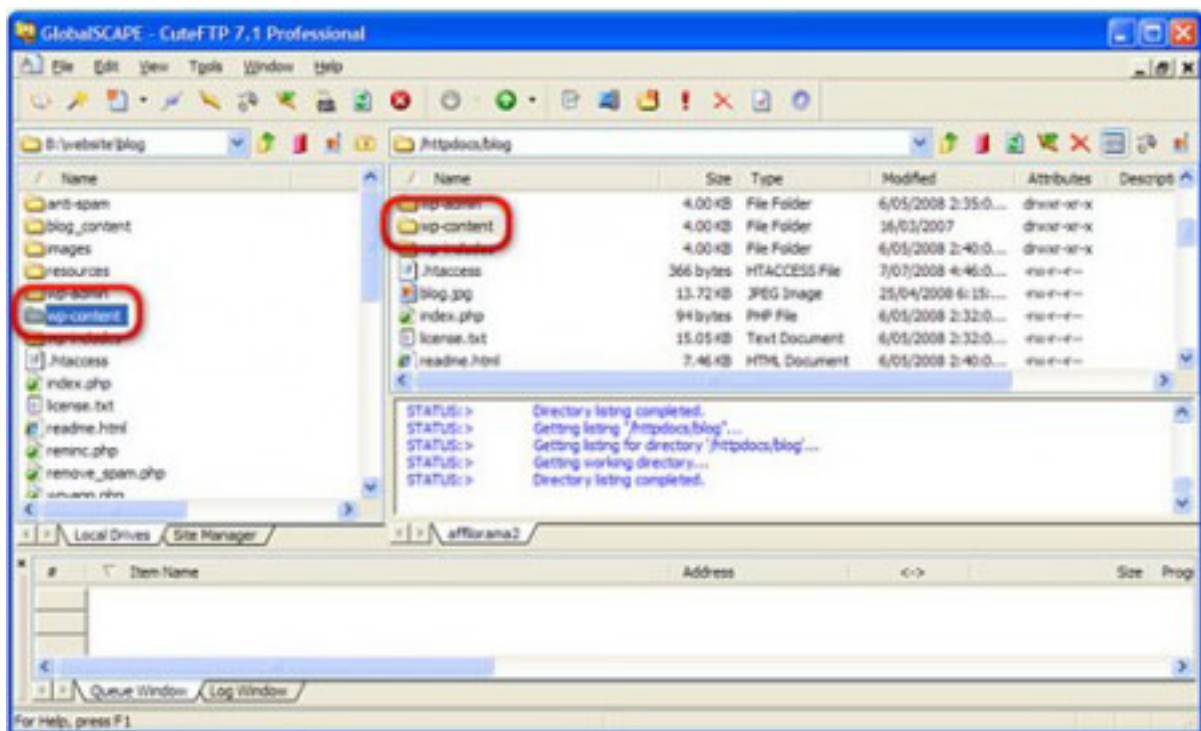
### **One of our favorite plugins: The *All in One SEO pack***

- » Automatically helps you to avoid duplicate content found on typical Wordpress blogs.
- » Automatically optimizes your titles for search engines
- » Allows you to override any title and set any META description and any META keywords you want.
- » Automatically generates META tags
- » Allows you to fine tune anything you want.
- » Is backwards-compatible with a lot of other plugins, such as Ultimate Tag Warrior, Auto Meta, and many others.

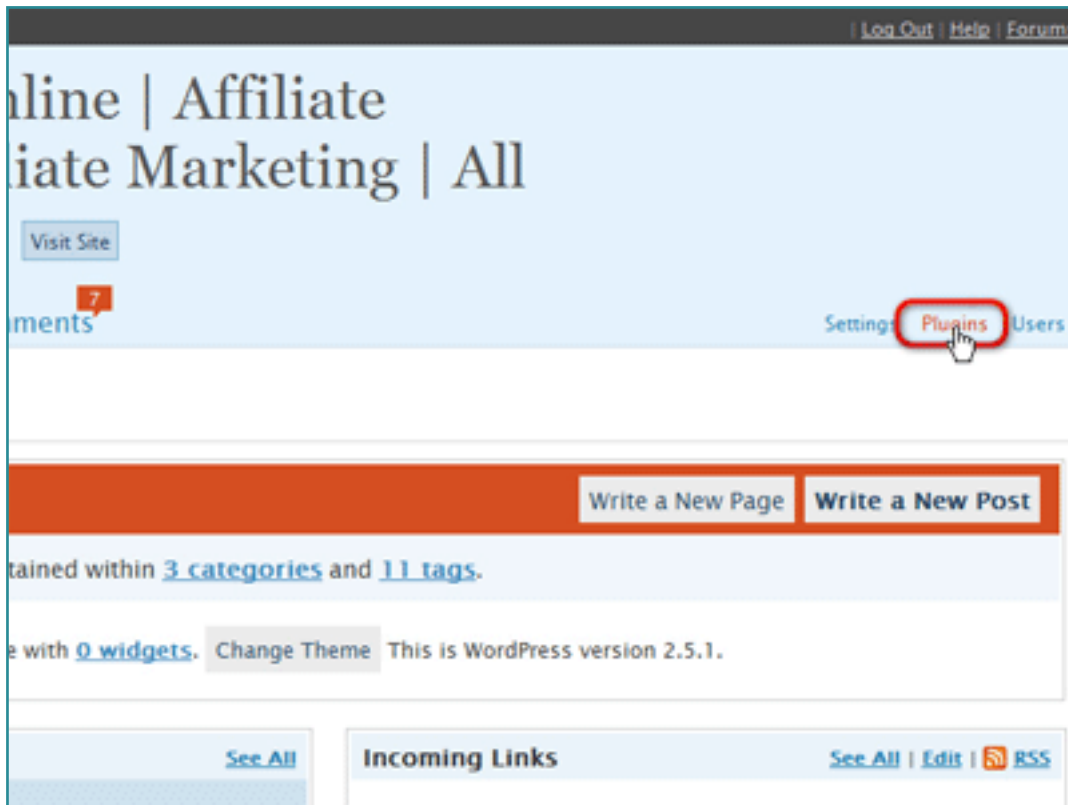
## How to install the SEO pack on your blog

This same process can be used to install other Wordpress plugins, and we'll be listing a few other stand-outs at the end of this lesson.

1. To start, **download the plugin to your computer**. Plugins are usually contained in a zip folder to reduce download time and avoid chewing up too much of your bandwidth. So when the plugin has finished downloading you will need to right click the folder and extract the contents before proceeding.
2. **Shift the plugin to your website:** You might remember that in the previous lesson on Themes that we used an FTP software to upload the theme file to our website. We will be going through almost exactly the same process again here, the main difference being we are uploading to a different directory. Just to refresh your memory, good FTP software includes Filezilla and Cute FTP.
  1. **Connect to your web server using your FTP program.**
  2. Once connected, you'll need to **go to the Wordpress directory**, which will be inside your web documents folder, which is usually called either "public\_html", "www" or "httpdocs". s
  3. Now **find the plugins directory**, which is located within the **wp\_content** folder.
  4. Select the plugin files from your computer and **drag and drop into the plugin directory**.



- Exit your FTP software and **login to the admin area of your Wordpress blog**. From the Dashboard, click the Plugins option from the top menu.



- You'll be able to see your new plugin has been added to the list of options. All you need to do now is click the Activate button, and you're plugin will be up and running!



## Other Recommended Plugins

### AdSense-Deluxe

AdSense-Deluxe allows you to place Google ads within your blog, either as part of your template, or within each post, while ensuring you don't break Google's 3 ad block rule.

### Google Sitemaps

This plugin will create a sitemap of your Wordpress blog that is Google compliant. A Google Sitemap allows you to keep your blog as up-to-date in Google as possible.

### Feedburner Feed Replacement

This useful plugin forwards your feed traffic to feedburner.com. What this means is that you can take advantage of Feedburner's many cutting-edge features for subscriber analysis and feed presentation.

### Gravatar

Gravatar allows users to create a global avatar that is associated with their email address and follows them from blog to blog, appearing beside their name whenever they make a post. It's another way of adding more personality to your blog.

### Head META Description

Many search engines, such as Google, display your description meta data in their search results. The problem is, Wordpress usually uses the exact same meta data for each and every page on your website. By installing this plugin, you'll ensure that you have a dynamic description meta tag for every entry you post on your blog, automatically generated based on the page content.

### Optimal Title

This plugin is essential for SEO purposes as it lets you put the title of your blog posts before the blog name, rather than after, which is the default.

### Related Posts

This plugin automatically displays a list of other related posts alongside each post. It's a great way of getting your readers to spend more time on your blog.

### Permalink Redirect

Checking through your stats can be a frustrating experience as Wordpress URLs with a trailing slash show up as separate pages, even though they are exactly the same as URLs without a trailing slash. This issue is also frustrating from an SEO perspective, because many search engines treat them as separate pages. Luckily there's Permalink Redirect, which issues a 301 (permanently moved) redirect if anyone accesses your page via the non-permalink web address. This will help you from an SEO perspective and keep your stats clean.

### Ultimate Tag Warrior

Tags are one of the most interesting things that Web 2.0 has brought to the internet. The purpose of tagging is to assist in summarising what the post is about and providing an easy way for people to get

around your site and find related information. Tags also give Technorati a good idea of what your post is about so that it can index it correctly. Technorati is very useful for driving traffic to your website, so this is an essential tool.

### **Akismet**

Spam has got to be one of the most exasperating aspects of running a Wordpress blog. It seems like the moment you've set up your blog, you start getting incoming spam comments almost immediately. That's why you need to install the Akismet, a plugin that eliminates a LOT of your comment spam problems.

### **WPCron for Wordpress Backups**

Wordpress Database backup is included by default in editions 2.0 and above. However the plugin is much more useful if you also install WP Cron because it'll automate the backup process for you. This is a more advanced plugin and not necessary for newbie/intermediates who might find it tricky to set up.