

7 Reasons Agencies Are Winning With WordPress



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Introduction

It's no coincidence that WordPress has become the web's most popular Content Management System (CMS)—it's dependable and scalable, and marketers and developers alike can take advantage of its vast [ecosystem of plugins](#) as well as the vibrant community of users and contributors that are constantly making improvements to its core software.

Despite these benefits and a growing list of successful WordPress use cases, tons of agencies still elect to take the custom route when it comes to building out their development projects. It's time for a change.

This white paper focuses on why WordPress is the best fit for building amazing digital experiences, and how you can use it to win more business for your agency.

WordPress is Open Source

WordPress now powers more than 40% of the Internet and more than 60% of CMS users choose it over other CMS platforms. A big reason for this surge in adoption is that WordPress is open source, meaning its source code is released under [a license](#) that grants users the right to study, change, and distribute it freely.

Right off the bat, that means you avoid the upfront costs associated with proprietary CMS software. Once you have WordPress up and running, you can also begin working with its vibrant open source community, which provides regular updates, security patches, and many other forms of open collaboration to the growing ranks of WordPress users.

The WordPress community is also renowned for its constant contribution to a growing list of plugins and themes that give users endless ways to customize and add new features to their websites. This ongoing expansion of functionality is the polar opposite of paid software pricing, which can hurt a web agency's business model. The moment you install WordPress, you take full control of it, and its open source ecosystem offers you a wide range of options.

WordPress Security

Despite its growing adoption, there is a lingering misconception that WordPress isn't secure. This is largely based on misinformation about open source software and WordPress in general. Any piece of software can be vulnerable if it's not regularly maintained. WordPress was launched in 2003, and through the years, it's been continually tested and refined, and security consultants and developers have made numerous improvements to its core software.

Today WordPress is inherently secure, and agencies have many options at their fingertips that can help keep it that way, such as implementing [two-factor authentication](#), keeping plugins and themes up-to-date, or utilizing the [iThemes Security plugin](#), which safeguards millions of websites worldwide.

In addition, there's a growing number of WordPress specific security plugins and services available for an extra layer

of protection. [Global Edge Security](#) from WP Engine, which offers DDoS protection and a Web Application Firewall (WAF), is designed to keep sites secure while delivering a faster experience for users. Other solutions, like WP Engine's [Smart Plugin Manager](#), can automate plugin updates, making exploits and vulnerabilities due to out-of-date software a thing of the past.

WordPress Has a Massive Support System

As mentioned above, WordPress is supported by a robust online community. These are WordPress users who regularly and generously contribute their support and ideas with the overarching goal of making WordPress better for everyone. Agencies can find solutions and fixes to their problems easily, which allows them to cut support costs.

To handle support questions, [Stack Exchange](#) offers a dedicated domain "wordpress.stackexchange.com" for its users, where WordPress community members will help troubleshoot problems you may encounter. There's also the official WordPress [support forum](#), which is filled with WordPress professionals helping one another. There are even [Contributor Weekends](#) focused solely on lending a hand in WordPress support forums. This collaborative spirit is unique

to the WordPress community, and it's another reason so many users are able to build their best digital experiences using this CMS.

WordPress Ecosystem of Developers

In addition to its active community of users, agencies can easily find developers with deep WordPress experience. These development pros know how to create incredible digital outcomes with WordPress, either through their own custom code or through the wide list of plugins and themes that can extend WordPress' functionality.

All of this has created a highly sophisticated WordPress developer ecosystem, and today, WordPress devs are expanding the CMS' functionality even further, tackling things like headless site development, mobile optimization, and other next-gen solutions geared towards today's most demanding online audiences.

Agencies can also find professionally-designed web templates for WordPress. If you own or work at a small dev agency, you can build a complete solution by developing a plugin and adding a prebuilt WordPress theme. Thousands of free themes are available in the official WordPress theme directory. Premium themes can also be purchased at a nominal price from platforms like ThemeForest, or other theme stores like

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Commercial Themes, and InspiryThemes. [StudioPress Themes](#), which are built using the [Genesis theme framework](#), are also available to WP Engine customers for free.

WordPress is Optimized for SEO

Search Engine Optimization (SEO) remains a highly important piece of the digital marketing puzzle—for all businesses, not just agencies. WordPress can help here too. Almost all of the prominent search engines today (Google, Bing, etc.) simply understand websites that are powered by WordPress. Even though it was more than a decade ago, [Matt Cutts'](#) 2009 endorsement of WordPress still rings true: "WordPress automatically solves a ton of SEO issues."

Right out of the box, WordPress is capable of better SEO optimization than many of its competing platforms. Add in a few default features and plugins, and agencies can easily take this SEO optimization to the next level. Popular SEO plugins like [Yoast](#), which is used on more than five million

WordPress sites, is just one of the many options you can add to WordPress for high-powered SEO results.

WordPress Supports Multilingual Sites

Building a site that supports multiple languages can be challenging, but with WordPress, you can create multilingual sites easily and quickly. Web agencies do this with manual translations by integrating Google Translate with the



development project or by using free ([Polylang](#)) and premium ([WPML](#)) plugins. WPML makes it easy to build multilingual sites and run them. It's powerful enough for corporate sites, yet simple enough for blogs.

WordPress at Scale

Although WordPress got its start as a platform that was popular with bloggers, today it's evolved into a world-class CMS that many big names continue to leverage with success. Many notable brands, celebrities, and publications use WordPress and have seen tremendous results. Names like The New York Times, BBC America, Quartz, Forbes, General Electric (GE) are just a few of the notable brands that use WordPress. The CMS is now regularly used by large media sites that serve more than a billion visitors each day. As WordPress continues to move upmarket, you can expect it to power even more high-traffic websites with even better results. Find out more about what it takes to run [WordPress at scale](#).

Key Takeaways

WordPress' adoption and functionality are only poised to continue growing. It's already the most popular CMS today by far, and if you own or work at an agency that delivers digital experiences to customers, you simply can't ignore WordPress' importance.

Let's recap why more agencies are winning with WordPress today:

- WordPress is open source and it has an active community of contributors and advocates.
- WordPress keeps both developers and clients happy. Developers find the process of building websites with WordPress easier and more maintainable. It's also easy for content managers and marketers to take advantage of, and customers are consistently wowed by the great looking sites WordPress can create, as well as its massive pool of available support.
- WordPress lowers the cost and risk of lock-in found with proprietary systems.
- It's easier to find and hire developers who have experience building websites with WordPress and view it as their tool of choice, especially compared to a proprietary CMS.
- WordPress makes it easier to follow pre-built standards or to create and contribute new ones to build a strong foundation for your web agency.

Are you ready to take your agency to the next level with WordPress? Visit WP Engine to find out more about our [Agency WordPress Solutions](#) as well as our [Agency Partner Program](#)—the largest WordPress partner program in the world.



About WP Engine

WP Engine, the WordPress technology company, provides the most relied upon and trusted brands and developer-centric WordPress products for companies and agencies of all sizes, including [managed WordPress hosting](#), [enterprise WordPress](#), [headless WordPress](#), [Flywheel](#), [Local](#) and [Genesis](#). WP Engine's tech innovation and award-winning WordPress experts help to power more than 1.5 million sites across 150 countries.