Always be Testing

- Constantly experiment and track feedback to figure out what works for you and your market

Build Something of Value

- Improve your customer's life in a tangible way, solve real-life problems
- Be unique, meaning better, different or somehow superior to what is already out there
- Concentrate just as much on design and usability as on functionality

Be Focused and Go Niche

- Limit yourself to a target group and build something that is focused in its functionality
- Pick a niche you understand, a market you yourself are part of or know very well
- Scratch your own itch then sell your solution to others with the same problem
- Use marketing personas and other tools to get to know your target group beforehand

Offer Proper Documentation

- Invest in the user interface, make sure your customers have all the information they need.
- Annotate your settings, name and explain input fields and buttons clearly.
- Offer external resources (website, FAQs, tutorials, blog posts) to help users help themselves

Make Support a Priority

- Provide an easy way for your users to ask for help (contact form, social media, WordPress support forums)
- Keep up with the development cycle and offer continuous support for your product

Look Professional

- Have a professional website with clean design, a good structure that is mobile ready
- Provide testimonials from real customers for social proof
- Invest in your about page to build trust and connect with your users

Give *Something* Away For Free

- Freemium – A free basic product accompanied by a paid version with additional features
- Paid Addons – Offer a free core product but ask for money for addons
- Advertisement – Include (non-infuriating) ads for your paid offers in a good free product

Take Advantage of the WordPress Directory

- Include your keyword plus brand name in the plugin name (*Google Analytics by Yoast*)
- Provide a meaningful description and screenshots.
- Add relevant tags (have a look at the most popular)
- Provide a professional-looking header image
- Ask for ratings from existing users

Optimize Readme.txt

- Optimize the header section, includec ontributors, tags, URLs, WordPress version, stable tag
- Provide a short explanation about the plugin's capabilities
- Include a useful long description with features requirements and other relevant information
- Offer an installation guide and FAQ so users can get started and overcome problems quickly

Blog To Build Authority

- Give away advice and solve other people's problems for free to build trust and authority

Create Video Tutorials

- Add a transcription and closed captions, search engines use them to determine video content and relevancy
- Use relevant tags to make it easier for users to find your videos
- If you have several recordings on related topics, make sure to combine them into a playlist
- Link back to your products in the video description below

Guest Blog

• Contribute to relevant websites to spread the news about your plugin or theme. Explore related topics to your product or tell your story and lessons learned during development.

Sponsored Posts

• Have your product reviewed in exchange for money to gain permanent links and additional social promotion

Networking and Outreach

• Let blogs and influencers know about your plugin or theme
• Describe your product, its features and the problem it solves, refrain from being too salesy
• If you have a paid product, give away free copies to reviewers
• Be available to answer questions from readers in the comments of review articles
• Alternatively, get in touch with freelance writers who work for relevant blogs

Inform Your Direct Environment

• Email personal contacts in your niche to let them know about your theme or plugin
• Inform your email list if you have one
• Add a link to your email signature to turn every message into an advertisement

Comment Like There's No Tomorrow

• Find relevant blog posts and leave (non-spammy) comments to spread the word
• Search for "how to [whatever you plugin does]", set up a Google alert for key phrases

Social Media

• Make sure to send regular news of your WordPress product through all channels
• Add relevant hashtags (e.g. #WordPress) to your social media posts to increase interactions
• Put a link and short description of your product in your social profiles
• Follow and inform influencers, join conversations, try to be helpful without selling too hard

twitter.com/WPKube   facebook.com/WPKube