The Ultimate Guide to WordPress Plugins

2022 EDITION

WP engine®

INTRODUCTION

A Vast Ecosystem of Integrations

WordPress is the world's #1 content management system (CMS) for a number of reasons, but its inherent flexibility is often at the top of the list.

While proprietary software can limit a user's ability to add custom features to a website or integrate with other platforms, WordPress is widely known for its ability to integrate with just about anything. This is thanks in large part to its vast ecosystem of modular code or plugins.

WordPress is awesome because of its ability to easily extend and expand its functionality through plugins.

WordPress plugins are pieces of software that enable you to easily add new features and functionality to your websites. From maps and charts to SEO and eCommerce tools, plugins are added through the WordPress admin dashboard or by downloading a zip file directly (this usually requires some familiarity with File Transfer Protocol).

With nearly 60,000 free WordPress plugins to choose from— not to mention thousands of premium plugins available for a one-time or recurring fee—finding the plugins you need versus those you can do without is no small task. While the answer will ultimately depend on your specific use case, this guide will help you become more familiar with the different types of WordPress plugins available today, and identify plugins you might consider installing on your site.

Plugins Remain Extremely Popular

While trends in technology constantly ebb and flow, WordPress plugins have remained a steady source of flexibility and customization for millions of websites since plugin architecture became available nearly two decades ago.

For a real-world view into just how widely-used WordPress plugins are, check out these stats:

The number of free plugins available in the WordPress plugin repository has jumped by about 20% over the past three years— from around 50,000 to nearly 60,000.

Today, more than 25 million websites use at least one WordPress plugin, and with the growth trajectory of WordPress in CMS market share alone, that number is likely to continue going up.

Of the top 10,000 websites by traffic, more than 30% have at least one plugin installed. Among live websites hosted in the U.S. alone, more than 6.7 million are using WordPress plugins.

Some of the most popular plugins of all time are Contact Form 7, Yoast SEO, Elementor Website Builder, Classic Editor, Akismet Spam Protection, WooCommerce, JetPack, Really Simple SSL, and Contact Form by WPForms, each with more than 5 million active installations.

Ongoing Plugin Maintenance and Management

Plugins are indeed popular, but keeping them up-to-date can be a challenge. Like any piece of software, plugins require regular updates to ensure that bugs and security vulnerabilities are routinely patched.

When not properly managed, plugins can create problems for your site—plugin vulnerabilities represent more than half (52%) of all Word Press security vulnerabilities .

At WP Engine, we keep a close eye on the growing plugin ecosystem and even maintain a list of plugins that are disallowed on our platform, often because they are at odds with our own internal security standards.

Nonetheless, we still see plugin vulnerabilities affect our customers when they fall behind on plugin updates. While plugin maintenance is crucial for the overall health of your site(s), it can also eat away at valuable time and resources.
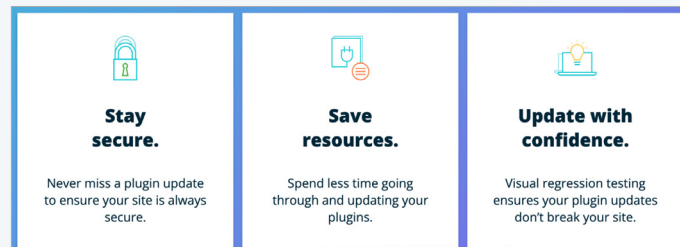
Manage Smarter, Not Harder

WP Engine's Smart Plugin Manager ensures your plugins and themes are always up-to-date without the risk of breaking your site thanks to simple and safe visual regression testing.

Smart Plugin Manager automatically checks plugins for updates on a schedule *you* set and provides peace of mind that your plugins are up to date, your site is up, and it's always secure.

Read this case study to find out more!!

Because some plugin updates may be more critical for certain sites, Smart Plugin Manager also allows updates to be customized on an individual basis, so they run automatically or manually, depending on user preference for each plugin.

More than 50,000 sites already rely on Smart Plugin Manager for plugin maintenance, and since its launch in 2019, it's been responsible for more than 1 million automated plugin updates.

Stay secure.	Save resources.	Update with confidence.
Never miss a plugin update to ensure your site is always secure.	Spend less time going through and updating your plugins.	Visual regression testing ensures your plugin updates don't break your site.

Smart Plugin Manager is also expanding its feature set, with more granularity for the update process and the ability to include theme updates in your automated maintenance. It's also finding a valuable use case with agencies that are harnessing the power of Smart Plugin Manager to provide additional, automated services to their clients.

For agencies who offer hosting directly to their clients, and for freelancers or other hosting resellers that are managing client plugins manually, Smart Plugin Manager can provide a significant reduction in the time and resources spent on routine plugin maintenance. For businesses that haven't offered this service to clients yet, Smart Plugin Manager offers a straightforward way to get started.

Find out more about Smart Plugin Manager here, or speak to a representative for answers to your questions.

The Ultimate Guide to Plugins: 2022 Edition

Ready for a deep dive into the wide world of WordPress plugins?

Keep reading to learn more about the different types of plugins available today, as well as recommendations for specific plugins, grouped into individual categories:

Marketing Plugins

MARKETING PLUGINS

Whether you work with a large marketing team or you're running the show as a freelancer, marketing professionals tend to wear a lot of hats. Maintaining your digital brand presence, tracking SEO efforts, and tweaking your strategy to increase visibility and conversions are just a few of the many responsibilities marketing pros often have to juggle. Use these plugins to lighten the load and increase the effectiveness of your marketing efforts.

SEO Plugins

If you want to build a larger online audience, Search Engine Optimization (SEO) is imperative. While WordPress on its own is great for SEO, right out of the box, there are SEO plugins that can help your content rank higher. Here are a couple of WordPress' best plugins to help you implement a better SEO strategy.

Yoast SEO

With more than 5 million active installations, Yoast SEO is one of the most popular WordPress plugins out there. It's also one of the most downloaded plugins among WP Engine customers. Yoast helps you improve SEO, increase reader engagement, and attract more visitors through social media with its settings.

The plugin's main feature includes keyword optimization and content analysis—it will literally show you where you can make changes to keywords that will help you rank higher in search engine results. Other awesome Yoast features include a readability check, which ensures its technical configuration rolls out the red carpet for search engines, as well as easy canonical URL enablement, 24/7 support, and more.

All in One SEO Pack
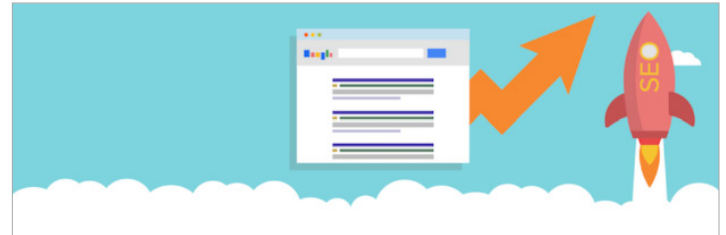
All in One SEO is another great tool for search engine optimization. While this plugin offers powerful SEO functionality out of the box, there are also advanced options (including an API) for developers. All in One SEO supports many integrations, including Google Sitemaps, AMP, and Google Analytics, and it's PHP 7+ compatible. One of the most useful features in All in One SEO is its "Pages" view, which allows you to make bulk changes to the SEO title, description, and keywords of your content.

WordLift - AI Powered SEO
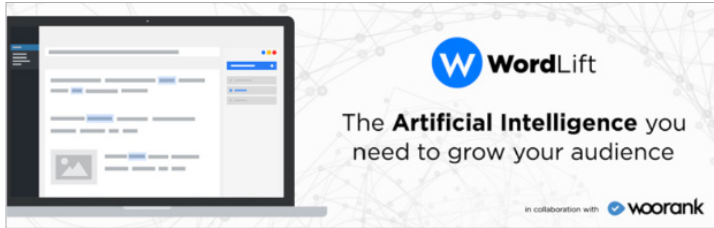
WordLift brings the power of Artificial Intelligence to publishers and content editors, helping them produce richer content, grow their organic traffic, and engage with their audiences. This plugin helps organize posts and pages by adding facts, links, and media to build beautifully structured websites for humans and search engines alike.

Safe Redirect Manager
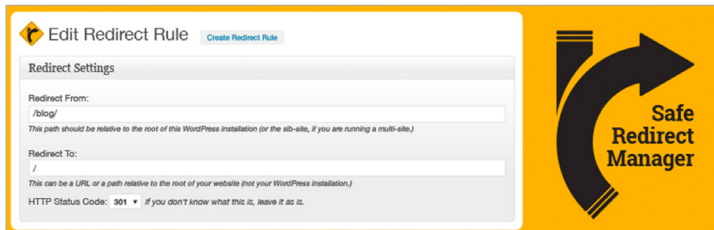
While not an SEO-specific plugin, **Safe Redirect Manager** is used by SEO pros to easily and safely manage site redirects. Unlike other redirect plugins, many of which store redirects in the options table or in custom tables, Safe Redirect Manager stores redirects as Custom Post Types, making your data portable and your website scalable. Safe Redirect Manager is built to handle enterprise-level traffic and is used on major publishing websites.

Sitemap Plugins

A sitemap is a list of website pages that puts your content into an organized model, making it easier for web crawlers to navigate your site. When your WordPress site has an effective sitemap, it makes it easier for search engines to understand what types of content you're offering and it can improve search engine rankings. Aside from the already mentioned SEO plugins (which include sitemap functionality), here are a few other sitemap plugins you might consider.
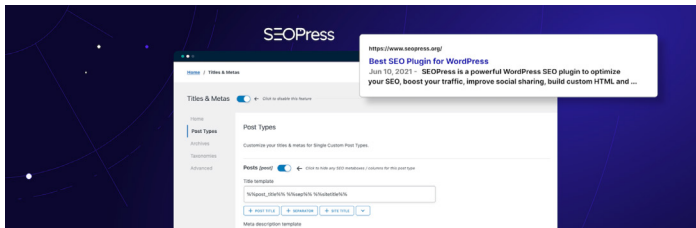
XML Sitemaps
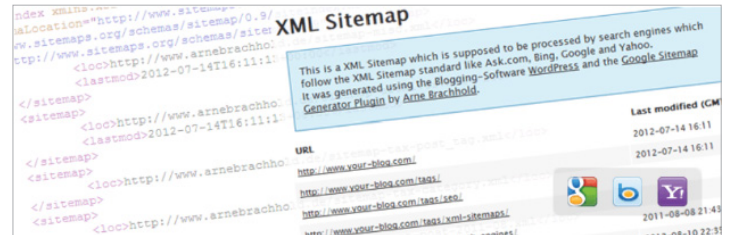
XML Sitemaps is among the most popular sitemap plugins out there, with more than 2 million active installs. You can use this plugin to generate a special XML sitemap that helps the most popular search engines (Google, Bing, Yahoo, and Ask.com) index your site. XML Sitemaps is easy to use and it won't detract from site performance.

Jetpack

[Jetpack](#) offers a multitude of security, performance, and site management features, including sitemap capabilities. Upon installation, Jetpack automatically creates a sitemap for your site, as well as one tailored specifically for Google News. If you decide to use a different sitemap plugin, you can still install Jetpack for its other features and turn the sitemap capabilities off.

SEOPress

While [SEOPress](#) offers a range of SEO capabilities, it's a great plugin for building custom HTML and XML Sitemaps. Boost your traffic, improve social sharing, create optimized breadcrumbs, add schemas/Google Structured data types, manage 301 redirects, and more!

Lead Generation Plugins

A business simply cannot survive without adequate lead generation; without lead generation, you can't reach out to new customers and discover opportunities. To grow your business, it's essential to have an effective and reliable lead generation plugin on your WordPress site(s). These plugins will help you collect and manage emails, find new clients, and expand your business.

HubSpot All-In-One Marketing
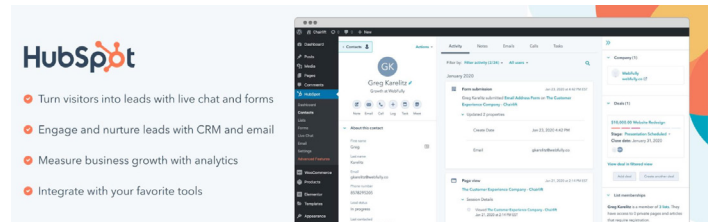
[Hubspot All-in-One Marketing](#) is a free WordPress plugin that will help you turn site visitors into leads, nurture them into customers, and measure your business growth. Expand your email list, manage your contacts, and send marketing emails all through HubSpot's free CRM. This plugin includes lead capture tools like forms, pop-ups, live chat and chatbots, and an integrated free contact database (CRM). Hubspot All-in-One Marketing also allows you to build and send email campaigns and manage your digital ads through HubSpot. All these features work immediately with no developer help needed.
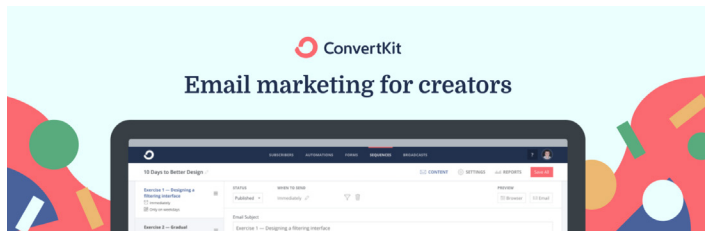
OptinMonster

OptinMonster helps you grow your email list and gain more subscribers with pop-ups and other types of high-converting opt-in forms. OptinMonster is available for free but does require a paid subscription to use. Turn abandoning website visitors into subscribers and customers; OptinMonster comes with an easy-to-use form builder, exit-intent technology, page-level targeting, and behavior automation, all of which have resulted in massive conversion rates for users.
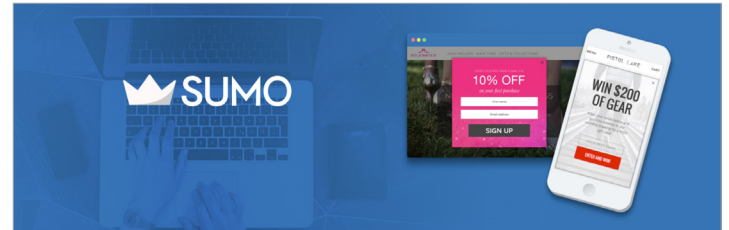
ConvertKit

Built by creators, for creators, **ConvertKit** is a simple and powerful email marketing platform designed to help you easily (and efficiently) grow your business through email marketing.

Create powerful automated funnels with visual automations, send targeted content to the right people at the right time with tags and segments, never pay for the same subscriber twice (unlike other tools), and access unlimited everything—forms, segments, tags, email sends, and more.

SumoMe

SumoMe generates leads by helping your readers tweet and share your content. The plugin also adds a pop-up opt-in signup form on your website. More than 37,000 online businesses use Sumo to convert more purchases and delight their customers, and with tools like the SumoMe welcome mat, smart bar, scroll box, and more, Sumo will help you grow your traffic and subscriber list while collecting valuable leads.

MailOptin

MailOptin is another great plugin that helps with lead generation, customer acquisition, and email marketing and automation. The plugin allows you to exponentially grow your mailing list and display targeted messages across your WordPress website(s) with popups, before and after post-opt-in forms, and sidebar/widget subscriber forms. MailOptin also lets you send automated/event-triggered newsletters such as automatic new post notifications.

Form Plugins

Adding highly professional, functional contact and lead forms to your WordPress site(s) is an important aspect of overall site design and, ultimately, lead capture and conversions. While building these forms from scratch can be a challenging task, there are a wide variety of form plugins available that make it easy to add this functionality to your site(s). Here are some of our picks to help you sort through the crowd.

Contact Form by WPForms
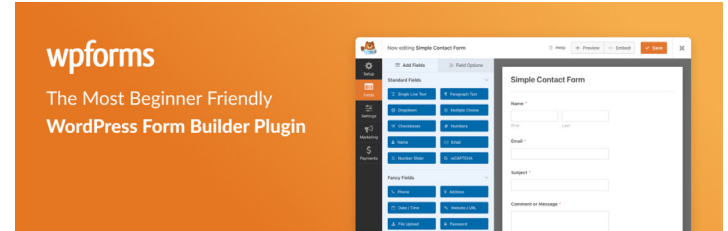
WPForms is a powerful, easy-to-use form-building plugin that lets you create beautiful contact forms, feedback forms, subscription forms, payment forms, and other types of forms for your WordPress site in minutes. All this functionality happens without writing any code, while still providing the extensibility and customization that developers love.

Contact Form 7

Contact Form 7 is a great plugin that lets users create beautiful contact forms. With more than 5 million active installations, it's one of the most popular WordPress form plugins and will allow you to manage multiple contact forms, customizing them to fit your needs. Contact Form 7 supports AJAX-powered submitting, CAPTCHA, and Akismet filtering.

Ninja Forms
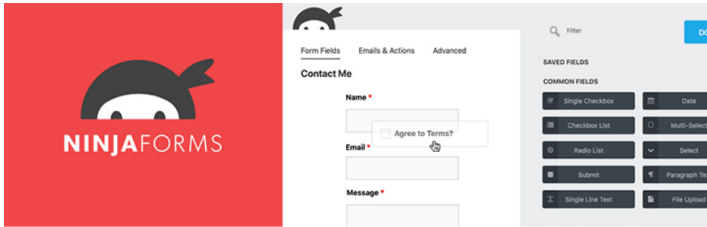
Ninja Forms is easy to use for senior developers and beginners alike. A user-friendly drag-and-drop platform makes building forms self-explanatory, but built-in hooks, filters, and customizable fields can also be utilized to take your forms a step further. With Ninja Forms, you can also modify and mark existing fields as favorites for later. Users will be redirected to success messages or elsewhere upon completion of a form.

Gravity Forms

Gravity Forms is a powerful solution for building custom forms and flows to connect with your users and expand your reach. This premium WordPress plugin lets you easily create contact forms, quizzes, surveys, and more and add them to your website.

Formidable Forms

Formidable Forms is a WordPress form builder plugin that lets you create a contact form, survey, quiz, registration form, payment form, email marketing, a calculator form, or just about any other type of form you can imagine. Formidable is 100% mobile responsive, helping your WordPress forms look great on all devices (desktop, laptop, tablets, and smartphones).

Social Media Plugins

Social media platforms continue to present an incredible opportunity for sharing content with a growing, engaged audience. It's also a great outlet for showcasing your brand through visual storytelling. While making your social feeds easy to find is one key to successfully tapping these channels, managing your social media accounts and optimizing the social content you publish are also important. These plugin recommendations will give you a helping hand.

Social Web Suite

Used by small business owners and large enterprises as well as social media managers and content creators, Social Web Suite enables you to schedule and post content on all your social media accounts from one place. Use this plugin to optimize your message for each social account, and then display them in a drag-and-drop calendar that gives you an overview of all your business-related social media activity, past and present.

Revive Old Posts

Boost your website social media traffic, grow your social following and keep your current social media followers engaged with relevant content from your website: Revive Old Posts is a social media sharing and scheduling plugin that works on autopilot, allowing you to share old and new content on social media in an effective and timely manner.

Social Media Share Buttons

Social Media Share Buttons, Popup & Pop Up Social Sharing Icons by UltimatelySocial is a popular social media plugin that lets you add share icons for RSS, email, Facebook, Twitter, LinkedIn, Pinterest, Instagram, Youtube, as well as 200+ other social media platforms. Additionally, this plugin allows you to upload custom share icons of your choice, with additional features available in the premium version.

Smash Balloon Social Photo Feed
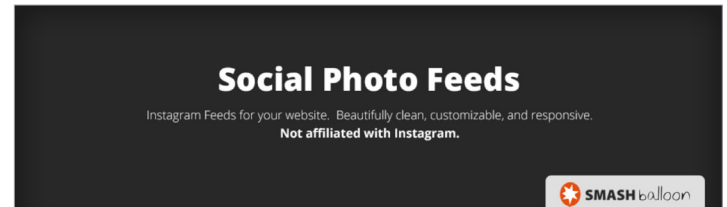
For an easy tool that combines the functionality you need to support your efforts across multiple social sites, Smash Balloon has you covered. Show Instagram, Facebook, Twitter, and YouTube feeds on your WordPress site using customizable displays that will look great with your brand. All the content you choose to display is embedded on your site, which boosts

your SEO rankings, and you can choose plugins specifically for the social media channels you use or opt for their All Access Bundle to get the full suite of tools.LinkedIn, Pinterest, Instagram, Youtube, as well as 200+ other social media platforms. Additionally, this plugin allows you to upload custom share icons of your choice, with additional features available in the premium version.
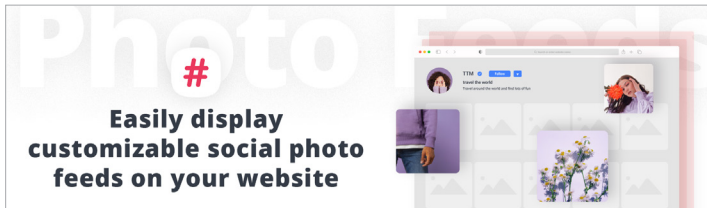
10Web Social Photo Feed

Easily display customizable social photo feeds on your website

10Web Social Photo Feed provides you with a range of options when it comes to displaying customizable social feeds on your site. Fully responsive, this plugin provides user-friendly management and easy setup. You can easily embed a gallery into any post or page using a shortcode, or by activating the plugin's sidebar widget. The plugin also gives you the ability to choose from a range of different layouts, as well as the ability to filter out specific photos you don't want to be displayed. You can even redirect your images to open via Lightbox.

AddThis Share Button
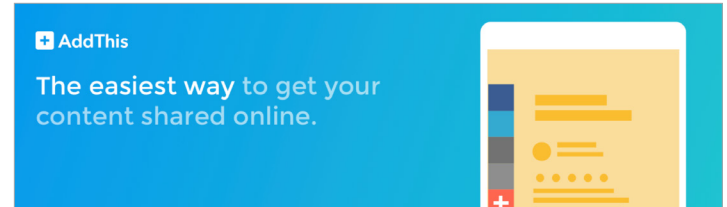
AddThis Share Buttons for WordPress makes it easy for site visitors to share your content anywhere on the web. In just a few clicks, connect your WordPress site to more than 200 global social networks, including Facebook, WhatsApp, Twitter, Pinterest, and more. AddThis Share Buttons are intuitive to use, quick loading, and customizable to match your branding, and if you have AMP pages, AddThis Share Buttons are compatible with the WordPress AMP Plugin.

Comment Plugins

Adding a comment section to your site or your site's blog is a great way to interact with your audience. Equipping your site with the right comment plugin can tremendously improve the user experience and make people more inclined to interact with your website. Here are a couple of recommended comment plugins that can help you add this functionality to your site.

Comments – wpDiscuz

Extending WordPress' comment system is super easy with Comments – wpDiscuz. Using an AJAX real-time comment system, this plugin gives you the ability to add interactive comment boxes to your posts and pages. Providing a clean interface with responsive comments, wpDiscuz can also be integrated with user profile plugins including BuddyPress, and anti-spam plugins like Akismet. You can even integrate social network login plugins with this comment plugin.

Disable Comments

While comments can be great, sometimes people don't always have the nicest things to say. Or, perhaps specific posts have been bombarded with unwanted/spam comments and you just don't want people to be able to comment there at all.

Disable Comments is a handy plugin for restricting comments on certain pages of your site. Putting this plugin to use means you don't have to regulate unwanted comments day-to-day—in fact, you won't have to worry about it at all!

Contest Plugins

Whether large or small, a powerful and enticing contest or giveaway can create a significant marketing impact, helping you attract more engaged visitors to your site. Not only will visitors feel the urge to participate, most contests involve social sharing which will generate even more traffic to your site. These contests and giveaway plugins will make it easy for you to set rules, establish a time limit, promote your contests, and choose winners, all while creating a buzz around your business or brand!

RafflePress

RafflePress helps you grow your email list, website traffic, and social media followers with viral giveaways and contests. The plugin helps you capture visitors' attention with attractive giveaways that help grow your email list (visitors enter the giveaway with their email address). Visitors are also

incentivized to share giveaways and earn more entries, which helps you boost engagement, grow your traffic, and zero in on higher sales and increased revenue.

Opinion Stage
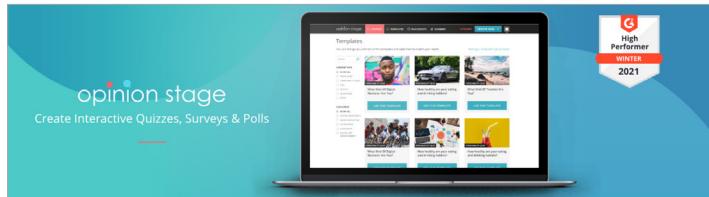
Opinion Stage is an interactive content platform for creating interactive items such as polls, surveys, quizzes, forms, slideshows, and interactive stories. Users can create interactive items from scratch or based on hundreds of templates from many different categories and verticals. Publishers, brands, digital agencies, educators, and eCommerce merchants all use Opinion Stage to boost engagement, gather leads, generate sales/revenue, extract actionable insights, and more.

GamiPress

GamiPress is the easiest way to gamify your WordPress website in just a few minutes, letting you reward users with

digital prizes for interacting with your site. This plugin lets you easily define achievements, organize requirements, and choose from a range of assessment options to determine whether each task or requirement has been successfully achieved, and then reward users when they meet the needed criteria.

Contests by Rewards Fuel

Contests by Rewards Fuel is a great plugin that can help your contests go viral. Administrators have the ability to set up specific guidelines that require users to complete tasks on social media to win, such as sharing on Facebook or creating an Instagram hashtag. Currently, there are 16 entry methods for contests including newsletter entry, an Instagram follow, and more.

Monetization Plugins

MONETIZATION PLUGINS

The opportunities for online entrepreneurship have increased exponentially over the last few years, and even though creating revenue from digital properties has long been a mission-critical element for many WordPress sites, increased opportunity has also given rise to a more competitive digital landscape, where choosing technologies with the highest ROI is often a key differentiator.

From the surge in eCommerce to the resilience of affiliate marketing, these plugins will help you add revenue streams to your website(s) or upgrade your existing sites for higher conversions.

eCommerce Plugins

More and more businesses are discovering the wide world of WordPress eCommerce, thanks in large part to powerful plugins like WooCommerce, which now powers well over four million digital storefronts.

In addition to owning your own content and data (unlike proprietary eCommerce SaaS solutions) one key benefit of using WordPress for eCommerce is that you can build a true website around your eCommerce store instead of trying to turn an eCommerce store into a true website. Here are a few of the top WordPress plugins you can use for high-powered WordPress eCommerce functionality.
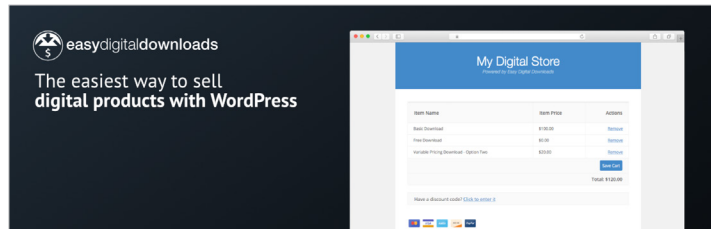
WooCommerce

WooCommerce is the world's most popular open-source eCommerce solution, powering more eCommerce sites around the world than any other single solution. Whether you're launching a business, taking brick-and-mortar retail online, or developing sites for clients, WooCommerce can help you build a digital storefront that powerfully combines content and commerce.

Now, with WP Engine's eCommerce hosting plans, you can launch WooCommerce-optimized sites or upgrade your existing Woo install with industry-leading speed, security, and support coupled with eCommerce tools and best practices that increase website speed up to 40% and sales up to 18%.

Easy Digital Downloads

Easy Digital Downloads is a popular eCommerce solution for selling digital products on WordPress. Whether your download type is software, documents, photos, ebooks, songs, graphics, or any other type of media file, the Easy Digital Downloads plugin makes your content available for purchase worldwide. Even better, the plugin supports 15+ types of payments and is multilingual.

Dokan Multivendor Marketplace
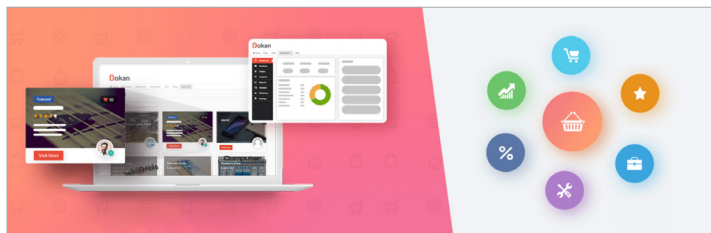
No matter what type of multi-vendor store or marketplace you are trying to build, Dokan is the most suitable solution that you will find inside WordPress. Dokan extends the capabilities of the most popular eCommerce plugin, WooCommerce, providing the best front-end experience combined with the exceptional

features that every marketplace needs. It is the must-have multi-vendor plugin on the market right now.

BigCommerce for WordPress plugin


The BigCommerce for WordPress plugin allows you to scale your business with WordPress on the front-end and free up server resources from things like catalog management, processing payments and managing fulfillment logistics with BigCommerce on the back-end. Built to integrate seamlessly with WordPress, you get access to BigCommerce features through a single plugin, including the ability to sell across multiple channels and marketplaces and an embedded checkout experience that covers PCI compliance.

Affiliate Plugins

Whether you already run an existing popular WordPress site or your site is still building a loyal audience, affiliate plugins are a great way to help you monetize your site. Adding affiliate links to your pages and posts is a great way to cash in on your efforts. These affiliate plugins will help drive sales on your site.

WP Affiliates Manager
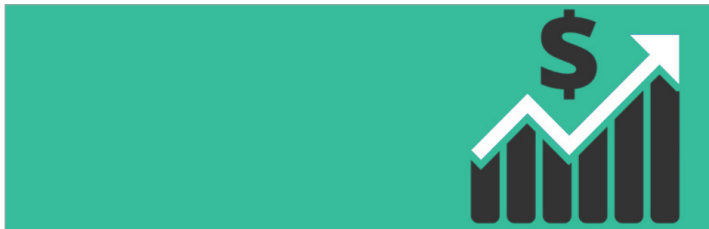
If you're looking to drive more sales to your store or site, WP Affiliates Manager might be for you. WP Affiliate Manager helps you track your referrals and affiliates sent to your site so you can give the correct commissions. The plugin also reports on real-time traffic and sales so you can track earnings and payouts. Even better—there's no limit as to how many affiliates you can sign up.

Easy Affiliate Links

Another solution for managing all of your affiliate links is Easy Affiliate Links. With this plugin, you can create short links to cloak your affiliate links so they blend in with your content. Links can easily be created using the visual and HTML editor.

Add-ons are also possible and include things like analytics and geo-specific links for regional and local sales support.

AffiliateWP

If you've already launched your website and you're still waiting for the sales to roll in, it's time to start telling people about your business. Affiliate marketing is one of the simplest and most effective marketing strategies—even if you've never done any marketing, ever. AffiliateWP is a premium (paid), full-featured affiliate marketing plugin for WordPress that makes affiliate marketing easy. Set up your affiliate program within minutes, and start recruiting affiliates to promote your WP Engine-hosted website.
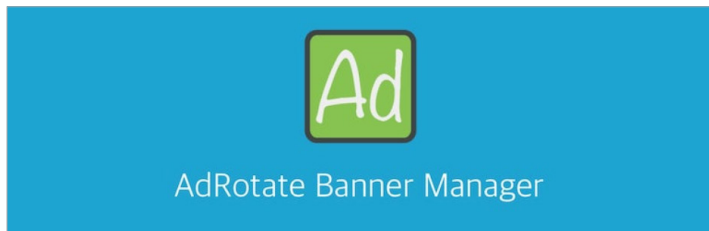
Pretty Links

Shrink, beautify, track, manage, and share any URL directly from your site. Pretty Links is a plugin that allows you to easily implement URL shortening inside of WordPress. Quickly deploy

short URLs for your social or marketing campaigns or use PrettyLinks to make external affiliate links prettier.

AdRotate

AdRotate offers an easy-to-use dashboard for managing all of your ads and affiliate campaigns. The plugin is easy to set up and offers a set of powerful features for newcomers and experienced users alike. Scheduling ads can be great if you know certain ads perform better at certain times. You can also specify how ads rotate, and either show one ad at a time or have the ads rotate at a predefined time, such as every few seconds.

Fundraising Plugins

Adding the right fundraising plugin to your site can help assemble your users behind a worthy cause. Here are a few of the top plugins you can use to implement fundraising functionality on your WordPress site.

GiveWP
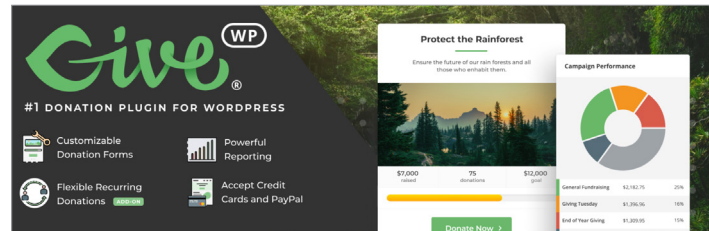
GiveWP is the highest-rated, most downloaded, and best-supported donation plugin for WordPress. Whether you need a simple donate button or a powerful donation platform optimized for online giving, GiveWP lets you accept gifts for charity or for other purposes, through customizable donation forms. The popular donation plugin also provides a view into donor data and fundraising reports, donor management, and integrations with a wide variety of third-party gateways and services.

Charitable

The Charitable plugin provides a WordPress fundraising toolkit that gives you complete control over your WordPress fundraising efforts. Through the plugin, you can help users

support a common cause. Utilize PayPal and offline payments, or you might consider a premium payment add-on, like Stripe or PayFast, to tailor your crowdfunding needs to existing or new content.

IgnitionDeck

IgnitionDeck offers a unique crowdfunding framework that enables donation functionality. With this plugin installed, you can utilize real-time stats with both beautifully designed front-end and back-end displays. IgnitionDeck works exquisitely with thousands of WordPress themes, and upgrade options allow you to integrate with multiple gateways, build your own white label crowdfunding platform, and much more.

Development Plugins

DEVELOPMENT PLUGINS

When it comes to WordPress development and WordPress developers, the plugin ecosystem offers a ton of relevant features and functionality. From site migrations to site optimizations, developers of any skill level can choose from a wide assortment of plugins to find the right tools for their site(s).

Migration Plugins

Using a plugin to assist with site migrations is a huge benefit for developers and other site builders that use WordPress—the right migration plugin can reduce time and headaches when moving sites from one host to another.

WP Engine Site Migration Plugin
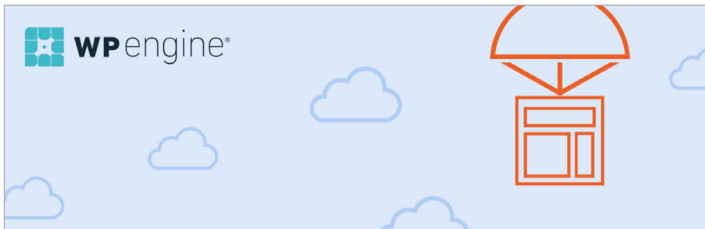
If you're a new WP Engine customer or you're ready to move a new site over to your existing account, migrating your WordPress site is easier than ever with the WP Engine Automated Migration plugin. The plugin makes a copy of your site so you can verify everything is in working order before you change your DNS and make the site available to visitors. This means there's no downtime when moving a website over to WP Engine! If you're an existing customer, you can use the plugin to move sites at any time.

NS Cloner

NS Cloner is a game-changing tool for copying and moving WordPress sites. It enables admins, business owners, designers, developers—anyone, really—to create full site copies in seconds with a few clicks. The plugin takes care of all URL replacements, tables prefixes, and other database "gotchas," saving you valuable time. Unlike some WordPress migration tools, NS Cloner excels on multisite networks and can even move sites back and forth between multisite and standard single-site installations.

WP Pusher

While technically not a migration plugin, WP Pusher helps you install WordPress plugins and themes directly from GitHub and Bitbucket. Every time you push a new change to your Git repository, WP Pusher can automatically deploy that change to your WordPress site.

Child Theme Plugins

A child theme is a layer of code that inherits the functionality and design of its parent theme. Many WordPress developers (and others) rely on child themes to experiment with different elements and features on their site(s) while keeping the option to fall back on their default code if they don't like what they see. While you can create your own child theme from scratch, these plugins can also be helpful.

Child Theme Configurator
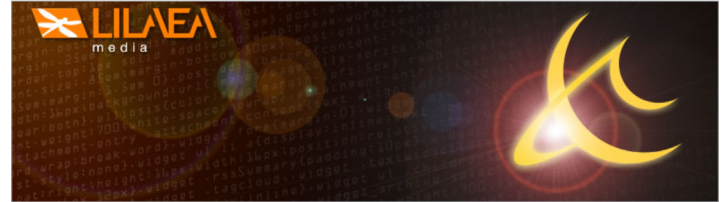
Child Theme Configurator is a fast and easy-to-use plugin that allows you to analyze any theme for common problems, create a child theme, and customize it beyond the options of the Customizer. Child Theme Configurator is designed for WordPress users who want to customize child theme stylesheets directly, and the plugin lets you easily identify and override the exact CSS attributes you want to customize, giving you unlimited control over the look and feel of the child theme while leaving your parent theme untouched.

Child Theme Wizard

Child Theme Wizard lets you create a new child theme without the need for additional tools, directly within WordPress admin. Once activated you can find the plugin under Tools » Child Theme Wizard. Specify a parent theme, customize options such as title and description, and click Create Child Theme. Once

completed you'll find your new theme under Appearance » Themes, where it will be ready to use.

Design Palette Pro

Design Palette Pro lets you completely customize your Genesis theme like a pro—without touching a line of code. Every section of your website can quickly be modified, including the header, navigation, content area, sidebars, and footer. Change colors, fonts, backgrounds, spacing, and more!
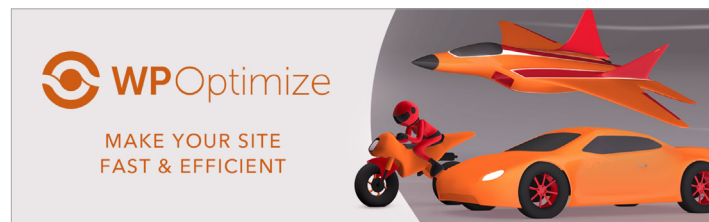
Site Optimization Plugins

Website speed and performance play a vital role in boosting traffic and revenue—fractions of a second can make the difference between a positive and negative online experience. Today, 40% of consumers will wait no more than three seconds for a page to load before abandoning a site. If you're looking to speed up your sites and page load times, check out the plugins below.

Autoptimize

Autoptimize makes optimizing your site easy. It can aggregate, minify, and cache scripts and styles, inject CSS in the page head by default (and also inline critical CSS and defer the aggregated full CSS), move and defer scripts to the footer, and minify HTML. The plugin lets you optimize and lazy-load images (with support for WebP and AVIF formats), optimize Google Fonts, async non-aggregated JavaScript, remove WordPress core emoji cruft, and more.

WP-Optimize

Over time, your site will begin to accumulate unnecessary data. WP-Optimize is a site optimization plugin built to help clean up your WordPress database for maximized efficiency. This plugin works to defragment MySQL tables as well as remove

data such as pingbacks, trashed comments, expired transient options, post revisions, and more. WP-Optimize also offers greater control over the different areas of your site you want to optimize and gives you the option to run automatic, scheduled cleanups of your site's database.

Optimize Database after Cleaning Revisions

If you'd rather clean up your database with a single click, then the Optimize Database after Cleaning Revisions plugin might be for you. With just a single click, this plugin works to delete a number of unnecessary data, like trashed posts, spammed comments, unused tags, expired transients, and more. Additionally, this plugin keeps a log of everything it does, is available in multiple languages, and also works with WordPress Multisite.

WP Rocket

WP Rocket is a premium cache plugin for WordPress with a wide range of options and automatic optimization features that can be easily used by experienced WordPress users as well as beginners. WP Rocket caching ensures websites will load blazing fast, which is essential for improving SEO rankings and increasing conversions.

PHP Compatibility Checker
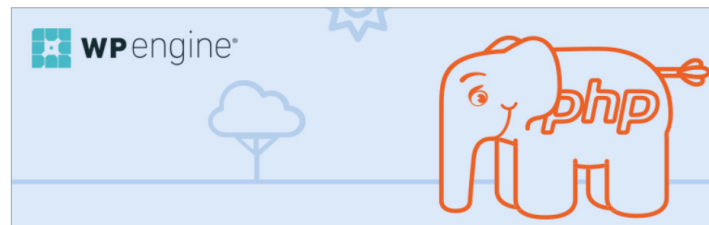
If you're looking to optimize your site for improved page speed, you might consider switching to the latest version of PHP. PHP is one of the most popular web development languages in the world. To reap the benefits of it, you can use the PHP Compatibility Checker to detect which theme(s) and plugins are compatible and which have conflicting code. It's

important to do this because PHP is not backwards compatible, meaning once you switch over, you won't be able to go back to previously used legacy systems.

Image Optimization Plugins

In addition to cache and database clean-up, optimizing the images on your site can provide key performance benefits including significantly faster page load times. Check out these plugins for help with image compression, lazy loading, and more, for faster pages that don't sacrifice image quality.

Smush Image Compression and Optimization
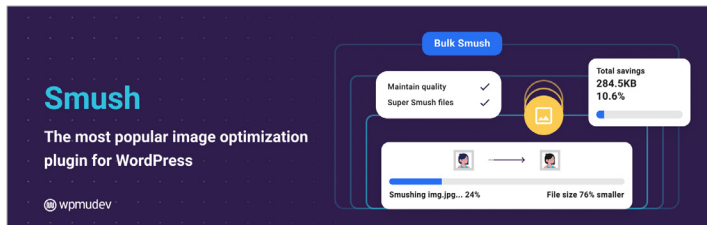
Smush Image Compression and Optimization lets you optimize images, turn on lazy load, resize and compress images, and improve your Google Page Speed with its powerful and 100% free WordPress image smusher, brought to you by

the superteam at WPMU DEV. With more than 1 million active installations, Smush is a highly popular image optimization plugin, and a must-have if your website is photo-heavy.

Ewww Image Optimizer

EWWW Image Optimizer is built to improve your page speed with comprehensive and flexible image optimization features. The plugin can also save you storage space and conserve bandwidth, reducing the overall load on your website. EWWW IO compresses new images automatically but also allows you to compress all your existing images too. Additionally, EWWW IO can scale your images and use lazy loading to defer off-screen content. It even allows you to take advantage of next-gen formats like WebP for tremendous speed gains.

Cloudinary
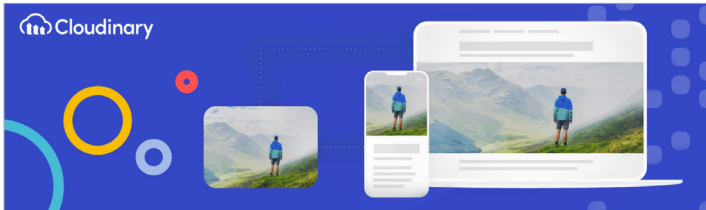
Cloudinary's media experience platform uses AI and automation to optimize the visual workflow of your site. From upload and on-the-fly manipulation to optimization and fast delivery over multiple Content Delivery Networks, you can do it all using this plugin, without leaving your WordPress environment. Automatically deliver the optimal format and quality of your images and videos via AI, apply comprehensive image and video manipulations and effects, display assets via an interactive media gallery, and ensure an optimized media experience on any device in any resolution or pixel density.

Mobile Optimization Plugins

More than half of all global website traffic now comes from mobile devices, driving home just how important it is to optimize your sites for mobile users. Whether it's creating a mobile app from your WordPress site or optimizing existing pages for users on any device, these plugins will give you a leg up in an increasingly competitive mobile marketplace.

AppPresser

AppPresser is the fastest and easiest way to build mobile apps for iOS and Android devices powered by your WordPress website. Comprised of several plugins, AppPresser allows you to make your branded mobile app available in different app stores for more exposure to your content. With AppPresser's easy-to-use App Customizer, you can visually build your mobile app without touching a line of code.

AppMySite
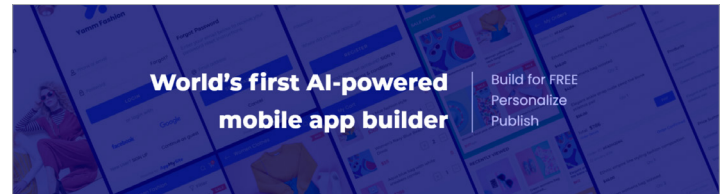
AppMySite is a mobile app builder that enables WordPress users to create native Android and iOS mobile apps without coding. While mobile app development can be a long and tedious process, AppMySite allows WordPress users to create an app even if they have limited technical experience. The plugin also extends the ability to personalize, build, and preview your mobile app at no cost.

AMP Plugin for WordPress

AMP is a powerful tool that applies different optimizations and best practices automatically on your site, making it easier for you to achieve a good page experience for your visitors on any device. The official AMP Plugin, supported by the AMP team, makes it easy to bring the power of AMP to your WordPress site, seamlessly integrating with the normal publishing flow and allowing the use of existing themes and plugins.

WeeblrAmp

WeeblrAMP automatically creates and advertises to search engines an Accelerated Mobile Pages version of your website content. WeeblrAMP can be configured extensively from your site admin, yet it comes with sensible defaults, and most of its operation is automated. Forget the common static AMP pages,

weeblrAMP allows you to create a fully interactive AMP version of your site including forms and eCommerce features.

Debugging Plugins

Debugging is, as its name suggests, all about finding and resolving bugs within a website's code, and it can be a tedious process. While it's long been a **pain point for developers**, whose valuable time can often get chewed up by debugging alone, these plugins can provide some relief with powerful tools that save time and effort.

Query Monitor
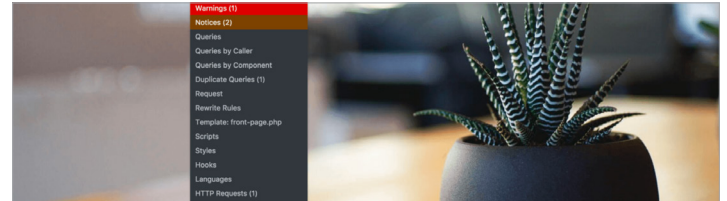
Query Monitor is a powerful debugging plugin that offers advanced features not often available with other debugging plugins. Query Monitor focuses on making its information useful, rather than dumping lots of information on the screen without context. It includes the ability to narrow down output by plugin or theme, to see which components are responsible for queries or actions, and to highlight problematic areas such as slow queries, suboptimal configuration, and PHP errors.

Debug This
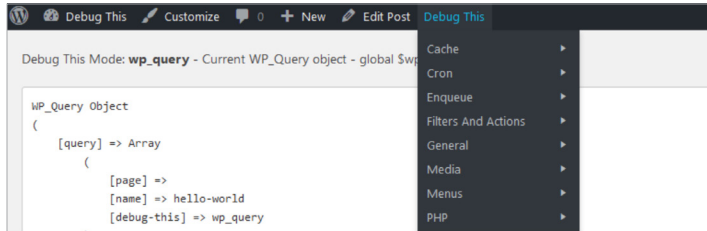
Debug This is a standalone plugin built, maintained and operated by the team at MachoThemes. For admins, developers, and support staff, Debug This offers a wide range of information about your WordPress installation, all from the front-end admin bar.

Debug Bar

Debug Bar is a widely used debugging tool for WordPress sites, found via the WP Admin menu. This plugin is great for ensuring quick access to query, cache, and many other forms of debugging information. Debug Bar is displayed in the top admin bar of your site so you can instantly access debug information on both the front and back-end of your site.

Analytics Plugins

Measuring performance metrics and other KPIs is crucial for keeping your finger on the pulse of your site(s) and maintaining its health over time. While there are numerous analytics tools available as standalone platforms or products, these plugins will integrate with your WordPress site and provide you with valuable information about how it's performing.

Site Kit
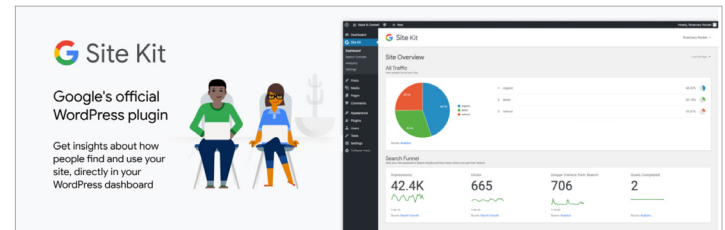
Site Kit, the official Google plugin for WordPress, makes it easy to set up and configure key Google products and provides insights about how people find and use your site, as well as how to improve and monetize your site content—all within the WordPress dashboard. Site Kit's core Google features include Search Console, PageSpeed Insights, Analytics, AdSense, Tag Manager and Optimize. Agencies specifically benefit from this one-stop solution for their clients to deploy, manage, and glean insights from Google's wide suite of developer tools.

MonsterInsights
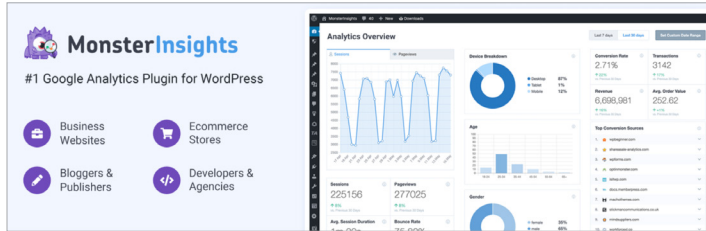
MonsterInsights is the most popular Google Analytics plugin for WordPress. With MonsterInsights, you can easily connect your WordPress site to Google Analytics in just a few clicks. MonsterInsights helps you to discover how visitors find and use your site, so you can keep them coming back. With more than 16 million downloads, MonsterInsights is the most popular Google Analytics plugin for WordPress. It's trusted by more than 1 million businesses worldwide including Bloomberg, PlayStation, Coca-Cola, and more.

Metorik
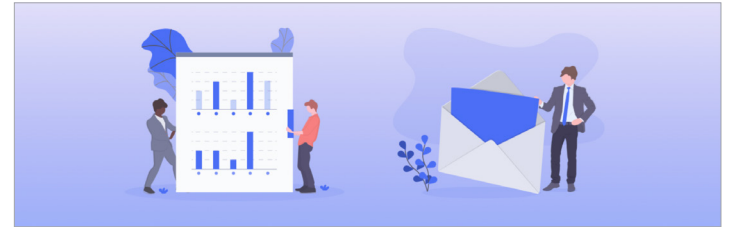
Metorik is your WooCommerce co-pilot: supporting every step of your eCommerce journey, providing you with valuable insights to better understand your customers, and helping you grow your business with more sales. Metorik seamlessly connects to your WooCommerce store and provides you with incredibly fast reports, infinite data segmentation, abandoned cart tracking, and email automation.

Design
Plugins

DESIGN PLUGINS

In addition to performance enhancements, WordPress plugins offer a ton of options for adding design elements to your site(s). From fully functional page builders to plugins for adding specific design elements to a website, the following recommendations are excellent additions to any web designer's toolkit.

Page Builder Plugins

Page builder plugins are among the most popular WordPress plugins for a reason—the right plugins make it easy for you to create great-looking web pages using drag-and-drop functionality to add elements like headers, text, images, CTAs, and so much more. Create stunning web pages with rich content using these recommended page builder plugins.
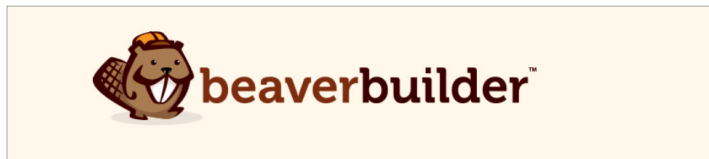
Beaver Builder

Beaver Builder is a flexible drag-and-drop page builder plugin for WordPress that lets you build websites in minutes, not months, using an intuitive front-end builder. Trusted by more than 1

million websites, Beaver Builder works with your existing website and theme, and once it's installed, you'll be able to build beautiful, professional-looking pages by simply dragging and dropping modules onto the page.

Visual Composer
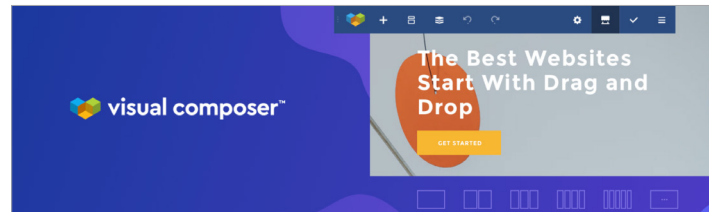
Visual Composer Website Builder is a live front-end drag-and-drop editor for WordPress that allows you to design pages and manage content. Visual Composer has an easy-to-use interface that makes it suitable for beginners and pros to design a website for their business or their clients. Thanks to the plugin's regularly updated content, Visual Composer Hub ensures that you can design any type of website without touching a line of code.

Elementor
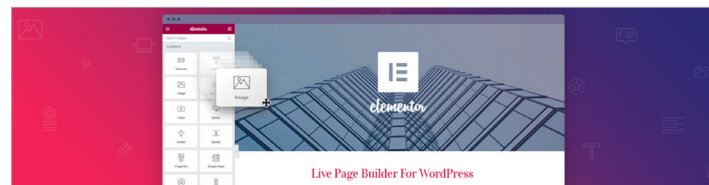
Elementor is one of the most popular and intuitive front-end site-building plugins for WordPress, with more than 3 million

active installs. The plugin offers unlimited customizations through simple drag-and-drop functionality and more than 90 additional widgets. It also comes with an exclusive toolset that enables complete control over website components like headers, footers, menus, blog posts, and more. In addition to Elementor's numerous native features, it's further supported by a large ecosystem of third-party features ranging from themes, templates, widgets and more.

Genesis Blocks
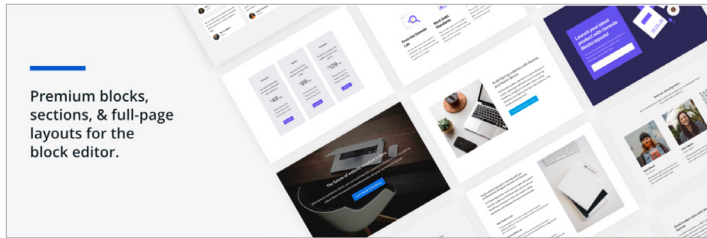
Genesis Blocks is a library of powerful and beautifully designed blocks, sections, and full-page layouts for the Gutenberg block editor. While it's not a traditional page-builder plugin, Genesis Blocks gives you the content creation control you need to easily build and launch any kind of site you want! Installing the Genesis Blocks plugin immediately enhances the block editor by providing easy access to a library of blocks, sections, and layouts that come with the plugin.

Genesis Custom Blocks
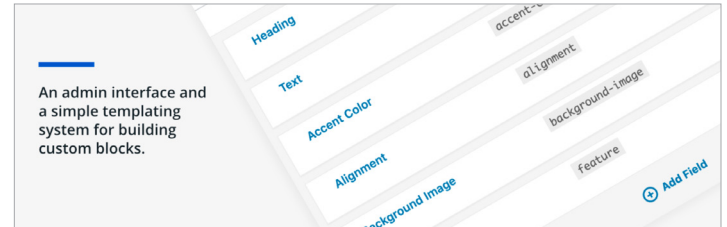
While Genesis Blocks offers a library of pre-made blocks and sections for your WordPress site, Genesis Custom Blocks is a plugin that makes building custom blocks a whole lot easier. For WordPress developers, the ability to create custom blocks and confidently build with modern WordPress unlocks new opportunities and workflows. For developers who need to implement a unique design, feature, or integration that off-the-shelf blocks can't provide, creating a custom block is often the best solution.

Slider Plugins

In the world of web design, a slider typically refers to an image slideshow that's added to a web page. If you're interested in adding a slider to your site, WordPress makes it super easy. You can completely customize different slider options to fit your needs and add sliders to your site(s) quickly. Here are a few of our recommended plugins for creating a beautiful slider on your site.

Slider Revolution

Slider Revolution is more than just a WordPress slider plugin—it's the cutting-edge WordPress plugin for today's sky-high web design demands. Packed with sleek features, this plugin can turn boring and static designs into visually grabbing, responsive websites with just a few clicks. .

FooGallery

While not technically a "slider plugin," FooGallery is a WordPress photo gallery plugin that lets users easily create beautiful media galleries. The free version of the plugin gives you everything you need to create and style unique photo galleries, including six templates, appearance, hover settings, and more. FooGallery Pro adds to these features with additional templates, video, paging, filtering, and more. With the Pro version, you can also load

galleries from sources such as Instagram, Media Tags, and Adobe Lightroom.

Soliloquy
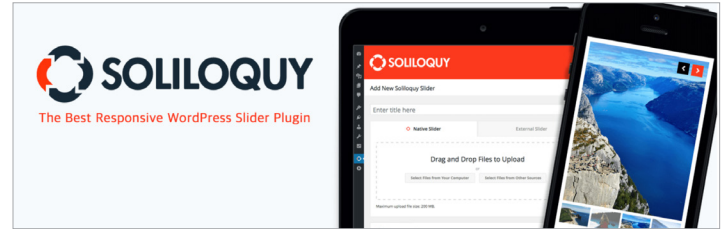
Soliloquy is a WordPress slider plugin that's both easy and powerful. With more than 900,000 downloads, Soliloquy is used by website owners, marketers, developers, and more to easily create responsive sliders in minutes. Soliloquy was built to adapt to the workflow of WordPress users and to combat the problem of bloated and confusing sliders.

Typography Plugins

The ability for customizations with WordPress extends all the way to the colors, layout options, and fonts found in your theme—you aren't just stuck with your theme's given fonts. There are a ton of great plugins out there that can expand your options, just remember to pick a good font that's easy to read. Here are a few awesome typography plugins that make it easy to punch up your site with an exciting font.

Easy Google Fonts
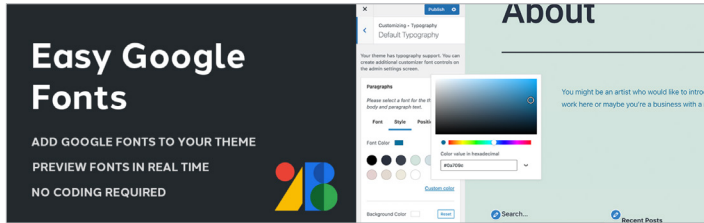
Easy Google Fonts allows you to choose from Google's collection of more than 600 fonts—it simply enables the font you choose within your WordPress theme. No coding required. Another benefit of this plugin is it doesn't matter which theme you're using, it's 100 percent compatible with any theme. Easy Google Fonts integrates with your customizer so you can see a real-time preview of each option as you change colors and fonts. It also backs up its list automatically as new fonts are added to Google's collection.

wp-Typography

wp-Typography
By Peter Putzer

wp-Typography is another solid option for improving web typography with attractive fonts. With more than 70 languages supported, the plugin contains intelligent character replacement that provides smart handling of elements including quotation marks, dashes, math symbols, and more. You can also use

CSS hooks for styling character aspects such as ampersands, numbers, uppercase words, initial quotes, and guillemets.

Advanced Editor Tools
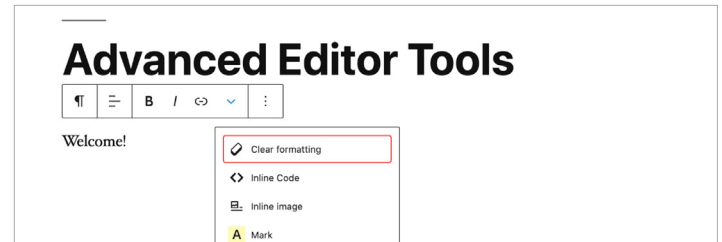
Advanced Editor Tools (previously TinyMCE Advanced) introduces a "Classic Paragraph" block for the block editor (Gutenberg). If you're not quite ready to switch to the block editor or have plugins that cannot be used there (yet), using the Classic Paragraph block is your best option. It lets you continue to use the familiar TinyMCE editor for most tasks, and at the same time gives you full access to all blocks and new features in the block editor.

Shortcode Plugins

To extend the functionality of your site, you might consider adding a WordPress shortcode plugin. Shortcodes allow you to execute code on posts, pages, etc. without having to directly write code. Instead, you can use these nifty little pieces of code to execute a larger command out of sight. Here are some shortcode plugins you might consider using.

Shortcodes Ultimate
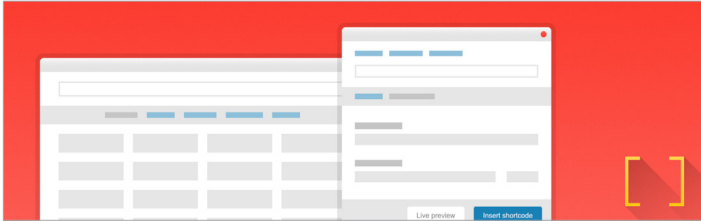
Shortcodes Ultimate gives you access to a mega pack of shortcodes. From easily creating tabs, buttons, boxes, sliders and carousels, responsive videos, and more, you can take your WordPress site to the next level without having to exert the extra energy needed to code these features up. If you're looking for an extra punch, there are premium (paid) add-ons that include extra shortcodes, additional skins, a shortcode creator, and an add-ons bundle.

amr shortcode any widget

If you're looking for a way to add widgets to your site, shortcodes could help. The amr shortcode any widget plugin was designed specifically to allow you to insert widgets into a page using a shortcode. All you have to do is install the plugin and thC6en go to Appearance » Widgets and drag-and-drop the widgets you want to display in your post or page into the shortcodes sidebar. Then, simply go to the post you want to display the widget on and enter that shortcode into your content.

Media
Plugins

MEDIA PLUGINS

Adding video and compelling images to otherwise static content is a great way to boost engagement, and there are a variety of plugins available for bringing this type of functionality to your site(s).

While stand-alone options offer plenty of flexibility, the culmination of these elements in courses or other types of how-to, educational content has become an increasingly popular use case for WordPress sites over the past few years. Check out all of these plugins for various levels of media integration, and if you're interested in building a course or subscription-based content, make sure you take a look at the final section on Learning Management System (LMS) plugins.
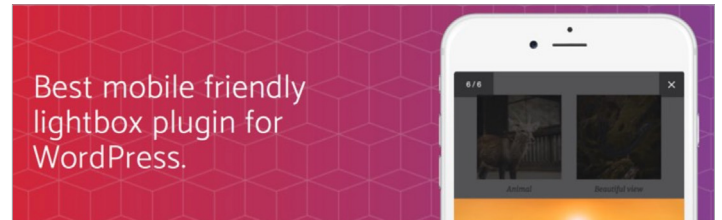
Lightbox Plugins

In terms of plugin-extended media management, lightboxes are among the oldest and most popular elements out there. Whether you're a freelancer trying to make your brand website more visually appealing, or a restaurant owner aiming to entice new customers with mouthwatering pictures of your cuisine, here are some great lightbox plugins that can help you stand out

Responsive Lightbox by dFactory

Responsive Lightbox by dFactory is a popular lightbox plugin for WordPress that lets users create galleries and view larger versions of images, galleries, and videos in a lightbox (overlay), optimized for mobile devices. The plugin's various lightbox scripts include SwipeBox, prettyPhoto, FancyBox, Nivo Lightbox, and Image Lightbox, among others. Users can even apply this feature to YouTube and Vimeo links as well.

ARI Fancy Lightbox

ARI Fancy Lightbox gives users a stylish way to display images and videos with the ability to alter things such as overlay style, button size, button text, etc. This plugin can display various types of content in its lightbox including photos, Google Maps, PDF files, and more. Similar to Responsive Lightbox above, this plugin is

mobile-friendly and can be easily integrated with social media sites such as Facebook.

Video Plugins

Images are a great way to supplement your content, but videos are simply more dynamic. An engaging video can pull in more viewers and keep them on your site longer. That said, the native media hub in WordPress may not format your videos the way you want. That's where plugins come in. We've compiled a few of the most popular video plugins, which are great for displaying your own videos or pulling them in from somewhere else.

Embed Plus for YouTube
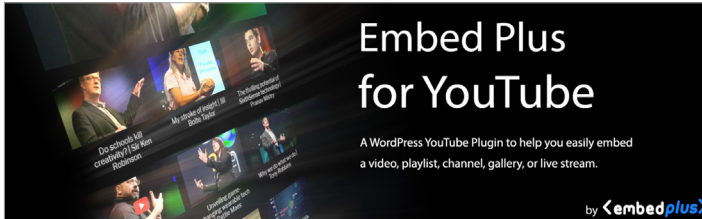
One of the easiest ways to upload and view videos online is through the Embed Plus for YouTube plugin (formerly the YouTube Embed Plugin). This plugin allows you to add an entire YouTube playlist directly onto your site, or opt for a video gallery. You can choose to enable automatic play or let users scroll through the playlist. The plugin can be customized in a variety

of ways and focuses on performance with the ability to lazy load with a facade and defer JavaScript while serving minified CSS and JavaScript.

Video Gallery—Vimeo and YouTube Gallery
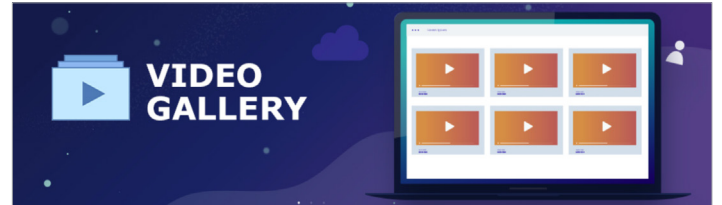
Video Gallery by Origin Code is a responsive multifunctional video gallery plugin with numerous options and designs for uploading and displaying videos. Upload the plugin through your WordPress dashboard and create a YouTube or Vimeo Gallery, or a mix of different video content.

Presto Player
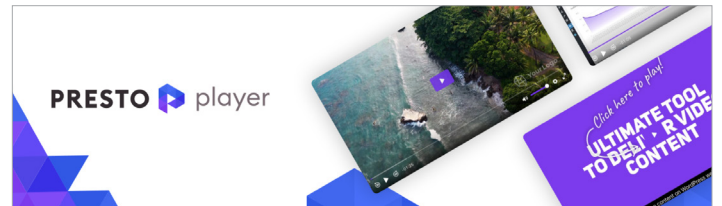
Presto Player is a WordPress Video Player that helps website owners gain more attention, brand loyalty, and profit through video. Built specifically for the Block Editor. Presto Player also

works with all page builders and includes custom modules for Elementor and Beaver Builder. The plugin also provides multiple video presets. HTML5, Youtube, and Vimeo video support, as well as LMS Learner controls, and so much more!

Audio Plugins

Embedding audio files on your WordPress site can be challenging if you don't have the right plugin or knowledge of code. For one reason or another, you might run into a situation where an audio file is required on your site. Here are a few plugins you can use to easily enable audio player functionality.

Compact WP Audio Player

Compact WP Audio Player uses an HTML5 + Flash hybrid to embed mp3 audio files on your site. Fully responsive and compatible with all web browsers, you can easily add a compact audio player to any page or post on your site with a shortcode. The plugin is compact as stated in its name, with only one customization feature (located in Settings » SC Audio Player)

that determines whether or not front-end users are able to play multiple audio files at once.

Html5 Audio Player
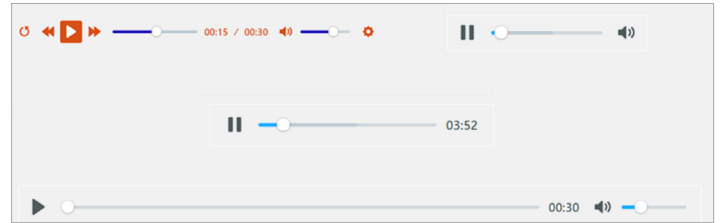
Html5 Audio Player is a customizable audio player that works on all devices. Using this plugin, you can play .mp3, .wav, or .ogg audio files on your WordPress site(s) and embed an audio player in a post, page, widget area, or a template file. There's also the option to add a rating, artist, and title information to individual audio files, as well as a cover image.

Graph and Chart Plugins

Turning a large amount of complex data into an easy-to-digest chart is no small feat, but that doesn't mean it should be avoided! Offering a crisp, clear view of data is a compelling visual element that never gets old, and there are numerous plugins that can help you create professional-looking charts and tables that get the job done. You might even find them easier to use than building a chart in Excel.

Visualizer: Tables and Charts Manager for WordPress
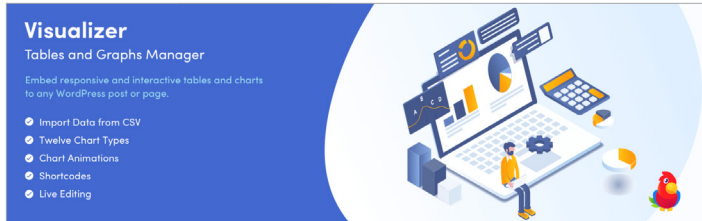
Visualizer: Tables and Charts for WordPress plugin is a powerful and easy-to-use plugin for creating, managing, and embedding interactive, responsive charts and tables into your WordPress posts and pages. The plugin uses Google Visualization API, DataTables.net, and ChartJS to add responsive, animated charts, graphs, and tables, which support cross-browser compatibility and display perfectly on mobile devices.

Data Tables Generator
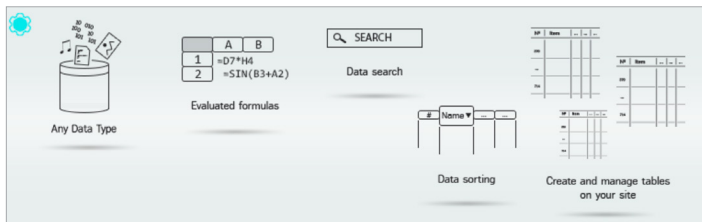
For deeper data dives, Data Tables Generator by Supsystic can help you process and manage SEO-friendly data tables quickly and easily. This plugin can structure information and be

adjusted to create responsive data tables with sorting, searching, pagination, filtering, and more. Many of the functional and visual customizations available for the tables improve site design and let you cater to a particular individual or specific task.

LMS Plugins

The acceleration to online channels over the last few years has been apparent in the rapid adoption of things like eCommerce and video streaming. But one area where those two channels intersect has been the rise of online courses and e-learning, which is most often video-based, for just about any topic or subject matter you can imagine.

The "self-paced e-learning market" is projected to grow by as much as $6.7 billion by 2024, and if you're considering a foray into this market, the following plugins might be just the spark you need to get started.

LifterLMS
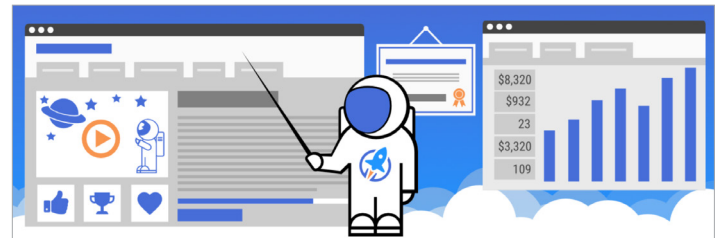
LifterLMS offers a complete, flexible WordPress LMS solution allowing you to create, sell, and protect engaging online courses

using your WordPress website. Build simple online courses, advanced multi-instructor training-based membership websites, and everything in between, all from one screen, using LifterLMS's flexible drag-and-drop course builder. Whether you call it an online course, a membership site, or a learning management system, LifterLMS helps you create it.

MemberPress

MemberPress is a powerful and easy-to-use WordPress membership plugin that gives you the ability to confidently create, manage, and track membership subscriptions and sell digital products. In addition to these powerful abilities, MemberPress allows you to grant and revoke access to posts, pages, categories, tags, feeds, communities, and digital files based on what products your users have purchased or subscribed to.

Sensei by WooCommerce

Sensei is a WordPress LMS plugin by the makers of WooCommerce and Jetpack that allows you to build engaging online courses in minutes. Create courses directly in the

WordPress editor and customize them to your brand and course requirements. Provide certification training, formal education, or simply share your knowledge—Sensei LMS makes it easy to build and sell your online course in just a few simple steps.

LearnPress
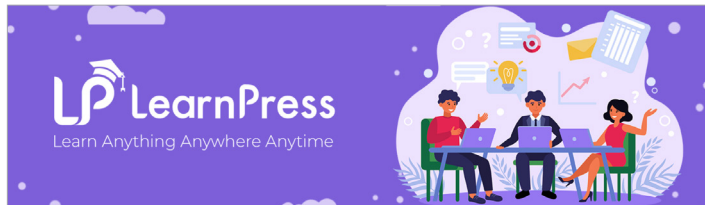
LearnPress is a comprehensive WordPress LMS plugin that can be used to easily create and sell courses online. Using this plugin, you can build a course curriculum with lessons and quizzes included, which is managed with an easy-to-use interface for users. LearnPress is a great plugin for easily creating educational, online-course websites with no coding knowledge required.

s2Member

s2Member is a powerful membership plugin that lets you protect WordPress content and offer users a secure checkout solution to get access. Easy to configure and highly extensible, s2Member

allows you to protect an entire site, just certain areas, or even individual sections of a page. Sell recurring subscriptions with flexibility, or offer "Buy Now" access.

Memberium

Memberium allows you to easily create powerful automated WordPress membership sites and online courses that are deeply integrated with Infusionsoft or ActiveCampaign. Memberium was created because other membership platforms severely limit what you can do if you're using Infusionsoft or ActiveCampaign and WordPress together.

Customer Experience Plugins

CUSTOMER EXPERIENCE PLUGINS

Building a great customer experience is truly part of the larger user experience you provide on your site(s)—nothing will send a visitor or prospective customer packing faster than inconvenient processes or a hard-to-navigate website. From better search functionality to translations and live chat, these plugins will set your customers up for a seamless digital experience.

Search Plugins

Making sure your site visitors are able to find what they're looking for is crucial—not only for engagement but for conversions too. When it comes to eCommerce, 43% of shoppers use search, and they're twice as likely to buy when they find what they're looking for. Powerful search functionality makes for an excellent user experience, and the good news is, there are a number of great plugins you can use to enhance the search functions on your site.

ElasticPress

ElasticPress.io provides a search and query engine for WordPress that takes the heavy lifting off your site and enables modern search features like fuzzy matching, autosuggest, and filtering. ElasticPress is now included in WP Engine's eCommerce plans as a proven way to boost revenue on WooCommerce stores. If your site has outgrown traditional WordPress search, or your store's WooCommerce product filtering needs a boost, ElasticPress.io might be the perfect solution for you!

Algolia Search


Algolia is a Search-as-a-Service plugin that integrates directly with WordPress to give you the building blocks for creating an advanced conversational search experience. Algolia's full-stack solution takes the pain out of building search—you can

implement Algolia in just a few minutes, without a single line of code. Additionally, Algolia maintains the plugin's infrastructure and search engine, so you can focus on delighting your users.

Knowledge Base Plugins

Another strong customer experience element, which is often credited with reducing support inquiries, is creating or adding a knowledge base to your site. A knowledge base (sometimes referred to as a "support portal" or "support garage") will help users find quick answers and resources for their questions. Here are a couple of WordPress knowledge base solutions you might consider putting to use.

BetterDocs
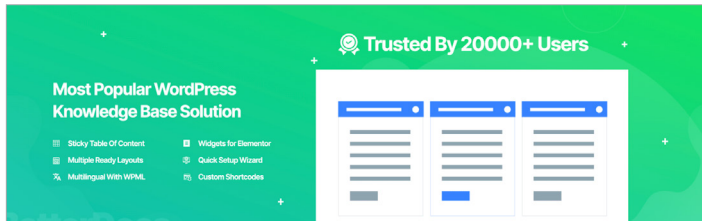
BetterDocs can help you create and organize your documentation page in a beautiful way that makes it easy for your visitors to find any help article they might need. Let your site visitors instantly find the answers they're searching for without having to wait for your support team, all while reducing support workload.

Heroic Knowledge Base

Heroic Knowledge Base is one of the most powerful WordPress knowledge base plugins available. With features including instant answers powered by AJAX search, article feedback, built-in analytics, drag-and-drop category ordering, widgets, and more, Heroic Knowledge Base helps you save time, grow your sales, and benefit from happier customers.

Translation Plugins

WordPress now powers more than 40% of the Internet. As that trend continues to grow, it's important to make sure your site is globally accessible to users who might not speak your native language. To bring in a wider audience, consider installing a translation plugin. Here are a few of the most popular translation plugins you can use to help broaden your global reach.

Loco Translate
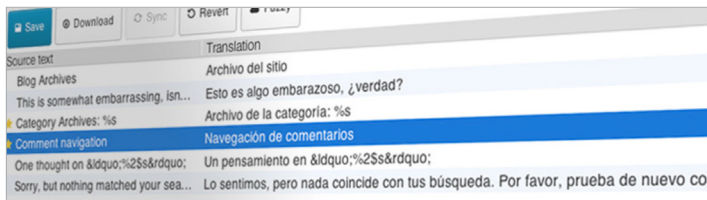
Loco Translate is another great plugin for built-in website translation. This plugin's features include extraction of translatable strings from your source code, built-in WordPress locale codes, support for PO features like comments, and protection of the language directory for saving custom translations.

Lingotek Translation

Year after year, the Lingotek – Inside WordPress plugin consistently ranks as one of the best plugins for creating multilingual WordPress websites. By integrating translation inside WordPress, Lingotek makes it easier than ever to deliver engaging, personalized content in your customer's native language. Lingotek's cloud-based translation management system (TMS) lets you request translation from any page inside

WordPress with a single click, so you can create multilingual content in minutes, not days. Create a unique workflow to match your budget, content type, and quality needs.

Weglot Translate

Weglot Translate is the leading WordPress translation plugin, trusted by more than 60,000 users worldwide. Translate your WordPress website into more than 110 languages and go multilingual within minutes, no coding required. Increase visibility and boost conversions with ease by adding multilingual functionality. Weglot Translate is fully optimized for multilingual SEO, with every translated page automatically indexed by Google.

Polylang Translation

Polylang is an awesome WordPress translation plugin that lets you create a bilingual or multilingual WordPress site. You write posts, pages, create categories, and post tags as usual, and then

define the language for each of them. The translation of a post, whether it is in the default language or not, is optional.

Multilingualpress

MultilingualPress enables you to create a network of WordPress Websites in different languages, without any performance loss and with easy and functional translation management! Running multilingual websites on scalable systems in WordPress can be a big challenge. MultilingualPress pays great attention to language-specific SEO, flexibility in design and functionality, and high website performance in general.

Live Chat Plugins

Healthy business growth not only depends on acquiring new customers but also maintaining your current customers' satisfaction. While customer support comes in all shapes and sizes, live chat is one area that allows you to resolve customer concerns and field potential opportunities in a timely manner.

Using plugins to enable chat functionality within your WordPress website(s) is a great way to adopt live chat functionality. Here are a few of our top picks.

3CX Live Chat
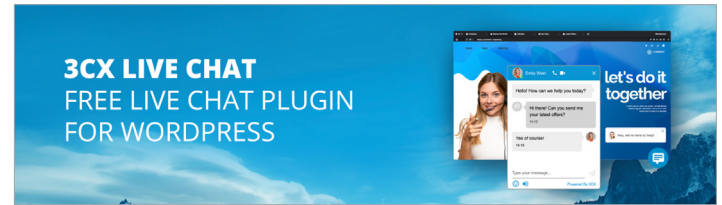
Formerly WP Live Chat Support, **3CX Live Chat** is among the most popular, effective and reliable live chat plugins for WordPress, with more than 1,900,000 downloads. Increase conversions and boost customer satisfaction by communicating directly with your website visitors in real-time.
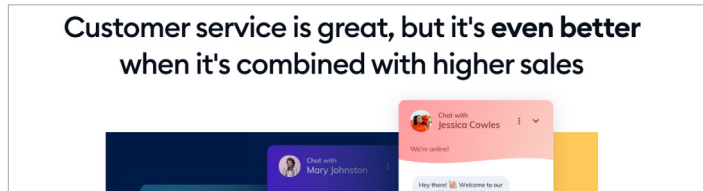
Tawk.to Live Chat
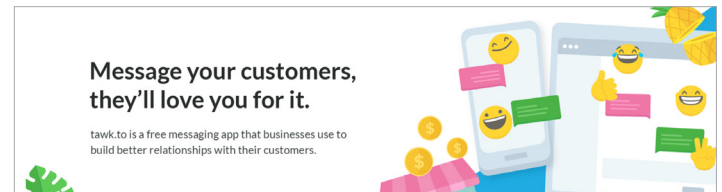
Tawk.to Live Chat is another great live chat plugin that gives users the ability to monitor and chat with site visitors—something that's not only great for live chat but for generating new sales and leads as well. The plugin is compatible with all web browsers and

has even developed free apps for iOS, Android, Windows, and Mac OSX.

Tidio Live Chat

Tidio Live Chat was designed specifically for WordPress users The plugin allows you to chat with and contact any visitor on your site—it even supports multiple languages to help you with global reach. With Tidio Live Chat, you can customize templated designs and build a completely customizable color scheme. It even allows for integration with Zendesk, GetResponse, SalesForce, MailChimp, and much more.

LiveChat

LiveChat is a hassle-free WordPress live-chat plugin for sales and customer support that helps engage more visitors, grow sales, and increase customer satisfaction across multiple channels. With LiveChat on your WordPress website, you can pick up more leads

and make the purchasing process easier for your customers, providing them with fast and effective customer support while boosting customer satisfaction.

Ratings Plugins

Whether you're selling a product or service online, reviews can have a significant impact on a potential customer's decision. In fact, when browsing online, 70 percent of buyers look for product reviews prior to making a purchase and 72 percent of consumers will take action after reading a positive review.

Adding a review feature to your website is not only a great way to incentivize a purchase, it also allows for user-generated content to appear on your site. If you're looking to add this functionality to your WordPress site, read on for some recommended plugins that will encourage user feedback on your content and products.

Rating-Widget

Rating-Widget's star review system allows users to receive ratings and comment reviews on all sorts of content, including

WooCommerce products, author reviews, BuddyPress, bbPress, and more. In addition to offering a free option, Rating-Widget also has advanced (pro) plans, as well as agency and enterprise-specific plans.

YASR—Yet Another Stars Rating

YASR—Yet Another Stars Rating is another solid option for adding ratings and reviews to your site(s). The plugin allows for both visitor reviews and voting reviews, and you can create multiple sets of stars for multiple criteria on a page or post. Installing the plugin is a little more technically advanced than some of the other options out there, but YASR provides well-detailed instructions in the WordPress Plugin Repository. The plugin also supports shortcodes, rankings, and rich snippets.

Tooltip Plugins

A "tooltip" is a small pop-up that appears when a user hovers their cursor over or clicks on a particular icon or highlighted word or phrase on your site. Tooltips are mainly used to display explanatory text that not every reader will need to go through (hence the name "tooltip")—for example, to define

jargon or a little tip of basic information relevant to the text or webpage at hand. Tooltip plugins can help you easily gain this functionality on your site and can also boost your SEO!

CM Tooltip Glossary
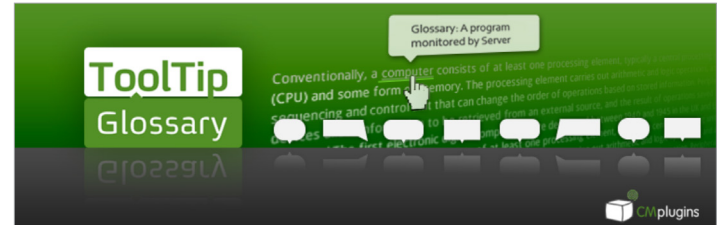
CM Tooltip Glossary is an excellent tooltip plugin with great functionality. This plugin is able to create a glossary of tooltips rather than just inserting random ones without having any real way of keeping track of them. CM Tooltip's design is an underline to highlight a tipped word or phrase and a nondescript pop-up with a solid color background. The rather simple design allows for ultimate readability.

WordPress Tooltips
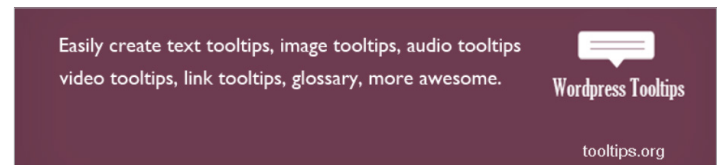
WordPress Tooltips is a powerful plugin that offers a great deal of customization and options for your tooltips. The plugin has a

glossary functionality and also allows you to add multiple types of content to each tooltip: text, images, links, videos, radio, and MP4 are all possible. You can also choose from seven preset color schemes and nine trigger methods.

General CX Plugins

While these plugins don't fit under a single or specific criteria above, they are all excellent plugins for adding various customer experience functionality to your site(s). Take a look at each one to find out more about their specific features.

GeoTarget

WP Engine customers can take advantage of GeoTarget to create more relevant, targeted, personalized user experiences on their WordPress sites. With GeoTarget, you can use your visitors' IP addresses to identify their location and show content that is geographically relevant. Change your phone number, site imagery, or any other number of elements on your WordPress site based on the location of your site visitor. You'll be able to cater the content on your site to each visitor without the use of third-party tools that may be costly or reduce site performance.

CookiePro by OneTrust

The CookiePro plugin was developed by OneTrust, the leading provider of Privacy Management Software, to help WordPress website owners and agencies simplify cookie compliance with global privacy laws, including GDPR and ePrivacy. The plugin simplifies cookie consent through an automated website scan against the largest database of pre-categorized cookies, CookiePedia by OneTrust, that can be easily customized to fit your brand, geo-targeted consent models to address requirements across various laws and standards, and complete records of consent to prove compliance.

Web Stories
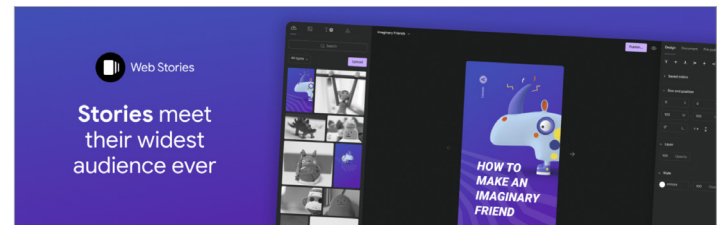
Web Stories is a free plugin for WordPress creators and publishers that lets you produce and share beautiful Web Stories on the open web. Easily create visually appealing and

engaging stories that can be shared with your audiences. Enjoy the flexibility of preset layouts that can be adjusted to align with your brand and analytics support so you can learn more about new readers. Whether you're a site owner, content creator, or publisher, Web Stories gives you the platform to create and share beautiful stories on the web.

Amazon Polly plugin

Amazon Polly is a service that turns text into lifelike speech. With dozens of voices across a variety of languages, you can select the ideal voice and build engaging speech-enabled applications that work in many different countries. The Amazon Polly plugin for WordPress lets you generate an audio feed for text-based content and insert it into an embedded player to increase the accessibility of your WordPress site. This feature also allows you to easily publish podcasts directly from your site and make them available for listeners.

Security Plugins

SECURITY PLUGINS

While WP Engine does a lot to harden the security of our customers' websites, there are plugins .that can also assist with site security. Security is about risk reduction, not elimination. According to WordPress.org, "It's about employing all the appropriate controls available to you, within reason, that allow you to improve your overall posture reducing the odds of making yourself a target, subsequently getting hacked."

While WP Engine does disallow some security plugins, here are a few you might consider using to further harden the security of your website

Security Solutions Plugins

While there are numerous considerations that go into any security solution, these plugins offer wide-ranging protections against a number of security threats, with managed firewall and malware protection to more advanced security solutions for your WordPress site.

Wordfence

Wordfence is among the most popular WordPress security plugins, with more than 4 million active installations and thousands of 5-star ratings in the WordPress Plugin Repository. It's a great plugin for WordPress users who want the added security protection of an endpoint firewall and malware scanner, both of which were built from the ground up to protect WordPress specifically. Additionally, Wordfence's Threat Defense Feed arms the plugin with the latest firewall rules, malware signatures, and malicious IP addresses it needs to keep your website secure.

iThemes Security

iThemes Security provides more than 30 ways to help you secure your WordPress site, including 2FA, a malware scanning schedule,

password security, Google reCAPTCHA, and more. The plugin also lets you ban accounts that have already tried to break into other sites through brute force attacks. You'll gain peace of mind knowing the plugin is working to secure your server and that it instantly reports when and where vulnerabilities exist and fixes them in seconds.

BulletProof Security

BulletProof Security is a proactive security plugin that automatically fixes 100+ known issues/conflicts with other plugins and provides strong protection against a range of common injections, including XSS, RFI, CRLF, CSRF, Base64, Code Injection, and SQL Injections. This wide-ranging security solution also includes firewalls, login security monitoring, idle session logout, DB backup logging, HTTP error logging, and much more.

Sucuri Security
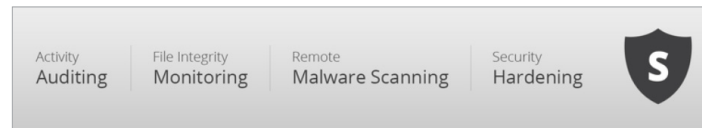
Sucuri Security helps harden your WordPress site by monitoring all security-related events within your site. Logging all activity to a cloud ensures an attacker cannot manipulate your security logs or wipe your forensic data. The plugin also provides Security File Integrity Monitoring that compares a known good with the current state to better detect when (and if) you have a problem. Additionally, Sucuri provides you with remote malware scanning, blacklist monitoring, post-hack security actions, and more.

All In One WP Security & Firewall

All In One WP Security & Firewall is a comprehensive, stable, and well-supported WordPress security plugin that will take your website security to a whole new level. The plugin was designed and written by experts and is easy to use and understand. It reduces security risks by checking for vulnerabilities and by implementing and enforcing the latest recommended WordPress security practices and techniques.
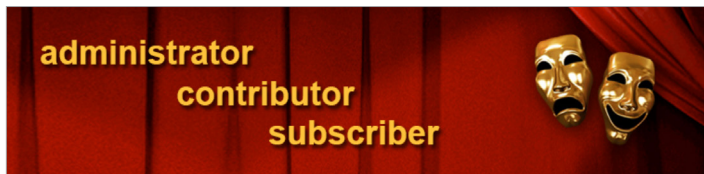
User Role Plugins

By default, WordPress comes with five predefined user roles:

- Administrator
- Editor
- Author
- Contributor
- Subscriber

Each of these roles comes with a set of specific permissions regarding what a user can and cannot do. However, out of the box, these user roles cannot be customized to limit or add new permissions.

If you want to expand the capabilities that a particular role is allowed (or even add new roles), installing a plugin can be a quick option. Here are a few of our top picks that can help you further establish user roles on your site.

User Role Editor

User Role Editor allows you to adjust user roles and capabilities with ease. With full support for WordPress Multisite networks,

this plugin lets you pinpoint specific tasks per user and even hide front-end menu items from other users. While the plugin is free to activate from the WordPress Repository, you can upgrade to a premium version for additional modules to work with.

Members

With Members, you'll be able to smoothly control permissions beyond what WordPress alone allows you to do. Key features of this plugin include a role manager, the ability to distribute multiple user roles and explicitly deny capabilities, cloning capacity, content permissions, shortcodes, widgets, plugin integration, and more.

WPFront User Role Editor
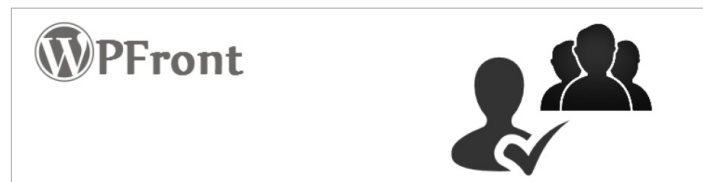
The WPFront User Role Editor plugin is another great option for managing user roles in WordPress and lets you add, edit, and

delete user roles. The free version also allows you to migrate users to other sites. Through paid premium options, a ton of features are added, including custom post type permissions, content restriction shortcodes, an admin menu editor, and more.

WP Activity Log

Boost user accountability and productivity, improve website security, ease troubleshooting, and gain control of your WordPress site! Keep a record of all the changes that happen with WP Activity Log—a comprehensive real-time WordPress activity log plugin with the broadest coverage. WP Activity Log is easy to use, fully configurable, and it allows you to fine-tune your activity logs to fit your business requirements.

Restricted Site Access

Easily restrict access to your website to logged-in users or visitors from a specific set of IP addresses. Restricted visitors can be redirected to any URL, sent to a selected page created in WordPress, sent to the login, or shown a custom message. With more than 20,000 active installations, Restricted Site Access is the perfect solution for extranets, publicly hosted intranets, or parallel development and staging sites.
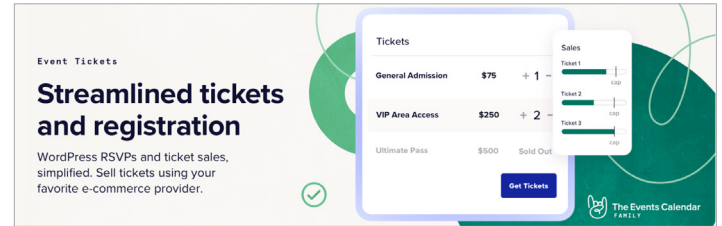
Business
Plugins

BUSINESS PLUGINS

As so much activity has moved online, businesses of every size and shape have had to adapt to new realities and meet customers where they are. While many of the eCommerce plugins listed above will be helpful for creating a digital storefront and selling goods or services online, these plugins can help you grow your digital business with added features and functionality to keep things running smoothly.

Booking + Calendar Plugins

From any sort of e-visit to an upcoming event, the following calendar and booking plugins make it easier for visitors to schedule appointments and see availability right on your WordPress site. Here are a few noteworthy plugins you might explore.

Event Tickets

Provide customers with an easy way to RSVP for events with Event Tickets. The free plugin comes with features backed by a world-class team of developers and designers and it easily with your PayPal business account. Manage attendees from your WordPress dashboard; site builders can access tools including partial template overrides, a host of template tags, hooks and filters, careful documentation, as well as a library of free extensions.

Tickera
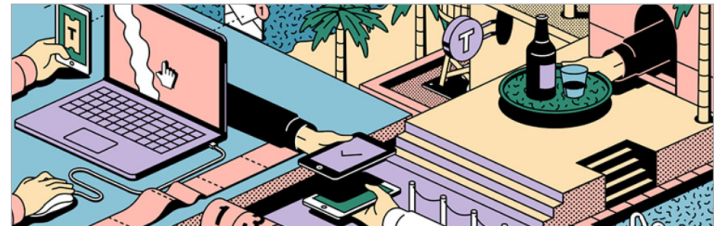
Tickera lets users avoid profit-sharing with a third party, which means no middlemen or unnecessary costs. The plugin lets you manage various events, ticket distribution, and discount codes with ease, and users can access various ticket options including

VIP tickets, check-in, ticket sale dates, or simpler options like quantity and price. Users can also choose to capitalize on all available options or opt to keep their ticketing simple and option free.

Events Manager

Events Manager is a full-featured event registration plugin for WordPress based on the principles of flexibility, reliability, and powerful features. Version 5 now makes events and locations WordPress Custom Post Types, allowing for more possibilities than ever before!
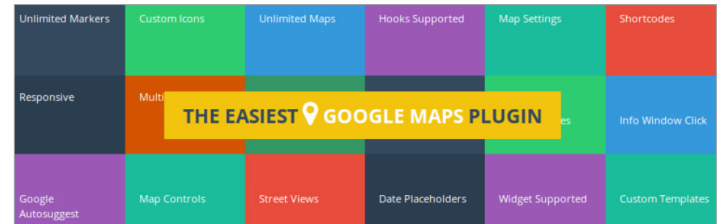
Map Plugins

Any business owner knows that making your physical storefront (if you have one) easy to find is an incredibly important part of being successful. Just like everything else, WordPress plugins have a solution—maps. Implement a map widget and you will no longer have to field phone calls telling people to turn left at the big tree.

Google Maps Widget
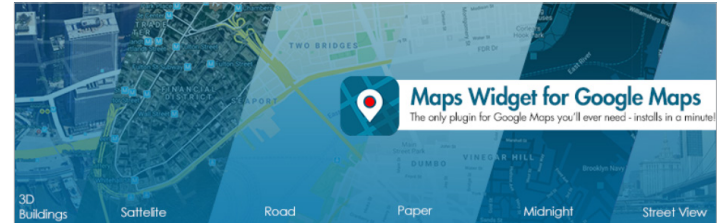
If you like a little more control and customization for your Google Maps, then installing the Google Maps Widget is a great way to go. With Google Maps Widget you can easily set up a thumbnail with a lightbox. After it's installed, you can adjust how the thumbnail looks and decide whether or not you want a street or satellite view. Once users click on the thumbnail, the map will expand for a clearer view.

WP Google Map Plugin

Much like the plugin above, if you like to use Google Maps, the WP Google Map Plugin might be right for you. With this plugin installed, you can add an unlimited number of responsive maps directly to your site using shortcodes. Add multiple

points to one map or just show one location. All maps are responsive, can be used with WordPress Multisite, and allow for easy access to Google Earth view. You can even show real-time traffic conditions on your map if you choose.

Directory Plugins

It's easy to convert your WordPress site into a robust listing service or directory business or to add it as a function of your larger site. Using one of the plugins below, you can either turn your entire website into a directory or add directory features to certain pages.

Business Directory Plugin

The Business Directory Plugin works to add a Yelp-style review or Yellow-Pages style directory to link your users to. With full customization possibilities, you can meld this plugin with the theme of your site to stay on brand. The plugin comes with fully modifiable form fields, as well as the ability to

upload photos and accept payment for listings. With Business Directory up and running, you'll be able to turn your website into a thriving online directory in no time.

Geo Directory

Geo Directory lets you add millions of listings to your blog or website through both free and premium add-ons. In a short amount of time, you'll be able to create a fully customizable listing that provides a compelling user experience. No need to sacrifice design or aesthetics; this tool can be fully adjusted to match your current site.
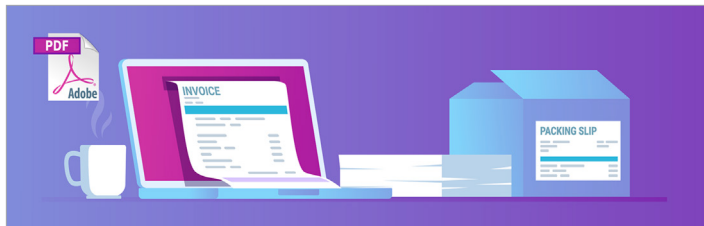
Invoice Plugins

Invoice plugins make manually sending an invoice a thing of the past. Key features of these plugins make payments easier and more flexible, including settings to make your invoice notifications more customizable.

Sprout Invoices
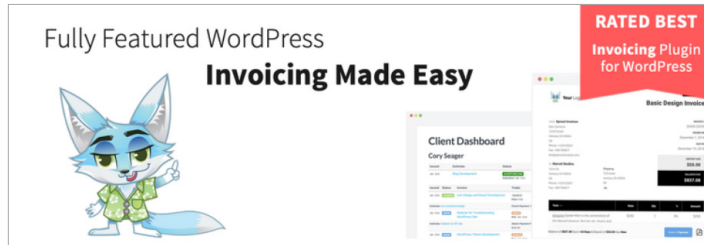
Improve your invoice workflow with Sprout Invoices. This plugin provides a number of fully customizable templates to fit with your theme and accepts a variety of payment methods. While the free version comes with PayPal payments, the pro (paid) version offers additional upgrades and payment add-ons.

WooCommerce PDF Invoices

Automatically add a PDF invoice to your eCommerce order confirmation emails with WooCommerce PDF Invoices. With this plugin, you can issue invoices using multiple different languages, fully customize the HTML/CSS of a template, and store all generated invoices within your account page.

Sliced Invoices

Sliced Invoices is another solid option when it comes to invoicing plugins, and makes invoicing a breeze. Key features of this plugin include offline payment methods, PayPal Express Checkout, invoicing in any currency, exporting invoices to CSV, and more.
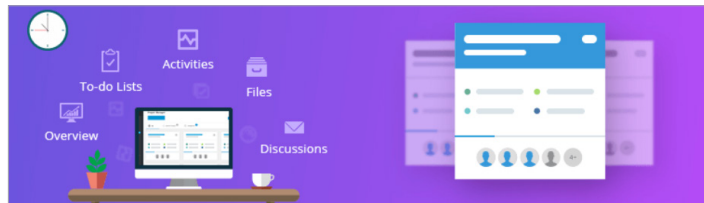
Project Management Plugins

A key aspect of any well-run WordPress site is organization. Project management plugins help facilitate planning, order, and discipline within your business. A good project management plugin can help ensure that tasks are properly delegated and deadlines are easy to keep track of; the following plugins can help you save an enormous amount of time.

SP Project & Document Manager
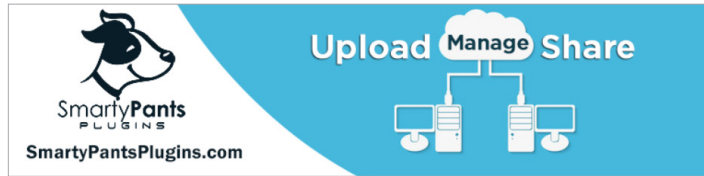
SP Project & Document Manager gives you control over documents and files across many media types, allowing you to manage clients, documents, accounts, vendors, distribution, and more. Users at all levels are able to create and manage projects while Administrators control all aspects of user access; interactions with clients, management of sales organization, and more are all easily maintained within this plugin.
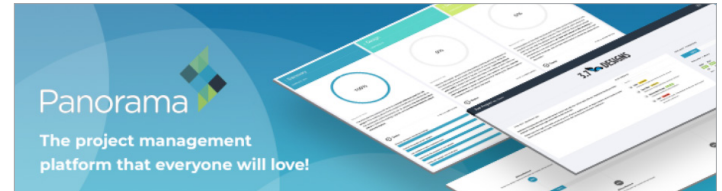
WP Project Manager

WP Project Manager is a plugin designed specifically for project management within WordPress. Features of this plugin include everything you need to run an efficient site: the ability to create and modify projects, assign team members to projects, send messages about projects with attachments, and add comments about projects. Additional features include the ability to make custom to-do lists as well as create milestones for better project management.

Panorama

Panorama is a WordPress project management plugin that gives clients and team members a visual representation of project progress. The plugin lets users communicate project status and phases as well as document status, important events, and timing. Panorama's timing features also allow you to determine if you're on track or behind schedule.

Admin Columns Pro
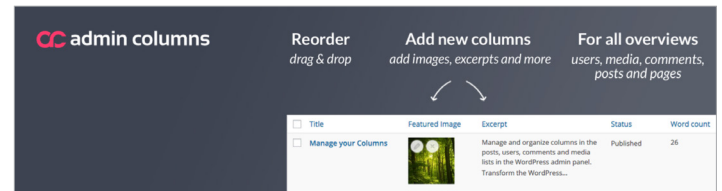
While not technically a project management plugin, Admin Columns Pro assists with project management and organization by helping you create insightful overviews to easily find, order, filter, and update your content.

Conclusion

CONCLUSION

There's a lot to love about WordPress and the wide ecosystem of plugins available for WordPress sites. While this guide offers a close look at some of the most popular and powerful plugins commonly used by site owners and builders, it is by no means an exhaustive list.

The WordPress Plugin Repository is a great place to find new and widely-used plugins for just about anything you can imagine. The WP Engine Solution Center is also home to a wide list of recommended plugins and themes for your WordPress sites.

Want to find out more?

Check out these helpful resources for more information about WordPress plugins.

What Are WordPress Plugins? What You Need to Know

How to Avoid Dangerous WordPress Plugins

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How to Use Smart Plugin Manager

Find out more about WP Engine and the ways we help our customers win with WordPress every signal day.

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