



TRACY MALONE

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**DENVER WORDCAMP
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THE POWER OF PLUGINS!!!!!!!

MARKETING EasyStreet
Proven, Effective & Worked

Author | Speaker | Poodle Wrangler | Who is Brian G. Johnson | My Mission

Who is Brian G. Johnson

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Hello and welcome to MarketingEasyStreet.com. My name is Brian G. Johnson and for more than a decade now I have been making money online by leveraging a number of programs and systems that have allowed me to quit my day job as a professional chef.



Internet Marketer Brian G. Johnson

Ever since I could remember, I have been driven to do my own thing. That is, to work for myself and to not be required to answer to a boss. Thanks to internet marketing that came true in October of 2003 when I was able to go full time online. The driving force that motivates me more than anything else is freedom rather than money and that, I am guessing, is why you're here reading this bio.

In the past ten years or so I have made hundreds of thousands of dollars as an AdSense publisher, an affiliate marketer, a product vendor and a reseller of domain names and hosting services. The path has not always been smooth as I've tried and failed many times along the way. However, I never let that stop me and continued testing, tweaking and fearlessly taking action which ultimately led me to the success I enjoy today.

That last sentence of the previous paragraph is a clue — success equals failure and repeated attempts. It is often messy but can also be excitingly rewarding and evokes the kind of feelings which you simply cannot experience by working for someone else unless, of course, that is what you want to do and how you want to spend your time.

I am really not sure that I like to consider what I do online as a business because that sounds too much like work. So, I would much rather view my activities as means by which to figure out new ways for making money. Nevertheless, my online activities or internet career has gone through two distinct periods.

Between 2003 and 2007 I worked primarily alone as a one man operation, my preferred method for making money was affiliate marketing and free traffic generation via search engine optimization or



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Product Creator & Poodle Wrangler
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Instagram Goodness



APPRECIATION
THE INFINITE LOVE LOOP
Bill's G

How Did He Do That?

 **Instagram Widget**

DO
PLUGINS
MAKE
YOU WANT
TO SCREAM?



PLUGINS

SECURITY

MEMBERSHIP SITE

SHOPPING CART

FORMS

ADMIN

SOCIAL

COMMENTS

NEWSLETTER SIGNUP

TWO TYPES OF PLUGINS

SOMETHING YOU SEE

AND

SOMETHING THAT DOES WORK



SHARE

LIKE/FOLLOW

FEEDS

AUTOMATE

BLOG --> SOCIAL

YOU CAN'T SEE IT - BUT IT DOES WORK

FREE PLUGINS
PAID PLUGINS





WooCommerce



Get shipping rates from the USPS API which handles both domestic and international parcels.

\$79.00

[More >](#)



PayPal Express

The PayPal Express gateway for WooCommerce lets users skip the WC checkout and use PayPal instead.

\$79.00

[More >](#)

QuickBooks Online Integration

Easily sync customers, inventory, products, and orders with QuickBooks Online in the United States, United Kingdom, Canada and Australia.

[More >](#)

HOW DO YOU CHOOSE? AND AVOID MISTAKES





WHERE TO START

- ★ MAKE A LIST OF FUNCTIONALITY
 - ★ IS THERE A LOOK YOU WANT?
- ★ DO YOU WANT ANY CONTROL/EDITABILITY
 - ★ EASY TO USE / DIRECTIONS / SUPPORT
 - ★ COMPATIBLE WITH CURRENT WP



Your WordPress, Streamlined.

[Download Version 3.5.3](#)

[Description](#)

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[Developers](#)

[Jetpack](#) adds powerful features previously only available to WordPress.com users including customization, traffic, mobile, content, and performance tools.

Features include:

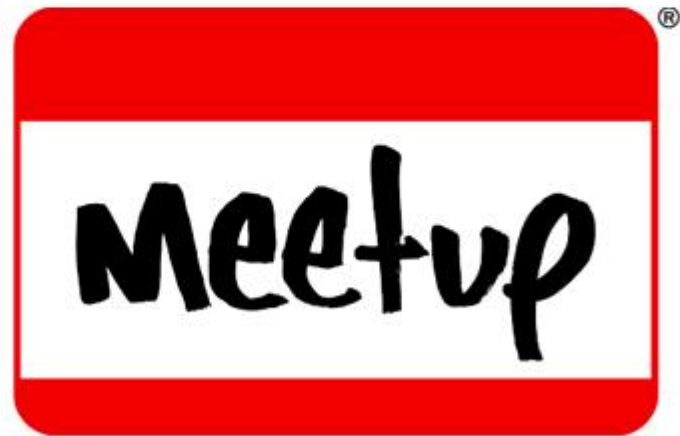
Requires: 4.1.1 or higher

Compatible up to: 4.2.2

Last Updated: 2015-5-6

Active Installs: 1+ million

RESEARCH



WARNING



NOT ALL PLUGINS ARE CREATED EQUALLY

**PLUGINS IN REPOSITORY WILL LET YOU KNOW
WHEN UPDATES ARE AVAILABLE**

WARNINGS



BACKUP BEFORE YOU INSTALL
INSTALL ONE AT A TIME

SOME PLUGINS DON'T PLAY WELL WITH OTHERS

KEEP WordPress UPDATED

KEEP PLUGINS UPDATED



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Share:



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2,475 followers

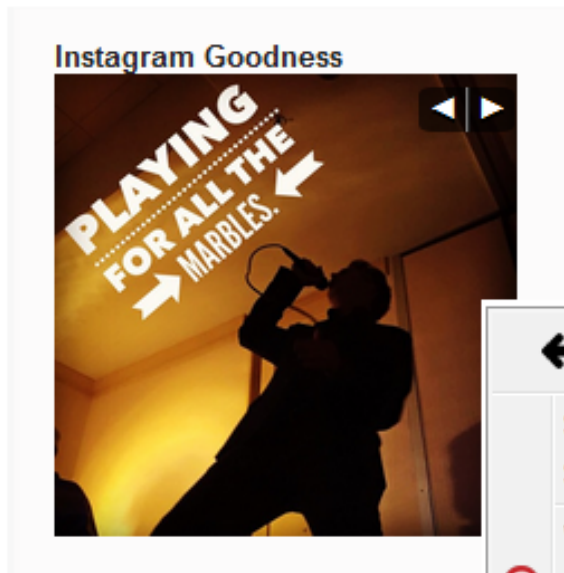


Instagram Goodness

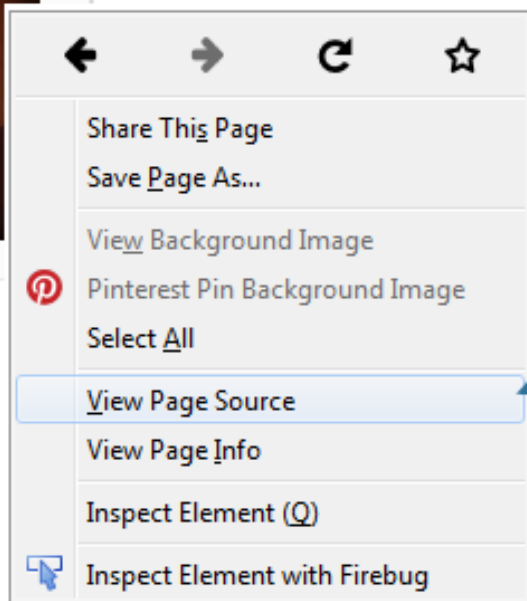


SECRET TIP





SECRET TIP



Right Click
View Source
Search for 'Plugins'

[wp-content/plugins/instagram-slider-widget](#)

MY TOP TEN LIST



JETPACK - 36 Different plugins in one

AKISMET - Reduces spam

WP SUPER CACHE - Speeds up your website

WORDFENCE SECURITY - 50 times faster and more secure

WORDPRESS SEO BY YOAST - Best SEO plugin

MY TOP TEN LIST



BACKUP BUDDY - Automate backups

GOOGLE ANALYTICS - Free amazing stats

CONTACT FORM 7 - Create great easy forms

MAILCHIMP or **CONSTANT CONTACT** - Build your list

BROKEN LINK CHECKER - Always a good practice to check

404 REDIRECT - Redesign required

THANK YOU

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Tracy Malone