

# Must Have WordPress Plugins

---

If you think that Wordpress is the best CMS for you, you're most likely right, but there's a problem with that.

Everybody who installed the Wordpress engine for the first time (so no longer a WordPress virgin) is a bit surprised to learn that, to add all those really cool and amazing functionality bells and whistles, you actually need to install more stuff. That stuff would be WordPress plugins. Since there are tons of them, you can easily get lost in them and you'll feel sort of overwhelmed with all those options. Moreover, some of the plugins out there have the same or similar features, which will make it even harder for you to decide which exactly plugins you really need.

Since I've been working with WordPress for about 5 years now and I'm familiar with all those plugins, I've come up with the idea of creating this ebook so that you can easily figure out which Wordpress plugins you definitely need installed on your blog. And that's why the book is entitled Must Have WordPress Plugins (duh! :)).

And it's not just an ebook. The point is that I've made videos about installing and setting up each of the plugins covered in the book. So, you'll be able to not only read and follow step-by-step instructions, but you can also watch. Pretty much like in the cinema. :)

Let's take a looksie at what you'll learn by the end of reading this amazing (I hope you sensed it by now :) ) ebook of mine.

## Contents

[How to install WordPress plugins](#)

[Akismet](#)

[Contact Form 7](#)

[Disqus Comment System](#)

[GetSocial](#)

[Google XML Sitemaps](#)

[Jetpack](#)

[MailChimp Widget](#)

[The Social Links](#)

[Subscribe2](#)

[WP-Syntax](#)

[Tweet old post](#)

[Upcoming Posts](#)

[Widget Logic](#)

[WordPress Editorial Calendar](#)

[WordPress SEO by Yoast](#)

[WP Mobile Detector](#)

[Yet Another Related Posts Plugin](#)

## How to install WordPress plugins

Before we go any further, I just want to quickly dwell on the ways you can install WordPress plugins.

There are basically 2 ways of installing plugins in Wordpress:

[WebDesy.com](http://WebDesy.com)

1. WordPress admin panel
2. FTP.

The easiest way would be to do it with the help of your WordPress admin panel because it involves literally a few clicks (see the details in the first part of [this video](#)). The problem is that life happens and your WordPress may be installed improperly and it can prevent you from being able to install plugins via the admin panel. In that case you need to get your hands dirty and install it via FTP.

No panic! FTP does not mean some mass destruction weapon. It just stands for File Transfer Protocol. Simply put, it's just a different way of uploading files. You can use FTP clients for uploading files that way. My favorites are [CuteFTP](#), [FileZilla](#) and [Total Commander](#) (the last one is a bit advanced). The good news is that if you're using a hosting provider that is worth the money you paid for it, you should have access to the control panel on your hosting server. The control panel is usually referred to as cPanel. So, in case you've got that cPanel thing, you don't need to download or install anything extra (like FileZilla or CuteFTP). You can just go to your cPanel and do the magic (uploading your WordPress plugin) right there. And again, the details of that are in the [How to install WordPress plugins](#) YouTube video. The [second part](#) of that video shows how to install plugins via cPanel.

---

## Akismet

This plugin is an essential one because in case you decide to run the risk and not install it, the odds are that you'll spend (or rather waste) more time on removing your spam than actually creating your content. So, that is why the Wordpress guys actually pre-installed it. The only thing that you need to do is just activate it. Well, that's not rocket science but here are the step-by-step instructions just in case:

1. Go to the **Plugins** menu.
2. Select the **Installed Plugins** option.
3. Click on the **Activate** link right under the plugin name.
4. Go to the **Akismet configuration** section.
5. Now just insert your Akismet API key.

If you don't have your Akismet API key handy, you can get it on the [official Akismet site](#). On that page, you need to click on the third option (Personal). Now you just need to fill out the form with the required information such as your first name, last name and email address. Once you're done with that, just drag the slider in the **What is Akismet worth to you** section to the very left so that you can obtain your API key for free. You'll be able to buy it later. That done,

[WebDesy.com](http://WebDesy.com)

you can just click on the **Continue** button. Now , go to your email inbox and check it for your Akismet API key that you should have there by now (if you've actually followed the instructions above). Just copy your API key from the email message that you've received and get back to the Akismet section in your Wordpress admin panel. The only thing left for you to do is insert the copied key to the proper text field. With that done, click on the **Update options** button. If you can see the **Your key has been verified. Happy blogging!** message, you're all set.

If you'd like to refresh the info in video format, I've just read your mind (right? :) ) and put up this video ([How to install the Akismet plugin for Wordpress](#)) for your convenience.

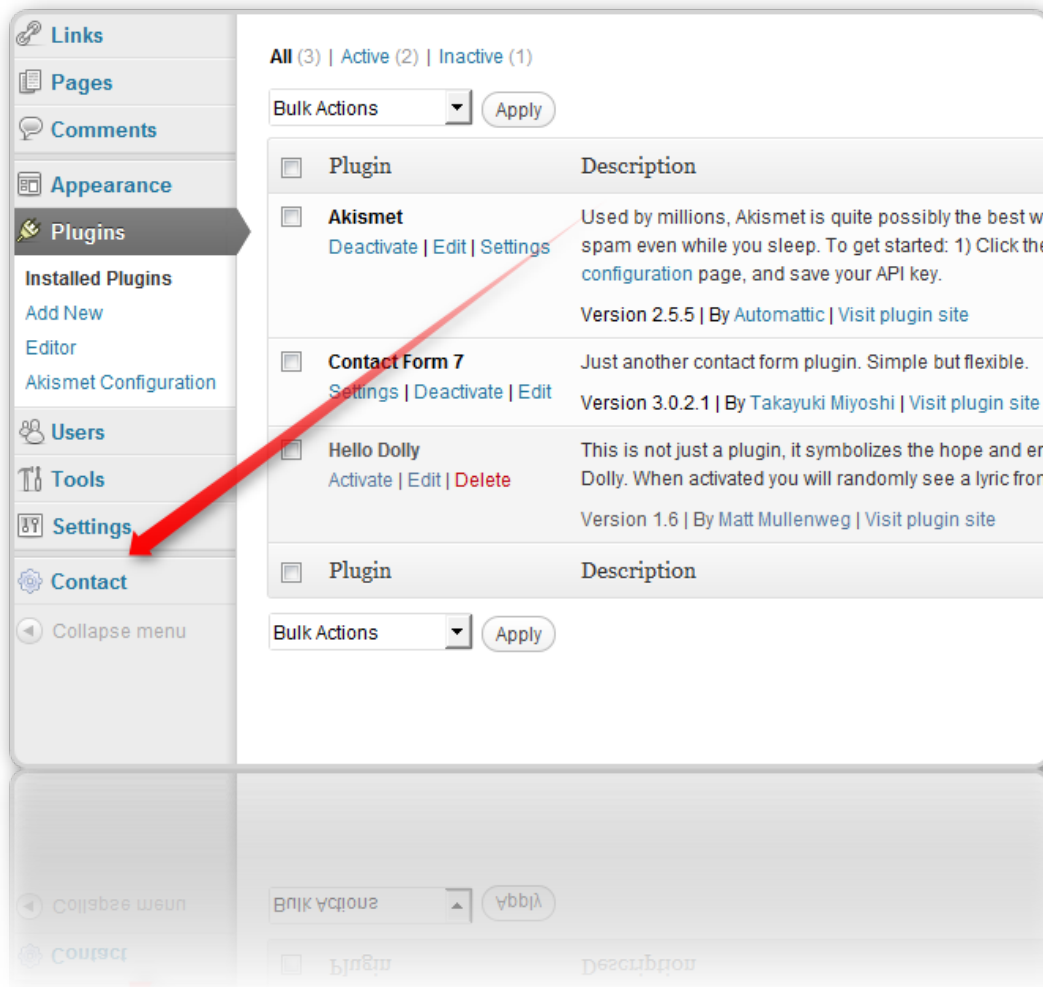
---

## Contact Form 7

This one is a totally necessary plugin because you always want your visitors to be able to get back to you for some reason or other. Unfortunately, Wordpress installation does not come with this plugin pre-installed but it's pretty easy to install it. Though it's a no-brainer in terms of installing it, you can actually add a whole bunch of new options such as CAPTCHA, radio buttons, text fields, etc. I really like this widget but in order to add some new options and spice it up, you're supposed to have basic HTML skills.

You can watch [this video](#) or just read on to get to know how this thing works.

First of all, you need to install it. Once your plugin is installed, you should see a new tab in your left-hand panel.



Now I'm going to tell you how you can actually use it.

First off, click on the **Contact** option (it's highlighted on the image above) At this point, you can just copy the following code from the first section: `[contact-form-7 id="4" title="Contact form 1"]` and just paste it in some page or post content. It has the following text fields by default:

- Your Name,
- Your Email,
- Subject,
- Your Message.

Having pasted the code, just save your page or post. And you're all set! You can just refresh your browser windows and see how it looks with your brand new contact form.

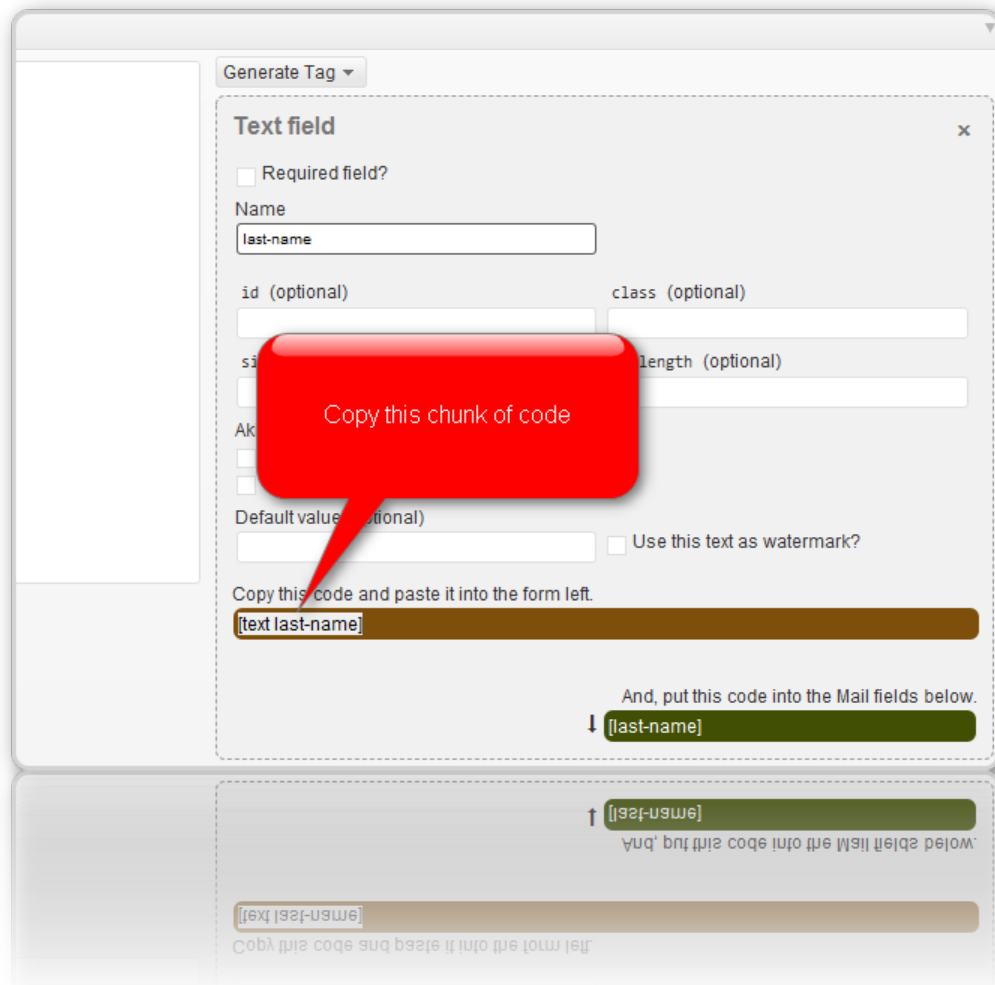
In case you'd rather get to know how to tweak it in a more advanced way, keep on reading.

We're going to add a new text field.

1. Expand the **Generate Tag** drop down menu
2. Select **Text field**.
3. Now you need to specify the name of your new text field in the **Name** text box For example, 'last-name' (without quotes);
4. . You may also want to specify values for the following option but keep in mind that they are optional:
  - a. the **id** attribute value of the input element (it can be used for JavaScript or CSS);
  - b. the **class** attribute value of the input element (for designing the contact form via CSS);
  - c. the size parameter specifies how big your text field is;
  - d. the **max length** value .defines how long your text can be (the one a user types in).
  - e. Akismet options: **This field requires author's name** (it makes specifying the authors name obligatory) and **This field requires author's URL** (this option makes the url field, if you have such, obligatory).
  - f. Watermark - Use the value as watermark text for the text field you add now.
  - g. Required field? - this option is above the name of your text field. It just makes the current text field obligatory.
5. Now go to the left-hand side panel and make a copy of the first piece of code you have there

```
<p>Your Name (required)<br />
  [text* your-name] </p>
```

6. And just paste it below in the same text box.
7. Now you need to edit that code a little bit. Just replace [text\* your-name] with the code that you have on the right-hand side in the brown background text box. [text last-name] (See the image below).



8. And just click on the **Save** button in the upper-right corner.
9. And finally you just need to refresh your browser (you can just click on F5 if you are in the front-end now).
10. Now you should see your new text field.

You can learn more about this plugin on the [official site of the plugin](#).

---

## Disqus Comment System

It's one of the totally must have Wordpress plugins, because it really makes your life as a blog owner much easier. Once you've installed the plug-in, you'll be able to efficiently manage comments on your site. So, what is Disqus actually? It's a networked community platform and

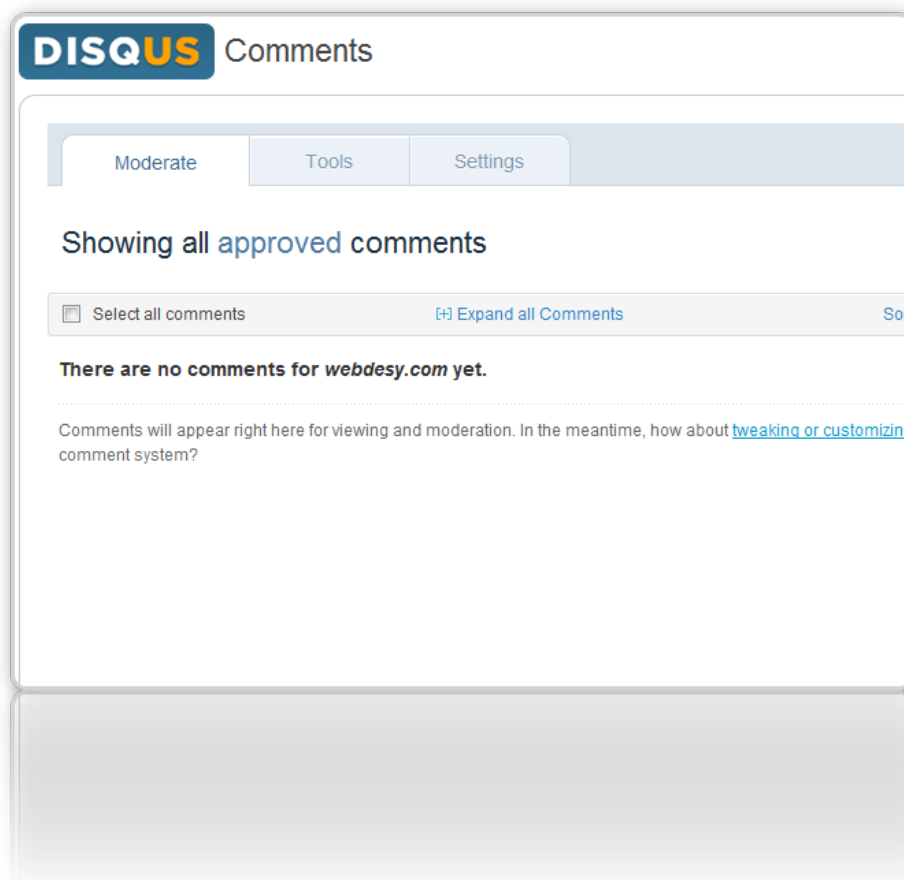


[WebDesy.com](http://WebDesy.com)

it's a real no-brainer to use on any Wordpress blog because of the Disqus Comment System plugin.

Once it 's installed, you can tweak your settings, click on **Settings** right after the plugin name (if you're still stuck in the Plugins panel :)). With that done, click on the **Manage** option in the upper right-hand corner. At this point, you're supposed to login to your account. If you don't have one, be sure to [create it](#).

Having logged in, you'll see the interface that allows you to fine-tune the plugin and moderate comments on your site.



It's has a whole bunch of useful features. I'm gong to mention just some of them:

- a. approving, deleting and marking comments as spam. You can also perform bulk actions if you need to manage a lot of comments at one go;
- b. whitelist and blacklist options for comments.
- c. editing comments. You can modify comments if they are offensive or the like;
- d. you can also specify who can comment: **anyone, Registered only, Registered only with verified email.**
- e. restricted words. You can define which words should be blocked in case a commenter

[WebDesy.com](http://WebDesy.com)

inputs them. Plus, you can also block certain HTML tags;

f. you can also automatically close comment threads after certain period of time.

---

## GetSocial

This plugin is widely used and there's a good reason for it. The plug-in itself is pretty much just a floating social media box, but the cool thing about it is that it's above the fold all the time. I mean the user always sees the box wherever he goes in your site. You can show the plugin both on posts and pages. It's totally up to you. It's just about totally out-of-the-box. I mean you can just install it and actually use right away, but in most cases it does require a few finishing touches so that it looks and works just fine with your theme, especially if your theme is a custom one. But again, it's no biggie. You're supposed to just set some parameters in the appropriate section of your admin panel. Simply put, you don't have to be a programmer to figure that out.

So, the box has a few default buttons, but you can also add more and custom ones. By default, it comes with the following buttons:

- Twitter
- Facebook
- Google +
- Tweetmeme (which is gradually losing popularity but anyway :))
- Stumbleupon
- Digg

One of the coolest things that I personally like about this widget is that it adjusts to virtually any screen resolution and it's not so obtrusive as regular banners or JavaScript buttons. Plus, if your screen is too small (while mobile browsing or if you simply resize your browser window), it just gets hidden in a really neat way. If you need to display it, you just need to hover over the little stripe that remains visible all the time. And sure thing it does not disappear if your screen resolution is high.

Like I said above, you can define whether or not you'd like to see this widget in posts or/and pages. But there's more. You can also set it to be displayed or hidden on particular pages or posts. So, you can really fine-tune how this thing works.

In terms of custom design, it's really robust because you can actually use a color picker with a plethora of color options to select the one that fits your blog's look and feel. So, you're not restrained by just a few color options as it is usually the case.

Though it has all these cool features, it's actually pretty lightweight and it loads in the footer to improve or rather not to jeopardize your site's loading speed ([more about this plugin](#))

---

## Google XML Sitemaps

This plugin allows you to create an XML sitemap that will make it easy for major search engines to index your site in a proper way. That's really important because that's how most of your visitors are supposed to find your site - via search. One of the things that I personally like about this plugin is that it does not just make sure that Google and other search engines can see your site properly but it also makes it possible to index custom URLs in your blog. And custom URLs are the user-friendly ones which help both your SEO and usability. And one more really cool thing about it. Every single time when you update something on your site, like add a post or something, it notifies the search engines that you've got some new stuff on your site. That last feature is really superb because you'll be able to make sure that once you publish new stuff, people looking for that stuff can find it and consequently your blog.

I'm just going to skim through the major settings that you need to take into consideration while using this plugin.

In the first place, you need to generate your XML-sitemap if you want to create it right now for some reason or other. If you decide not to generate your XML-sitemap right this instant, it's not a problem at all because it'll be generated automatically over time.

At the very beginning of the settings page, you'll see the date (if you already generated your sitemap or it's been generated in an automatic way) when the last version of your XML-sitemap was generated. You should also be able to see a few reports that Google, Bing and Ask.com have been notified about your new sitemap. You also have the option re-build your XML-sitemap manually in case you added something to your blog and want to have it updated right away.

Now some superficial info about the settings for the plugin:

### **Sitemap files**

You have the two options which allow you to specify which type of sitemap file you'd like to create. You can create either a normal one (in case you want to have a human readable file) or you can create a compressed version of your sitemap.xml file that will save traffic. Alternatively, you can just enable both of them.

### **Update notification**

You can tick the check-boxes of the search engines that you want to be notified every time you have a new version of the sitemap.xml file. As a rule of thumb, it makes sense to notify all of them. Just to be on the safe side.

### **Advanced options**

[WebDesy.com](http://WebDesy.com)

These options allow you to limit the amount of links to your posts that are included in your sitemap.xml file. It comes in handy only if you have a really huge site. If you're just starting out, it's really no biggie. One of the options allow you to increase your server memory limit, if it takes too long to create your sitemap. You can also try to increase the execution time for the same reason. You may also use an XSLT stylesheet to style your xml sitemap in a humanly readable manner.

In the additional pages block, you have the capability of including the pages of your site that don't belong to your blog (like some separate HTML files and the like).

The post priority block has a few options that you can use to specify how your post priority should be counted.

In the following block which is entitled **Location of your sitemap file**, you can define to automatically locate your xml sitemap file if you place it in a custom location or in case you give it a custom name for some reason or other.

You can also specify your sitemap content in the block with the same name. Simply put, you can define which sorts of pages should be included in your sitemap (home page, posts, categories, archives, etc).

In the Excluded items block, you can specify which pages or posts you'd like to exclude from your xml sitemap.

The **Change frequencies** block gives you the options to define how often certain types of pages should be crawled by a search engine. However, these options are just sort of hints for the search engines and they sometimes act at their own will. In other words, these settings are rather hints than commands.

And the last block on the settings page of the plugin makes it possible to define priorities for every sort of pages.

You can also watch [the video](#) that was made specifically for learning about this plugin.

---

## Jetpack

It's basically a set of all sorts of features. As a matter of fact, one can break down its features and create like 10 separate must have plugins for Wordpress, but the developers (the ones who know how to hit the keyboard) made it easy for all of us:

1. **Sharing** - you'll be able to use all those options for sharing on major social media networks (Twitter, Facebook, Digg ). Simply put, if you have Jetpack installed, you don't

[WebDesy.com](http://WebDesy.com)

want any plugin for that sort of functionality;

[WebDesy.com](http://WebDesy.com)

2. **WordPress.com Stats** - first off, make sure that you have an account at [wordpress.com](http://wordpress.com). In case you don't, just take the time (it's like 2 minutes) and create such an account so that you can see your website's stats right in your admin panel;
3. **Spelling and Grammar** - allows you to improve your spelling, style, and grammar with the [After the Deadline](#) Proofreading service, it's very useful especially when you're writing your post in a hurry;
4. **Subscriptions** allow you to create a sidebar widget with a subscription form;
5. **VaultPress** (with a monthly subscription) - you can subscribe to real-time backup and security scanning for your WordPress site;
6. **Gravatar Hovercards** shows a pop-up business card of your users' gravatar profiles in comments);
7. **WP.me Shortlinks** allows using shorter and more convenient links;
8. **Shortcode Embeds** - you can easily embed videos and more from sites like YouTube, Vimeo, SlideShare, etc;
9. **Beautiful Math** is perfect for complex mathematical equations and other über-geekery;
10. **Extra Sidebar Widgets** makes it possible to easily add images, Twitter updates, and your site's RSS links to your theme's sidebar;
11. **Enhanced Distribution** allows you to share your public posts and comments to search engines and other services in real-time.

Feel like watching a movie now? Here's [a movie](#) about the plugin :)

---

## MailChimp Widget

As we all know, getting email addresses from site visitors in a volunteer way (not with a gun or something) is very important for any person who's trying to run an online business. And Mailchimp makes it way easier for online entrepreneurs who just start out because you can use their services for free. At least until you go really big. Once you get some customer base, you'll be sort of required to shell out (not that much actually) and use their [premium account](#) option.

Having installed your plugin, go to **Settings -> Mailchimp Widet**;

Now you're supposed to enter your MailChimp API Key;

If you don't have that key, it's not your day, just forget it and throw in the towel ... kidding, just read on :)

So, to obtain that pesky API Key, you need to visit the [Mailchimp site](#) and login to your account. And if you don't have one, it's the perfect time to set it up;

Once you're logged in, go to **Account -> API Keys and Authorized Apps**, and that's exactly where you can get your API key; just copy it.

Go back to your Wordpress admin panel and the text field waiting for your API key, just paste it there and click **Save Changes**;

So, your plugin is ready for use now.

[WebDesy.com](http://WebDesy.com)

You can just go to your widgets (**Appearance -> Widgets**) and just drag-n-drop the Mailchimp Signup List widget where you want it to be, like in your right-hand sidebar. That widget has a few major options to tweak if you wish to. As a matter of fact, it'll work even right off the bat, but if you got those creative juices today, feel no shame to adjust a thing or two in there:

- You can change the title of the widget;
- You can also specify which mailing list your subscribers will go to after having subscribed;
- The button text can be customized as well;
- The personal information option allows you to define whether you need the subscriber to specify just his or her first name, last name or both;
- And the last option allows you to manage your success and failure messages.

And check out [my awesome video](#) :)

---

## The Social Links

Nowadays it's pretty much impossible to imagine a site without social network integration. I betcha don't want your site to be an exception in this regard, right? So, you may be thinking now, "What the heck am I supposed to do to make that happen?". And again, me come to rescue :) You just need to install the Social Links plugin. I'll just dwell a bit on its options, which are basic for the most part, though rather powerful. So, once you install it, you need to go to **Appearance -> The Social Links Options**. Now you should see a HUUUUUUUGE list of options. Since you're a beginner, I guess you can just use the most simple options (Facebook, Twitter, Youtube), but if you feel lucky today, you can check out the rest of the options.

Apart from different social media options, you can also specify your icons' sizes, define how you want the link to open (in a new window or in the current one), and whether you want to give credit to the plugin's developers.

And a [YouTube video](#) about this plugin.

---

## Subscribe2

This plugin makes sure that every single time you post something new on your blog all your

[WebDesy.com](http://WebDesy.com)

subscribers get to know about it virtually right away. It's very useful because your visitors are notified about new content and don't miss out on anything. It'll send notifications every time you get a new post or page published on your site. You can also send email notifications periodically, like once a week or so, to keep your readers up to date. For that, you can use the Send Email page that the plugin creates in the WordPress administration area. Though it's not exactly ideal for subscriptions because it has lots of limitations (no custom themes for emails, sending unnecessary email messages to admins, etc), you still can use it just for keeping your readers posted. For more robust features, you want to use Mailchimp, Aweber or something like that.

Once you have it installed, you'll have the **Subscribe2** tab on the left-hand side in your admin panel.

Since I just wanna give you the general picture of the plugin's settings, I'll go through only the most major ones.

So, the major settings of the plugin allow to:

- Specify the format of your messages (HTML - Full, HTML - excerpt, Plain text - Full, Plain text - excerpt);
- Define which exactly categories you want to be subscribed to;
- Select the authors to get new post notifications from;
- As an admin, you can subscribe or unsubscribe a specific email address (I suggest asking the owner of the email first);
- Specify what sort of notifications you want to get as an admin (about new subscriptions or/and unsubscptions);
- Design your messages' templates (new post email, subscribe/unsubscribe confirmation email, reminder email to unconfirmed subscribers);
- Send messages to your subscribers where you see fit.

And you can [watch my video](#) about the plugin. Yeah, if you like it, you can [subscribe](#) to WebDesy's channel.

For more info, please visit the [official site](#) of the plugin.

---

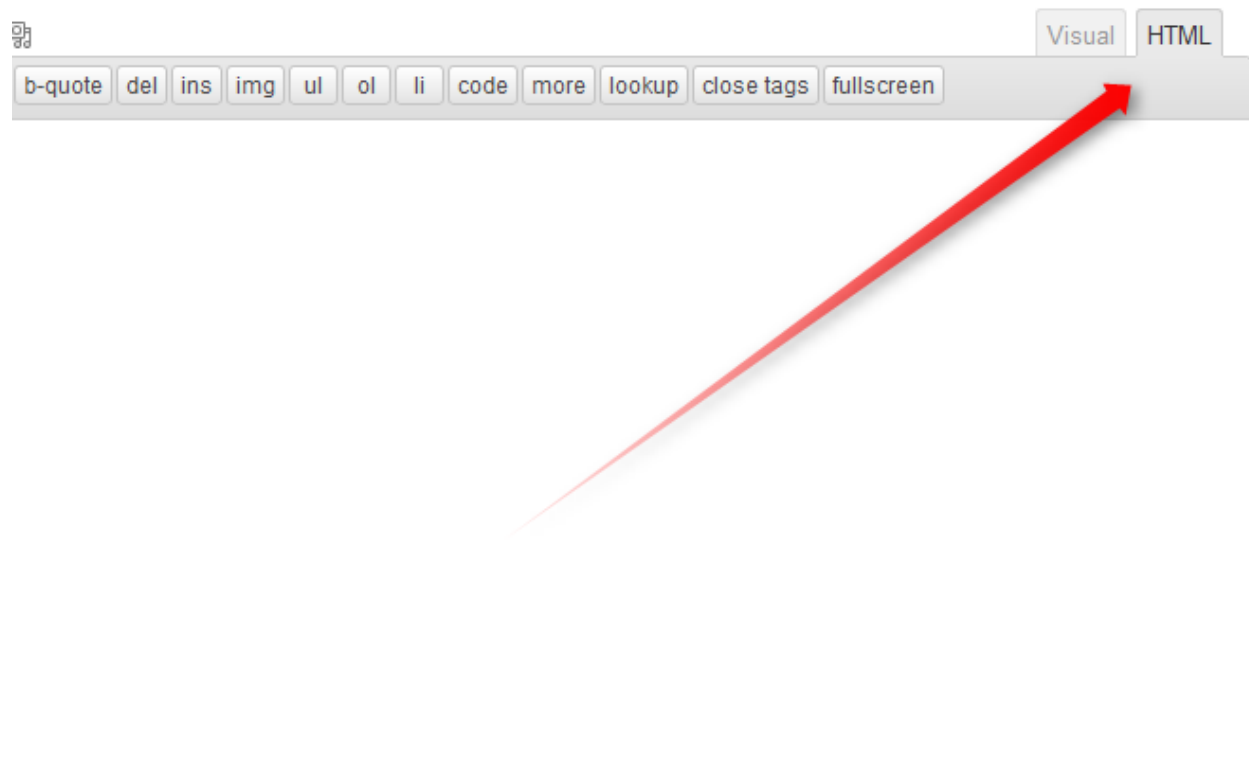
**WP-Syntax**



[WebDesy.com](http://WebDesy.com)

While messing around with code, it really makes difference when that code is user-friendly output in your post, so that your readers can easily spot the line of code (or whatever) you're referring to. And that is exactly what WP-Syntax is for. Who could have thought?! :) One really cool thing about this plugin is that it supports a slew of programming languages, ranging from HTML to PHP and more in-depth ones (like `csharp`, etc). But if you're not a miner, you should not care about the in-depth ones. :) If you'd like to get your hands dirty and customize highlighting colors, it is possible and you can find more info [here](#).

Before we go any further, make sure that you're not in the visual editor. Otherwise it won't work. So, once you've switched over to your HTML editor (the option is in the upper right corner of your post/page editing area.



Now, as an example, I'll put the following php code in my post:

```
<?php  
echo "Hello world";  
?>
```

First off, I go to the post I'm editing and put the opening tag:

```
<pre lang="PHP">
```

then I'll put my php code right after it:

[WebDesy.com](http://WebDesy.com)

```
<?php  
echo "Hello world";  
?>
```

and I'm going to close it with the closing tag:

```
</pre>.
```

So, the final version should look like this:

```
<pre lang="PHP">  
<?php  
echo "Hello world";  
?>  
</pre>
```

Now let's break it down a little more. The lang="php" piece of code means that I'm going to use some PHP code and that is exactly how I'm telling my WP-Syntax plugin how I want it to be treated. So, if you were using JavaScript, you'd have to change it to lang="javascript".

And there's one more thing to point out here. Say, you want to explicitly emphasize that your piece of code starts from a certain line, you can use the line property, which is not mandatory (so you can just diss it :)), but still available for your convenience. Or just to complicate matters. It depends on your attitude to life. :)

So, let's imagine for a moment, that your php code starts on line 5, and here's how we'll tell WP-Syntax to show it:

```
<pre lang="php" line="5">  
<?php  
echo "Hello world";  
?>  
</pre>
```

As you can see, I just added the line="5" piece of code. And that is what does the trick and shows numbers beginning from 5 on the left of the actual code. Check it out:

[WebDesy.com](http://WebDesy.com)

```
5 <?php
6 echo "Hello world";
7 ?>
```

This entry was posted in [Uncategorized](#) by [admin](#). Bookmark the [permalink](#).

### Leave a Reply

Logged in as [admin](#). [Log out?](#)

Comment

The bottom line is that the plugin is super easy to use and at the same time it really simplifies things when you need to explain how certain piece of code works. So, you geeks out there, you godda use it. :) Plus, you can [watch the relevant YouTube video](#) and comment, tweet, and even like it

---

## Tweet old post

Whether you are or not a Twitter fan, it goes without saying that this social network is all the rage now. If you really care about your site's popularity and social engagement (and you do because you're reading this paragraph :) ), you need to make sure that your site's content gets exposure on Twitter at least from time to time. The thing is, not everybody has the time to tweet manually all the time because of the fact that we are not birds. :) At least not most of us. It just makes sense to simplify the process of being active on Twitter. And the Tweet old post plugin does just that. It automatically sends headings and links to your old blog posts within specified time intervals.

First things first. You need to install the plugin. The procedure is standard so I'll just skip it and touch more on how to set it up.

Once installed, you'll have a new admin panel tab entitled **Tweet old post**. You can just click to expand it. Now let's see the options that we have there. No panic! There are not too many of them. So, you'll be able to see your next episode of the Big Bang Theory today. :)

[WebDesy.com](http://WebDesy.com)

Before we actually start checking out the options, you need to login to your Twitter account. Just click the **Sign in with Twitter** button to get started. With that done, you just need to click the **Authorize app** button. You'll be redirected back to your admin panel.

Now let's go through the options available:

- Tweet Content: - you can specify whether you want to display just your post title, body (the beginning of your post), or actually both.
- Additional Text - you can use this text box to somehow point out that this tweet brings to life one of your old posts. Otherwise your followers may become a bit confused or even frustrated. And you don't want that;
- Additional Text At - this option allows you to define where exactly you want to put your Additional Text (see the item above).
- Include Link - set it to yes. I am not sure why the developer of the plugin included the option, because if your tweet does not have a link to your post, it does not really make much sense to use the plugin. But who knows! Perhaps, I'm missing on something. What do you say?
- Hashtags - this option allows you to manage your hashtags. If you're not sure what they are, there are tweople who can help you with that. [Check it out](#).
- Minimum interval between tweets - I'd recomend to set it to something like 10 (10 hours), so that your followers don't get pissed out by you publishing links to your old posts. That can and will be annoying.
- Random Interval - so that your tweets with old posts don't appear at the very same time, you can use this feature to randomize that time. You can set this option to something like 3;
- Minimum age of post to be eligible for tweet - the name of the options seems to be pretty self-explanatory and I suggest setting it to 30, but it really depends on how often you publish content on your blog and how relevant your posts can be over time.
- Maximum age of post to be eligible for tweet - this options allows you to define the maximum age of the posts you want to bring to life with your tweets. Set it to something like 60 or something along those lines;
- Categories to Omit from tweets - you can specify which categories and consequently their posts should not be used by this plugin.
- Exclude specific posts from selected categories - the last option of the plugin makes it possible to just specify which posts you don't want to be used by the Tweet Old Post plugin.

And [my video](#) for the tweople feeling like watching a movie again :)

---

## Upcoming Posts

And another really neat plugin. The **Upcoming Posts** plugin just displays (as the name suggests) the posts that you've scheduled for publishing. Alternatively, you can just display your drafts. The benefit of using the plugin is that your visitors know all the time what to expect from your blog and that makes them return to your site over and over again. And you want that. The installation procedure is (as always) standard. So, I'll show it only in the video beneath. I show it in the video just in case you're new to WordPress plugins and you have not checked the beginning of the ebook. But it's OK. I forgive you :).

Now, what features the plugin has and how to take advantage of them:

- Title - you can specify the title of your upcoming posts block;
- Specific Cat\_ID - in case you'd like to show upcoming posts only for a certain category, that's the place to define which exactly category it should be;
- Number of posts to show - the name says it all :)
- If no post - in this text box, you can specify the message you want to display if you don't have any upcoming posts;
- Time format - you can specify your preferable time format here;
- Show Timestamp - allows you to set time display on or off;
- Show Category - this option makes it possible to point out which exactly category the upcoming post belongs to;
- Show Excerpt - whether or not you want to show an excerpt for your upcoming post;
- Switch to Drafted Posts - and this option allows you to display your saved drafts as upcoming posts.

If you got to this point of the ebook, you should know what will happen now. That is right. [My video](#) :)

---

## Widget Logic

Did you ever want to show a certain plugin on one page or post but not on the others? Guess what? You can now! You just need to install the [Widget Logic](#) plugin. Widget Logic lets you control on which pages widgets show up. You can use WP's [conditional tags](#) for that. So first off, go ahead and install the plugin.

Now let's see how it works. Say, you want to display the Text widget only if you open a single post. Just go to your admin panel, expand the **Appearance** tab and select **Widgets**. Now expand the widget you'd like to configure and insert the following in the Widget logic text box: `is_single()` Save your changes and preview your home page. You won't see the widget any more. But if you go to a specific single post, the widget will be displayed. And that's exactly how

[WebDesy.com](http://WebDesy.com)

the plugin works. :)

Check out the video about the plugin [How to set up the Widget Logic plugin for WordPress](#)

---

## WordPress Editorial Calendar

Have you ever had the problem that you have a few posts scheduled ahead, but you're not sure which day they're going to get published on and you need to double-check it all the time? I personally had such a situation lots of times. But the good news is that not everybody in the WordPress community is stupid like me :) There are smart guys out there who made a really neat plugin that allows you to schedule posts ahead of time and visually see what posts are scheduled and what else still needs to be done. You're gonna LOVE the plugin.

Once you have your Editorial Calendar plugin installed, you need to expand the **Posts** tab and then select the **Calendar** tab. Now you should see a user friendly calendar layout with days and your posts scheduled on them.

First off, let's take a look at the options the plugin has. To do that, you're gonna need to expand the **Screen Options** tab in the upper-right corner of your admin panel. You should see 3 checkboxes there with the following options:

- Author - specify if you want to have the author name displayed in the calendar;
- Status - define if you want to show the status of your posts;
- Time of day - you can specify the time of the day

Plus, you can specify how many weeks you want to have displayed on your screen.

It's actually powerful enough to allow you to create a new post right in its interface. What you need to do is roll over the day when you want to create a new post. That done, you should see the **New Post** link. Just click on it and a new dialog window will peacefully pop-up.

In that window, you can specify your post title, content, social security number... well, the last one is not mandatory :) . Apart from that, you can define your publish time and status (draft, pending review, scheduled).

And finally the awesomest feature in the plugin. If you decide that you want to have your certain post published on a different date, you can just drag and drop it on the date when you need it published. As simple as that. See it in the [video](#).

---

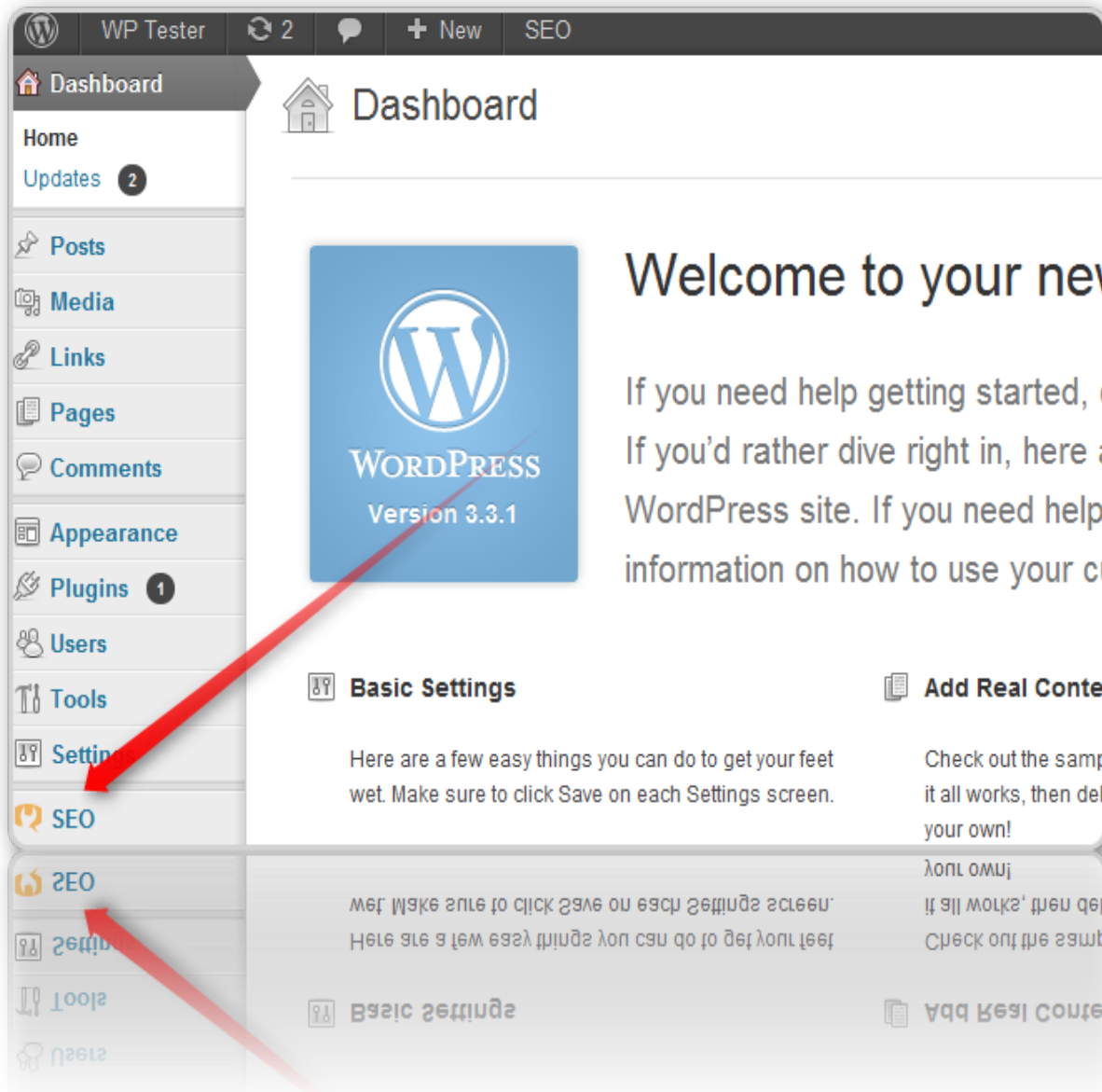
## WordPress SEO by Yoast

[WebDesy.com](http://WebDesy.com)

Since I've found a really nice video on using the plugin, I'll just point out the most crucial features of the plugin and you'll be able to see the rest of them in the borrowed video 😊

Once you have the plugin installed, you can just fire up the Introduction tour option and it'll show you around, but if you really need to understand every single thing in there, I betcha need to keep reading.

So, you'll have a new tab in your admin panel. The tab is entitled SEO (duh!).



Now let's quickly touch on the most interesting options you got there.

[WebDesy.com](http://WebDesy.com)

In the **Dashboard** tab you can set:

- if you want to use the meta keywords tag (it's really up to you, but you don't need it for the most part, because the big G just ignores meta keywords);
- date in snippet preview for posts – some bloggers do it, up to you;
- WebMaster tools – Google, Bing, Alexa. – to verify with the different Webmaster tools;
- Indexation – checkboxes for each of the sections of your site that you might want to disallow the search engines from indexing;
- XML sitemaps – for better indexation by search engines;
- RSS – add links back to your blog so dumb scrapers will automatically add these links too (before each post and after);
- Import & Export settings (from other plugins);
- edit files (robots.txt and .htaccess).

I recommend watching the [super in-depth video](#) from Steve Wiideman

Since Steve did not cover the edit options of the WordPress SEO plugin, I'm gonna share some info with you. I'll just give you a list of the options and you'll be able to see how to use them in my video:

Edit options (while creating a post or a page):

1. General:
  - Focus Keyword (the keyword you want your page or post to rank for);
  - SEO Title (for the snippet);
  - Meta Description (for the snippet).
2. Page Analysis – this section makes sure that your post complies with some minor (more or less) SEO on page factors (keyword density, amount of keywords, heading tags, outbound links availability, makes sure that your keyword appears in the first paragraph of the copy, etc)
3. Advanced – it allows you to set the following parameters – Meta Robots Index, Meta Robots Follow, Meta Robots Advanced, Canonical URL, and a 301 Redirect.

And now the same stuff that I just said above, but in [video format!](#)

---

## WP Mobile Detector

As you may know, smart phones are all the rage now. Plus, the iPad mania is rolling in. So, it really makes sense to go the extra mile and install the **WP Mobile Detector** plugin, which will allow you to present your site in a mobile friendly format. Doing so, people will be able to easily



[WebDesy.com](http://WebDesy.com)

check your site on the go. Hopefully not while driving :)

So, less talk, more work! Let me tell you more about the plugin and what sort of cool things it can do for your site.

For starters, the plugin automatically detects if your visitor is using a feature phone or a smart phone (like the iPhone) and delivers one of its mobile themes. You can specify which one. The **WP Mobile Detector** recognizes over 5,000 phones. It actually contains the features of a few plugins that were used for the same purpose previously. Thus it takes all the power and puts it all in your hands.

If you think that it's hard to set it up, dude, you're wrong :) It's like a few clicks and off you go. Prooflink? Here comes my next [YouTube video](#).

So, here are the options of **WP Mobile Detector**:

- it automatically and magically :) detects a mobile device;
- it knows when a feature phone or a smart phone reaches your site;
- it recognizes over 5,000 + mobile devices;
- it allows to monitor advanced mobile stats (unique visitors, visits, mobile search engine bots, etc);
- it seamlessly formats your site and re-sizes its images;
- it also has 7 mobile themes build-in;
- it allows you to choose either one of those 7 pre-installed themes or create your own.

If you feel like getting more features, you can just go ahead and check the WP Mobile Detector premium version of the plugin. No, they did not pay me to recommend it, but it's a really nice thing, guys.

Take a quick look at [this video](#) that actually show how WP Mobile Detector premium works:

---

## Yet Another Related Posts Plugin

This plugin allows you to show your blog's related posts in a super-doooper neat way Apart from that, it gives you a plethora of other options that come in really handy when you need them BADLY,

- Templating - you can make the plugin look just like you need it;

## [WebDesy.com](http://WebDesy.com)

- Custom post types - you can make the plugin appear anywhere in your blog;
- Advanced algorithm - it scans your site and finds all the related content;
- Caching - the plugin caches the related posts data, so next time when the same query is being served up ( for example, the same page is being opened), it just shows the stuff that has been created before;
- Related posts in RSS feeds - it makes it possible to use the feature not only in the regular way but you can also show your related content right in your RSS feeds;
- Disallow certain tags or categories - sometimes you just don't want to serve up any related stuff from particular tags or categories

And one more cool thing about the plugin , guys. The [Matt Mullenweg](#) (you know who I am talking about, right?) is really positive about the plugin and that is a really big thing to have such an attitude from such a person. :-)

Installing the plugin is nothing special , so chances are you won't have any problems with it, which is always a good thing. And my [last video](#) for the time being. Did you like them? :)

---

## **Bonus**

I really appreciate the time you invested in reading this ebook. And I just want to give you a bonus as a thank you :) The bonus I offer you is a free on-page SEO report. You can just send me the keyword you're trying to rank for and your site's URL. And I'll get back to you with a report on what you need to optimize on your site.

You can send me your details to [kenneth.von.rauch@gmail.com](mailto:kenneth.von.rauch@gmail.com)

This sort of a report will help you to see what is not Ok in terms of on-page SEO on your site. Fixing that will help you to gain more exposure, traffic and consequently customers.