WP engine®

6 REASONS TO BUILD YOUR ENTERPRISE EMPIRE ON WORDPRESS

WHITE PAPER

As WordPress has matured–it is 13 years old now–it has outgrown the misconception that it's just a platform for blogs and small websites.

Some of the largest enterprises in the world now trust WordPress to power their brands' digital identities.

These major companies, many of them household names, trust their mission critical sites and applications to WordPress.

If you're an enterprise looking to deliver an amazing digital experience to your customers and visitors, WordPress is the best CMS for the job.

To dig deeper, we've composed a list of six important factors enterprises should consider when choosing which CMS powers their brand, and how WordPress excels in each.

1. EXCEPTIONAL SUPPORT FROM A LARGE COMMUNITY

WordPress is an extremely popular content management system and astonishingly now powers 26 percent of the internet. That's a whopping 74 million-plus websites that have been created through the platform to date. And for all of the websites using a content management system (CMS), approximately 60 percent of those sites are powered by WordPress.

A benefit to WordPress's massive popularity is the large and vibrant community that supports its members and WordPress users. If you

run into an issue, or you have questions about upkeep, development or the overall direction of your site, WordPress's large open source community is here to help you get the most out of the platform.

In addition, since WordPress is an open source software, it permits millions of developers and users from around the globe to refine the WordPress programming. Say you discover a bug in the software–it is likely that another person has also found and reported it, and a fix is in the works (if not already resolved).

The WordPress ecosphere of community knowledge and support extends to (but is not limited to):

- WordPress forums
- WordPress Codex
- WordPress Mailing lists
- WordPress Slack Team
- WordCamps
- Developer Resources
- WordPress StackExchange
- Learning WordPress
- Making WordPress
- WordPress.tv
- 22 Best Blogs about WordPress

Another benefit to this large community is that a plethora of plugins have been developed. In fact, there are more than 40,000 WordPress plugins in the official repo to improve and extend your site's functionality and help you attain your goals (check out the best 28 plugins of 2015 and the 70,000-plus plugins on GitHub).

The WordPress community developed the majority of these plugins and they are often willing to assist when you have a question or if there is a particular issue with your site.

2. EASE OF CUSTOMIZATION AND INTEGRATION

Developing your site doesn't have to be limited in scope. Flexibility and ease of customization and integration are essential elements when it comes to enterprise site development. Especially if you're the type who

prefers to abide by a lean methodology. Why make it complicated for yourself when flexible frameworks and infrastructures can take the heavy lifting off your shoulders, allowing for greater digital possibilities?

Some important factors to know about when it comes WordPress's ease of modification and integration include:

- Theme Frameworks
- JSON REST API
- Plugin API

EASY FRONT-END THEMING WITH THEME FRAMEWORKS

When building a site, you can choose to start from scratch, or use a framework. A benefit to WordPress is that it provides powerful theme frameworks that already have a good amount of the backend structure setup for you (one example is "Genesis").

Acting as a backbone to your site's structure, frameworks offer a head start without all the clutter and bloat endured when you start from scratch. Rather than have your development team code everything from the bottom up, choosing a WordPress theme framework will help speed up your development team's efforts by giving them a jumpstart with a chunk of the backend already in place.

In addition, theme frameworks offer ease of customization by opening up opportunities for making WordPress plugins and themes more extensible and dynamic, as well as more integrable with separate SaaS businesses.

JSON REST API / WP REST API

What if we told you that WordPress can be compatible and integrate with any framework or programming language? Yes, this means even native mobile applications can be developed using WordPress as a framework thanks to the JSON REST API (also known as the WP REST API).

JavaScript Standard Notation, or JSON, gives WordPress a common format to communicate with other applications and languages, while the REST API grants WordPress the ability to save content from other sites and applications from a simple POST request. This means that, on a practical level, WordPress can be the content management tool for an application or site written in any language.

This technology puts WordPress on the path to becoming a full-fledged application platform and opens WordPress up to the rest of the internet by allowing the platform to interact with other applications and environments.

If you're a developer who has been frustrated with WordPress's

administrative features, JSON REST API dismisses the need for developing on the WordPress backend. Instead, your development team can build an alternative WordPress admin panel on virtually any device or platform.

To learn more about this game-changing technology, check out the free ebook on JSON REST API and our beginner's guide to WordPress REST API.

3. THE WORDPRESS CORE IS SECURE (BUT DO TAKE SECURITY PRECAUTIONS)

" Security is not about perfectly secure systems. Such a thing might well be impractical, or impossible to find and/or maintain. What security is though is risk reduction, not risk elimination."

— From WordPress.org

Around 30,000 sites get hacked per day. Although not all of these attacks are carried out on WordPress, the platform is often targeted by hackers because of its popularity. Commonly reported on by the media, this often gives WordPress a bad rap and fuels the misconception that it's not secure.

On the contrary, the WordPress core meets most enterprise security standards, **as long as you keep its core up to date**. There are thousands of developers actively testing and patching any security vulnerabilities in the WordPress core software, and enhanced security features regularly roll out with each WordPress update.

In addition, security precautions must be taken on your end to harden your WordPress site. Laxity in security will only end up leaving your site vulnerable, despite the efforts put forth by WordPress. Because WordPress is regularly updated, **it's crucial that you keep your WordPress site, plugins, and themes up to date** with the latest security fixes or you may be leaving your site open to potential hackings.

Even the most popular plugin or theme may not live up to the security code standards of the WordPress core. Often, when a site is hacked, that site was not targeted specifically, but rather the hacker targeted a

widely installed plugin or theme with known security vulnerabilities.

Studies show that around 37 percent of the vulnerabilities that have been reported on WordPress came from core accounts, 52 percent from plugins, and 11 percent from themes. In addition to keeping the WordPress core up to date, it's important to take caution before installing a plugin or theme by doing your research to see if any have encountered security flaws in the past, and if that vulnerability was resolved with an update.

The security of your WordPress site can also be strengthened with other measures, like using robust security plugins, which are incredibly useful for ecommerce sites that contain sensitive client information. Dedicated hosting platforms and security specialists (like Sucuri) can also add an extra layer of protection for your site.

For more stats on WordPress and security, be sure to check out this infographic.

4. WORDPRESS IS A FREE, OPEN SOURCE PLATFORM

The costs of running a WordPress site yourself are fairly inexpensive. Because it's open source software, it's completely free to develop on WordPress. Your company can spin up new WordPress sites without having to think about licensing and copyrights.

And because WordPress is open source, you're not beholden to a proprietary solution, which can often make upgrades, updates, and integrations a massive headache–with open source, you're not locked in and are free to innovate.

If your company is looking to create multiple sites, it's cost-efficient to use a platform like WordPress so you can install and develop as many sites as you choose without charge.

While the WordPress software is free to run, develop on, and redistribute, the costs that will come from running your WordPress site will vary. For instance, hosting a site yourself or with a hosting provider creates additional costs, as does purchasing a domain name, and other requirements.

And while the majority of WordPress plugins and themes are free, some do come with a pricetag. In fact, there are many businesses that revolve around and profit from developing WordPress plugins, themes, and offering managed WordPress hosting. In addition, the resources required to set up a custom site are often higher than using WordPress.

5. SIMPLICITY FOR ADMINISTRATORS AND CONTENT AUTHORS

The WordPress interface is fairly straightforward and easy for content creators, marketers, and enterprise users to instantly start publishing media. It's also simple for your development team to add features that allow the content manager to focus on the purpose of his/her site, whether it be ecommerce, news reporting, corporate blogging, or an enterprise homepage.

In addition, extensive training with a content manager on how to use the administrative dashboard may not be necessary on your end. Because there's already a lot of documentation out there on how to use WordPress, the front-end user can easily get support from WordPress's large community when needed (although you may need to train system administrators on how to use new dashboard features that have been developed in-house).

6. WORDPRESS IS SUPER SCALABLE

WordPress is super scalable and ensures your site's traffic spikes don't cause it to crumble.

The platform has worked diligently to shake the perception that it's only for small websites and blogs. And the proof is in the pudding: WordPress can scale to meet the demands of the world's most high-traffic and complex enterprise websites.

According to BuiltWith, WordPress powers an impressive 27 percent of the 10,000 highest trafficked sites on the web. Meanwhile, 22 percent of the top 100,000 sites—that's roughly 22,000 sites in all—on the web use WordPress. If that wasn't enough, just shy of 23 percent of the top 1 million sites on the web in terms of traffic use WordPress.

That means WordPress can scale to accommodate millions of visitors without skipping a beat. And there are plugins that can help you scale even further. Plus, working with a managed WordPress provider can make your site even more scalable with a CDN and extra caching. Where you host your WordPress site also makes a difference in how scalable your site is.

FINAL THOUGHTS

In conclusion, before you decide on a CMS for your enterprise empire, be sure to evaluate the needs of your business. WordPress goes beyond blogging with its evolving robust technology used by many of the world's largest enterprises.

"When WordPress adopts modern technologies, the internet adopts modern technologies," said Scott Taylor, Senior Software Engineer at

The New York Times during a recent speech at WordCamp US.

WordPress has earned the trust of the world's biggest brands. Many of the highest traffic, most complex sites in the world trust WordPress because it is secure, open source, affordable, scalable, customizable, and backed by a vibrant community.
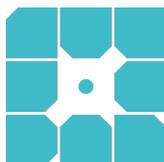
ABOUT WP ENGINE

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, and London, England.

BUILD YOUR
ENTERPRISE EMPIRE

Is your enterprise ready to join the world's biggest brands on WordPress? WP Engine is the enterprise WordPress leader.

Learn more at
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