

The Top Ten Wordpress Plugins we use November 2010

10 **Google analytics**, tells you exactly how many visitors to your site and where they came from and how they arrived. I could go on all day on how to get the most from it but that's for another day

Once plugin is installed and activated you will see it in the left hand panel under settings, go in and follow the top instruction to link to your google analytics account (important note you need to set up the website you need to track in google analytics first, then the plugin will ask permission to link into get the code)

Download: <http://wordpress.org/extend/plugins/google-analyticator/>

9 **Sitemaps**, Creates a structure of your sites contents that all the search engines can look at to help them understand how your site is structured. We prefer the Google sitemap plugin

Once installed and activated, check that you site can build a sitemap by looking for the sitemap link under the SETTINGS tab, it will tell you if it was unable to do so. If you need to build a sitemap then the quickest route is to do the following

Open Notepad and save a blank file as sitemap.xml and then repeat as sitemap.xml.gz then using a FTP client like filezilla upload these to the site root folder/home folder of your website.

Once you have uploaded them check that it has the ability to write to that file. To do this you right click and look at the permissions option and set as "777" which gives the plugin the ability to build and constantly update the sitemap. Make sure you OK and save the file again if required (Check you don't have a .txt on the end of the file if you do rename and delete it)

Download: <http://wordpress.org/extend/plugins/google-sitemap-generator/>

8 **Optimizer** – Test the pages to see which works better, quick simple plugin to use in google optimizer, if you are running tests on content then this simple plugin allows you to easily test one page or post against another

Download : <http://wordpress.org/extend/plugins/google-website-optimizer-for-wordpress/>

7 **Search Record** – records all visitor searches to your site using the built in wordpress search. The standard search box does not record any searches which we think is a waste as it can provide valuable information as to do I need to create a new page/post from what people are searching?

Download: <http://wordpress.org/extend/plugins/search-meter/>

6 **Tweet Meme** – The Twitter Plugin, which works great for getting your content in to the twitter world.

Once installed and activated ensure you put your twitter name in the settings otherwise when people retweet your content it will not be attributed to you! Tweet Meme panel is right down at the bottom left under the settings panel once activated and all you need to do is enter your twitter name and save

Download: <http://wordpress.org/extend/plugins/tweetmeme/>

5 **Facebook Plugin** – One of the simplest Facebook Plugins to use which allows people to say to all their friends on Facebook, once activated the only thing to look at is do you want the facebook image to be top or bottom of the post

Download: <http://wordpress.org/extend/plugins/facebooklikebutton/>

4 **WP Greet Box** – Monitors where people have come from to reach your site and actively encourages people to social bookmark your content, so if they come from stumbleupon to your content then it will thank them and as them to stumble your content.

Once activated it works pretty much out of the box, so you can effectively set and forget this plugin

Download: <http://wordpress.org/extend/plugins/wp-greet-box/>

3 **Onlywire (Social Bookmarking)**

Onlywire automatically pushes your posts into the social bookmarking sites you need to create accounts at the various bookmarking sites or link yours in the settings option, look for Onlywire once installed and then set your accounts up, then when you post new content you have the option to post to onlywire and it will submit your content to the networks. Does take a while to set up and configure but once done you don't need to worry about it again!

Download: <http://onlywire.com/> (download wordpress plugin and set up accounts)

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Alternate products we like

Sexy Bookmarks <http://wordpress.org/extend/plugins/sexybookmarks/>

2 **All in one seo plugin** Simple powerful allowing you to set your Title, Meta Description, Meta keywords to get as much SEO value as you can.

Once activated go and enable the plugin via the Settings panel “All in one Seo” main things to look for are the Title, Meta Description and Meta Keywords. The rest of the options can be left as standard

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

1- **Permalinks** The biggest improvement you can do if not set is to make sure your permalinks are displaying right! Even now that we on wordpress 3. Plus as a stable release the standard out of the box permalink structure is www.yoursite.com/?p=123

If you look at the settings tab you will see the permalinks option, select custom permalink and use the following

`/%category%//%postname%/`

This then displays your content as

www.yoursite.com/category/lovely-SEO-themed-title

Bonus Extra Plugins

(see next page)

Bonus Extra Plugins

Here is a couple of extra little goodies that we use, but just missed out of a top ten spot

Broken Link Checker - Does exactly what it says it will do by monitoring your site for broken links, we all get them! Be it from creating a link on a post and typing markattwood,.com or linking to external sites that get deleted. This simple plugin shows you any problems on the dashboard which you can then click and inspect the problem and fix within seconds.

When you have 1000's of pages it keeps it under control and you don't have to think about it.

Download: <http://wordpress.org/extend/plugins/broken-link-checker/>

WP Touch, is another simple set and forget plugin which caters for all the iphone, smartphone browsers by providing them with an option to see a simplified version of your site.

Download: <http://wordpress.org/extend/plugins/wptouch/>

WP Backup Finally you have a super working site, with lots of great SEO content and you come in Monday morning to find the server has crashed!!! If you install this back up plugin which can be configured to send you a backup of all the content on a weekly/daily basis either to you or a remote server then you will not have a major problem.

Always make sure you check the settings and apply an email address and ensure it can write to the server if required. The plugin will guide you through the setup process!

Download: <http://wordpress.org/extend/plugins/wp-db-backup/>