

# Is Your Website Working Hard Enough?

How to Choose WordPress Plugins to  
Make Your Business Stand Out

A G E N C Y  
**FIREBOX**

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Once you get people to your site...

**How do you get them to come back?**

**It comes down to quickly  
building visitors' trust.**

The right plugins can help you do that.

# Takeaways: Today's Solutions

1. Give you a fish: **My top recommended plugins**
2. Teach you to fish: **How to evaluate your own plugins in 5 steps**
3. Prioritize your fish: **What next? Deciding what to do first.**

# How I got here

1. Business consultant & coach to marketing agencies, via Agency Firebox
2. Building WordPress sites since 2008
3. Building websites for clients since high school, back in 1997

# My Assumptions

1. You want repeat visitors, and you know your desired conversion(s).
2. You're comfortable installing a new plugin via your site's "Add New Plugin" interface, and you know your version of WordPress, to check compatibility.
3. Beyond plugins: You're using a theme that reflects your business, you're following a content strategy, and you're using Google Analytics.

Agency Firebox 7 2 + New SEO Genesis

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## Install Plugins

To correct this issue, move

Search | Upload | Featured | Popular | Newest | Favorites

Plugins extend and expand the functionality of WordPress. You may automatically

Search

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

[admin](#) [AJAX](#) [buddypress](#) [category](#) [comments](#) [content](#) [email](#)  
[login](#) [media](#) [page](#) [pages](#) [photo](#) [photos](#) [plugin](#) [Post p](#)  
[widget](#) [widgets](#) [wordpress](#) [youtube](#)







**Everything's on the handout.**

**Email me for a copy.**

# 1) Just a few recommended plugins

1. **Marketing automation:** Mailchimp, et al
2. **Social proof:** Testimonials and/or portfolio
3. **Social sharing:** AddThis or ShareThis
4. **SEO:** WordPress SEO by Yoast
5. **Anti-spam:** Akismet + Cookies for Comments
6. **Easy video embeds:** Smart YouTube PRO
7. **Lots:** Jetpack (spellcheck, subscriptions, more)
8. **Suggested / related posts:** YARPP
9. **Add / embed anything:** the "Text" widget

# See "best WordPress plugins" roundups

1. **Good grouping by topic:** <http://www.makeuseof.com/pages/best-wordpress-plugins>
2. **Blogging focus:** <http://www.theleangreenbean.com/the-best-wordpress-plugins/>
3. **Lots of options within each category:** <http://www.tipsandtricks-hq.com/list-of-the-best-and-must-use-wordpress-plugins-535>
4. **Digs deeper than what most need, but you might find something unique here (e.g., restaurant menu plugin):**  
<http://www.tripwiremagazine.com/2013/06/best-wordpress-plugins.html>
5. **Even more options, including forums, events calendars, and e-commerce:** <http://www.wordtracker.com/academy/best-wordpress-plugins>





**25,000+**  
WordPress plugins

# What makes a good plugin?

1. **Stable:** Doesn't crash your site.
2. **Effective:** Does what you need it to do.
3. **Supported:** Developer makes upgrades, dev or community helps people solve problems, and someone posts the solutions online.



## **2) How to evaluate a new plugin**

- 1. Use Google to find options.**
- 2. Check compatibility.** Confirm it likely works.
- 3. Look for updates.** Is plugin maintained?
- 4. See what people say about the plugin.**
- 5. Try it out yourself.** Use "dev" site or do in low-traffic period so you can easily roll back.



## Description

Testimonials Widget plugin allows you to display random or selected portfolio, quotes, reviews, showcases, or text with images on your WordPress blog. You can insert Testimonials Widget content via shortcode, theme functions, or widgets with category and tag selections and having multiple display options such as random or specific ordering.

[youtube =http://youtu.be/bhUhuQ-2m8s ] [Video introduction](#)

View a [Live Testimonials Widget Demo](#)

More than one Testimonials Widget instance can be displayed at a time pulls from the `testimonials-widget` custom post type. Additionally, with shortcodes and theme functions, you can display a short or long list or rotation of testimonials. Each Testimonial Widget has its own CSS identifier for custom styling.

Widgets display content sans `wpautop` formatting. This means no forced paragraph breaks unless the content specifically contains them. You can enable `wpautop` via the "Keep whitespace?" option.

Through categories and tagging, you can create organizational structures based upon products, projects and services via categories and then apply tagging for further classification. As an example, you might create a Portfolio category and then use tags to identify web, magazine, media, public, enterprise niches. You can then configure the Testimonial Widget to show only Portfolio testimonials with the public and enterprise tags. In another Testimonial Widget, you can also select only Portfolio testimonials, but then allow web and media tags.

The single testimonial view supports image, source, title, location, email, company and URL details.

### Primary Features

- API to manipulate testimonials output and selection
- Admin interface to add, edit and manage testimonials
- Capable of handling multiple widgets per page or post
- Fields for source, testimonial, image, title, location, email, company and URL details

[Install Update Now](#)

FYI

**Version:** 2.13.1

**Author:** [Michael Cannon](#)

**Last Updated:** 2 days ago

**Requires WordPress Version:** 3.4 or higher

**Compatible up to:** 3.6.0

**Downloaded:** 245,462 times

[WordPress.org Plugin Page »](#)

[Plugin Homepage »](#)

**Average Rating**



(based on 96 ratings)

### 3) Prioritize your next steps: 10-point checklist for building trust

1. Do you have **contact info** (humans? sense of place?)
2. Do you have **social proof** (e.g., testimonials, portfolio)
3. Using an **email signup** or other automation linkage?
4. Are your **most-important pages** the **most-visited**?
5. Compare the “**3+ visit**” people to “just 1 visit” people.
6. **Axe the stock photos.** Try Creative Commons instead.
7. **Does your theme make sense** for your business?
8. Are you **producing and sharing valuable content**?
9. Apply the **squint test** to your homepage.
10. Audit pages: **can visitors quickly tell** what you do?

# Q&A

Email me for your copy of the handout:

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