

The Ultimate WordPress Guide *To Relevant Plugins*

EBOOK



TABLE OF CONTENTS

Introduction & Welcome.....	<u>3</u>
Chapter 1: Website, Maintenance & Security Plugins.....	<u>4</u>
Chapter 2: Mobile Site Responsive & Compatible Plugins.....	<u>7</u>
Chapter 3: Design & Development Plugins.....	<u>9</u>
Chapter 4: Social Media Plugins.....	<u>13</u>
Chapter 5: E-Commerce & Payment Plugins.....	<u>15</u>
Chapter 6: Online Marketing Plugins.....	<u>17</u>
Chapter 7: Search Engines & Site Optimization Plugins.....	<u>21</u>
Chapter 8: Content Plugins & Site Migration Plugins.....	<u>25</u>
Chapter 9: Media, Gallery & Visual Plugins.....	<u>28</u>
Chapter 10: Customer Experience & Enhancement Plugins.....	<u>31</u>
Chapter 11: Miscellaneous Plugins & More.....	<u>34</u>
Final Word & Thoughts.....	<u>37</u>

WELCOME

WordPress is not just for blogging, as many may think, but can be used for small mom and pop shops or large companies selling their products on the internet. Plugins allow you to have more advanced functionality of your WordPress website without having the know how on website development. There are over 10,000 plugin options allowing you easier ways to manage your website such as: Photo Galleries, Calendar of Events, social media, ect. Developing a site using WordPress does not mean that you cannot design your website to match your brand. You are not limited to templates while working with WordPress and all the functionality can be developed to meet your needs.



ABOUT SPECTRUM NET DESIGNS

Spectrum Net Designs is a website design company located near Grand Rapids, Michigan. We were founded in 1999 by Kurt Kaptein and 18 years later, we now offer more services than ever to our growing client base all over the United States. We provide custom website design, a full range of online marketing services, graphic and logo design, and search engine optimization campaigns customized for each client. We also offer full-service website hosting, domain registration, and website maintenance.

From creative services, website design, and custom development to specialty auction software, we can help with any solution to fit your needs. With our staff of over 14 people, we can provide just about any service in-house you would need, without the need to outsource to a third-party. We treat each of our customers with respect and each as important as the next! That is our customer service goal for you!

WHY WORDPRESS

There are many benefits to using WordPress to power your brand's online presence. From its flexibility to its open source nature, notable businesses and brands across the globe choose WordPress to power their incredible digital experiences. One area where WordPress really shines though is with its endless amount of integrations, including plugins. Wordpress currently offers over 10,000 plugins to their users to give you as many options as possible, while creating your site, without requiring programming knowledge. These plugins make WordPress extremely accessible to everyone and offers you the opportunity to create the site of your dreams.



A top-down view of a person's hands typing on a silver laptop keyboard. The laptop is open on a wooden surface. A semi-transparent yellow rectangular box is overlaid on the lower half of the image, containing the chapter title. The person's left wrist has a silver digital watch.

CHAPTER 1

Website, Maintenance & Security Plugins

Websites & Maintenance Plugins

These plugins are general tools that you can use to help you manage your website. WordPress plugins provide you with the freedom to manage your website with the ease of a simple download. Some are completely free of charge, others offer a free version with more features available after a one-time fee or subscription to the plugin is paid. It is important to check the plugin version before downloading to make sure that it is compatible with the version of Wordpress you are running. After downloading these plugins, make sure to check regularly for updates and security features. You can contact Spectrum Net Designs if you would like assistance with your WordPress website. Call 866.773.26385 or Email us at info@spectrumnetdesigns.com

Broken Link Checker

This plugin will scan your blog and check for broken links. It has many features including monitoring links in your posts, pages, and comments, detecting links that do not work, and more. Once installed, it will immediately begin working. The time it takes depends on the size of your site.



Redirection (404 to 301)

This plugin is the most popular redirect manager for WordPress. You can easily manage 301 redirects, 404 errors, and tidy up any loose ends. It can also help reduce errors and improve site ranking.



Easy HTTPS Redirection

This plugin is only useful if you have installed a SSL Certificate on your site. Once installed, it will help you automatically set up a redirection to the HTTPS version of an URL when anyone tries to access the non-HTTPS version.



All-in-One Schema.org

This plugin gives search engines only the most important and precise information to display in search result snippets. Rich Snippets are unique due to the fact that, besides being very interactive, you stand out from competition. This helps you rank higher in search results.



Security Plugins

Do you have security on your current website? If not, [contact us](#) today to learn how to protect your clients' information from being at risk to the entire world wide web. Security plugins do much to maintain the security of your WordPress site for your company and your visitors. Though, additional installations are never a bad idea; security is about risk reduction, not risk elimination. WordPress is probably the most popular website platform on the web these days, this makes sense considering it can be used to build a website from a single 1 page blog platform to a 100+ Ecommerce website. E-commerce websites are a different type of site. They require much more attention and security

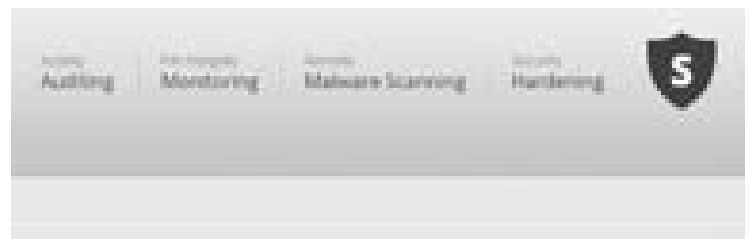
iThemes Security

iThemes Security gives over 30+ ways to secure and protect your WordPress website. iThemes works to lock down WordPress, fix the holes, stop automated attacks, and strengthen credentials. Some features include: Google reCAPTCHA, password security, and more!



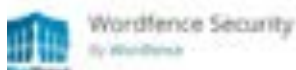
Sucuri Security

Sucuri Security is globally recognized in matters related to website security, with a specialization in WordPress security. It is meant to complement your existing security posture and offers Security Activity Auditing, File Integrity Monitoring, and more!



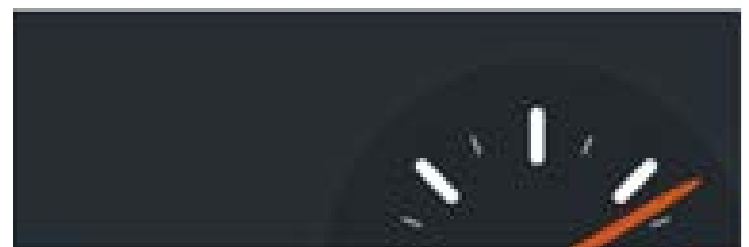
Wordfence Security

Being the most popular WordPress security plugin, Wordfence offers a deep set of features including: Firewall blocks complex and brute force attacks, Security Scan alerts you quickly in event of a security issue, Configurable security alerts, and more!



WP Super Cache

WP Super Cache plugin generates static html files from your WordPress blog. Your webserver will serve that file instead of processing the heavier and more expensive WordPress PHP scripts.



CHAPTER 2

Plugins to Keep Up With Mobility of your Clients



Responsive & Mobile Friendly Plugins

Do you have a phone? How about a tablet? Nearly everyone in today's day and age carry around a smart phone and have some sort of tablet. The mobile device is always near them, throughout the whole day. This kind of lifestyle is not predicted to change; therefore website owners must consider mobile while creating websites. People use their mobile device for everything: communication, searches, social media, etc. This means that if a website is to be popular and visited it must be mobile-friendly. Website owners are recognizing this direction of technology, and are frantically trying to catch up.

These plugins help your site transfer to mobile format with minimal assistance. If you would like professional assistance please feel

AMP for WP

AMP for WP automatically adds Accelerated Mobile Pages functionality to your WordPress site. AMP increases the speed of your website for mobile visitors. Features to the plugin are constantly getting added and upgrading.



WPtouch

WPtouch is a mobile plugin that automatically adds a simple and elegant theme, for mobile visitors, to your WordPress site. This plugin is recommended by Google, and does not cause your SEO rankings to drop due to not having a mobile friendly website.



WP for Mobile Menu

This plugin is an easy to use WordPress responsive mobile menu. The menu will be displayed at a resolution defined by the site owner. It is easy to add custom content as well. You will not lose visitors because they can't click on menu items when displayed on mobile devices!



WP Responsive Menu

This is a simple plugin that lets you add a customizable responsive menu to any WordPress site in no time at all. It also comes with benefits including: helps site work better on mobile devices, easy to customize with no skills needed, and more!





CHAPTER 3

Design & Development Plugins

Design Plugins

Because your website is your users' first impression of who you are, it must be eye-catching and memorable, as well as professional. The graphics must not only be outstanding, they must be spectacular. With the help of these plugins, building your website will no longer be a struggle. Once they land on one of your pages, the user must be motivated to want to further explore or they will not leave the first page. Therefore, the navigation through your site must be easy to follow, making it simple for them to find what they are looking for.

Utilize plugins that offer powerful tools and puts the ability to create a powerful message to your clients. Check out some of our favorites.

Zedity

This plugin allows you to create posts and pages quickly and easily, with endless design possibilities. No coding skills required. It is a great time saver and very easy for anyone to use.



Elementor

Elementor is a live page builder, with no limits of design. It delivers high-end page designs and advanced capabilities. It is fast, real design, that includes some unique features including shape dividers, hover effects, and more! In addition, a template library and mobile editing are available.



Tailor Page Builder

Tailor is a frontend page builder, for WordPress, that features a simple drag and drop interface. It is easy to use, with elements including: copying elements, save elements as templates, and it supports WordPress features.



Beaver Builder Page Builder

Beaver Builder is a flexible, drag and drop page builder that works for the frontend of your WordPress site. Some page builder features include: photo, color, and video backgrounds, use of WordPress Widgets and short codes, and more!



Developer Plugins

This is where custom website design and development meets developer tools. Your website will be developed to meet your users' specific needs. Since you know your user's requirements best, we will work closely with you to customize your website from start to finish with your customers in mind. These developer tools are not for a beginner in web development but aren't hard to learn if you are motivated. Once you have an understanding of your goals and purpose for your website, we will begin designing and developing your site, then begin building it piece by piece to achieve a result that will not only be unique and individual to you, but more importantly, will have all of the tools that your clients are looking for on your website for ease of end user abilities.

Child Theme Configurator

Child Theme Configurator is a fast and easy to use utility tool that allows you to analyze any theme for common problems. You are able to take control of your child themes. You can create any number of child themes from the parent theme.



WPForms

WPForms is a drag and drop WordPress form builder that is easy and powerful. No need for a developer. This plugin allows you to create beautiful contact, subscription, payment, and any other kind of forms for your site in minutes, not hours!



Shortcodes Ultimate

Shortcodes Ultimate is a comprehensive collection of various visual and functional elements. Using this plugin, you can easily create tabs, buttons, boxes, sliders, carousels, responsive videos, and so much more.



ManageWP Worker

ManageWP is a dashboard that helps you save time and energy by automating your workflow. It is fast, secure, and free for unlimited number of websites. You can check up on all sites with a single glance. It is easy now to update plugins and check on each of the sites.



Typography & WYSIWYG Plugins

One of the many great things about WordPress is that you are not stuck with minimal choices for the fonts and themes. There are many plugins out there that give you the option to expand and customize your creative side, whether that be colors, fonts, themes, and more. Here are just some of the many plugins that can be used to bring your website to a whole new level creatively.

Easy Google Fonts

This plugin is a simple way to add custom google fonts to any WordPress theme, without coding. Easy Google Fonts integrates with WordPress Customizer so you can preview google fonts on your site. It is compatible with any theme.



TinyMCE Advanced

TinyMCE Advanced plugin will let you add, remove and arrange the buttons that are shown on the Visual Editor toolbar. Some features on this plugin are: support for creating and editing tables, ability to set font sizes, and more!



Black Studio TinyMCE

This plugin adds a new Visual Editor widget type which allows you to insert rich text and media objects in your sidebars with no hassle. You can edit your widgets just like you edit pages.



Google Typography

The Google Typography plugin allows you to use any Google Font for any text on your site. Simply add and customize as many fonts as you'd like.





CHAPTER 4

The Social Media Experience Through Plugins

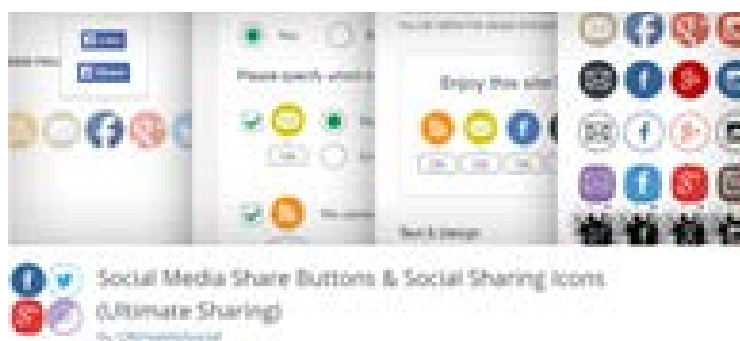
Social Media Plugins

Business owners see social media as an opportunity for interaction with their clients. Even though it is a challenging task to get started, it is greatly beneficial if done properly. There are hundreds of social platforms to choose from, but there are only a handful of platforms that you will want to utilize.

Need help getting traffic to your social media sites? These plugins let you add and share icons for your website so that people can reach your social media. Get creative with the icons so that yours are unique and different from other sites.

Social Media & Share Icons

This plugin let's you add and share icons for RSS, Email, Facebook, Twitter, LinkedIn, Google+, Pinterest, and so much more. You can also upload custom share icons of your choice. You have the freedom to choose different designs and animation.



Social Media Flying Icons

Social Media Flying Icons links social media icons to your social media profiles like Twitter, Facebook, Instagram, and much more. Highlights of this plugin include 30 icon themes, set icon size and order, and more.



Jetpack

This plugin does it all: it keeps your site secure, increases traffic, and engages your readers. Jetpack includes: site stats and analytics, site backups and restoration, extra sidebar widgets, high speed, ad free, high definition video hosting, and more.



Social Media Feather Icons

Social Media Feather is a lightweight, free social media WordPress plugin that allows you to add social sharing and features to your posts and pages on your site. This plugin focuses on simplicity, performance, and social sharing impact.





CHAPTER 5

E-Commerce & Payment Plugins

E-Commerce & Payment Processing Plugins

These E-Commerce and Payment Processing plugins will take your E-Commerce site to a whole new level. Easy to use and with access to new features, you can sell practically anything online with these plugins. We will work with your company and discuss your needs for your website and the functionality that will be required.

Start the process of having your own e-commerce store with a [FREE consultation!](#)

WooCommerce

WooCommerce is a free eCommerce plugin that allows you to sell anything. This plugin was built to integrate seamlessly with WordPress. Some great features include: Selling anything, anywhere, shipping wherever you like, extensive payment options, and more.



WP eCommerce

This plugin lets you sell digital downloads, physical inventory, and memberships. Some features include: quick learning with video tutorials, integrate with popular WordPress plugins, manage orders with built in tools, and more.



Shopify

This eCommerce plugin has all the connections. You are able to sell directly on Facebook, Twitter, Pinterest, and more via the app store. The interface is easy to use and also utilizes the WooCommerce plugin so you have all the benefits of WordPress. This plugin allows different plugins to interface well together.





CHAPTER 6

Online Marketing Plugins

Online Marketing Plugins

Need help with online marketing? These Online Marketing plugins for WordPress make life simple and easy. From testing pages to accumulating emails for lead generation and CTA's for marketing purposes, these plugins have it all.

Many of them have a free basic edition as well as a more advanced, paid, version of the plugin. We always suggest testing out a few free ones to see if they have what you are looking for and then moving on to the paid version before wasting too much of your time.

Marketing Optimizer Plugin

With the Marketing Optimizer plugin, you can test every web page, landing page, call-to-action, and overlay on your site for which one created the most revenue, leads, signups, etc. Turn your visitors into data and use the data to improve your business.



Hubspot Marketing

Hubspot Marketing is a WordPress marketing plugin for building an email list, tracking and generating leads, and tracking user behavior on your website. All the tools you will need are easily accessed in this plugin.



Popup Builder Responsive

Create powerful promotional popups with Popup Builder. These popups will grab visitors' attention and show them your offers, discounts, or other kinds of promotions. They can be easily managed through the plugin.



Constant Contact API

This plugin allows you to add Constant Contact sign up forms to your WordPress site. The form captures the lead and sends it to the specific Constant Contact list automatically.



CTA Button, Email, & Landing Page Plugins

Call to action buttons and landing pages have increased marketing campaigns dramatically in the past few years. Good CTA buttons can entice and direct users to improve conversion rates on your website and landing pages. Specifically for landing pages, to be able to push people to take a desired action on your pages will help you achieve your ultimate objective which is webpage conversions and possibly converting to sales. If you do not have graphical or marketing abilities, these plugins will help you achieve those goals.

MaxButtons

MaxButtons is a powerful WordPress button, share button, and social icon plugin. It creates great looking buttons on any page or post on your site. The button editor creates them quickly so you receive amazing buttons in a short time.



WP Calls to Action

This plugin creates "calls-to-action" for your WordPress site. It gives site owners the ability to monitor and track conversion rates, run tests, increase lead flow, and more. This plugin was designed specifically with inbound marketing best practices in mind.



MailChimp

MailChimp helps you add more subscribers to your lists, using various methods. You are also able to create great looking forms or integrate with other forms on your site, like contact or checkout form.



WordPress Landing Pages

This plugin provides a way to add and create landing pages for your WordPress site. Landing Pages plugin gives the administrators the ability to monitor and track conversion rates, do multiple tests, increase lead flow, and more.



Lead Generation Plugins

The importance of lead generation has taken on a whole new meaning in the past few years. Introducing people, that are interested in specific services or products that you can provide, to your brand allows a more connected approach than advertising on general sites. When you use a lead generation tool, you already know they are interested in your products and services, to some capacity. Providing legitimate resources and educational support, in return for contact information is a game changer in 2018. Are you on board? [Learn more...](#)

OptinMonster Lead Generation

OptinMonster supports your site by prompting the people who visit to subscribe to your blog and then adding them to your email list. This plugin comes with an easy to use form builder that allows you to create beautiful forms.



WooCommerce Lead Generator

This plugin is a Coupon Pop that enables you to pre-define a promotion that will pop up when people visit your site, asking them to join a social network you are active in as well as your email list. This plugin is designed to boost store conversion rate and increase fan base and email list.



Constant Contact Forms

Constant Contact Forms makes it easy and fast to capture visitor information from your WordPress site. Whether you want to collect email addresses, contact information, or feedback from visitors, Constant Contact Forms does it all. You can even customize your forms however you like.



CHAPTER 7

Search Engine & Site Optimization Plugins



Search Engine Optimization Plugins

On-page optimization is one of many important factors when trying to rank on the search engines. WordPress makes it easy to manage your SEO campaigns with easy to use tools, to take some of the burden off of you. Many contributing factors in search engine optimization can make regular SEO task time consuming. These plugins make optimizing your site less complicated and more efficient. While this list isn't exhaustive of all options, these are a few of our favorites.

Yoast Basic/Premium

This plugin helps to improve your SEO. It takes care of all your technical optimization, and even helps you to write better content to improve your SEO. The Page Analysis checks simple things everyone is bound to forget, so that you don't have to.



Google Analytics Dashboard

Google Analytics enables you to track your site using the latest Google Analytics tracking code. In addition, it provides in-depth page and post reports allowing you to see performance details. This plugin is even fully customizable, giving different options like dimensions and events.



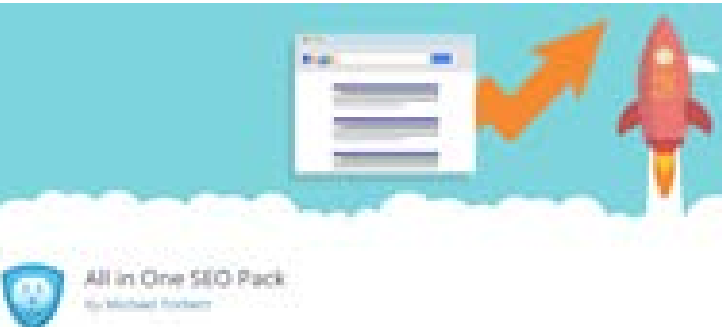
WP Meta SEO

This plugin comes with many functionalities including: edit all website meta on a single view, edit image file name and meta, 404 errors redirect and internal broken link checker, and more.



All in one SEO

The All in one SEO Pack is used to optimize your WordPress site for SEO. It has simple features for beginners and advanced features for experts and developers.



Search Engine Optimization Plugins

From optimizing images to statistics for your WordPress site, these plugins cover it all. We know you will love these WordPress plugins for your website because we have personally tested and used them ourselves and with all of our clients. You don't need to be a SEO expert to use these plugins. Let us know what you think or if you have any other great ones you suggest.

Monster Insights

No need to hire a developer to add Google Analytics to a website. This plugin has it built in so that it is easy to use as well as powerful. Monster Insights shows you the stats that matter. This plugin is the most popular Google Analytics plugin for WordPress.



WP Smush Compression

With this plugin, you can resize, optimize, and compress all of your images with the incredibly powerful WordPress image smusher. Smush has been tested and ranked number one for speed and quality.



WP Rocket

WP Rocket will combine all inline and external CSS found on the page and save it to WP Rocket's cache folder as a new file. It will optimize popular 3rd party services and put all localized scripts together.



WP Super Cache

WP Super Cache plugin generates static html files from your WordPress blog. Your webserver will serve that file instead of processing the heavier and more expensive WordPress PHP scripts.



Sitemap Plugins

Sitemaps are files that layout your website pages in a way the search engines can easily read, in an organized manner. The file is basically a list of pages that search engines can crawl more efficiently. One type of crawler is the Googlebot, that uses the information to help read and rank your website on the search engines. This is important because it provides metadata associated with the pages listed in the sitemap. If you haven't already, creating and submitting your website sitemap is a must for optimization.

Squirrly

Squirrly is a plugin for non-seo experts. It helps you write content that is SEO and human friendly at the same time. This will also help you to improve your Google rankings while giving readers great content.



Google XML Sitemaps

This plugin helps improve SEO to create special XML sitemaps, which will help search engines better index your site. With a sitemap, it is easier for crawlers to see the complete structure of the site and retrieve it more efficiently.



Yoast Basic/Premium

Yoast has many useful tools, this includes a comprehensive sitemap feature that allows the sitemap to update as the site updates. So if you have it downloaded already, utilize it for your sitemap as well....you'll thank us for this later!





CHAPTER 8

Content Plugins & Site Migration Tools

Content Plugins

Do you need help finding pictures or informative content to put on your site? These plugins help with creating custom content, while still saving you time and energy. You don't want to rely on this 100%, but help doesn't hurt to get the ball rolling. When you think of content, most people think of text. Content is all consuming of graphics, documents, images, code, forms, data and graphs, and of course text. Each content type is just as important as the next when building your website. If you would like a free consultation and analysis of your current site you can contact us at seo@spectrumnetdesigns.com.

Simple Custom Content

Simple Custom Content enables you to add custom content to all of your WordPress Posts. This plugin also provides several short codes to add custom content to any location in your theme template.



Livifyre

This plugin helps brands, media companies, and agencies engage consumers through conversation, content, and advertising. This works with websites, mobile apps, advertisements, and television broadcasts to increase viewer engagement and website traffic.



Zedity

This plugin allows you to create posts and pages quickly and easily, with endless design possibilities. No coding skills required. It is a great time saver and very easy for everyone to use.



Comment Management & Migration Plugins

The Comment Management plugin saves you time by increasing reader engagement and cutting down the time for review each time a comment is made. Content Migration plugin exports your site with minimal technical knowledge. The importance of content migration falls into the optimization category. When you have a top ranking optimized site, you definitely do not want to lose those rankings. When you are dealing with migrating data, content and images into your new site, the importance of keeping the integrity of those attributes is extremely important, unless you want to lose all of your current positions on the search engines. Learn more about url structure, meta data and more [here](#).

Disqus Comment System

Disqus is the most popular commenting system to increase reader engagement, grow audience and traffic, and monetize content. This plugin helps publishers, of all sizes, engage with their audience to build loyalty and retain readers.



All in One WP Migration

This plugin exports your WordPress site including the database, media files, plugins, and themes with no technical knowledge required. This plugin will also fix any serialization problems that occur during the find/replace operation.



CHAPTER 9

Pictures, Media, Gallery & Visual Content Plugins



Video & Picture Plugins

Content and video marketing is exploding and you don't want to be left behind. Marketing and content containing videos is 300% more effective at attracting clients than traditional content marketing. These plugins help you add videos to your website with no developer or coding experience needed. This will cut down the cost and time for your business to shoot, edit and upload in less time, so you can market more and worry less.

YouTube Embed Plugin

This plugin allows you to customize your YouTube channel, playlist, and live stream in a variety of ways. Some features include: YouTube auto continuous play, improved accessibility, and more.



ARVE Advanced Responsive Video

This plugin can handle all video embeds on your WordPress site. It goes far beyond just making your videos responsive; it supports almost everything, while still keeping it easy and simple. Features include: being SEO friendly, supporting every video host, and more.



Easy Video Player

Easy Video Player is a user-friendly video plugin to show your videos. You can embed self-hosted or externally hosted videos using direct links. Some features include: embed MP4 into your site, embed HTML5 video, embed video with autoplay, and more.



Soliloquy WordPress Slider

Using this plugin, you don't need to hire a developer to create a WordPress slider. This is a drag & drop image slider plugin that is easy and powerful. You can create responsive image sliders for your site in minutes, not hours.



Picture & Gallery Plugins

Websites are more than just pages on the internet, they are gateways to your client excitement and intrigue of your services and products that you offer. These plugins create simple yet organized galleries for you to display your pictures and images. Humans are visual individuals and respond to anything visual more than plain text. By enhancing your website you give it the boost to make people want to check it out. Galleries can transform your boring website into an exciting adventure for your clients.

Others plugins that you can use that are listed elsewhere in the guide are Jetpack, Easy Slider and Soliloquy, for easy management of your images.

NextGEN Gallery

NextGEN Gallery has been the standard WordPress gallery plugin. It is easy to use for simple photo galleries but yet still powerful enough for the most demanding photographers, visual artists, and imaging professionals.



Envira Gallery Lite

This plugin is a powerful drag & drop photo gallery plugin that is easy to use. User experience is the number one priority, which is why Envira is the best responsive photo gallery for WordPress. The gallery will look great on all devices.



Foo Gallery

Foo Gallery has stunning, responsive, retina-ready, lightening fast, and easy to use gallery layouts. It comes with retina and video support. Albums are now built in as an extension.



Photo Gallery by Supsystic

This plugin comes with a great number of layouts to help you create quality portfolios and image galleries. There are unlimited photo gallery options so you can choose different designs and styles, making it unique compared to other sites.



A close-up, slightly blurred photograph of a person's face and hands. The person is looking down at a smartphone held in both hands. The background is out of focus, showing what appears to be an outdoor setting with a building and a car. The lighting is soft and natural, suggesting daylight.

CHAPTER 10

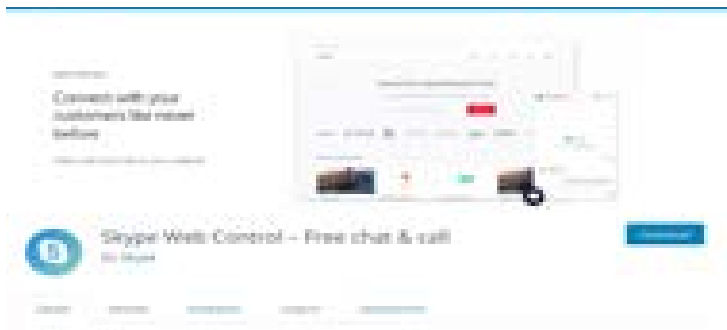
Customer Experience & Enhancement Plugins

Live Chat, Ratings, & Reviews Plugins

Are you looking for more customer engagement? These WordPress Plugins make reaching and connecting with people easier. From live chats to ratings, you can control and see all that happens on your site. These tools offer a certain amount of control, and with that, you must ensure that you are available to your clients or communicate your availability to them. If you do not, it can lead to negative user experiences and something you want to avoid.

Skype Chat

This plugin makes it faster and easier for people to reach you straight from your site. It is easy to integrate and supports both desktop and mobile sites.



Tawk.To Live Chat

Tawk.To is the live chat plugin that lets you monitor and chat with visitors on your WordPress site. You can gain valuable insight when you monitor visitors in real time. You can be anywhere, and still be in touch with customers. It is convenient for customers with questions.



Multi Rating

Multi Rating is a powerful review system for WordPress. It can be used for polls, quizzes, online voting, and surveys. Some features include: rating posts based on multiple criteria, built in template for customization, custom icons and star images, and more.



Rating Widget

Rating Widget has user friendly ratings for posts, pages, comments, WooCommerce, BuddyPress, and others. This plugin allows you to create and manage ratings from within your WordPress dashboard.

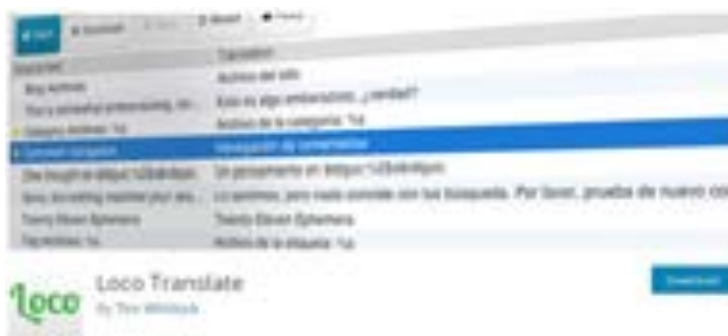


Translation, Maps, Calendar, Events, and More Plugins

Customers are always looking for features and help on pages to enhance their experience on your website. These WordPress plugins help manage your site with events and translation. No more scheduling mess or miscommunication. Help your prospects trust you more with on-site review plugins and more. One caution with translation on websites. There are many dialects in languages and not all translate well automatically, so be sure to look over and proof any translations to ensure it is conveying your message appropriately.

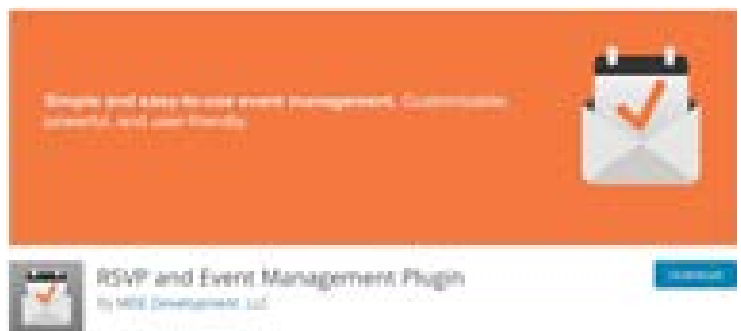
Loco Translate

This plugin provides an editing of WordPress translation files. Some features include: localization tools for developers, translation editor, creation and update of language files, built in WordPress locale codes, and more.



RSVP & Event Management

You can create and manage your event with ease using this plugin. It is an easy to use and full featured event management plugin. Some features include: customize text, ability to set passcode, email notifications, custom questions, and more.



Editorial Calendar

This editorial calendar plugin gives you an overview of your blog and when each post will be published. Some features include: drag and drop to move/change posts, edit posts right from the calendar, manage your entire blog from the calendar, and more.



WP Google Maps

This plugin allows you to add a customized Google map to your WordPress posts/pages quickly and easily. This is perfect for contact page maps, routes, and more. There is no coding required. It is easy to use. You can create or add your own map theme.



A person stands in a snowy forest at night, holding a flashlight that illuminates the path ahead. The trees are tall and thin, and the ground is covered in snow. The scene is dark, with the flashlight providing the main source of light.

CHAPTER 11

Fun & Miscellaneous Plugins

Games, Contest, and Holiday Plugins

Tis' the season for holiday cheer and fun. These plugins can increase customer engagement, when used with marketing campaigns and other online marketing features you have going on. Give customers hidden prizes or gifts during the holidays to increase your engagement and new prospects to make it fun!

ShortStack for WP

This plugin lets you easily add contests, giveaways, forms, and promotion to your WordPress site. You can choose a professionally designed template or start from scratch. While the contest is running, ShortStack will store all data entered.



Scratch & Win Giveaways

You can use this plugin to reward users who sign up to your campaign with hidden scratch card prizes. There is no coding and no design skills required. This is a great way to increase engagement, get leads, and win customers.



Holiday Calendar

This plugin comes as a widget that shows upcoming events. It also comes with two views, list and calendar. You can import holidays. It is light, fast, and efficient.



Holiday Countdown

This plugin is a countdown to any holiday, birthday, or special event. You can edit in your live web page. Some features include: Counting up or down to a date, animations bring your countdown to life, adjustable sizing and spacing, and more.



Holiday Plugins

As the holiday season draws near, your business may have many events and things to communicate to your customers. Whether that be a countdown or a holiday calendar, you can download these plugins to spice up your website with holiday theme. These are a few of our favorites. What other holiday plugins do you use? [Tell Us!](#)

Responsive Holiday/Events Calendar

WP Responsive Holiday/Events Calendar is easy to manage with clean visual design. It has a strong set of features to inspire advanced website calendar available. It has various display options.



Christmas Countdown Widget

This Christmas Countdown Widget offers a Santa Clause counting down to Christmas in your sidebar. You can leave it all year long if you want since it automatically updates. With its transparent background, it will look good with any theme .



Christmasify

This is a easy to use Christmas plugin that can add snow, Santa Claus, decorations, music, and Christmas fonts to your WordPress website.



FINAL WORD

Are you looking for a custom designed website that is still easy for you to manage and maintain? WordPress is a leading website platform on the internet today. WordPress websites will have you leaving a great first impression to all your prospective clients. One area where WordPress really shines though is with its endless amount of integrations, including plugins. Plugins allow you to have more advanced functionality of your website without having the know how of website development via coding. With over 100,000 plugin options you will never run out of opportunities to grow your website for your customers. WordPress is not just for blogging as many may think, it can be as interactive as you wish. Utilize it for a 1 page blog to a 100+ page corporate website., and everything in-between!

GETTING STARTED

When are you ready to get on the wagon with your new website, here is a list of important steps to creating your website that we can help walk you through.

1. Purchasing a domain name. Your own www.YOURCOMPANY.com
2. Setting up your new branded e-mail address and site hosting.
3. Initial design layouts for your homepage, and mobile design layouts.
4. Collect current or create new content, text, and graphics for the development portion of the process.

From there we will build the site out in the development phase, while you can watch the entire process from a development link we provide. You will be involved in approval process along the way and daily or weekly communication of your choice.

NEXT STEP

If you are ready to start [CONTACT US](#) to start the process of a consultation and proposal



Spectrum Net Designs

CREATING WEB SOLUTIONS



www.SpectrumNetDesigns.com