

Top 5 Wordpress Tools

To Turn Your Website into a Marketing Powerhouse

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Tyler Brooks

- Founder // Analytivate
- Digital Marketer
- Spend hours every week working on marketing funnels
- Build websites (almost) exclusively on Wordpress

Does your website *not* generate leads?

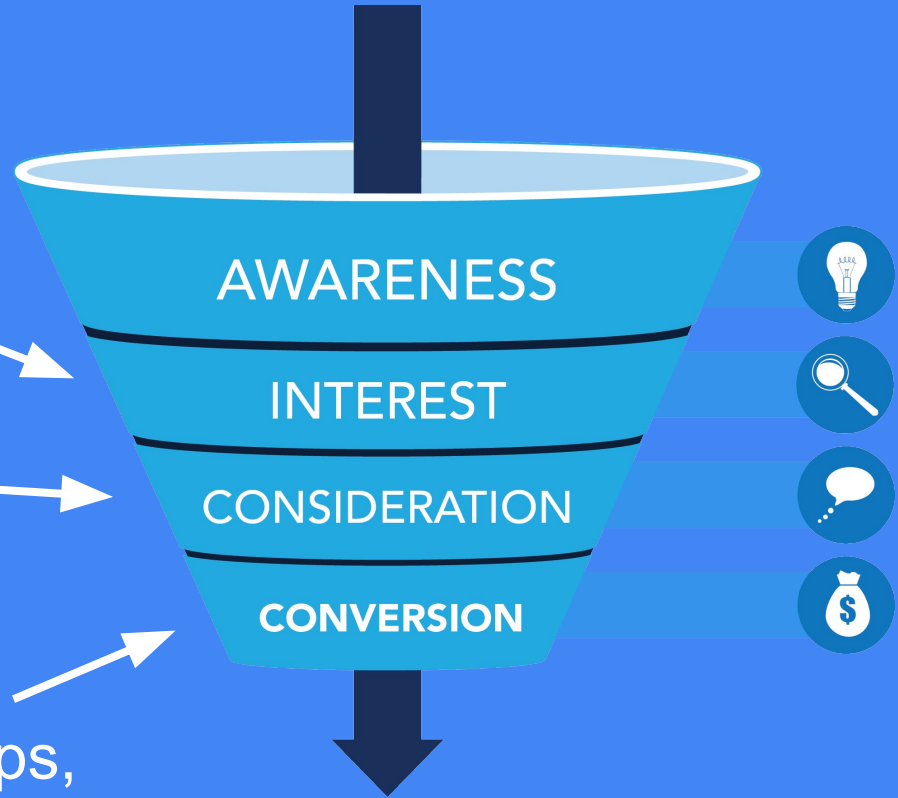
Do you wonder how to improve
your digital marketing?

SEO, Ads, Traffic

Quizzes, Giveaways,
Downloads, Whitepapers

Demos, trials, memberships,
email list signups, email funnels

Shopping carts, paid memberships,
contact forms, phone tracking

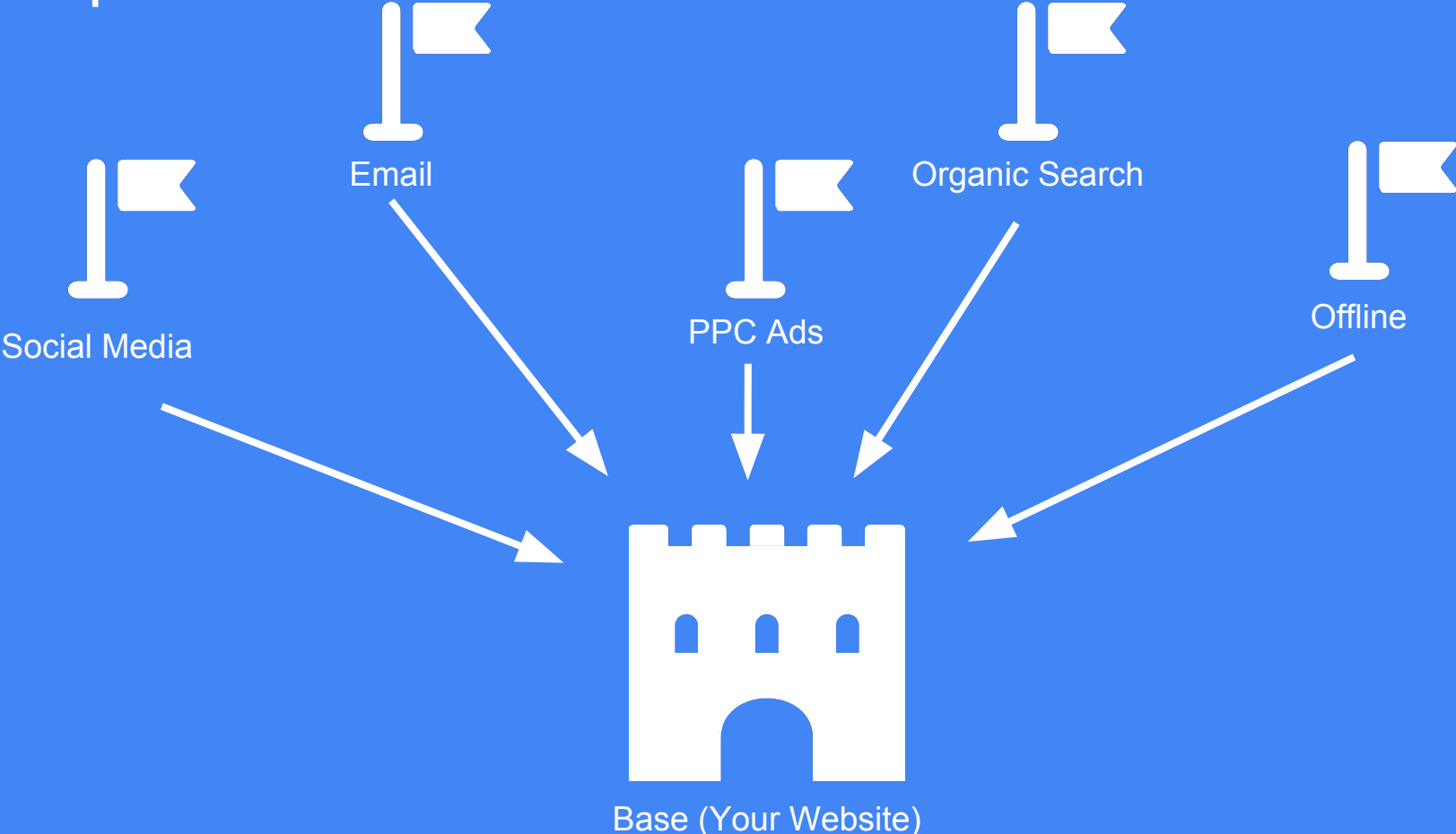


Marketing Tool #1: Themify Themes

(or just customizable themes)

Themify .me

Outposts



As web developers, we have a
problem.

We don't allow the end user any flexibility on their site.

This means trying and testing
new landing pages and ad
campaigns is impossible.

Other Options

- Themify
- X-Theme
- Avada
- Enfold

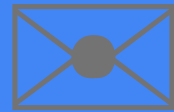
Marketing Tool #2: SumoMe



What is SumoMe?

- Email collection
- Pop Up
- Pop Over
- Social Sharing
- Google Analytics
- Image Sharer
- List Builder
- Welcome Mat
- Heat Maps

The biggest marketing mistake
you're making right now is not
building an email list.



Argument #1: I hate pop ups!

Answer #1: If you're providing value, it's less annoying. Plus you're providing content for FREE.

Argument #2: I don't have time to write emails.

Answer#2: You don't have to send out email constantly. Just once a month is OK.

Get Marketing Advice That Doesn't Suck

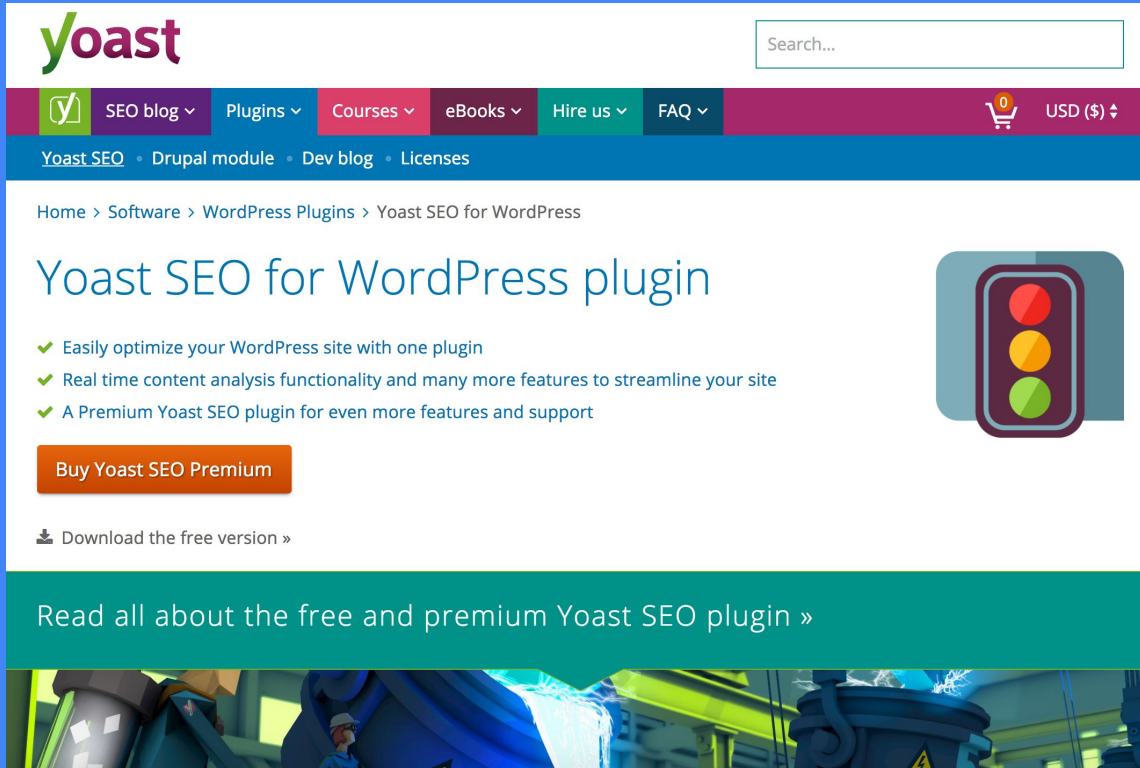
We'll share case studies, tips, and tools we use to grow real businesses.

Sign Me Up!

No, I want crappy marketing




Marketing Tool #3: Yoast SEO □



The screenshot shows the Yoast website's product page for the Yoast SEO for WordPress plugin. The page features a navigation bar with a search box, a menu with categories like 'SEO blog', 'Plugins', 'Courses', 'eBooks', 'Hire us', and 'FAQ', and a shopping cart icon. Below the navigation, there are breadcrumb links: 'Yoast SEO > Drupal module > Dev blog > Licenses'. The main heading is 'Yoast SEO for WordPress plugin', accompanied by a traffic light icon. A list of three bullet points highlights key features: 'Easily optimize your WordPress site with one plugin', 'Real time content analysis functionality and many more features to streamline your site', and 'A Premium Yoast SEO plugin for even more features and support'. A prominent orange button labeled 'Buy Yoast SEO Premium' is positioned below the list, with a link to 'Download the free version' underneath. A green banner at the bottom of the page contains the text 'Read all about the free and premium Yoast SEO plugin »'. The footer of the page features a colorful, abstract image with blue and green tones.

yoast

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[Home](#) [Software](#) [WordPress Plugins](#) [Yoast SEO for WordPress](#)

Yoast SEO for WordPress plugin

- ✓ Easily optimize your WordPress site with one plugin
- ✓ Real time content analysis functionality and many more features to streamline your site
- ✓ A Premium Yoast SEO plugin for even more features and support

[Buy Yoast SEO Premium](#)

[Download the free version »](#)

[Read all about the free and premium Yoast SEO plugin »](#)

What Does Yoast SEO Do

- Verify sites in Google, Bing
- Title meta settings.
- Hide RSD, WLW, shortlinks from head.
- Meta-control for taxonomies, author pages, homepage, etc.
- Supports Facebook OpenGraph.
- Generate sitemap.
- Advance permalink control.
- Breadcrumbs support.
- RSS feed footer plugin settings.
- Import settings from other SEO plugins.
- Edit [.htaccess](#) files.
- Hide date from search engine snippets.
- Add Google authorship for single author.

Marketing Tool #4: Google Analytics



Google Analytics



- Install the code on every page
- Set up Goals/Conversions
- Save your favorite reports for quick access
- Use insights to tweak your strategy

Google Analytics



- Don't install the code on every page
- Don't set up goals
- Don't save common reports
- Just look for data without insights

Marketing Tool #5: Forms



NINJAFORMS



FORMS

Forms are one of the best ways
for users to interact with you.

Without forms, they can't spend money, sign up, or connect with you.

Forms



- Ask for only what you need
- Be sure users know what they are signing up for
- Multi-step forms are good

Forms



- Avoid extra long forms
- Don't automatically add them to the email list
- Be sure your form works!

Questions?

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