web**mechanix**

presents:

Why WordPress?

a design & development case study

Introduction

Every day, new content management systems (CMS) spring up on the Internet, vying for your attention. This makes finding the right CMS for your business a tricky endeavor.

A good CMS should be easy-to-use, regularly updated, and capable of serving all of your company's growing digital needs. Unfortunately, the number of platforms that meet these requirements—and aren't full of bugs—are far and few between. This is exactly why more and more users have switched to WordPress for their website.

WordPress (WP) started as a simple blogging platform in 2003 and has grown to become one of the most well-know and widely-used content management systems in the world for corporate websites and ecommerce. Its functions are seemingly endless and it's supported by a strong community of users. With so much potential, WordPress is here to stay.

Benefits of Using WordPress as Your Content Management System

Simple Interface

WordPress offers an easy-to-navigate user interface compared to other content management systems. Upon first logging in, you are greeted by a dashboard where you have easy access to everything—pages, uploaded media, and plug-ins. Its intuitive interface also allows you to quickly change and edit your website's content without needing to know an ounce of code.

Cost: Zip, Zero, Zilch

The core of WordPress is free. It always has been and always will be. The only time you will have to take out the credit card is if you buy paid content from their web library. Depending on your company's ambitions and business needs, you may want to hire a third-party web design firm that specializes in WordPress to ensure you're getting exactly what you want from your website.

Countless Uses

It's still a common myth to think that WordPress is "...just a blogging platform." When it first began, yes, it was a simple blogging system with limited capabilities. Over the years though, WordPress has evolved into a full system that is only bound by your imagination. It has been used to create enterprise-level websites such as CNN, ESPN and Forbes, and even ecommerce stores.

New User-Friendly

Most content management systems boast about their endless feature list, but more often than not, they are difficult to implement and require a steep learning curve. WordPress, however, provides clear instruction and thorough documentation for how features work. As an example, here's how to add a new post in WordPress: Go to "Posts," in the menu, click "Add a new post," customize the URL, add/upload content, and click "Update" to publish your content. Your new post is now live for all to see on your site!

Online Community

WordPress is supported by a huge community of web developers who are always ready to help you out if you run into bugs or just have basic questions. And unlike other content management systems, WordPress's documentation is very thorough and a simple search is usually all you need to find your answer. If not, their forum is filled with experts that are eager to help.

Free Web Library

WordPress offers users access to an extensive collection of pre-built website templates and functionality-extending plug-ins. There's a mix of free and paid products, along with reviews to know which the best are and which are riddled with bugs.

Designed for the Majority

Some content management systems require knowledge of complicated coding languages such as AJAX and PHP, but not WordPress. WordPress is for users who want an easy way to make quick changes to their website without problems. Because WordPress was built from the ground up with this kind of audience in mind, posting is so easy that even your grandmother could figure out how to publish her favorite recipes.

Constantly Evolving

WordPress is a system that's going to change with your business. Because it's highly customizable, you're able to add and delete whatever you need to meet your business' current objectives. With one of the largest online communities, everyone's dedicated to making this platform the best it can be.

Parting Thoughts & Statistics

Although WordPress began as a humble blogging platform, it has grown to be the largest, most widely-used content management system available. Its simple dashboard even allows novice users to quickly take control of their website and transform it into what they want. And in case anything does go wrong, help is only a Google search away. Try saying that about any other content management system!

Here are some statistics about WordPress that may shock you to see just how widely used it is:

- In 2014, WordPress 4.1 was downloaded 1,000,000 times every two days.
- There have been over 100 million downloads for plugins and themes on WordPress.org.
- Each day, 13.6 million people view over 600 million WordPress pages
- Many large websites are based on WordPress, such as CNN.com and NYTimes.com.
- 4.5% of web pages on the entire internet use WordPress
- 191,000 (19.1%) of the top 1,000,000 sites, based on web traffic, run WordPress
- 60.7% of all content management system enabled websites are using WordPress
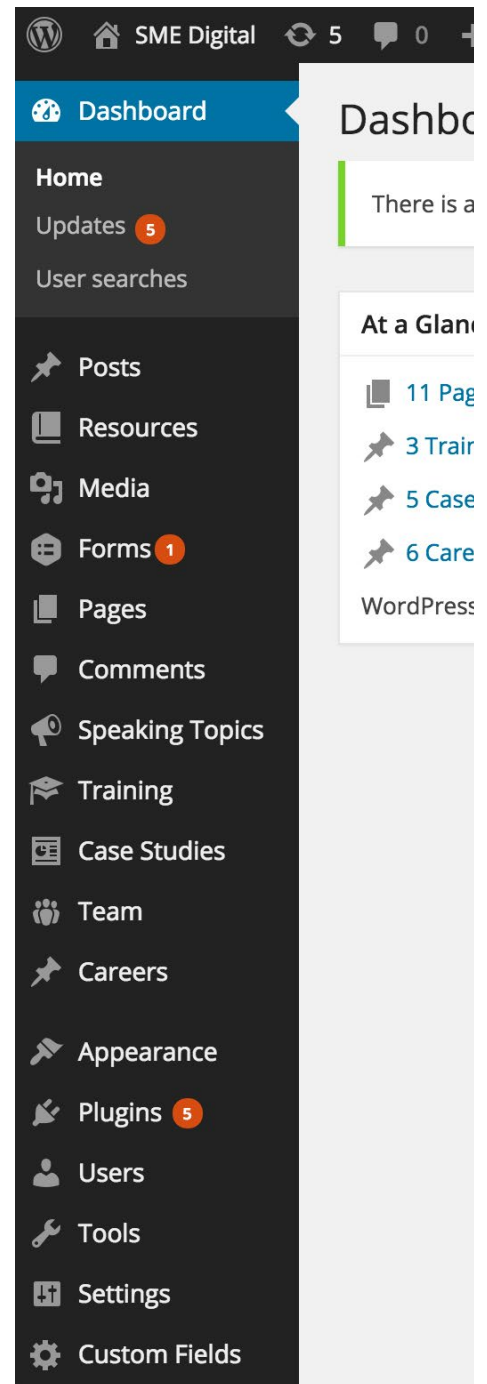
The dashboard left-side menu is user-friendly so the average user can find what they need quickly.

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