

5 Smart Reasons to Use WordPress for Web Development

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In brief

WordPress powers over 30% of websites worldwide and remains one of the smartest choices for web development thanks to its unmatched flexibility, massive library of free and premium themes, built-in SEO optimization, easy content upgrades, and mobile-responsive design templates.

You'd be surprised to know that WordPress powers over 30% of websites not only in Australia but all around the globe. It is responsible for fueling everything: from simple blogs to complex sites of prominent establishments such as NBC, Sony, Time Inc., and more.

The best thing about WordPress?

It is absolutely FREE to download and use!

Now, just because it is free doesn't mean it is bad. In fact, reality depicts the opposite. So, if you are not sure whether WordPress web design is the right choice for you or wish to learn more about this amazing platform, give this post a read.

What Is WordPress?

Put, WordPress is one of the leading website builders out there. In 2003, it started as a simple blogging platform, but since then, it has come a long way and has successfully evolved into a content management system (CMS) and an app development framework. In simple words, WordPress is used to create different types of websites, ranging from small, medium, or big.

Moreover, WordPress can be utilized for varying purposes. Another great thing about building a website with WordPress is that no one can suspend your site due to its terms of service violation and censorship. WordPress can easily be customized to meet your personal needs minus any constraints or limitations (plus, for free!).

Now that you know what WordPress is let us look at some major benefits of using WordPress for web development.

Here are some leading benefits of using WordPress:

Matchless Flexibility

As shared above, this platform was initially introduced to promote blogging and similar pursuits. However, due to its exceptional flexibility, it can also effectively be used to power massive sites with divergent purposes. WordPress system has been designed in such a way that it can be used to:

- Power small, simple personal blogs;
- Manage medium business website, and;
- Power and manage intricate, multifaceted sites for large multinational firms

Through this awesome platform, you can host podcasts, showcase product portfolios, establish and manage social groups or networks, and even create wide-ranging e-Commerce stores. Keep in mind that WordPress can be unceasingly adjusted to meet your unique needs and requirements.

Plenty of Theme Templates

WordPress offers experts and aspiring web developers a massive range of theme templates that can help them perfect the appearance and functions of their websites. Thanks to its huge and growing directory of premium and free themes.

Please note that many of these templates can easily be used from the get-go by new web developers through the WordPress theme directory. At the same time, some can be purchased through third-party design marketplaces or designers from all over the globe. In addition to this, these themes can be installed and reviewed live, and the website layout can be modified at any time.

Optimises Web Content for Search Engine Optimisation (SEO) Another major benefit of using WordPress is that it optimizes SEO content; all credit goes to its built-in search and search engine optimization feature. For people who do not know much about SEO, searchability and optimization play a massive role in helping websites rank high on search engine result pages (SERPs) on search engine platforms, such as Google.

Websites hosted through WordPress usually rank higher on SERPs because it regularly updates keywords and involves numerous tools and plug-ins for SEO and content optimization.

Easy Website Upgrades

For years, people and firms searched for websites that could be upgraded easily as there were not many good-enough solutions. However, now, with WordPress, it's possible. When a site is designed and powered through WordPress, it's literally painlessly simple and easy to add new web pages, posts, content, images, copy, and more.

Mobile Responsive Web Design

Mobile responsive web design is another critical element that promotes a high website ranking on SERPs. Therefore, your site's appearance must look good on all types of devices, particularly smartphones.

It's no surprise that nowadays, the majority of people surf the net via their smartphones. Thus it's important to create a website that's mobile responsive. WordPress provides web developers with a range of mobile responsive web design templates.

Closing Note

Over the past few years, WordPress has successfully secured a leading spot among the top web developers worldwide - and for a good reason. First, it is entirely free to install and use, comes with numerous in-built plug-ins and tools for specialized use, and, more importantly, can easily be customized to meet your individual requirements and needs.

But one thing that makes WordPress stand out from the crowd is that an amateur web developer can build a website as good as a veteran developer through this platform. Due to its exceptional ease of use and diverse features.

References

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