



Plugins - Empowering Your Website

Estimated Read Time: 2 Minutes

www.loanofficermarketinglab.com/blog

The plugins video shows you how to upload the plugins you want, but now I want to show you which plugins you'll need. Instead of searching for random plugins, I've listed the essentials below. These are the exact links to the proper download pages:

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

This plugin will automate most of your On-Page SEO efforts

<http://wordpress.org/extend/plugins/tinymce-advanced/>

This plugin will give your HTML editor box more options, similar to Microsoft Word

<http://wordpress.org/extend/plugins/contact-form-7/>

This plugin allows you to create lead capture forms easily

<http://wordpress.org/extend/plugins/vipers-video-quicktags/>

This plugin allows you to add video to your website easily

Now you have 2 options here. You can download these plugins and save them to your PC. (Please create a central folder on your PC so they are easy to find first) Or, as demonstrated in the video, you can search for plugins on Wordpress.org and type in the name of each file, and let Wordpress automatically download, unzip, and even activate each plugin for you.

If you choose to go this route, here are the names to search for:

All In One SEO Pack

Tiny MCE Advanced

Contact Form 7

Vipers Video Quick Tags

Simple enough right? You've now downloaded the tools that are needed to make a functional marketing grade website. Don't worry about how to use these just yet. We'll get to that on Day 3.

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Loan Officer Project Participants. Keep the progress coming! A successful online marketing campaign can be a huge source of business for you. You're just 1 day away from moving on to the marketing strategies! Make it a great day.