

Implementation of Plugins on Word Press (MSA)

Initial problems established after the setup of my blog website:

1. There is no way for site visitors to contact me or asking questions directly. Also, I should have some form of subscription/contact connection that interested visitors can join, and automated notification sender for my followers
2. I have no form of analysis for tracking visitors, and other insights
3. I have no safety fall-back in the case of broken links/missing images
4. Initially, I have no site efficiency and my site performance may be slow and unsatisfying for viewers
5. I need some form of search engine optimisation, to increase traffic to my blog

With Word Press, there are plugins for most things imaginable!

1. Contact form plugins will solve this issue, as it allows users to keep in contact (securely, i.e. with reCAPTCHA). There are multiple contact forms I can use for different purposes, eg. A live message chat and a subscription service form
2. An analytics plug-in will help gather and display how and where visitors interact with my site, allowing insights into trends to gain more followers
3. Some form of simple broken link plugin can automatically search for broken links/missing images and report me
4. An optimiser plugin will improve efficiency in all bases of my site
5. This is where the all essential SEO plugin comes in

In order to choose the best and most appropriate plugins for my needs, I undertook extensive research, and noted user reviews:

1. HubSpot is the plugin I chose to deal with instant questions/messages/live chat. It's the #1 live chat plugin and has an exciting inclusive feel to it. To set this up, I had to choose colour themes, set regular times for when 'live messaging is open' and sign up for a HubSpot account.

Secondly, Contact Form 7 is the most popular contact form plugin, and I chose it over other options such as wpforms since I thought their arty style suited my travel blog. I had to create a personalised contact form to make my visitors feel welcomed.

2. I chose Google Analytics by Monster Insights. This analysis plugin is by far the most popular, and offers decent basic insights for the free version. I had to create a Google Analytics account to set up Monster Insights, and that's it.
3. I chose Broken Link Checker as it was well recommended online and it has a simple, automated setup.
4. I've combined W3 Total Cache and WP-optimise for optimisation. W3 Total Cache is the most downloaded plugin, focusing on speed and user experience of my site. WP-optimise helps to clean database and clear caches, I chose a second Optimiser to ensure my site runs smoothly, and I can decide which one to keep after analysing their performances. These were automatic and required no implementations, apart from clicking 'run suggested optimisations'.

Additionally, since this is a travel blog site which deals with mostly images, I also included Smush, which is a specialist for image handling and compression. No special implementations required.

5. I chose Yoast SEO for my search engine optimisation needs, it is the leading SEO and includes on-page content analysis, XML sitemaps and more.

Plugin Benefits/Expectations:

1. I expect more interaction with visitors as live chat is available with HubSpot. This goes hand-in-hand with Contact Form 7's subscription/contact forms. I can expect higher traffic and increased dedicated followers who keep coming back.
2. I expect to delve into trends regarding location, sex and age. I can base new posts on heavily favoured trends, either inclining towards my majority following, or try and be inclusive towards minority followings to expand my subscriber network.

3. Broken Link Checker has provided a clean and smooth experience for my website, I am especially happy with the missing image notifications as my site deals with mostly images.
4. The combination of these 3 optimisation/compression plugins has made my site extremely efficient. However I will need to cut down to 1/2 plugin only so I can specialise and upgrade to premium/pro for a select plugin, allowing me to utilise its full power.
5. There have been limited traffic so far, however I hope to expect increased traffic to my website with the help of Yoast SEO's search algorithms.