APPROVED ADD-ON PLUGINS

Internal Operations Guide

CONFIDENTIAL AND PROPRIETARY

This document contains private business, operational, and technical information intended solely for the authorized team of Vegas Website Design and Vegas Local Marketing. It may not be copied, distributed, shared, or disclosed to any third party without prior written permission.

LICENSING AND APPROVAL

These plugins are approved for use on client builds. **The agency does not pay for them.**

THE AGENCY DOES NOT COVER THESE LICENSES

Every license on this list is paid for by the client or by the managing director. None of them are covered by Vegas Website Design.

SETTLE THE LICENSE BEFORE THE BUILD

The cost has to be resolved before development starts. Either the client buys the license before the build begins, or the client commits to hosting and the license is carried inside a custom hosting and maintenance charge.

NOTHING OUTSIDE THIS LIST WITHOUT WRITTEN APPROVAL

The managing director may not use a plugin that is not on this list without approval in writing. To request approval, email **tasha@vegaswebsitedesigns.com**.

ABOUT THE PRICES IN THIS DOCUMENT

Prices are per year unless marked one time or lifetime, and in US dollars unless noted. Sites means the number of websites a license activates on. Vendors change their tiers and run frequent promotions, so confirm the price at checkout before quoting it to a client.

These figures were researched in August and October 2026.

APPROVED PLUGINS

Install only when the site actually needs it. Every license here is billed to the client or the managing director.

FORMS AND ANTI-SPAM

GRAVITY PERKS gravitywiz.com

Advanced Gravity Forms features: nested forms, populate anything, file upload and unique IDs. One license covers all perks.

Basic $59 (1 site, 1 perk) · **Advanced** $169 (3 sites, 3 perks) · **Pro** $299 (unlimited)

CLEANTALK ANTI-SPAM cleantalk.org

Server side spam filtering with no CAPTCHA. Only needed when Cloudflare Turnstile, which is free and standard on every site, is not enough.

$12 (1 site) · **scales by site count · Unlimited about** $20 **per month**

GRAVITY FLOW gravityflow.io

Approval workflows for Gravity Forms entries, with approve and reject links in the notification email. From the company behind Gravity Forms.

Core $99 (1 site) · **Pro** $299 (3 sites) · **Ultimate** $447 (50 sites)

SEO, ANALYTICS AND COMPLIANCE

RANK MATH PRO rankmath.com

Adds an analytics dashboard, advanced schema and keyword tracking on top of the free Rank Math already on every site. Only worth it if those features get used.

PRO about €108 (unlimited personal sites) · **Business about** €300 (100 client sites) · **Agency about** €660 (500 sites)**. Client work needs Business under their terms.**

PIXELYOURSITE PRO pixelyoursite.com

Manages Facebook, Google, Bing and Pinterest pixels with conversion tracking in one place. For sites running paid ads or ecommerce.

PRO $160 (1 site)**. All Access, which bundles Consent Magic and 10 plugins: Starter** $359 (1 site) · **Advanced** $399 (10 sites) · **Agency** $999 (100 sites)

CONSENT MAGIC consentmagic.com

Cookie consent for GDPR and CCPA that blocks pixels until the visitor consents. Needed with EU traffic or ad pixels firing.

About $99**, or included in PixelYourSite All Access above**

APPROVED PLUGINS, CONTINUED

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ECOMMERCE

WOOCOMMERCE woocommerce.com

The store engine: catalog, cart, checkout and orders. Query heavy, and Flywheel has no Redis object cache, so plan hosting up front for a high traffic store.

Free (unlimited sites)

FUNNELKIT funnelkit.com

Optimized checkout, order bumps, one click upsells and A/B testing in one suite. Its automations overlap FluentCRM, so run one engine, not both.

Starter $179 (1 site) · **Basic** $219 (1 site) · **Professional** $219 (3 sites) · **Plus** $329 (2 sites) · **Elite** $329 (30 sites)

WP GRID BUILDER wpgridbuilder.com

Fast faceted filtering and search grids inside Bricks, for products, portfolios and directories. Updates stop if the license lapses.

Basic $49 (1 site) · **Premium** $99 (3 sites) · **Ultimate** $249 (unlimited)

WOOCOMMERCE SUBSCRIPTIONS woocommerce.com

Official recurring billing for subscription products. Adds renewal and dunning work, so failed payment and renewal emails must be set up.

$279 (1 site)

BOOKING, EVENTS AND SCHEDULING

FLUENT BOOKING fluentbooking.com

Calendly style appointment and time slot scheduling, native to the Fluent stack. Two way Google Calendar sync must be set up or double bookings happen.

Solo $63 (1 site) · **Small Business** $159 (5 sites) · **Agency** $319 (50 sites). **Lifetime** $199, $349 and $599.

FOOEVENTS fooevents.com

Sells event tickets as WooCommerce products, with QR door check in apps. Requires WooCommerce, and each domain needs its own license.

Basic Bundle $169 · **Bookings Bundle** $199 · **Premium Bundle** $249 · **POS Bundle** $399

WP BOOKING SYSTEM wpbookingsystem.com

Simple date and availability booking for rentals and reservations, without a store.

Personal $79 (1 site) · **Business** $149 (5 sites) · **Developer** $249 (unlimited)

APPROVED PLUGINS, CONTINUED

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BOOKING, EVENTS AND SCHEDULING (CONTINUED)

YITH BOOKING AND APPOINTMENTS yithemes.com

Date range rentals and bookings that run through a WooCommerce checkout.

$249 (1 site)**. Six and thirty site options at checkout.**

REZDY rezdy.com

Booking and reseller distribution for tour and activity operators, with live availability. Runs as its own hosted subscription alongside the website.

Foundation $49 per month · Accelerate $99 per month · Expansion $249 per month. Every plan adds 3 percent on online bookings. 21 day free trial.

THE EVENTS CALENDAR theeventscalendar.com

An events calendar with month, list and day views. It renders its own calendar templates, so matching a design takes CSS. Recurring events, filters and visitor submitted events need a paid plan.

Free (unlimited sites) · **Essentials $259 · Pro $399 · Elite $599**

MEMBERSHIPS AND COURSES

MEMBERPRESS memberpress.com

Turnkey membership, paywall and content gating. For membership sold through a store, use WooCommerce Memberships instead.

Launch $199.50 (1 site) · **Growth $349.50 · Scale $499.50. Extra sites $69 per year each, up to 16.**

WOOCOMMERCE MEMBERSHIPS woocommerce.com

Gates store content and products behind a membership, and pairs with Subscriptions. Store based membership only.

$199 (1 site)

LEARNDASH learndash.com

A full learning management system for courses. Heavy, so it needs solid hosting once course and user numbers grow.

$199 (1 site, core features) · **$399** (10 sites) · **$799** (unlimited)

UNCANNY OWL uncannyowl.com

The LearnDash companion that adds automations. Design Upgrade for LearnDash adds styling, and its price must be confirmed with the vendor.

All Access $399, renews at $499 (up to 10 sites)

APPROVED PLUGINS, CONTINUED

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CRM, EMAIL AND MARKETING

FLUENTCRM fluentcrm.com

Self hosted email marketing, automation and CRM, which replaces per contact SaaS fees. Sending reputation rides on Postmark, so lists must be kept clean.

Solo $103 (1 site) · **Small Business** $199 (5 sites) · **Agency** $399 (50 sites)

WP FUSION wpfusion.com

Connects WordPress and WooCommerce to an outside CRM such as HubSpot, ActiveCampaign or Salesforce. Only when a client requires one. A free Lite tier exists.

Personal $297 (1 site) · **Plus** $427 (1 site) · **Professional** $647 (unlimited) · **Lifetime** $1,999 (unlimited)

CONVERT PRO convertpro.net

Advanced opt in popups with A/B testing and targeting. Only for aggressive lead generation, since Bricks popups cover basic announcements and opt ins.

$99 (unlimited sites) · **Lifetime** $399 (unlimited)

NOTIFICATIONX notificationx.com

Social proof popups showing recent activity or sales. Use sparingly, since it can read as gimmicky.

Individual $39 (1 site) · **Business** $149 (unlimited) · **Lifetime** $249 **one time** (unlimited)

RAFFLEPRESS rafflepress.com

Viral giveaway and contest campaigns with entry actions. A campaign tool to spin up and retire, not a permanent install.

Single Site $299 **one time** (1 site) · **Unlimited** $349 **one time** (unlimited)

CONTENT, MEDIA AND DATA

WP SOCIAL NINJA wpsocialninja.com

Displays social feeds, Google and Yelp reviews, and chat widgets in one plugin. Relies on API tokens that can expire, so check them periodically.

Single $89 (1 site) · **Agency** $299 (25 sites) · **Unlimited** $499 (unlimited)

WPDATATABLES wpdatatables.com

Interactive sortable and filterable data tables. Heavier than a static Bricks table, so use it only for real datasets.

Starter $49 (1 site) · **Standard** $69 (1 site) · **Pro** $109 (3 sites) · **Developer** $249 (unlimited)

APPROVED PLUGINS, CONTINUED

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CONTENT, MEDIA AND DATA (CONTINUED)

WP ALL IMPORT PRO wpallimport.com

Bulk import and export of content and WooCommerce catalogs. The core migration and data tool.

Developer $149 (unlimited) · **Professional $299** (unlimited) · **Lifetime $1,299 one time. WP All Export Pro is sold separately at about $99, or in the bundle.**

HAPPYFILES PRO happyfiles.io

Folders for the media library. Admin convenience, worth it on a large media library.

$59 one time (unlimited sites, lifetime)

BETTERDOCS betterdocs.co

Knowledge base and documentation layout with search. For support and documentation heavy sites.

Individual $69 (1 site) · **Small Business $149** (unlimited) · **Agency $299 one time** (unlimited)

BETTERLINKS betterlinks.io

Branded short links, affiliate link cloaking and redirect management. Rank Math already covers basic redirects.

Individual $79 (1 site) · **Business $187** (unlimited) · **Agency $279 one time** (unlimited)

VERTICALS

Only when it is the whole purpose of the site.

BUDDYBOSS buddyboss.com

A full community and social network platform. Heavy, with a real performance impact, so only for genuine community sites. The mobile app is a separate subscription.

Pro $299, renews at $399 · Plus $349, renews at $599

FLUENT SUPPORT fluentsupport.com

Helpdesk and support ticketing, native to the Fluent stack.

Single $103 (1 site) · **Agency $199** (5 sites) · **50 site $319** (50 sites)

AFFILIATEWP affiliatewp.com

Runs an affiliate or referral program with tracking and payouts.

Personal $149.50 (1 site) · **Plus $199.50** (2 sites) · **Pro $299.50** (5 sites) · **Growth Bundle $349.50** (10 sites)

APPROVED PLUGINS, CONTINUED

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VERTICALS (CONTINUED)

WP E-SIGNATURE approveme.com

Collects legally binding signatures on contracts and documents.

Plus $199.50, renews at $249.50 (1 site) · **Elite $299.50** (5 sites) · **Elite Bundle $349.50** · **Lifetime $699 one time** (10 sites)

ADSANITY adsanityplugin.com

Self serve display ad management with zones, rotation and reporting. Only for publisher and media sites that sell ad space.

Basics $59 (1 site)**. Pro, Extended and Lifetime tiers available, confirm at checkout.**

SIMPLEPODCASTPRESS simplepodcastpress.com

Publishes and distributes a podcast to Apple and Spotify from WordPress.

Site $67 (1 site) · **Professional $97** · **Multi $147**

OPERATOR TOOLS

For building and managing a site, not client facing features.

ADMIN COLUMNS PRO admincolumns.com

Customizes the wp-admin list columns for custom post type and ACF data. A large quality of life gain on content heavy builds.

Single $79 (1 site) · **Business $159** (5 sites) · **Agency $299** (unlimited)

ADVANCED ACCESS MANAGER aamplugin.com

Granular roles and capabilities, used to give clients proper limited access instead of full administrator.

Complete Package about $99 to $149 base, plus a fee per active domain. Confirm at checkout.

SECURITY

Only for a site hosted outside Flywheel.

WORDFENCE wordfence.com

Firewall, malware scanner and login protection. The free version receives new firewall rules 30 days after Premium.

Free (unlimited sites) · **Premium $149** (1 site)