

I tried a bunch of “infinite scroll” plugins over the months. The one setup that just *works* across all themes is Ajax Load More + the Single Posts add-on.

It's \$49 yearly, but it's the only combo that actually worked for my sites.

(If you've found a free setup, hmu. I'm open to better setups - but that's the only one that's worked reliably for me.))

What Infinity Scroll Is:

When your readers hit the end of a post, the next blog post automatically loads under it - title, featured image, categories, tags, the whole thing. URL and page title update on the fly, so analytics and sharing still make sense.

Because with infinity scroll, your readers scroll more and stay longer on your site, we typically see an RPM increase of 30–60% - from a setup you only have to implement once! That's an insanely good opportunity, so I highly recommend taking the time to set it up.

What You Need:

1. [Ajax Load More](#) – free plugin from WordPress
2. [Single Posts Add-on](#) – paid add-on (yearly license)

You only need the Single Posts add-on for “next post loads below.” The Next Page add-on is only if you also want to paginate *inside* a single post with page breaks.

My Quick & Easy 10min Setup:

Step 1: Install the Plugins

- In your WordPress dashboard → Plugins → Add New → install & activate Ajax Load More.
- Upload & activate the Single Posts add-on ZIP you purchased.
- Go to Ajax Load More → Licenses and paste your license key (it should turn green).

Step 2: Tell ALM Which Content to Target

We'll keep it universal here:

- Open Ajax Load More → Shortcode Builder
- Switch to the Single Posts mode (sometimes under “Add-ons” options)

Fill out just these fields:

- Post ID: leave blank (it auto-detects the current post)
- Target: this is the HTML wrapper that contains your post content. start with `article`.
 - If your theme doesn't show the hero/title inside `<article>`, switch Target to `#main`.
 - Other good backups for various themes: `.site-main`, `main.site-main`, `.entry-content` (use only one).

Now set the core Single Posts options:

- Enable Single Posts: On (or `single_post="true"` in the shortcode)
- Pause Override: On (lets it auto-load on scroll)
- (Optional) Order: leave default, or set to “next” if you want newer posts instead of previous

Progress bar (optional, looks pro):

Turn on the reading bar by adding the parameter:

```
single_post_progress_bar="top:8:#a89777"
```

- `top|bottom` = position
- `8` = height in px
- `#a89777` = your color (make sure it's a 6-digit hex)

Step 3 - Use it Without Touching Templates

Two super-simple ways - pick one:

A) Automatic (easiest):

In Ajax Load More → Settings → Single Posts, enable your post type (usually post).

ALM will inject itself after the post content automatically.

💡 Sometimes this feature bugs out and doesn't save the setting - in that case, I'd recommend using option B).

B) Manual (still easy, theme-agnostic):

Add a PHP snippet (use a Plugin like 'WP Code' for that)

1. Go to Snippets → Add New → PHP snippet.
2. Call it something like “ALM Single Post Infinity”.
3. Set it to run only on the front end.
4. Paste this code:

```
// Wraps the post content and appends Ajax Load More shortcode
// so the next single post auto-loads on scroll.

add_filter('the_content', function ($content) {
    if (is_singular('post') && in_the_loop() && is_main_query()) {
        // 📌 choose the right shortcode version for your theme
        $shortcode = '[ajax_load_more single_post="true"
                        single_post_target="article"
                        post_type="post"
                        pause_override="true"
                        single_post_progress_bar="top:8:#a89777"]';

        return '<div id="alm-post-wrap">' . $content . '</div>' .
do_shortcode($shortcode);
    }
    return $content;
}, 20);
```

If the title/featured image doesn't show for the loaded posts, change `single_post_target` to `#main` and test again.

💡 This part here is your shortcode: You can add to it, extend it, or change it however you like:

```
[ajax_load_more single_post="true"
                  single_post_target="article"
                  post_type="post"
                  pause_override="true"
                  single_post_progress_bar="top:8:#a89777"]
```

For example, if you don't want the progress bar, you can just remove the last line.

Step 4 - Test it

- Open any single post on your site
- Scroll to the bottom
- The next post should pop in automatically; URL and page title will update as you scroll into it
- The progress bar should fill as you read (if you added it)

Quick Troubleshooting:

- Bar shows but doesn't fill: your color code must be 6 digits (e.g., `#a89777`), and your Target must point at a wrapper that actually scrolls (try `#main` if `article` didn't move the needle).
- Nothing loads: caching/optimization plugins love to "delay" JavaScript. temporarily disable "Delay/Defer JS" (Autoptimize, Perfmatters, WP Rocket, Cloudflare), or add an exclusion for the Ajax Load More scripts. then hard-refresh and test again.
- Security plugin blocks it (403/503): check your firewall/Wordfence "Live Traffic" and allowlist the blocked REST requests. ALM uses normal WordPress REST routes, so allowlisting fixes it.

💡 Depending on your ad provider, you'll need to let them know that you've set up infinite scroll and ask them to check for compatibility - so that ads also show up properly on the additionally loaded articles.

That's it. This is the exact setup I recommend because it's fast, reliable, and doesn't force you to edit theme files or write code.