

10 Plugins To Help Power Your Website & Blog

Plugins are awesome! They are like apps – but for your website, rather than your phone.

They can give your website a big boost, and add extra functions.

Let's go back to the phone example. You and your friend may have the same phone. If you have a photo editing app, you will be able to add effects, change the lighting, and do things to your photos that your friend cannot.

Plugins are the same way. Many, many people use WordPress, but plugins allow you to personalize the way your WordPress functions.

There are many plugins out there. Some of them are industry specific. For example, if you are a food blogger, you can find plugins that make the recipes you blog about look like they are on recipe cards.

I can't begin to give you an overview of every plugin out there, but here are some that everyone can use, no matter what industry you are in.

WordPress SEO by Yoast (<https://wordpress.org/plugins/wordpress-seo/>)

Everyone wants to be found in the search engines, and this plugin helps you maximize your site's SEO (search engine optimization).

Pretty Link (<https://wordpress.org/plugins/pretty-link/>)

You can use this plugin for many things. If you are an affiliate marketer, you can use it to create a shorter, prettier link (affiliate links are usually long and kind of ugly). You can also use it to test your ads and social media. For example, you can create one sales page, and then use Pretty Link to create several links all leading to that same sales page. You can use one link exclusively on Twitter, one on Facebook, etc. Pretty Link will track how

many clicks each link gets, therefore telling you how effective your marketing is on each platform.

Contact Buddy by iThemes (<https://wordpress.org/plugins/contactbuddy-by-pluginbuddycom/>)

This plugin will help you create contact forms quickly and easily.

iThemes Security (<https://wordpress.org/plugins/better-wp-security/>)

We all know that hackers exist, and it's probably impossible to count how many sites get hacked each year. There are many reasons why a site may get hacked. Of course, there are things you can do to lesson your chances of getting hacked, like using a strong password. But there are other things, like security holes in outdated software, that you probably don't even know about. That makes it impossible for you to stop all hackers, by yourself. This plugin will help cover the weak areas and keep your site secure.

Yet Another Related Posts Plugin (<https://wordpress.org/plugins/yet-another-related-posts-plugin/>)

This plugin will display posts related to the post your reader is currently reading. This will keep your reader on your site longer. This means that they will be more likely to sign up for your newsletter, click on links to your products and/or services, or affiliate links that you have put in your content.

Broken Link Checker (<https://wordpress.org/plugins/broken-link-checker/>)

This plugin will monitor all the links in your posts, pages, and comments. It will notify you of any broken links. Broken links can be annoying to your readers, and this lets you stay on top of that and fix any links that become broken.

Table Press (<https://wordpress.org/plugins/tablepress/>)

This plugin is really neat, if you need to display any kinds of tables in your posts. (And by table, I mean, content divided into rows and columns). There are some really cool sorting functions, too, so your readers can find exactly what they are looking for. You can also import / export from Excel.

Display Widgets (<https://wordpress.org/plugins/display-widgets/>)

This plugin allows you to create multiple sidebars, which can be displayed on specific pages, or posts in a specific category. This can be very helpful! Let's say you have a lifestyle blog and write about multiple things – from crafts to parenting to recipes and more. You can create multiple sidebars, and have them displayed for the specific type of content your reader is reading.

For example – if they are reading your parenting posts, you can display ads for products that you have created, or that you're an affiliate for, that directly relate to parenting. If someone is visiting your site and reading your recipes, you can create a specific sidebar with ads that they would be interested in, such as cookbooks or cookware.

Editorial Calendar (<https://wordpress.org/plugins/editorial-calendar/>)

This plugin is very helpful, as it gives you the ability to see your upcoming posts in a visual format. You can see which days you have new posts set to be published. You can drag and drop posts from one day to another. You can also jot down ideas directly on the calendar, and then go back and edit the posts later.

BackWPup Free (<https://wordpress.org/plugins/backwpup/>)

It's always a good idea to back up your website on a regular basis. You never know what can happen. This plugin will automatically back up your site and deliver the copy to Dropbox or Amazon S3. If something does happen, and you need a copy, you can rest assured that you are covered!