

The 10 Best Wordpress Plugins For Increasing Traffic and Exploding Your Profits

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Introduction

First off, thank you for taking the time to sign up for [The New Business Blog](#) newsletter and for reading this ebook. I hope that The New Business Blog, its newsletter and this ebook help you achieve the level of success you desire and deserve!

As you're probably well aware, Wordpress is probably the most popular platform for blogs. It's free, easy to use and completely customizable. Much of this customization is controlled by plugins, which are essentially small "programs" that extend the functionality of Wordpress beyond its basic capabilities.

These plugins can change the way your site looks, add cool things like polls and YouTube videos, help with search engine optimization (SEO) and even help make your site more profitable.

For this ebook I have compiled what I believe are the ten best plugins for anyone who is serious about driving traffic to their site and converting that traffic into money in the bank.

Plugins That Drive Traffic

The first five plugins that I recommend are essential to driving traffic to your blog or site. By adding these functionalities to your Wordpress driven site, you will see a significant increase in traffic, both in the short and long term.

All in One SEO Pack

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

The All in One SEO Pack is the most important plugin you can add to your site, and is one that you would ideally add prior to adding content to your site.

After activating this plugin you will be able to easily change the headline and description for each post, as well as add the all important meta tags and keywords.

While this stuff may not seem exciting, it is critically important in helping you rank high in search engines for your site's main keywords. As you already know, the higher you rank in Google, Yahoo and Bing the more free traffic you're going to get.

Google XML Sitemaps

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

This is another great plugin for helping your site or blog rank well in the search engines. When you add Google XML Sitemaps it will update your blog's sitemap – which is essentially the interlinking and backbone of your site – and send it out to all of the major search engines.

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By giving each search engine your sitemap, you are helping them spider your site and gather relevant information, which will help you rank higher in important keywords. As you know from the last plugin, the higher your rank the more free traffic you're going to receive.

Share This

<http://wordpress.org/extend/plugins/share-this/>

Share this makes it easy for your readers to share your posts via the biggest social bookmarking and social networking sites. With the click of a few buttons, your readers can easily send links to your articles to sites like Digg, Reddit, Twitter and Facebook.

Additionally, if your readers would rather go the more traditional route of sharing your articles, they can choose to quickly email your link out to all of their friends, and even include a personalized message.

With social media and social networking being the new craze, you absolutely need to have a plugin like this on your site.

Subscribe to Comments

<http://wordpress.org/extend/plugins/subscribe-to-comments/>

This is one of my favorite plugins because it really is a "set it and forget it" plugin that helps to bring **very** targeted traffic back to your website.

By adding this plugin, a little click box will be added under the comments section, which will allow your readers to be notified when someone else comments on that specific article.

If someone takes the time to comment on one of your posts, even if they don't necessarily agree with you, they're showing an interest in your site. By letting them know when new comments have been submitted you are reminding them of that interest and inviting them to come back to your site to check out the updated dialogue.

Comment Relish

<http://www.justinshattuck.com/2009/04/01/comment-relish-version-20-release/>

Here's another good comment related plugin which helps drive targeted traffic back to your site, and like the Subscribe to Comments plugin above, it too is a "set it and forget it" traffic generator.

Comment Relish allows you to send out a short email to someone when they've commented on your site for the first time. While some people use this just to say thanks, you can take it a step further and direct people back to your site and other related articles.

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Plugins That Make You Money

Now that you've done the hard work and driven lots of traffic to your site, you'd better make sure that you are able to take that traffic and turn it into a profit. These next five plugins help you to start making some money from your site or blog.

Mighty Adsense

<http://mightyhitter.com/main-page/plugins/mightyadsense>

Adsense is one of the easiest ways for you to monetize your blog or website. Essentially all you have to do is sign up with Google, add some code to your site, and they (Google) will put targeted advertising on your site. When someone clicks on the advertisement, you'll get money.

Might Adsense allows you to include Adsense links directly in your posts, which is pretty important considering this is where your site's visitors are going to be spending most of their time.

By using Mighty Adsense you should see a substantial increase in your click-thru ratio as well as your overall revenue.

Amazon Showcase

<http://wordpress.org/extend/plugins/amazon-showcase-wordpress-widget/>

One of the first affiliate programs available was through Amazon.com, and it's still one of the best ways for people to earn money from their blogs.

Amazon Showcase allows you quickly add a product image and link to your site. If someone clicks on the image or link and then ends up buying something when directed to Amazon you will get a portion of the total sale.

This works really well if you have a review site, and should help you make money off your site.

Ad Mister

<http://wordpress.org/extend/plugins/ad-minister/>

If you're running several different ad campaigns, this is a great plugin for your site as it allows you to rotate ads, schedule what ads run when, and track the impressions and clicks on each ad.

I think the impression and click tracking is the most important feature of this plugin as it helps you fine tune which ads are the most profitable for your site. Once you figure this out, you know which ads to drop and which ones to feature most often.

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WP-Affiliate

<http://wordpress.org/extend/plugins/wp-affiliate/>

WP-Affiliate makes it easy to cloak your affiliate links when you include them in your posts or on your site. While this may not seem very important, trust me, it is.

The reason it's so important is because there are a lot of people who simply won't click links on your site if they look funny, or are obviously affiliate links. I know it shouldn't matter, but to some people it does.

So use this plugin and don't worry about missing a sale due to a funny looking link ever again.

Wordpress Simple PayPal Shopping Cart

<http://wordpress.org/extend/plugins/wordpress-simple-paypal-shopping-cart/>

This plugin might be a little advanced for people who have just started their blog or site, or don't have a product to sell. However, if you have an informational (or even a physical) product for sale on your site, this plugin will be very useful.

Essentially this plugin will allow you to run an e-commerce store from your website. Considering billions of people around the world have internet access, and since you'll be driving tons of traffic to your site via the five plugins mentioned before, there's a lot of money to be made!

Conclusion

While I can't guarantee you're going to become the number one site on the internet and make billions of dollars using these plugins, I do know that if you add the functionality of these ten plugins to your site, you will see a more traffic, sales and profits.

It may not happen overnight, but over time you will be very glad you followed my advice, downloaded these plugins, and installed them on your site or blog.

If you want any additional tips on running your online business, driving traffic, SEO, affiliate programs... whatever... please feel free to head over to [The New Business Blog](#) at any time.