Lesson 21: Blogs – Wordpress II

In the previous module, I talked about a specific type of website called a blog. I also went into detail about a particular type of blog, called Wordpress and why Internet Marketers liked using it. I will continue to elaborate on why Wordpress is so useful in this module by talking about numerous free plugins that you should use to maximize the SEO capabilities of your blog. I will also talk about what a template is and what they are used for.

Regardless of whether your Wordpress blog is on free platforms or whether you’re hosting it yourself, you can apply plugins for various reasons. It doesn’t have to just be about SEO. You can also track different parameters and focus in on different areas on your blog to try and get more visitors. You can also install plugins that are just for fun and give you a little quote of the day. Here are 3 of the most important plugins you should install on your Wordpress blog:

1. All In One SEO Pack – This is a free plugin that has the most downloads out of all the SEO plugins available for Wordpress. The reason it’s so popular is that it covers all of the characteristics that are important for SEO. It allows you to optimize the header and title of your web pages, as well as other advanced things like metatags.
2. Google XML Sitemaps – This plugin is used to generate a sitemap for your Wordpress blog. A sitemap is like a directory in a shopping center. It tells you where everything in the site is and where it branches off from in the first place. It takes seconds to generate a sitemap and you only have to make one once. Sitemaps are crucial if you want your website to be picked up when Google crawls your site.
3. Wordpress.com Stats – This plugin allows you to monitor how many visits your Wordpress blog is getting every day. It also tells you which pages in your site are getting clicked on, as well as which pages in your site are the most popular.

There are both free and paid Wordpress templates created by individuals who want more exposure for their web development projects. Some of the paid Wordpress templates claim that they help strengthen the SEO for a website. It isn’t recommended that you invest in something like this, as it isn’t really a necessity in this stage of your Internet Marketing career.

In the next few modules, I will introduce something called email marketing and why it’s a popular option amongst Internet Marketers.