



Originally created as a blogging platform, WordPress has evolved into a complete content management system (CMS) and is used by many top corporations. Why?

- WordPress sites make it easier for Google and other search engines to “crawl” for key words, moving one’s site up in common search engines.
- Sites built on WordPress empower the client to maintain them in-house, should they wish to do so.
- WordPress is free, open-source software – fully customizable, with no license fees.
- It has become an industry standard. Much like “there’s an app for that” with regard to smartphones, tablets and other mobile devices, “there’s a plug-in for that” in WordPress.
- WordPress sites are now created with “responsive design” functions, such that sites adapt to whatever they are viewed on, making them more mobile device friendly.
- WordPress blogs are more easily integrated into websites.
- The interface between WordPress and social media outlets is renowned.
- It costs approximately the same to update an html site as it is to transfer and contemporize one to the WordPress platform.