

**Themes:** a collection of files that work together to produce a graphical interface with an underlying unifying design for a web site.

**wordpress.org**

**themeforest.net**

**smashingmagazine.com**

**Plugins:** allow easy modification, customization, and enhancement to a WordPress site. Instead of changing the core programming of WordPress, you can add functionality with plugins.

**All in one SEO:** Optimizes your WordPress blog for Search Engines

**WordPress SEO:** Yoast's all in one SEO solution for your WordPress blog: SEO titles, meta descriptions, XML sitemaps, breadcrumbs & much more.

**Google Analytics for WordPress:** Track your WordPress site easily and with lots of metadata: views per author & category, automatic tracking of outbound clicks and pageviews.

**WPtouch:** automatically transforms your WordPress blog into an iPhone application-style theme

**Scribe:** (subscription service) Scribe is an SEO software service for WordPress – think of it as a content optimization assistant – that analyzes web pages, blog posts, and online press releases at the click of a button.

**Insights:** Insights allows you to quickly access and insert information (links, images, videos, maps..) into your blog posts.

**Widgets:** like a plugin, but designed to provide a simple way to arrange the various elements of your sidebar content

**Permalinks:** Permalinks are the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings. A permalink is what another web site will use to link to your article (or section), or how you might send a link to your story in an e-mail message. The URL to each post should be permanent, and never change — hence permalink.

Byron Linton – byron@underabuck.com

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