# Must-have plugins

* Yoast SEO ([Yoast SEO: the #1 WordPress SEO Plugin • Yoast](https://yoast.com/wordpress/plugins/seo/))
* Only about 79% of users only scan through your posts and pages, so the more accessible your copy is, the greater your chance of retaining their attention..
* Helps you improve your SEO which drives traffic to your site
* Optimizes your WordPress posts and pages using keywords and meta descriptions
* See how well your content is optimized and make improvements easily
* Improve your content’s readability with simple tips
* Both free and premium versions
* The premium version is $99 / year as of this writing
* UpdraftPlus ([Premium - UpdraftPlus](https://updraftplus.com/shop/updraftplus-premium/))
* An estimate of 13,000 websites get hacked every day. Moreover, parts of your WordPress website can sometimes stop working due to simple errors.
* A single recent backup can save you a ton of headaches, whether you’ve been attacked, encounter a compatibility issue, or simply want to migrate your site.
* Create automatic or manual backups of your website
* Store your backups locally or on the cloud
* Restore your website to a previous state
* Both free and premium versions
* A few premium plans
* Optimole ([Pricing - Optimole](https://optimole.com/pricing/))
* Images take up more than 50% of the average webpage size. Optimizing your images can make a huge difference to your site’s page load time. If your website takes more than three seconds to load, the bounce rate can reach 38%.
* Takes every graphic you upload to WordPress and optimizes it so that it takes up less space.
* Uses a cloud-based system to speed up your site.
* Auto-detects the screen size, and resizes images to provide fast loading, responsive experience to your users.
* Both free and premium versions
* The premium version is $22.50 / month charged annually as of this writing
* Revive Old Post ([#1 Social Media/Twitter Scheduling Tool - Revive Old Post (Tweet Old Post))](https://revive.social/plugins/revive-old-post/)
* Social media is the source of over 30% of referral traffic to most websites.
* Share your new and old posts to Twitter and Facebook automatically
* Set a schedule for your social media publications
* Include hashtags and links back to your website
* Both free and premium versions
* There are three premium plans
* WP Rocket ([WP Rocket Pricing & Licenses | Premium WordPress Caching Plugin (wp-rocket.me)](https://wp-rocket.me/pricing/)
* A caching plugin that helps you to speed up your loading times.
* Creates cached copies of each of your website’s dynamically generated pages so your servers have to do less work.
* Improves user-end browser caching
* Enables lazy loading for faster loading times
* Delays loading certain elements on your website until they’re absolutely needed (will load when user scrolls down page)
* Integrates your caching solution with a Content Delivery Network (CDN)
* A CDN refers to a cluster of geolocated servers that are distributed all around the world that can handle large volumes of traffic effectively and easily.
* They hold static copies of your website’s data on their independent servers. As you make a change to your site, the server copy is updated as well.
* Premium tool starts at $59 for a single site’s year-long license.
* Elementor (access within WordPress)
* A visual page builder that gives you the ability to craft original designs for your pages that are somewhat independent of your current theme.
* Select from over 300 templates from the Elementor library
* Works with all WordPress themes
* Responsive designs (mobile devices)
* Both free and premium versions
* Premium version pricing varies depending on the number of sites.
* WPForms (access within WordPress)
* This plugin offers a perfect blend of useful features and ease of usage to build beautiful forms. It is highly user-friendly and responsive for mobile devices
* Save time with pre-built form templates
* Create an attractive contact form for free
* Both free and premium versions
* Premium is $49.50 per year as of this writing
* Otter (access within WordPress)
* Adds useful extra functionality to Gutenberg (replacement for the WordPress classic editor). It is a library featuring Gutenberg templates and additional blocks.
* Adds Google Maps and advanced heading block
* Creates an attractive contact form
* 30+ Gutenberg blocks for unique pages
* Free
* Redirection (access within WordPress)
* A 404 or broken page makes for a bad user experience. Redirection is a redirect manager for WordPress
* Lets you set up custom 301 redirects within your website and then keeps a full record of data on clicks
* Use it to track broken URLs on your site (you don’t want 404 or broken page)
* Will show you a list of pages that are 404s, and all you need to do is enter the URL where you want Redirection to redirect the visitor
* Free
* MonsterInsights (access within WordPress)
* Knowing your audience is essential if you want to grow your business. Based on the users’ behavior on your website, you can adjust your marketing stragegy in order to improve engagement and conversions.
* Integrated with Google Analytics (must have account) so you can get all the relevant data about your visitors.
* See what content performs best and which pages need improvement
* Create an audience profile: demographics, education, gender, age, and interests
* Learn about your visitors’ behavior: how they find your site, how much time they spend there, what links they click on, what keywords they search for, and more.
* Both free and premium versions
* There are three premium plans