

INTERNET MARKETING
PARTNERSHIPS
FLASH DESIGN
REPUTATION MANAGEMENT
WEB DEVELOPMENT
SOFTWARE DEVELOPMENT
BANNERS SOCIAL MEDIA

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digital marketing, *made simple.*

10 Free WordPress Plugins We Can't Live Without

Custom Creatives is an AFFORDABLE digital marketing agency specializing in Graphic Design, Web Development, Search Engine Optimization (SEO) & more.

WordPress SEO by Yoast

This powerful SEO plugin makes your SEO team's job much, much easier. With the ability to set templates for meta data by post type and a bulk editor to update titles & descriptions, it makes the legwork of SEO basics a breeze. You can also update the robots.txt file, the .htaccess file, and create slick, highly crawlable, highly organized XML sitemaps. This plugin does all this and more.



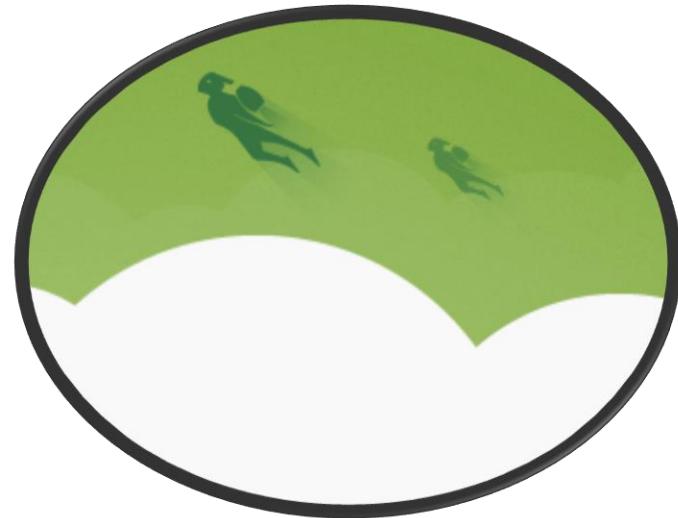
URL:

<https://wordpress.org/plugins/wordpress-seo/>

Alternate: All In One SEO

Jetpack by WordPress.com

This is one of the most powerful plugins any WordPress site can get, created and provided by WordPress themselves. Update social media sharing options, upload your favicon, make it easy for visitors to comment, write in the language of math, and more. This plugin serves everyone from the most basic of bloggers to the most knowledgeable web developers.



URL:

<https://wordpress.org/plugins/jetpack/>

Akismet

This plugin goes hand in hand with Jetpack, and it keeps your website virtually spam-free. Site visitors leave comments on the pages, which then run those comments through Akismet, and Akismet makes the decision to can it as spam or send it through.

URL:

<https://wordpress.org/plugins/akismet/>



W3 Total Cache

This is another powerful plugin; this one is designed to enhance and speed up the performance of your website by employing browser caching, minifying code text, and more to give your users the fastest load times possible.

URL:

<https://wordpress.org/plugins/w3-total-cache/>



Alternates: WP Minify (with WP Minify Fix), WP Super Cache

Redirects

There are plenty of 301 redirect plugins out there, but this one is light and sturdy. It's as simple and efficient as its name: Redirects. Either enter the old URL and the new URL one at a time, or upload a CSV. It's that easy.

URL:

<https://wordpress.org/plugins/redirects/>



Social Networks Auto-Poster by NextScripts

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An incredibly handy tool for spreading your blog posts far and wide, the SNAP plugin does a large portion of the work of promoting your content. It auto-posts to several different social media and bookmarking platforms such as StumbleUpon, LiveJournal, Digg, DevianART, Delicious and more.



URL:

<https://wordpress.org/plugins/social-networks-auto-poster-facebook-twitter-g/>

SumoMe

This software plugin allows you to do a multitude of marketing necessities such as building up an email list with customizable signup windows, and also has functions to help you track your readers' interest with heatmaps and on-page analytics.

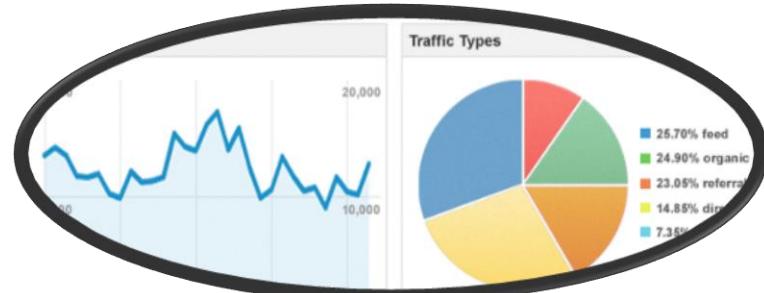


URL:

<https://wordpress.org/plugins/sumome/>

NK Google Analytics

There are many Google Analytics plugins that do essentially the same thing – insert GA tracking code into your website. You could do this yourself easily, but you may have to redo it every time you update your theme, so it's safer to use a plugin that inserts the code. NK Google Analytics uses the full code with Advertiser Features so you can gather info on your users' demographics, interests, in-market segments, etc.



URL:

<https://wordpress.org/plugins/nk-google-analytics/>

Contact Form 7

This form builder is a great free plugin. We recommend Gravity Forms if you have the budget for it, but Contact Form 7 is perhaps the best free form-building plugin.

URL:

<https://wordpress.org/plugins/contact-form-7/>



Schema Creator by Raven

This plugin provides a handy function of inserting schema code through an easy, fill-in-the-blank sheet when creating new content in the WordPress editor. This is particularly useful for customer reviews, which are likelier to show up as rich snippets for your business in your customers' search results.



URL:

<https://wordpress.org/plugins/schema-creator/>

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