

Our five favourite plugins for WordPress, and why you should use them too.

At Unbranded Digital, we use plugins to add more functionalities and add extra support to our websites so we have tried and tested quite a lot of them. **Many are not very good, extremely heavy, don't work, or even dangerous.** In this guide, we will present our five favourite plugins that are great and safe.

1. Yoast SEO

Yoast is a fantastic plugin which allows you to easily edit & change meta descriptions, site titles, and much more on your WordPress website.

Benefits

- Easily edit & change titles en masse.
- Makes on-page SEO easy.
- Analyses your copy and gives you suggestions based on keyword use.
- The basic plugin is free to use.

2. WP Rocket

WP Rocket speeds up your website by implementing clever and ingenious solutions and creating page cache among a range of other awesome features. WP Rocket is a premium plugin but well worth the investment if you run multiple websites.

Benefits

- Can significantly increase your site speed & indirectly increase SERP Rankings.
- Makes what sometimes can be techy and complicated, into a plugin that is extremely easy to use.

The more the merrier? Not with plugins!

When adding plugins to your website, please keep in mind that the more plugins you will install will not make your site better. An overuse of plugins will likely make your site slower and potentially more vulnerable to hacks.

When choosing a plugin, make sure that:

- the author is active in the support area;
- the reviews are majoritively positive;
- the plugin is compatible with the latest version of WordPress and is regularly updated.

3. Gravity Forms

Gravity Forms allows you to have interactive forms on your website, that can take payments, bookings, and a whole range of things. It is an incredible plugin with lots of support and a plethora of options that we use on every project.

Below are a few 3rd party plugins for Gravity Forms that can extend its functionality even further:

Gravity Wiz – an awesome set of plugins that add a wide range of features to your form, such as conditional logic, and helps you to connect two forms.

Gravity View – allows you to build things such as a membership directory, we've used it in the past to create check-in apps and membership directories for a charity we support.

Gravity Forms + WooCommerce – a great plugin that allows you to add GravityForms to your WooCommerce products to create really in-depth forms.

4. WooCommerce

WooCommerce turns any WordPress website into an E-Commerce store that allows you to sell products and services online.

Benefits

- Allows you to turn your website into an E-Commerce machine
- Takes care of a lot of the E-Commerce functionality you will need, postage, delivery, orders, taxes, etc...
- It's 100% free, although some premium add ons exist for extra functionality.

5. Advanced Custom Fields

ACF or Advanced Custom Fields allows us to make php templates editable for clients. It is an amazing plugin and integral to our workflow at Unbranded Digital. All the websites we create are completely customisable for clients while being lightweight and super fast.

Benefits

- Edit page templates and make rich content editable.
- Clients can edit templates without destroying their website.
- Less bloat than many conventional drag & drop builders.
- Has a free version and a pro version which are excellent value for money.

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