

# **11 POWERFUL & UNDERUSED FREE WORDPRESS PLUGINS**

**F O R I N T E R N E T M A R K E T E R S**

# WANT TO GET MORE OUT OF YOUR WORDPRESS SITE?

---

Here's the most noteworthy WordPress plugins we've come across and use in 2014.

I highly recommend you check them all out and make them generate great results for you as well!

Whether you use one or all of these, they will, in most cases, give your WordPress sites the extra boost that they deserve.

## Check them out below!

# FREE PLUGINS

---

## #1 Amazon Affiliate Link Localizer Plugin

This is an amazing little plugin to get hold of; if you are an affiliate marketer you will want to read this one for sure. The Amazon Affiliate Link Localizer basically changes any Amazon link within your site to use your affiliate ID.

So if you have any Amazon affiliate links on your site, but you aren't getting as many sales as you had hoped for this may be just the plugin for you. Users are notorious for sticking to their native roots so a UK user may discard a link to a US page; this is for a number of reasons we won't go into but as a quick example, many discard the links purely because of the postage and packaging costs as well as the delivery time.

This plugin will see to it that your users get to the right place.

[Download it here.](#)

## #2 Google XML Sitemaps Plugin

This is just great for those of you that don't want to get your hands dirty with some additional coding. It basically allows you to create an xml sitemap which you can add to your blog. This is great because it helps with SEO allowing the search engines to index your site a lot easier. It is definitely a big time saver and is a worthy tool to incorporate on your site.

[Download it here.](#)

## #3 W3 Total Cache Plugin

This is an essential add-on that you will definitely want to download if you want your site to run smoother and faster. W3 Total Cache greatly improves the performance of your website by caching everything from databases to pages, this makes your server run through your sites content and in turn loads them up to your readers browser faster than ever. This is a very well-known and well respected plugin; used by some of the best sites online.

[Download it here.](#)

## #4 SEO Friendly Images Plugin

SEO is at the top of all website owners lists and it should be too; this plugin will help you to get the most out of your sites SEO.

Instead of going through the usual rigmarole of creating new alt and title tags for each image you insert into your site you can sit back and relax. After uploading your images Friendly Images will automatically give you all the tags you need. A great time saver.

[Download it here.](#)

## #5 Shrimptest Plugin

Strange name, but this is a great plugin. Shrimptest is basically a plugin that allows you to A/B test your site. It helps you to decide upon such things as; design, layout and even the content within your site by testing alternative variations.

This (as far as I am aware) is the only A/B testing plugin which was built within wordpress from the ground up, so you know it is reliable and compatible right off the bat.

[Download it here.](#)

## #6 SEO Smart Links Plugin

If you struggle with SEO then this is another great plugin from the same company that brought you Friendly Images (above) this plugin can automatically link phrases and keywords from within your blog posts and comments to all corresponding content within your blog or website; including related posts, pages and categories.

Another brilliant time saving tool.

[Download it here.](#)

## #7 WPtouch Plugin

You need this plugin if you want the new generation of mobile/cell phone users to gain access to your site via their smart-phone. In layman's terms this plugin will take all of your sites content and roll it up up into a neat little package ready to throw at the first smart-phone user that stumbles onto your website/blog.

Wptouch allows integrated access on all the major platforms; Apple, Android and Blackberry, as well as a few more choice additions. This is a neat plugin and will give you the edge if you are looking to go into the world of mobile marketing.

[Download it here.](#)

## #8 YARPP Plugin

YARPP or Yet Another Related Posts Plugin is just that; another related post plugin, but this one is the choice of a lot of professional bloggers due to the fact it just works; and it works very well at that. Basically it gives you a manageable list of posts and pages that are related to the post which is being viewed at that time. This is great not only for your users to get hold of similar pages but it also allows you to see what else you have done in the past you may have forgotten as well as being SEO friendly; bargain.

The plugin also gives you a lot of control so you don't have to worry about it pulling a list of 1,000 related posts (if you have that many). It's a really nice feature to have on your blog.

[Download it here.](#)

## #9 Studiopress Simple URL Plugin

If you use affiliate programs, or even if you just don't like long and ugly url's on your website; then this plugin is very much a golden nugget for you.

Simple URL's basically shortens those ghastly, long URL's to a more manageable bite-size version. It also allows you to track each link individually; so you can see how many times it has been clicked, if you are into your statistics you will love this plugin.

[Download it here.](#)

## #10 SEO Made Simple Plugin

We've got a few other SEO specific plugins, but we wanted to add this into the mix because it's too good to miss out completely.

SEO Made Simple from Scribe is a brilliant little plugin which again allows you to create some really effective SEO campaigns to your site; in turn making you more visible to the search engines. It works by showing you the type of language users are using in their search to help you add it to your SEO campaign as well as revealing some keywords and phrases within your own content that you may have missed.

It also helps you to build up your back links as well as showing you where to find the influential users on the social media circuit. Brilliant.

## #11 Broken Link Checker Plugin

This plugin is a must have for every blogger; it basically checks every single post you create and analyses them for broken links and missing images.

It may seem like an obvious addition to the list but a lot of people forget or do not even know there is such a tool available. Add it to your arsenal or regret it!

[Download it here.](#)