

A Fresh Approach to Affiliate Marketing

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Introduction

Thinking of becoming an affiliate marketer? Want to learn more about affiliate marketing? Struggling to increase sales?

If that's the point then you're at the right place where you'll discover the complete guide to level up your skills and be able to increase your sales.

The good thing with affiliate marketing is that you don't require a lifetime experience to make sales. Anyone with specific skills can make a living from it.

The major reason why most people fail before they even start is because they don't research their marketing and end up selling products that prove useless to their audience.

Affiliate marketing is the best way to earn income from online sources. It offers a varied, stimulating career full of personal satisfaction. Knowing that you're independent, and that your future is in your own hands.

Truth be told, affiliate marketing is the best platform to make passive income. But before we go deeper just pieces of advice don't treat this as a get rich quick scheme because that will guarantee your failure.

What is affiliate marketing and how it works

It is the process of earning commission by promoting other people's products.

You earn commission for every successful sale made. It is an excellent way of earning passive income. How amazing is it making money even when you sleep?

Sounds great right?

How does it work?

Let's simplify this for a better understanding.

- You come across an amazing product related to your niche and promote it
- You send your website visitors to that affiliate program using your affiliate referral link.

- If your website visitor buys the product you referred to, you earn a commission for the sale.

As an affiliate, you are paid for performance. Here are the different types of performance based models common to affiliate marketing.

1. Pay per click or PPC- this is where an affiliate gets paid for all the valid clicks generated regardless if it's made from sales or leads
2. Pay per lead or PPL- this is where affiliates are paid fixed commissions for every qualified action generated. This can be installation, free trial, online form submission, etc.
3. Pay per sales or PPS- this is whereby affiliates get paid of the all sales generated. This is the percentage agreed upon by the company and an affiliate.

Let's now take a look at the kind of relationship involved in affiliate marketing: the complex relationship is in three parties. These three parties share to ensure affiliate marketing is a success.

1. Seller and product creators.

The seller, either a solo entrepreneur or an enterprise, is a vendor, merchant, product creator, or retailer with a product to market. The product can be a physical object, like household goods, or a service, like makeup tutorials.

Also known as the brand, the seller does not need to be actively involved in the marketing.

2. The affiliate or publisher.

Also known as a publisher, the affiliate can be either an individual or a company that markets the seller's product in an appealing way to potential consumers. Affiliates usually have a very specific audience, to whom they market, generally adhering to that audience's interests. This creates a defined niche or personal brand that helps the affiliate attract consumers who will be most likely to act on the promotion.

3. The consumer.

These are the drivers of affiliate marketing. Affiliates share these products with them on social media, blogs, and websites.

When they buy the product, the seller and the affiliate share the profits. Sometimes the affiliate will choose to be upfront with the consumer by disclosing that they are receiving commission for the sales they make.

Before venturing into affiliate marketing make sure to build a trusted brand with your audience this will build you a platform where you'll be trusted and recognized in the field of your expertise.

Top tips to level up your skills and Increase Your Affiliate Sales

1. Choice of products

Your online success greatly depends on the choice of products. This is why you should be extremely picky when it comes to the choice of products to promote. This is key in generating more affiliate commission no matter what industry you are in.

Let's now take a look at powerful tips when it comes to choice of products

- The first important thing to take note of is that you need to keep in mind that for a successful affiliate, product selection is NOT to pick too many products at a go. It's better to choose 2 to 3 products which you're confident with.

- Be sure to promote products that you've either tried or used that will help you get sight of their features and benefits. This way you'll know if the product is fit for your audience.
- Consider expensive products. The one thing you should realize when venturing into affiliate marketing is the benefits of promoting expensive products. These products will give huge commissions per sale and apart from that, offer impeccable features making them sale out easy.

2. Creativity when it comes to content creation

By now you should know of how most successful affiliates are pocketing millions every year. If you are observant, you'll notice the level of creativity displayed when it comes to creating content around these products.

Content creation is the basic foundation of affiliate marketing. With this you'll know where you lie. If you're content creation is poor then this is a guarantee of failure.

Here are few of the **content types** that you can employ to drive more affiliate sales to your sites in 2020.

- Product reviews
- Detailed case studies

- Affiliate product comparisons
- video tutorials about the products you promote
- Long form of how to articles

3. Build a successful email list

Did you know? A bigger percentage of thriving bloggers make their income from the email lists.

If you are looking forward to earning more sales in 2020, then put building your email list among your priorities this way, you'll be able to turn your site visitors to leads and then to sales.

An email list offers you an opportunity to promote your products to a number of targeted audiences interested in purchasing your affiliate products.

Now that you have an all round idea, let's get an overview of ways to build an impeccable email list to help increase your affiliate sales.

- Be sure to employ proper email marketing software to automate your email newsletters. With this you'll be able to build an affinity with your subscribers.

- Place your subscriber subscription form at the proper place in your site. This can either be the sidebar, footer, about us page or within blog posts. Pop ups subscription forms also work magic.

4. Promoting your affiliate products the right way

Making affiliate sales majorly depends on effective promotion to be able to reach a wider targeted audience. So which promotions tactics do you have? And are you putting them into action?

Here are few top ways you can promote your affiliate products effectively to increase sales.

- **Create an email sequence for your best products:** If you're already building an email list, create an exclusive email sequence (5 part or 7 part email sequence) where you can educate your email subscribers about your best performing products so you'll get even higher conversion rates and more sales.

- **Take advantage of Black Friday season:** That's with black Friday coming once a year and lasting a week, most product producers' offer up 90% discount on products. This is that time of the year that you can take the opportunity to fully convert your audience to buyers.

- **Do product giveaway:** product giveaways work the magic. They go viral in a matter of seconds. With this you will receive more visitors and gain more subscribers.

5. Grow your affiliate commissions

I know how amazing it feels on making your first affiliate sale. But that doesn't mean that you've made it and have to stop there. You need to up your game and take that first sale as a motivation to making more and more sales.

To succeed in affiliate marketing, all you need to do is scale up your earning and keep working to make more big sales and commissions.

I know you are wondering how to continue building up your commissions. Let's take a look at a few strategies you can employ:

- Take note of what your audience wants. This has ensured the success of those who have made it in this field. They always keep in mind that the customer is always right and for this matter, your audience is your customer. If you want to increase your affiliate sales, you must find out what your target audience truly

wants. Only then, you can serve them better by producing the right content and promoting the right products that solve their problems

- Check out what your competitors are doing differently. This is a good way of finding out where you are going wrong by checking out what your competitors employ. This way you'll get more ideas on what to and what not to do.

- Keep learning. The one thing you should realize is that learning is a continuous process. Most of us stop learning when we see that we are earning decent commissions. In this field there is always something new coming up each and day and the only way to keep your head in the game is continuous learning. This way you'll tell which old ideas need to be renovated.

6. Optimize your website for top notch affiliate commissions

Site optimization for more affiliate sales is equally important as promoting affiliate products.

Let's take a quick look at optimization tips for more sales.

Using appropriate banner ads

Banner ads are golden and if used right, they convert like crazy. Most affiliate programs offer premade banner ads thereby making it easy to use them in your homepage, sidebar etc.

Don't compel your audience to buy, RECOMMEND!

Never ask your audience to purchase the products you're promoting. Just recommend the product by explaining to your audience how the product has contributed to your success. This is also a key way to build trust in the products that you're promoting

For example, take a look at [shadrackbiwotkeyleafy truehost hosting review](#) and you'll get an all round idea of what we're talking about.

What's in it for them if they buy from you?

This is an aspect you also have to put to consideration. Don't just promote products for the sake of earning a commission. When you give your audience strong reasons for purchasing the product it'll prove more useful buying from you and they'll keep coming back for more.

7. The importance of SEO

We all know the miracle SEO performs when it comes to driving traffic to your site.

Here's how SEO can help grow your sales;

- By getting first page rankings for the product reviews, you can automatically generate a ton of sales
- By attracting more people from search engines, it'll easily boost your website conversion rates
- By using SEO, you can easily build and grow an email list which you can later use for building rapport with your audience to increase your affiliate sales.

8. Improving your personal brand is growing your affiliate sales

This field is not just about being anonymous and hoping to pocket millions each year. You have to build a personal brand and put yourself out there as an expert in your field.

Here are few tips to improve your personal brand which in turn helps you boost your affiliate sales.

- Post long form of content
- Start vlogging and share your personal stories
- Start a podcast
- Build credibility by creating videos

Mistakes to avoid making when it comes to your marketing website

Here are some of the dumbest online marketing mistakes most people make, avoid them and you'll be on your way to pocketing millions through online sources.

1: Not investing into anything

The one mistake most beginners make is not spending money for the prosperity of their website.

If you want to [make more money from blogging](#), you should be investing first.

- You need a proper website design

- You need a faster, safer and reliable hosting (another expense)
- access to the RIGHT tools (they can be email marketing software, SEO tools etc)

2: It is NOT a get rich quick kind of work

Most of us are always looking forward to getting rich quick. This is why most people give up even before they start. If you had this thought then I suggest you quickly get it off your head because it won't work.

To be able to earn decent income I guarantee you it'll take time, effort and patience to make it through.

Why 99% of beginners fail to make even a distinct sale

There may be a ton of reasons behind not making enough affiliate sales, but here are few of the major reasons that we have observed over time.

Find your potential readers

Being able to build a potential audience for your site is the first step to the success of affiliate marketing without telling who your readers believe you are.

Your journey will be a waste of time. NEVER make decent affiliate income; in fact you could end up earning nothing!

So be sure to find out who you're selling to.

Always be concerned about your readers

Be sure to promote products that will prove worthy to your audience. With this, you'll be able to convert and build trust with your audience.

Promote the products that you personally use or have tried

By promoting the products that you personally use on your blogs, you will have a better idea of why they are important to your readers and it'll be easy to convince them to purchase the product.

Why Affiliate Marketing?

Below are reasons to motivate you to become an affiliate marketer.

1. Passive income.

While any "regular" job requires you to be at work to make money, affiliate marketing offers you the ability to make money while you sleep. By investing an initial amount of time into a campaign, you will see continuous returns on that time as consumers purchase the product over the following days and weeks. You receive money for your work long after you've finished it. Even when you're not in front of your computer, your [marketing skills](#) will be earning you a steady flow of income.

2. No customer support.

Individual sellers and companies offering products or services have to deal with their consumers and ensure they are satisfied with what they have purchased.

Thanks to the affiliate marketing structure, you'll never have to be concerned with [customer support](#) or customer satisfaction. The entire job of the affiliate marketer is to link the seller with the consumer. The seller deals with any consumer complaints after you receive your commission from the sale.

3. Work from home.

If you're someone who hates going to the office, affiliate marketing is the perfect solution. You'll be able to launch campaigns and receive revenue from the products that sellers create while working from the comfort of your own home. This is a job you can do without ever getting out of your pajamas.

4. Cost-effective.

Most businesses require startup fees as well as a cash flow to finance the products being sold. However, affiliate marketing can be done at a low cost, meaning you can get started quickly and without much hassle. There are no [affiliate program](#) fees to worry about and no need to create a product. Beginning this line of work is relatively straightforward.

5. Convenient and flexible.

Since you're essentially becoming a freelancer, you get ultimate independence in setting your own goals, redirecting your path when you feel so inclined, choosing the products that interest you, and even determining your own hours. This convenience means you can diversify your portfolio if you like or focus solely on simple and straightforward campaigns. You'll also be free from company restrictions and regulations as well as ill-performing teams.

6. Performance-Based rewards.

With other jobs, you could work an 80-hour week and still earn the same salary. Affiliate marketing is purely based on your performance. You'll get from it what you put into it. Honing your reviewing skills and writing engaging campaigns will translate to direct improvements in your revenue. You'll finally get paid for the outstanding work you do!

Tips to Help You Become a Successful Affiliate Marketer

1. Develop a rapport.

When beginning your affiliate marketing career, you'll want to build an audience that has very specific interests. This way, you'll be able to increase the chances to convert the traffic to sales. By establishing yourself as an expert in one area instead of promoting a large array of products, you'll be able to market to the people most likely to buy the product.

2. Sell benefits and not features

I'm not eliminating the importance of mentioning the features of a product rather I'm saying that using the features to point out the benefits of the product will help increase your sales faster. This is because benefits will make the buyer know why they need the product.

Let's give an example of a treadmill. How can you convince your audience to buy a treadmill when they can go running outdoors? This is where the benefits come in handy and not the features. Like elimination of the possibilities of bad weather.

3. Start reviewing products and services.

Focus on reviewing products and services that fall within your niche. Then, leveraging the rapport you have created with your audience and your stance as an expert, tell your readers why they would benefit from purchasing the product or service you are promoting. Almost anything sold online can be reviewed if there is an affiliate program.

4. Use several sources.

Instead of focusing on just an email campaign, also spend time making money with a blog, reaching out to your audience on social media, and even looking into cross-channel promotions.

Test a variety of marketing strategies to see which one your audience responds to the most. Make frequent use of this technique.

For more information, you can check out this article on how to start a successful blog this year.

5. Choose campaigns with care.

No matter how good your marketing skills are, you'll make less money on a bad product than you will on a valuable one. Take the time to study the demand for a product before promoting it. Make sure to research the seller with care before teaming up. Your time is worth a lot, and you want to be sure you're spending it on a product that is profitable and a seller you can believe in.

6. Stay current with trends.

With the serious competition in the affiliate marketing sphere, you'll want to make sure you stay on top of any new trends to ensure you remain competitive. Always make sure to renovate your ideas with the ongoing trends.

7. Give your audience product bonuses

This has assured the success of most successful affiliate marketers. Providing bonuses to high quality and relevant affiliate products will attract more buyers as compared to selling the products directly.

How to Easily Setup an Affiliate Marketing Website and earn money

5 Factors That Will Determine Your Affiliate Website's Success

I know most of us just want to set up an affiliate marketing website and jump into affiliate marketing. Been there done that. Truth be told, that's not how it works.

Before you even think of setting up an affiliate marketing website, make sure to consider and implement the below mentioned factors that will assure you of your success.

1. Set your goals right

If you want to be successful in this field and start to earn money in Kenya, your goals should be specific, measurable and time bound. Most beginners don't consider setting goals which leads to loss of track and end up giving up before they even start. I bet this gives you an overview of what role goal setting plays for the success of your affiliate marketing website.

At the end of the day, you should be sure to give a comparison of your overall affiliate sales goal. This will determine the amount of effort you need to put in.

That being said, your goals should be divided into various ways which are mentioned below.

- **Daily goals:** daily goals includes anything from your daily average sales to email subscribers to increasing social shares or anything that's key for you to build a profitable affiliate website.
- **Weekly goals:** You need to set goals of what you need to do to hit your monthly target. Make sure to keep an eye on your weekly goals progress otherwise you'll easily lose your sight on your long term goals.

- **Monthly goals:** These are very important as monthly goals have enough time for you to achieve whatever you want and at the same time, they give you a direction and clarity on how you're achieving your goals.
- **Yearly goals:** This can be easily set but hard to achieve. The more reason why you need to divide your yearly goals into monthly and weekly goals to easily manage and achieve them.

2. Select the RIGHT niche

Selecting a proper niche is what most beginners don't take seriously and that's why they find it difficult coping up with the challenges that they may encounter along the way. Your affiliate marketing website success journey starts with picking the right niche.

So now that we know that, the question is how do you select the right niche?

Topic choice: go through varieties of topics you're interested in and only go for topics with a massive number of affiliate programs.

Do competitor analysis for niche: Before picking a niche that seems profitable, do a competitor analysis to see how that particular niche works for them. Tools like SEMrush come in handy when doing competitor analysis.

Once you've carefully analyzed the above mentioned, it becomes much easier to pick a profitable niche for affiliate marketing.

3. Thorough keyword research

Do you know that most successful affiliate marketing websites that earn money in Kenya keyword research is one of their priorities? I know you might not have realized that there's a big difference between doing keyword research to increase traffic and doing to increase affiliate sales.

If thinking of building an affiliate website and earning money in Kenya. You have to do proper keyword research for commercial keywords and not for informational keywords. I know you're asking the question what is the difference?

Commercial keywords

They are keywords that people search even before the thought of purchasing a product online.

These keywords include:

- Discounts on affiliate products

- SEMrush 30 days trial
- [Truehost hosting with 25% off](#)

With such keywords, you'll notice that people have the idea of what they'd love to purchase but they're just looking for discounts and free trials before they purchase the product or service. You should employ this in your affiliate marketing to be able to boost your sales.

Informational keywords

These are generally meant to tutor your site visitors. They're there to create awareness or build knowledge on certain products that you're promoting. To earn money in Kenya as an affiliate, you should know that the first step to selling your products is by enlightening your audience about the products and services that you're promoting.

These keywords usually contain;

- Truehost hosting review
- SEMrush for keyword research
- Affiliate marketing eBooks

The types of audience generally searching for such keywords are mostly just looking for more information about the product or service. With these you'll be able to build your audience's knowledge on a product thereby increasing the chances of them purchasing the item.

Which type of keywords should you pick to increase your affiliate sales?

To be able to earn money in Kenya with affiliate marketing, be sure to focus on both keywords this way you can be able to build your traffic with informational keywords and also increase your affiliate sales and boost your income with commercial keywords.

4. Building a list to increase your affiliate sales

If you ask a bigger percentage of affiliate marketers in Kenya, they usually don't focus on building an email list. This is why most of them struggle to make any sales.

Believe you me you don't want to make the same mistake as you'll be missing out on huge benefits.

· With your own list, you can pretty much do whatever you want with it.

- You can drive targeted traffic to your site or affiliate products at your convenience.

- You can generate more affiliate sales and the list goes on

Now the question is how can you build a successful email list in Kenya?

- **Create an irresistible lead magnet:** the one mistake most affiliate marketers in Kenya make is that they put a subscription option on their blog and expect people will subscribe. One thing you should know is that people don't subscribe just because you asked them to do so. You need to give them reasons to subscribe. This ranges from anything like an eBook just anything that will drive their attention and make them subscribe.

- **Focus on email sequence:** this is another mistake most affiliates in Kenya make. They only send an email notification whenever they publish a new post. Always make sure to create informative email sequences at a regular interval. One thing you should know is that your affiliate products highly depend on how informative your emails can be.

- **Subscribe to your competitors email list:** you'll be able to get an all round idea of how your competitors are promoting their products using their email list. With these you can tweak those ideas and build a highly informative mail for your list.

5. Analyze your competition

It's such a pity if all these while you don't know who your competitors are.

Knowing your competition will help you have a general idea why they are ranking on the first page on Google. It's key if you want to get more search traffic to your sites.

Factors you need to put to consideration.

- Number of backlinks
- Quality of their content
- Other important metrics such as DA, PA

Let's go into detail to give you a general overview.

Backlink profile: this helps find all the backlinks of your competitors. Once you know how to analyze the backlink profile of a site, it's easier for you to find the complexity of ranking for any targeted keyword. You can do backlink analysis by using tools like SEMrush and you can also find all the backlink sources so you can do guest posting, email outreach etc to build those links for your site as well.

5 Steps to Set Up an Affiliate Marketing Website and earn Money in Kenya

Step 1: Picking hosting and install WordPress

WordPress is the #1 blogging platform for creating a website. It gives you full control, security and access to a ton of plugins to run your site effortlessly.

For Kenyan bloggers I recommend Truehost as a hosting option. They have amazing features at affordable prices.

Click here for a step by step guide on how to start a blog with Truehost in 5 minutes

Step 2: Affiliate plugin recommendations

With your affiliate website setup, you need to have access to the right affiliate tools.

To maximize your earnings, what more would you need than having access to best affiliate tools?

Thirsty Affiliates: this plugin helps you to track clicks that you're getting for each link you create.

Author Review: This plugin helps you get ratings for your products. That way you can easily get more clicks through rates which definitely increase your overall search rankings.

Drip: This is the email marketing software that'll help you build and manage your email list with features to automate your email sequence.

Step 3: Select the RIGHT affiliate products to promote

The question here is how do you pick the right products to promote on your affiliate website?

This is where platforms like ShareAsale, Clickbank, and Commission Junction etc come in handy for you to easily find high paying affiliate programs relevant to your target audience.

You can also pick an affiliate program that you think is suitable for your audience by visiting their site and joining as an affiliate. This is a common practice among all affiliate marketers.

Things to consider before joining an affiliate program:

- Minimum payout and payment method

- time taken to send your commission
- Whether tax form required or not for processing your affiliate commission
- Affiliate support (if a product is successful, they usually provide a dedicated support team to assist their affiliate marketers to make more sales).

Step 4: Networking with affiliate product managers

I don't if you noticed this but for you to increase sales, you need to promote products or services that you've tried. So if you have plans of succeeding in earning money in Kenya as an affiliate, you need to devise ways to grab the products and services for free so that you can try and write honest reviews about them.

NB: start networking with affiliate product managers who promote those tools.

For example, if I want to get SEMrush for free they usually offer 30days free trial. Contact their affiliate marketing team via email to find out if I can grab their tool for free (or extended free trial of 30 days or 90 days). That'll be enough to try and know what the product entails.

Content that works best to increase affiliate sales

To make more money in Kenya from affiliate sales, you need to differentiate between writing content for your blog and writing sales content.

1. In-depth and honest product reviews

One thing you should know is that strong content reviews generate huge income.

This is why:

- They build awareness about products you're promoting
- You can bring targeted audience by aiming for several keywords

Here's an excellent Truehost hosting review

The question now is how do I create an excellent content review?

- This can go right if you first pick genuine products that you know will be of much benefit to your targeted audience. Make sure to have tried the product for yourself and only write a review if you're satisfied with the product.
- Do thorough research on the product and get to know what opinion your competitors have on the product. With this you'll know exactly what to write about and believe you me your review will stand out.

- Always keep in mind that your review should provide solutions to your audience. Don't ever focus on just making sales but be a problem solver to your audience. This way, your sales will automatically increase.

2. Comparison posts

You obviously know that the web is filled with similar products and people are always looking for comparison before purchasing products. This is where comparison posts come in handy.

Quick tips:

- Do the research of similar products.
- Instead of writing feature comparison types of posts, write "benefit driven" comparison posts.

· SEO is Important for Building a Successful Affiliate Website

- We all know that SEO works magic for any website and an affiliate website cannot be left out on this. So be sure to master the art of SEO.

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- **Have solid link building strategy**

- To be able to earn money in Kenya through affiliate marketing, you need massive search engine traffic to increase sales.
- How to develop a solid link building strategy that ensures a ton of backlinks?
- **Use blogger outreach strategy:** It basically means reaching out to other bloggers and attracting links from their site to your content.
- Building a strong relationship with other bloggers in your niche and linking to their content before asking them to link to your blog. This will in future be easy to naturally acquire links to your blog.
- **Use infographics:** this is another way of attracting quality links to your site. I'd recommend canva in creating quality info graphics and be sure to create an embedded code to generate links in case someone uses them on their site.
- **Guest post:** writing guest posts for top sites relevant to your niche is basic in generating backlinks, traffic and leads to your site.
- Guest posts attract a great amount of traffic and sales from search engines.
- **Website speed = Affiliate success**

- If your website speed is too slow, it will affect your search rankings and sales.

Here are some factors that determine your website speed so make sure to take them seriously.

- **Hosting plays a crucial role:** web hosting plays a major role in page load times. This is why I recommend buying a hosting service with Truehost hosting in Kenya.

- **Limit plugins usage:** the fact that wordpress has thousands of plugins doesn't mean that you should use most of them. If you use a lot of plugins, it becomes a burden to your hosting servers thereby reducing your site's speed. I'd recommend use of between 10-20 plugins utmost.

- **Install a cache plugin:** this improves user experience by increasing your site's performance.

- **Optimize everything:** be sure to optimize your images, databases, post revisions etc if you want to lessen the burden from your hosting environment. Also keep a limit on your post revisions so you can boost your website performance.

- **Mobile friendly websites are the key:** Google has a [mobile-friendly update](#) which rewards mobile responsive sites and penalizes those sites not optimized

for mobile users. So if you don't have a mobile responsive site yet, make sure to use a simple, free plugin like WP Touch to make it responsive.

Social is SEO

I know most of us have no idea the impact of social media shares on SEO.

Increase of social shares to your site increases your search engine rankings.