



The best marketing plugins for your WordPress website.

## Description

If you have a WordPress website, these **marketing plugins** can be useful for you. These plugins enhance the marketing functionality of your website. There are many plugins on the market, that often all have different functionalities. We find these useful:

### HubSpot Tracking Code for WordPress

If you're not already using a CRM, the free version of Hubspot might be for you. Create an account, link in WordPress, and you can get more out of your website. The forms on your website can be directly linked to your CRM so that you immediately have the data in the CRM. If you set appointments, this will link directly to your Google Calendar. Useful.

### Hotjar – Heatmapping

See what your visitors are clicking on with a heatmap and gain insight into where you can improve. Very useful for website improvements. You see what your visitors are looking at, so you can improve the pages (UX).

### Google Analytics Dashboard for WP (GADWP) – Google Analytics in your WordPress account

After installing Google Analytics, see where and how your visitors interact with your website. Actually a prerequisite for website improvement.

### WPForms Lite – forms

Create new and better forms with this program. Making more beautiful forms that you can change more with. You can also create forms in Hubspot, but choose the best one for your situation. There are many form plugins on the market. Choose the one that best suits your situation.

### **Leadfeeder – see the companies on your website**

See which companies are on your website or give Online Success a try, with this you can see which companies are on your website. Essential for any sales organization.

### **Yoast SEO – increase your SEO traffic**

Equally many good SEO tools in-house. Improve the pages and check the SEO effects. Combine with SEMrush software for, for example, even more insight into SEO.

### **WP Deferred JavaScript – speed up your website**

This is a bit technical, but it makes the website load a bit faster, by loading the javascript differently. This increases the website loading speed and this is important for conversion and higher SEO scores. Also we have good experiences with Hummingbird plugin.

### **MailChimp for WordPress – connect with e-mail automation**

Immediately link your Mailchimp account to your forms. Link the registrations to your mailchimp mail addresses and this way you can automate your approach.

### **Google XML Sitemaps – submit to search engines**

Automatically sending your urls to Google, and thus automatically indexing your pages.

### **Cracking image optimizer – faster images**

Improve your website speed with lighter images. Edit your images for the website and try to keep them below 100kb, this way your website loads a lot faster which enhances the user experience. Especially very important with the homepage.

There are many more great plugins on the market, and they change fairly quickly. It is therefore good to check the plugins every quarter to see if they are still working properly. Ask your website builder or the person who maintains your website about these plugins, they will greatly improve your marketing insight and approach.

Good luck!

### **Category**

1. Marketing
2. Resources

### 3. Technology

**Date**

08/29/2025

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