WPBEGINNER   BLOG   TUTORIALS   HOW TO USE USER …

How to Use User Generated Content in WordPress to Grow Your Business

Last updated on October 4th, 2023 by Editorial Staff | Reviewed by: Syed Balkhi

✉

Did you know that user-generated content can tremendously help you grow your business?

User generated content is both relatable and authentic, that's why it's a big winner with millennials and Gen Z. This helps to build trust from potential buyers, increasing your conversion rates.

In this article, we will show you how to easily use user-generated content in WordPress to grow your business.

What is User-Generated Content?

User generated content (UGC) is the content generated by user activities on your website. This includes comments, testimonials, guest blog posts, user reviews, or any other user submitted content that is publicly visible and was a direct result of user action.

Why is user generated content important?

User generated content is important because it enables your users to directly take part in activities on your website. This boosts user engagement and brand loyalty as users spend more time on your website.

Consumers are 2.4 times more likely to perceive user-generated content as authentic compared to branded content. Authenticity is a huge driver for building trust, as consumers are more likely to support brands that are honest and transparent in their marketing approach.

High-quality and useful user-generated content can help you plan an effective content marketing strategy. You can get more traffic, affiliate sales, and social reach to a wider audience.

That being said, let's take a look at different ways to use user-generated content in WordPress. You can use all of them or just the ones that works best for you.

1. Comments

Comments are the easiest kind of user-generated content that every blog can have. WordPress comes with a built-in commenting system that is enabled on all your blog posts by default.

If you run a business website with no blog, then perhaps you should think of starting a WordPress blog. You can keep your existing website design and just add a separate blog page to it.

The tricky part is to get your users to comment. Most users usually leave without writing a comment. However, the good news is that there are a lot of ways to encourage more comments. See our article on how to get more comments on your blog posts.

2. Testimonials

Testimonials not only help generate content, but they also add social proof to your website which helps new users into buying.

For a small business website, testimonials have proven to be a very effective marketing strategy. This is why you see them all around the web.

There are several great testimonials plugins that help you easily add testimonials to your site. You can collect user testimonials using a simple form and display them in a slider, sidebar widget, or on a testimonials page.

Our team behind WPForms has done an excellent job in creating a WPForms review page that shows over 2500+ user testimonials.

For detailed instructions, see our tutorial on how to easily add rotating testimonials to your WordPress site.

3. User Submitted Reviews

If you sell or recommend products/services on your website, then user reviews offer a great opportunity to add more user-generated content to your website.

Reviews not only help you keep users engaged, but they also help other users make buying decisions on your website. That's why you see many niche reviews sites that heavily rely on user submitted reviews to make money online.

Search engines also love reviews and often highlight them differently in search results. This makes the item more noticeable in search results and brings more traffic to your site.

There are several WordPress product review plugins that you can use. You can also create a separate page for customer reviews or display your Google, Facebook, and Yelp reviews to get the ball rolling.

4. Guest Posts

Guest blogging is a popular content marketing strategy that helps both the blog owner and the guest author. The guest post author gets exposure and backlinks while you get high-quality content.

The easiest way to do that would be to create a new user account for the guest author. However, this would give the guest author access to your WordPress admin area which many site owners don't feel comfortable with.

In that case, you'll need the WPForms Post Submissions addon. It allows you to easily accept user submitted posts on your website. These posts are then stored as drafts, which you can then review and publish.

You can also use it to create other types of user-generated blog content such as image submissions (memes, photo contests, etc).

For detailed instructions, see our article on how to allow users to submit posts to your WordPress site.

5. Build a Community

Human beings are social, and we like to interact with each other. You can provide your visitors a chance to do that on your own site by building a membership community.

You can make some of your content members-only to encourage new sign-ups. After that you can encourage discussions, reward users for participation, and even create membership levels with paid subscriptions.

The easiest way to do all that is by using MemberPress. It is the best WordPress membership plugin that allows you to build online communities with powerful controls and great flexibility. You can even add it to an existing site without affecting any of your existing content.

For detailed instructions, see our guide on how to make a membership website in WordPress.

6. Host a Giveaway

One way to drum up excitement among your blog readers and boost loyalty is to host a giveaway.

You can ask customers for user-generated content in order for a chance to win free prizes.

For example, let's say you own an online store. You can ask customers for pictures or videos of them wearing your clothing. All they have to do to enter into the giveaway is to share a picture or post it on social media and tag your brand.

If you can offer a great prize such as a special edition sneakers or brand new headphones, you'll watch those images pour in as new people enter.

When creating giveaways, make sure to state specific content guidelines such as image quality and have them clearly showcasing your brand within the image.

We recommend using a plugin like Rafflepress. It's the best WordPress giveaway plugin, since it's user friendly and allows you to create contests in just a few clicks.

For a step by step tutorial, check out our post on how to run a giveaway / contest in WordPress with RafflePress.

We hope this article helped you learn how to use user-generated content in WordPress to grow your business. Now that you have users spending more time on your website, see how

to easily track user engagement on your website with Google Analytics or our article on how to create an email newsletter the RIGHT way.

If you liked this article, then please subscribe to our YouTube Channel for WordPress video tutorials. You can also find us on Twitter and Facebook.
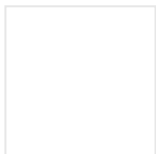
✉

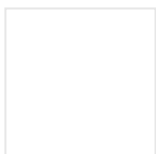## Popular on WPBeginner Right Now!

How to Easily Move Your Blog from WordPress.com to WordPress.org

How to Start a Podcast (and Make it Successful) in 2023

12+ Things You MUST DO Before Changing WordPress Themes

How to Fix the Error Establishing a Database Connection in WordPress

About the Editorial Staff

Editorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi with over 16 years of experience in WordPress, Web Hosting, eCommerce, SEO, and

Marketing. Started in 2009, WPBeginner is now the largest free WordPress resource site in the industry and is often referred to as the Wikipedia for WordPress.

The Ultimate
WordPress Toolkit

Get FREE access to our toolkit - a collection of WordPress related products and resources that every professional should have!

Download Now

1 Comment

Leave a Reply

Syed Balkhi

Nov 1, 2023 at 2:24 pm

Hey WPBeginner readers,

Did you know you can win exciting prizes by commenting on WPBeginner?

Every month, our top blog commenters will win HUGE rewards, including premium WordPress plugin licenses and cash prizes.

You can get more details about the contest from here.

Start sharing your thoughts below to stand a chance to win!

Leave A Reply

Thanks for choosing to leave a comment. Please keep in mind that all comments are moderated according to our comment policy, and your email address will NOT be published.

Please Do NOT use keywords in the name field. Let's have a personal and meaningful conversation.

Your Real Name

Email Address

Don't subscribe

Notify me of followup comments via e-mail. You can also subscribe without commenting.

Submit Comment

Over **2,000,000+** Readers

Get fresh content from WPBeginner

Featured WordPress Plugins

TrustPulse

Instantly get 15% more conversions with social proof.

View this plugin →

The Ultimate

WordPress Toolkit

Get FREE access to our toolkit - a collection of WordPress related products and resources that every professional should have!

Download Now

I need help with ...

✏️

Starting a
Blog

📊

WordPress
SEO

⏱️

WordPress
Performance

⚠️

WordPress
Errors

🔒

WordPress
Security

🛒

Building an
Online Store

Search WPBeginner...

Latest Posts

21 Tips for Using Google Search Console to Grow Website Traffic

9 Best WordPress Dynamic Content Plugins (Expert Pick)

How to Create a Custom WordPress Login Page (Ultimate Guide)

5 Lessons I Learned by Selling Digital Downloads for 10+ Years

7 Best Tip Jar Plugins for WordPress

Useful WordPress Guides

30 "Proven" Ways to Make Money Online Blogging with WordPress	How to Properly Move Your Blog from WordPress.com to WordPress.org	Best WooCommerc (Comparison)
How Much Does It Really Cost to Build a WordPress Website?	How to Properly Move WordPress to a New Domain Without Losing SEO	The Truth About Sh Hosting
Free Recording: WordPress Workshop for Beginners	How to Switch from Blogger to WordPress without Losing Rankings	When Do You Really WordPress Hosting
Which is the Best WordPress Popup Plugin? (Comparison)	How to Properly Switch From Wix to WordPress (Step by Step)	HostGator Review - Speed & Uptime
5 Best WordPress Ecommerce Plugins Compared	How to Properly Move from Squarespace to WordPress	SiteGround Reviews Our Experts
How to Create an Email Newsletter the RIGHT WAY (Step by Step)	How to Move WordPress to a New Host or Server With No Downtime	Bluehost Review fro Performance Stats

○   ○   ○   ○

Deals & Coupons (view all)

ThirstyAffiliates Coupon

Get $60 OFF on ThirstyAffiliates WordPress affiliate link management plugin.

PremiumCoding Coupon

Get 40% off on PremiumCoding's collection of beautiful WordPress themes.

This month	Last month	Annual

Jiří Vaněk

219 comments

Moinuddin Waheed

197 comments

THANKGOD JONATHAN

96 comments

A Owadud Bhuiyan

18 comments

Fajri

14 comments

Win Top Commenter Prizes

Learn More →

Site Links

About us

Terms of Service

Contact us

Free Blog Setup

FTC Disclosure

Free Business Tools

Privacy Policy

Growth Fund

Free Tools

Business Name Generator

WordPress Theme Detector

Blog Post Idea Generator

Headline Analyzer

Website SEO Analyzer

Email Signature Generator

Resources

WordPress Courses

WordPress Glossary

WordPress Review

Our Brands

About WPBeginner®

WPBeginner is a free WordPress resource site for Beginners. WPBeginner was founded in July 2009 by Syed Balkhi. The main goal of this site is to provide high quality WordPress tutorials and other training resources to help people learn WordPress and improve their websites.

Join our team: **We are Hiring!**

OptinMonster   RafflePress

WPForms   PushEngage

MonsterInsights

WP Mail SMTP

All in One SEO

Smash Balloon

SeedProd

Nameboy

Duplicator

AffiliateWP

Easy Digital Downloads

WP Simple Pay

SearchWP

WP Charitable

Managed by Awesome Motive | WordPress hosting by SiteGround