

# 2014

## “Fast” Track Features for WordPress Websites



The PRO Web System  
CannonFire Marketing  
[www.YourWpSuccess.com](http://www.YourWpSuccess.com)

# 12 Premium PRO Web System Features as Standard Equipment

## **What Is WordPress and Why Should I Care?**

WordPress started in 2003 as a blogging system but has evolved to be a full content management system (CMS) and much more through the thousands of plugins, widgets and themes. WordPress is limited only by your imagination, and is used by more than 18.9% of the top 10 million websites as of August 2013. <http://vimeo.com/65932220>

- These premium features are standard equipment in every website we design and build.
- Each feature is used on CannonFire Marketing websites because we know they work.
- Click any link to find out more about the feature and how it is used.

## **BackUpBuddy – Value = \$80 annually**

The value of your business website is likely higher than the cost to build it. Example, what would a single day without your website cost your business; what about a month? All websites should be “backed-up” or copied frequently in case of loss. That loss can be from a server error, malware and or hackers. With BackupBuddy you can replace your website in hours, NOT days. <http://www.yourwpsuccess.com/backup>

## **Broken Link Checker**

This plugin will check your posts, comments and other content for broken links and missing images, and notify you if any are found. <http://wordpress.org/plugins/broken-link-checker/>

## **Contextual Related Posts**

Contextual Related Posts is a powerful plugin for WordPress that allows you to display a list of related posts on your website based on the content of the title and/or content of the posts which makes them more relevant and more likely to be of interest to your readers.

<https://wordpress.org/plugins/contextual-related-posts/>

## **Google Analyticator**

Google Analyticator adds the necessary JavaScript code to enable Google Analytics logging on any WordPress blog. This eliminates the need to edit your template code to begin logging. Google Analyticator also includes several widgets for displaying Analytics data in the admin and on your blog. <http://wordpress.org/plugins/google-analyticator/>

## **Gravity Forms – Value = \$39 annually**

The simplicity in building most any type of high quality website form you will ever need is the main reason we choose and use Gravity Forms. <http://www.yourwpsuccess.com/gravity>

## **My Category Order**

My Category Order allows you to set the order in which categories will appear in the sidebar. Uses a drag and drop interface for ordering and adds a widget with additional options for easy installation on widgetized themes. <http://wordpress.org/plugins/my-category-order/>

## **My Link Order**

My Link Order allows you to set the order in which links and link categories will appear in the sidebar. Uses a drag and drop interface for ordering, and adds a widget with additional options for easy installation on widgetized themes. <http://wordpress.org/plugins/my-link-order/>

## **My Page Order**

My Page Order allows you to set the order of pages through a drag and drop interface. The default method of setting the order page by page is extremely clumsy, especially with a large number of pages. <http://wordpress.org/plugins/my-page-order/>

## **Redirection**

Redirection is a WordPress plugin to manage 301 redirections, keep track of 404 errors, and generally tidy up any loose ends your site may have. This is particularly useful if you are migrating pages from an old website, or are changing the directory of your WordPress installation. <http://wordpress.org/plugins/redirection/>

## **Widget Context**

Widget Context allows you to show or hide widgets on certain sections of your site — front page, posts, pages, archives, search, etc. It also features section targeting by URLs (with wildcard support) for maximum flexibility. <https://wordpress.org/plugins/widget-context/>

## **WordPress Video Tutorials – Value = \$288 annually**

CannonFire websites offer SEO video tutorials to support your SEO efforts anytime you want them. These videos include Yoast SEO above and all WordPress video tutorials which are installed directly in your WordPress dashboard. <http://www.yourwpsuccess.com>

## **Yoast SEO**

This is the easiest and most effective SEO tool we have ever used and have great success using it with Google. It must be in use on your website to use any other SEO products mentioned below. <https://yoast.com/wordpress/plugins/seo/>

*Value \$ above are added using CannonFire Marketing licenses for the products noted.  
If you leave CannonFire Marketing's services you will be required to purchase these services if you choose to continue using them.*

## **MARKETING PACKAGE - \$97**

### **Author Sure – Requires G+ Profile/Pages**

Show your face and build your brand in Google search results. Or in SEO-speak, make sure your AuthorRank is contributing to your PageRank. Uses rel=author, rel=me and rel=publisher links to connect your posts, archives, authors pages, Google Plus profiles and Google Plus pages. <http://wordpress.org/plugins/authorsure/>

### **Digg-Digg**

Your all in one share buttons plugin. Add a floating bar with share buttons to your blog. Display all popular social sharing buttons with count, such as Twitter, Buffer, Facebook Share, Facebook Like, Digg, LinkedIn, Google +1, Reddit, dZone, TweetMeme, Topsy, Yahoo Buzz, StumbleUpon, Del.icio.us, Sphinn, Designbump, WebBlend, BlogEngage, Serpd, Pinterest, Pocket and Tumblr. <http://wordpress.org/plugins/digg-digg/>

### **Subscribe 2**

This automated system sends a list of subscribers an email notification when new posts are published to your blog. All it requires is an email address to send notices to and it's free. Use in addition to a newsletter system like MailChimp. <https://wordpress.org/plugins/subscribe2/>

## **OPTIONS LIST**

### **Cincopa**

A great system for most audio and video promotions and you don't need any special skills to use it. <http://www.yourwpsuccess.com/cincopa>

### **Flare Theme**

We chose this theme for our main company website because it fit our color choices and has great features. To best realize this themes great set of features, see the DEMO. If you want to

create your own content it uses the same editor as all themes do. But any severe changes in looks will require you to learn a bit of programming. <http://www.yourwpsuccess.com/flare>

### **Mail Chimp**

The easiest and most popular newsletter system we have ever used and it's free until you have thousands of subscribers. <http://www.yourwpsuccess.com/mailchimp>

### **Pro Framework Theme**

A theme is required to interface and build with WordPress. Many are free but for business it's best to purchase a theme that best suits your needs for functionality and looks. If you intend to do any work on your website yourself now or later, this is the most beginner user friendly theme I have ever used and is my first recommendation because no programming is required to use it. <http://www.yourwpsuccess.com/framework>

### **Slide Show**

Add image slideshows with customizable transitions or animated effects. Slideshow creates image slideshows that can be added to widget areas or to posts and pages via shortcodes. <http://www.yourwpsuccess.com/slideshow>

### **Sucuri Security**

Website security is required because "hackers" do exist and will at some point attempt to "hack" your website or attempt to install "malware spam" you don't want your visitors to see or to have it take your website out of business until it's repaired. If a hacker gets through SUCURI systems installed, SUCURI fixes the problems in less than 4 hours most of the time. <http://www.yourwpsuccess.com/sucuri>

### **Tipsy**

Enhance text with multimedia-rich pop-up tips. Tipsy adds clickable pop-up tips that can include text, images, videos or embedded content. Add Tipsy tips to posts, page or widget content and create unlimited groups with different settings, style selections and optional preset content. <http://www.yourwpsuccess.com/tipsy>

### **Video Showcase**

Videos are great marketing tools but the standard video "box" look can be enhanced super easy. See the DEMO, especially for Video Showcase. <http://www.yourwpsuccess.com/videoshow>

### **Vimeo Video**

VIMEO offers the best video hosting, storage and maintenance services available. Using this system means your videos are not physically stored with your website files which speeds up

page delivery time for people with slower internet speeds. I also recommend using Google's YouTube system but only for the mass marketing that this popular system offers for free.

<http://www.yourwpsuccess.com/vimeo>

### **Yoast Video SEO**

Video search engine optimization (SEO) is equally as important as your websites text content SEO efforts. This plugin system for WordPress makes it simple, less expensive and is very effective. <https://yoast.com/wordpress/plugins/video-seo/>

### **Yoast Local SEO**

Google Local search engine optimization (SEO) is equally as important as your websites text and video content SEO efforts. This plugin system for WordPress makes it simple, less expensive and is very effective. <https://yoast.com/wordpress/plugins/local-seo/>



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