

# WordPress Tips for Affiliate Marketers

## 2022 PMA Virtual Conference

by Mike Allen

[AffGeek](#) & [MagnoliaGeek](#) (part of [Businesswright](#))

WordPress enhancement recommendations — affiliate links may be used 😊

**Recommended WordPress Theme:** [Astra](#) - Quickly edit global settings (fonts, colors, header, footer, pages, posts, etc.) and integrates beautifully with Elementor, Beaver Builder, WooCommerce and many others. Free version is available.

## Content-Related Plugins

Name	Details	Free Version?
<a href="#">Gutenberg</a>	Default (and free) block editor that comes with WordPress.	Yes
<a href="#">Spectra</a>	Extensive (and free) collection of Gutenberg blocks and professionally-designed templates.	Yes
<a href="#">Qubely</a>	Extensive collection of readymade Gutenberg blocks and sections for advanced design layouts and global control.	Yes
<a href="#">Affiliate Booster</a>	Gutenberg blocks for products, comparisons, pros and cons, ratings and much more.	Yes
<a href="#">Elementor</a>	Extensive drag and drop editor for entire site (with dozens of integrations).	Yes
<a href="#">EmbedPress</a>	Embed videos, audio, Google Drive content, Facebook posts and more.	Yes
<b>Bonus</b>		
<a href="#">TablePress</a>	Embed sortable, rich tables into posts and pages.	Yes
<a href="#">WP Rocket</a>	Optimize site, improve loading time and performance.	No
<a href="#">Beaver Builder</a>	Easy-to-use, drag and drop page builder with many features and integrations.	Yes

## Link-Management Plugins

Name	Details	Free Version?
<a href="#">Skimlinks</a>	Automatically converts your exit links to affiliate links (almost 50K programs).	Yes
<a href="#">Redirection</a>	Manage 301 redirections and keep track of 404 errors.	Yes

Name	Details	Free Version?
<a href="#">Pretty Links</a>	Shrink, track, manage links using your domain name.	Yes
<a href="#">Affiliate Coupons</a>	Dashboard management coupons and their affiliate links.	No
<a href="#">Lasso</a>	Manage affiliate links, create product displays, track clicks, broken link notification, much more.	No
<b>Bonus</b>		
<a href="#">WP Force SSL</a>	Redirect insecure http traffic to secure https and fix simple SSL errors (requires a SSL certificate).	Yes

## Marketing-Focused Plugins

Name	Details	Free Version?
<a href="#">Relevanssi</a>	Enhanced site search (synonyms, "did you mean", more).	Yes
<a href="#">External Links in a New Window</a>	Opens external links in a new browser tab or window.	Yes
<a href="#">Contact Form 7</a>	Simple but effective contact form.	Yes
<a href="#">MailPoet</a>	DIY newsletters (can send blog posts), new post notifications, welcome email sequences, more.	Yes
<b>Bonus</b>		
<a href="#">SearchWP</a>	Advanced search for custom fields, e-commerce, documents and more.	No

## Social-Emphasis Plugins

Name	Details	Free Version?
<a href="#">___ SEO</a>	<a href="#">Yoast</a> , <a href="#">SEOPress</a> , <a href="#">RankMath</a> , <a href="#">Squirrly</a> are good options.	Yes
<a href="#">Tidio Live Chat</a>	Live chat, chatbots and more for your site (Facebook Messenger too).	Yes
<a href="#">Scriptless Social Sharing</a>	Lightweight social sharing buttons for posts and pages.	Yes
<a href="#">PixelYourSite</a>	Manage Facebook pixel, Google Analytics and more.	Yes
<a href="#">Akismet Spam Protection</a>	Automatically checks all comments to filter out spam.	Yes
<b>Bonus</b>		

Name	Details	Free Version?
<a href="#">Real-Time Find and Replace</a>	Makes it easy to automatically remove or change text that is output by a WordPress theme or another plugin.	Yes

## Security-Focused Plugins

Name	Details	Free Version?
<a href="#">ManageWP</a>	External management + \$2/mo. offsite backups.	Yes
<a href="#">Invisible reCaptcha</a>	Integrates Google's Invisible reCaptcha (protects forms).	Yes
<a href="#">ShortPixel Adaptive Images</a>	Image optimization and CDN.	Yes
<a href="#">Header Footer Code Manager</a>	Orderly management of embedded scripts.	Yes
<b>Bonus</b>		
<a href="#">WP Umbrella</a>	Elegant management of multiple WordPress sites from a single dashboard (low per-site pricing includes backups).	No
<a href="#">Malcare</a>	Advanced WordPress security with firewall, malware scans (and removal) and much more.	No

## Bonus Material

### Affiliate Resources

- For affiliate programs to join (or for affiliate program management), see [AffGeek](#), my affiliate management agency. Featured programs include [InfiniteAloe](#) and [Perdue Farms](#).
- [Curated Affiliate Resources](#) - PMA, FTC guidelines, network resources, more
- [Marketing Calendar](#) - promotional suggestions for affiliates
- More from AffGeek: [4 Affiliate Writing Tips](#) and an archive of past [Affiliate Presentations](#)

### Additional WordPress and Business Resources

- For WordPress support and more recommendations, see [MagnoliaGeek](#), my WordPress support agency
- [How to Create a Gravatar](#) - instructions
- [Ten Password Safety Tips](#) - Businesswright article
- [Other resources](#) (and coupons) - curated savings on office resources

