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WPengine[®]

DIGITAL INSIGHTS FROM THE WORDPRESS INDUSTRY SURVEY FOR 2017

WordPress is a growing and thriving industry, powering more than 27 percent of all websites on the Internet.

We surveyed 303 WordPress professionals about their business practices to better understand what drives their strategy, what their biggest pain points are, and what helps fuel their success.



JASON COHEN
FOUNDER & CTO, WPENGINE

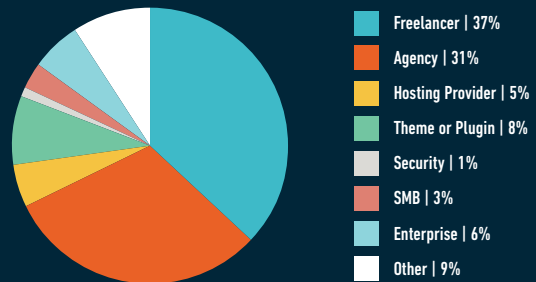
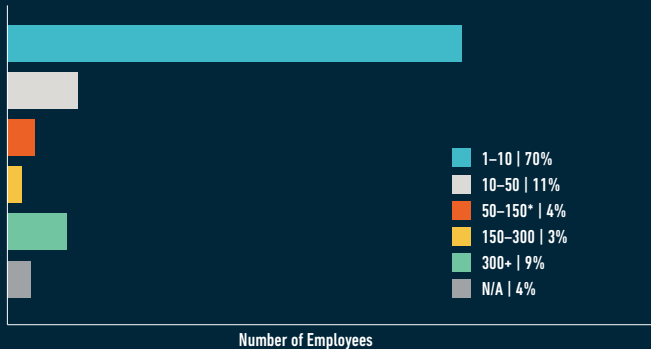
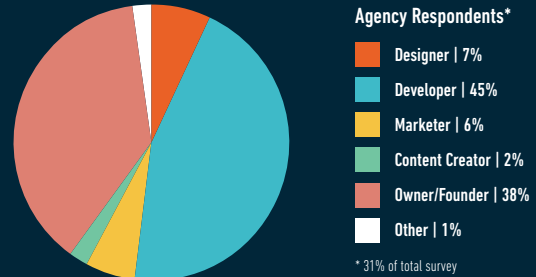
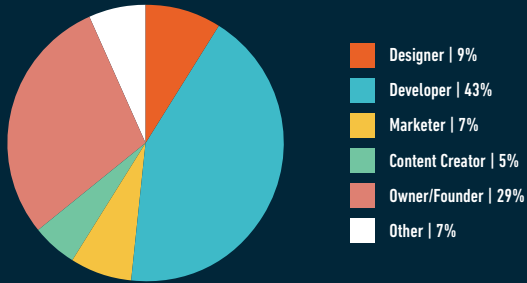
“WordPress started as a blogging software, and has grown into the most popular CMS in the world. Over time, its inherent strengths of open source, flexibility, plugin and theme ecosystem and new security have helped WordPress expand into additional areas where it is now used for numerous applications that have nothing to do with blogging.”



MARIE DODSON
MANAGING EDITOR, TORQUE

“Torque is dedicated to informing new and advanced WordPress professionals about the industry. With the first WordPress Survey of its kind we’re hoping to share with the community drivers, challenges, opportunities and ways that people are giving back to WordPress today.”

303 WORDPRESS PROFESSIONALS



STRATEGY

BUSINESS STRATEGY HELPS CREATE A VISION AND DIRECTION
TO HELP DRIVE THEIR BUSINESS.

18%

**OF RESPONDENTS
USE MORE THAN 10
TECHNOLOGY PARTNERS**



54%
**OF WORDPRESS AGENCIES
HAVE 5 OR MORE
TECHNOLOGY PARTNERS**

97%

**OF WORDPRESS AGENCIES
WORK WITH AT LEAST ONE
TECHNOLOGY PARTNER**

WHAT ARE THE BIGGEST CHALLENGES WORKING IN WORDPRESS?

47%

**Concerns
around
security**

29%

**Lack
of easy
workflow**

20%

**Lack of
robust
ecommerce
solutions**

WHY USE WORDPRESS

71%

**Ease of
publishing**

67%

Ease of use

59%

**Theme
and plugin
marketplace**

50%

**OF AGENCY RESPONDENTS
SELECTED WORDPRESS DUE
TO ITS TIME TO MARKET IN
CREATING A NEW SITE**

60%

OF RESPONDENTS WHO WORK AT AN ENTERPRISE COMPANY CHOSE WORDPRESS BECAUSE IT'S OPEN SOURCE

73%

OF DESIGNERS CHOSE WORDPRESS BECAUSE IT'S SEARCH ENGINE FRIENDLY

68%

OF DEVELOPERS CHOSE WORDPRESS BECAUSE IT'S OPEN SOURCE

69%

OF CONTENT CREATORS CHOSE WORDPRESS IS BECAUSE OF THE THEME AND PLUGIN MARKETPLACE

WHAT AGENCIES CONSIDERED BEFORE USING WORDPRESS?

31%

**Considered
Drupal**

28%

**Considered
Joomla**

10%

**Considered
Squarespace**

WORDPRESS IS USED BY

37%

**OF THE MOST POPULAR 100 WEBSITES
AS MEASURED BY ALEXA**



62%

**OF THE TOP 100 FASTEST GROWING
COMPANIES IN THE U.S. AS MEASURED
BY INC. MAGAZINE**

Inc.

51%

**OF RESPONDENTS EXPECT
THEIR MARKETING BUDGET
TO INCREASE IN 2017**

89%

**OF MARKETERS EXPECT
THEIR MARKETING BUDGET
TO INCREASE IN 2017**

54%

**OF AGENCY RESPONDENTS
RECEIVE MORE THAN 25% OF
THEIR BUSINESS THROUGH
THEIR WEBSITE**

82%

**OF RESPONDENTS USE WORD
OF MOUTH MARKETING**

42%

**Partner
referrals**

39%

**Social
Media**

49%

**Organic
traffic**

FAVORITE SITES ON WORDPRESS

The New York Times

WIRED

TEDBlog

Mashable

TE

 SMASHING
MAGAZINE

NEW YORK POST

COMMUNITY

THE WORDPRESS COMMUNITY IS ONE OF THE MOST ROBUST OPEN-SOURCE COMMUNITIES IN THE WORLD — ILLUSTRATED BY ITS UNSTOPPABLE GROWTH, CONTINUOUS IMPROVEMENT, AND GLOBAL PRESENCE.

IN WHAT WAYS HAVE YOU SUPPORTED THE WORDPRESS COMMUNITY?

52%

Donated money to WordPress Theme and Plugin authors and developers

26%

Sponsored a WordCamp

20%

Sponsored an event devoted to WordPress

18%

Contributed to WordPress core

3%

Spoke at a WordCamp

62%

**OF RESPONDENTS
HAVE PARTICIPATED
IN A WORDCAMP**

31%

**OF RESPONDENTS HAVE
AT LEAST ONE PERSON
FROM THEIR COMPANY
WHO CONTRIBUTES TO
WORDPRESS CORE**

73%

**OF RESPONDENTS GET
THEIR WORDPRESS NEWS
FROM TORQUE**

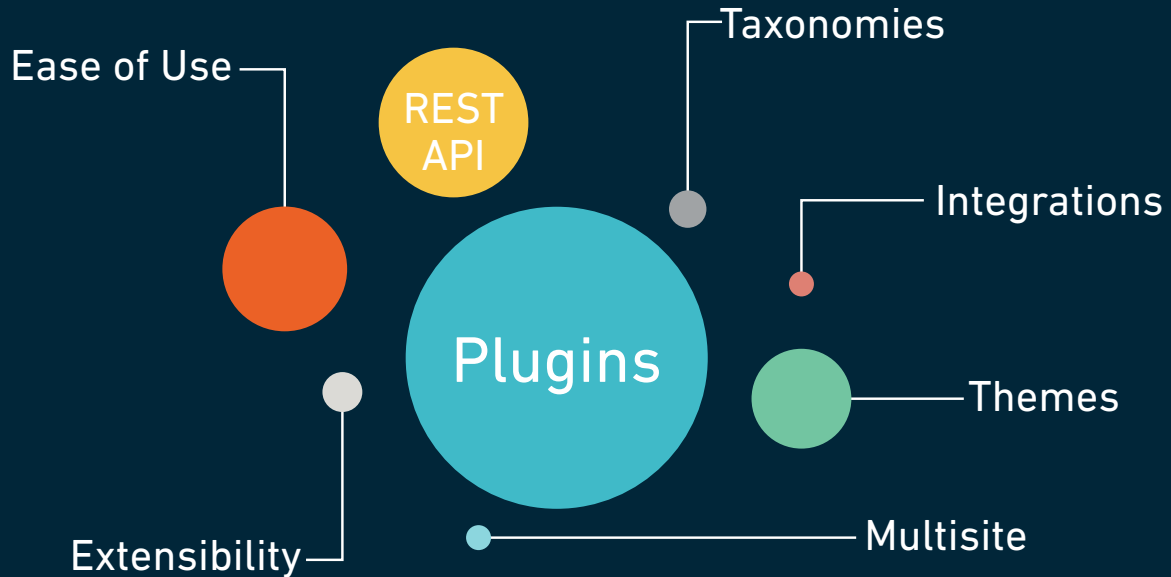
70%

WP Tavern

51%

WPMUDEV

FAVORITE WORDPRESS FEATURES



WHAT FEATURE DO YOU WANT TO SEE ADDED TO WORDPRESS?

Better Custom Fields

New Media Management

Improved Integration

Better Visual Editor

App Development

Hear from a panel of top WordPress influencers
as they discuss the state of the industry

Webinar

Experts Weigh in on the State of WordPress 2017

[WATCH ON-DEMAND WEBINAR NOW»](#)



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland and London, England.



About Torque

Torque is a news site featuring all things WordPress. We are dedicated to informing new and advanced WordPress professionals, users, and enthusiasts about the industry. Torque focuses primarily on WordPress News, Business, and Development, but also covers topics relating to open source and breakthrough technology. Torque made its debut in July 2013, at WordCamp San Francisco, and has since produced valuable content that reflects the evolution of WordPress, both as a platform and a community. Torque is a WP Engine publication, though maintains complete editorial independence.

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