Why You Should Embed Google Slides in WordPress

Sharing presentations with your website's visitors hasn't always been simple. You've either needed to upload them to a third-party website like SlideShare or give a download link on your website to enable visitors to view them. Fortunately, [WordPress](#) empowers you to embed Google Slides presentations directly within your website.

Sharing your presentation through third-party services could prompt to a poor user experience. By adding Google Slides to your WordPress site you can increase incoming traffic, boost conversion rates, and get more page views. Best of all, it's best for your site's SEO.

If more incoming traffic isn't reason enough to embed Google Slides in WordPress, maybe these additional benefits will change your opinion:

It boosts conversion rates

Those of you who are utilizing presentations to create engaging landing pages are definitely missing out on conversions. Embedding slides in WordPress will empower you to retain visitors by effectively lowering your website's bounce rate.

It's better for SEO

Presentation slides are stacked with keywords and phrases that associate to your niche. Since your slides will be added to your site, you'll be able to receive the SEO benefits they offer.

You'll get more page views

You can successfully get more page views by creating a presentation that has a single slide on every page – and more page views lead to a better positioning in Google's search algorithm.

Embed Google Docs in WordPress

From your Google Drive

Once the document is embedded it will automatically update when changes are made to it.

1. Login to your Google account and from your Google Drive open (or create) the document you'd like to publish

2. Choose File > Publish to the Web

3. Click Start Publishing

4. Copy the Document Link

From your WordPress Site

Once the document is embedded it will automatically update when changes are made to it.

1. Login to the dashboard of your WordPress site.

2. Go to Plugins > Installed plugins

3. Find the iFrame plugin and click Activate

4. Go to the post or page where you'd like to embed the document

5. Paste the document link into the iframe shortcode

Adjust the width and height of the iframe as necessary within the shortcode

Publish your post or page.

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