

10 Cool Ways You Can Use WordPress

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WordPress is definitely the hottest platform to build web sites on these days. Officially a blogging platform, it is so *flexible* that people quickly found many creative uses for it. In assisting my clients and working with Alice Seba, I've often found myself recommending Wordpress time and time again, for a variety of projects. Almost always, it works out well. Sure, depending on the complexity of the project, you can expect some bumps in the road as you would for *any* software. But rarely have I experienced a dead end. There's always a way to work it.

Before we go into the different uses, you need to know that some of the following suggestions may require advanced tweaking. It is always good to get the input of an experienced developer proficient with WordPress to get a general idea if your ideas may require a lot of work or will run 'out of the box' with just a few simple plugins.

Content Management System (CMS)

An increasingly popular use. With the advent of beautiful themes both free and premium, you can configure WordPress as a system to manage content with multiple categories that can be customized for each category. You can even have multiple authors posting and assigned to different categories.

This may not require special plugins but it all depends how you want to work it. In the past we have used the [Bind User to Category plugin](#) to limit authors' ability to post in a specific category.

There are also CMS like plugins that extend WordPress's functionality so it behaves more like a real CMS. For example, creating 'templates' so that authors are reminded to add special information in each post. Here are some a few plugins that help you do that:

- [Pods](#)
- [Flutter](#)

Niche Blog Host

So this is not exactly using WordPress.org system, but [WordPress MU](#) which is the multi user version of WordPress. Using it, you can create a blog host environment much like the way WordPress.com works. Users can sign up automatically for their own blogs and have a blog that looks like it stands



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alone on your domain. A word of caution, WordPress MU is not meant to be used on a shared host. You can install it but you're going to run out of resources pretty quickly and get a (not so) sweet email from your web host. If you host your site on a Virtual Private Server or Dedicated host then definitely you're good to go.

Niche Social Network

Using WordPress MU and [BuddyPress](#), you can create a simple yet robust social network of your own. Very much like a mini Facebook without the confusing navigation. Users can have their own blog (of course), create their own groups, check out each others' blogs, add each other as buddies and write on each other's wire which is like Facebook's wall. You can also add a forum to your social network by adding [bbPress](#).

Niche or Private Twitter-like Site

Twitter is popular. Twitter will always be unique and a great gathering area for people from all places and walks of life. But if you're looking to build a more niche like Twitter or maybe Twitter-style system for your own team to keep up with each other's work and have mini discussions about your work then can achieve this easily using WordPress and the [Prologue theme](#) which is released under open source license. So if you have a great technical team and a better idea, you can always tweak it further.

Affiliate Center

Affiliate managers publish a lot of content, training and news items. Using WordPress is the perfect way to keep in touch with affiliates. The chronological listing of posts ensures that affiliates get the latest tools and news up front. Using Pages, you can also create more evergreen pages that focus on each product or tool. There is one small issue. Very often affiliate managers need to post HTML code so affiliates can quickly copy and paste buttons, badges and ads to their sites or blogs. Because WordPress 'sanitizes' the post, it often adds unwanted code or messes up your code block. We recommend using a Syntax highlighter plugin that allows you to post code without breaking it and also displays nicely. The following are some syntax highlighter plugins you can use

- [WP-Syntax](#)
- [WP-CodeBox](#)
- [WP-SynHighlight](#)



Job Directory

Job, resume and task directories are making a come back – ok, they haven't exactly gone away but with and more home based companies thanks to the Internet, social networks and blogging, there's a lot of demand for services. Run a job directory for your niche or even your local area. Here are some ready made solutions that will collect payment for you and track the job ads.

- [WP Job Ads \(\\$49\)](#)
- [RecruitPress](#) – free but not a plugin but rather a collection of different plugins and hacks to make WP function as a job board.

Software or Download Repository

Wonderful way to use WordPress and definitely a fairly easy customization to make it work as a download repository. If you're not sure what a software or download repository is, check out sites like Downloads.com or Hotscripts.com. You can also add this to an existing WordPress powered site. You shouldn't need any special plugin either unless you want to get fancy and add ratings and stuff like that. Just make use of WordPress's awesome category feature and some good theme work.

Here's the neat thing, this can help build your passive income. Add software with affiliate demos and links. A great place to find affiliate programs for software are [OneNetworkDirect](#), [Shareasale](#), [Plimus](#). There are of course many affiliate networks that offer software but these are usually where you'll find a large concentration of software.

Niche Review Site

This is not about giving blog readers a way to rate or review your posts but rather, making a more structured post when doing reviews. Most bloggers do reviews already but you can also take it a step further by adding ratings on specific features or criteria, complete with number of stars. Great way to promote affiliate products. Plugins you can use to make this happen:

- [My Review](#)
- [WPReviewSite](#) - \$99 license
- [SB_Review](#)

Membership Site Manager

Many people already run a membership site using WordPress. Its flexibility allows you to keep it



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simple as a membership site content manager OR a system where you allow others to add their own journals within the membership area. The options are plenty. There are all-in-one plugins that will do the complete job from taking the order to manage content access. You can also use WP with membership site systems and you can also use it with existing shopping cart systems.

Here are some systems and plugins:

[WishList Member](#) – \$97 for single site license. Has some very interesting features that Internet Marketers would generally love with unlimited membership levels. Also integrates with ClickBank and 1ShoppingCart.

[Amember + WordPress plugin](#) - \$179.95 for single site license + \$40 for plugin. Allows you to work with many different shopping cart systems and other systems too so you are not tied to WordPress forever should you choose to use something else in the future. Very flexible but could require advanced tweaking.

[MemberLock for PremiumCast](#) – Although the plugin is free, to get full functionality of PremiumCast, a monthly subscription is required. Geared towards premium podcasts, premium or RSS feeds or any downloadable premium product in general.

[Role Scoper](#) – this is not a membership site plugin, but a comprehensive plugin to restrict content access to users. You can restrict by role or by category and leave other areas public. The plugin is free. To use it as a membership site requires an existing shopping cart system in place and a good developer to help you tie everything together.

Niche Video Channel

Youtube is great and it always will be the top video destination. However, there are also some good videos not on YouTube and sometimes you got to admit the content on YouTube can be highly objectionable. Since many of these video sites allow you to freely embed videos, you can easily build your own channel filled with content that your niche is interested in, minus the unsavory content.

What you need here is any video posting plugin, a post rating plugin (optional) for others to 'rate' the video on your site, a good theme and a good theme developer of course.

For video posting plugins:

- [WP YouTube](#)
- [All in one Video Pack](#) – this one is really interesting. You can also allow people to comment by video just like YouTube, upload and remix videos.



- [Youtuber](#)

To automate video posting, these plugins might help. Please be aware, we do not recommend auto posting other peoples' content without permission. If you do any kind of automated posting make sure you have the rights to do so. The solutions below enable you to grab content from different places to post on your site. That does not mean you are allowed to especially other people's blog or web site feeds.

- [WP VideoTube](#) – limited version available for free. Pricing starts at \$29.95 for more advanced versions.
- [Autoblogged](#) – automatically posts videos, images and other content from any RSS feed. \$59.95 for auto single site license.
- [Wp-o-matic](#)
- [Feed WordPress](#)

Rating plugins so people can rate the videos on your site:

- [WP-PostRatings](#)
- [GD Star Rating](#)

Believe it or not, I've only covered the tip of the iceberg. If you have an idea for a site, there's a good chance it can be powered by WordPress. With it's easy to understand interface, scheduling functionality, an abundance of plugins and wealth of experienced users and developers it is difficult to go wrong for most Internet Marketing use.

Here's the kicker. Building your blog or WordPress powered site is half the battle. Keeping the content constantly flowing and making it profitable is quite another.

Want To Turn Your Blog Into A Profit Center?



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