WORDPRESS FOR PROFESSIONAL WEBSITES

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BY **WP** engine®

Contents

WordPress started out as a blogging platform. Since then, it has branched out into becoming a fully fledged content management system capable of running pretty much any kind of website.

Yet, its legacy still sticks. Even now that WordPress powers over 30 percent of the world wide web, you still hear people say that it is something for hobbyists and bloggers. The misconception that the platform is not suitable for professional websites is still out there.

However, nothing could be further from the truth. WordPress is fully suited for business purposes, even excels at it. Time to dispel those doubts, which is the goal of this White Paper. In the following, we will give you plenty of reasons why WordPress should be your go-to solution for running professional websites.

Let's get cracking, shall we?

Why Use WordPress for Your Business or Startup?

Let's find out how WordPress can meet and exceed the needs of websites that mean serious business.

Attractive Price Tag

WordPress' price point is one of the best arguments of using it: It is completely free to use for any purpose. You may download, copy, use, modify, and build upon the platform any way you want - without paying a dime, ever.

That's because WordPress is Open Source, meaning the software doesn't belong to any one person or company. Instead, it is managed by a crowd of professional volunteers who constantly work to improve it. Like similar projects such as Firefox, Android, or OpenOffice, this has resulted in a great product anyone is free to use.

Of course, the non-existent price tag is good news for startups and businesses who are on a budget. It creates a low entrance barrier to have your own professional website. The only thing you need to pay for is your domain, hosting and development. Costs you would face anyway, no matter which software you pick to run your site.

Excellent Support

As a business, your website is an investment. It takes considerable time, effort, and funds to get off the ground. Naturally, you hope to see a return on investment and not have to repeat the process in the near future. Therefore, your site needs to be based on technology that is future proof and won't become obsolete any time soon.

With WordPress there is no need to worry that that will happen. The platform has a large community behind it with a vested interest in keeping it going. For many of those who are involved in its development their livelihood depends on WordPress. Therefore, they constantly produce updates, patches and improvements.

5.0	December 6, 2018	Bebo Valdés
5.0.1	December 12, 2018	
5.0.2	December 19, 2018	
5.0.3	January 9, 2019	
5.0.4	March 13, 2019	
5.1	February 21, 2019	Betty Carter
5.1.1	March 13, 2019	
5.2	May 7, 2019	Jaco Pastorius

In addition to that, WordPress is by now 15 years old. During the course of its existence it has successfully been tested on myriads of websites and server setups. One of the main reasons for that is that it is based on mature technology like PHP, SQL, and JavaScript.

These and other factors have contributed to WordPress having been the fastest-growing CMS for nine years straight.

Content Management System of the Year 2018

WordPress

WordPress is the undisputed ruler of the CMS space. It is now used by 32.7% of all websites, more than all the other 600+ systems in our surveys combined. It is the fastest growing content management system for the 9th year in a row. Runners-up are Squarespace, which already made it in out top three last year, and Wix, which more than doubled its user base in 2018.

Result 2018	Winners of previous years	
1. WordPress	2018	WordPress
2. Squarespace	2017	WordPress
3. Wix	2016	WordPress
	2015	WordPress
	2014	WordPress
	2013	WordPress
	2012	WordPress
	2011	WordPress
	2010	WordPress

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In addition to that, there are official plans to take the platform to 50 percent market share and beyond.

In short, if you are worried that you will need to replace your WordPress website soon after launch, there is absolutely no need to be.

Proven Solution

One of the best arguments for using WordPress to power your professional website is that others are already doing it – with great success!

The introduction already mentioned that WordPress now powers almost a third of all sites on the Internet. With close to 2 billion sites in existence, that's quite a lot. Plus, there's bound to be a few among them that are used professionally, don't you think?

Not only that, the platform is also behind a third of the top 10,000 most popular websites on the web. Among them are such behemoths like Business Insider, Booking.com, and Forbes.

In fact, WordPress is the software running the presences of many famous brands, celebrities and sites. If it works for them, why wouldn't it work for you?

Many Existing Assets

We already touched on the many extensions the WordPress platform offers for professional websites. Among the most important are:

- Themes – They provide the visual design of your website and allow you to completely change what it looks like with one mouse click.
- Plugins – Similar to themes but for functionality instead of design. Can add anything to your site from a simple form over map functionality to detailed customization options.

The good news is that for both of these there are literally thousands of free options for many different purposes and industries. Just search what you are looking for and you are bound to find appropriate options.

In addition to that, a quick search on the Internet will also give you compilations of the best business themes and best business plugins so you can get started quickly.

In addition to the free offers, there are also plenty of premium themes and plugins. These come with additional features, premium support, and more useful stuff. They usually clock in somewhere around $50-$250.

If you consider that every theme or plugin saves you the money you would have to pay someone to create a custom solution, that's still quite a bargain.

Easy to Use

Ease of use is another strong suit of WordPress. The last thing you want to do while taking care of your business website is become frustrated by its user interface. Luckily, WordPress is nothing if not easy to get into.
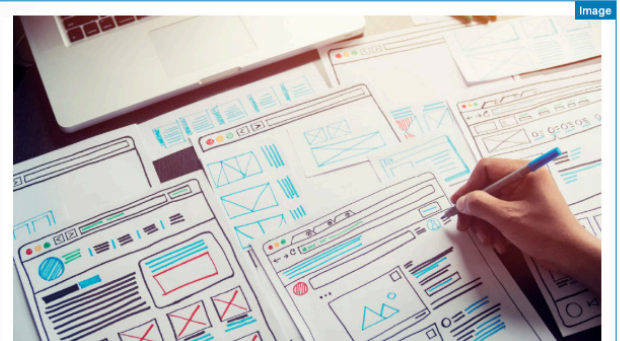
It starts with the setup process, which isn't called the 5-minute install for nothing. It's beginner friendly and easy to accomplish. Plus, most hosts now offer one-click installation for WordPress, which shortens the process even further.

After that, you are able to take care of your entire site via your mouse, no need to touch code at any time (unless you want to). This includes installing the aforementioned themes and plugins.

In addition to that, creating content with the WordPress editor is getting even easier now that Gutenberg is around.

WordPress for Professional Websites

WordPress started out as a blogging platform. Since then, it has branched out into becoming a fully fledged content management system capable of running pretty much any kind of website.

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The editor is easier to work with than Facebook and has detailed options for anything from text formatting to inserting images.

Plus, you are able to implement multimedia of many kinds. In fact, WordPress supports loads of different file types including jpg, .png, .gif, .pdf, .doc, .pptx, .mp3, .m4a, .mp4, .mov, .wmv, and more.

In addition to that, it comes with automatic embeds for many different sites. For example, including a tweet or YouTube video in your content is as easy as copying and pasting its link.

Trust me, if you have ever used the Internet before, you will be able to deal with WordPress easily.

Completely Customizable

As already mentioned, WordPress is an Open Source project. The Open is capitalized for a reason. Because the code is accessible and changeable by anyone, there is very little about the platform that you can not change to your liking.

If you know your way around HTML, CSS, JavaScript and/ or PHP (or have someone on your staff who does) the possibilities are endless. You can create customized page templates, change the design at will and add any functionality you want or need.

However, even if you are not technically inclined, thanks to page builders like Elementor, Divi, Beaver Builder, and Visual Composer, even non-coders can create custom designs via drag and drop. Not to mention, the thousands of available plugins that let you add functionality.

In addition to that, the platform integrates with pretty much anything the web has to offer. From popular payment gateways to email marketing services, a WordPress website is the perfect hub for your online imperium.

As a consequence, you can create pretty much any type of website you want. To name just a few:

- Business websites
- Blogs
- Portfolios
- Forums
- Mobile apps

- Chatrooms
- Galleries
- E-commerce sites
- Membership sites
- Job boards
- Business directories
- Non-profit websites
- Wikis and knowledge bases
- Auction and coupon sites

Don't worry if your type of site is not on the list. Whatever your needs, chances are there is already a WordPress solution out there.

Fully Within Your Control

One of the best things about self-hosted WordPress is also that your site completely belongs to you. While there are many offers for website builders out there including Wix, Squarespace and Shopify, they give you significantly less control.

1. You are unable to choose your own host. Instead, you are stuck with whatever the service is offering. You can not upgrade if you want or look for a better deal.

2. The functionality you can put on your site is limited by whatever is available on your plan. To get more features, you need to switch to a more expensive plan. Alternatively, you need to install a plugin that often comes with monthly costs.

3. You don't have access to the underlying code or (as in the case of Shopify) your site is built with a proprietary language. As a consequence, you either need to learn a new system or hire a specialized developer.

4. The content is not yours either. If you stop using the service, it's often very hard or impossible to transfer your site somewhere else. Therefore, if you want to change the system, you need to start from scratch.

In short, using a website builder is more like renting a site on someone else's server. In contrast to that, with a self-hosted WordPress site you have full ownership over your web presence and are free to do with it what you want.

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Collaboration Ready

Business websites are rarely administered by one person alone. Depending on the size of your company, you will likely have several departments or people responsible for different parts of it. If that is the case, you will be delighted to hear that WordPress is ready to accommodate your workflow.

First of all, the platforms allows you to control and delegate access on an individual basis. For one, there are built-in user roles and capabilities that determine who can do what on your site. For example, you don't need to give a blog contributor full back-end access. If neither of the default roles is right for your purposes, you are also able to craft your own via plugin.

In addition to that, there plenty of tools out there to make collaboration even easier. For example, plugins like Editorial Calendar or CoSchedule make the editorial process much smoother by giving you full control of the planning process within the back end of your website.
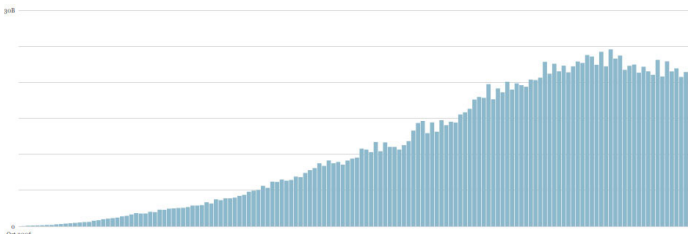
I mean, if it works for the New York Times, it should work for you.

Scalable to Any Size

WordPress is ready to power web presences of pretty much any scale, from small hobby blogs to millions-of-visitors-per-month behemoths.

How do we know? Because it's already doing so. Just think back to the examples above. A number of them are really big players with significant traffic.

In addition to that, WordPress powers entire multisite-networks with hundreds and thousands of sites. The best example is WordPress.com, which alone serves over 21 billion pageviews per month.

Plus, unlike paid platforms, there are no additional costs for growing your site. WordPress costs the same whether it is serving 100 visitors a month or 1,000,000. The only thing that will have to scale along is your hosting. However, with the plethora of WordPress-specific hosting out there, you should be able to find the right fit for you.

Highly Secure

Security is an issue for anyone running a website. However, it is even more so for professional websites. This is especially true if your site is handling sensitive information such as credit card data.
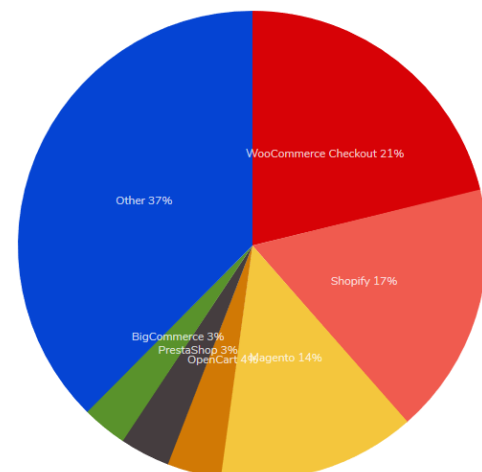
The good news is that WordPress itself is very secure. The platform has a dedicated security team made up of industry experts who constantly monitor it and swiftly react to any signs of vulnerability.

In addition to that, there are plenty of things you can do to make your site as secure as possible. First of all, there are many high-quality security plugins that help address common issues and harden your website against attacks with the click of a button.

If you use those and follow security best practices such as going with a good hosting provider, using secure login information and other common sense steps, it can reduce the risk to almost zero. And if you do get hacked, there are steps you can take to recover.

Ready for E-commerce

If your goal is to build an online shop, the WordPress platform also has your back. Not least because it is the home of WooCommerce, the most popular e-commerce solution on the web.

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It's free to use, widely extendable and full of useful features. You can read all about it in this beginner's tutorial.

However, that is far from the only WordPress e-commerce solution out there. Others are:

- Easy Digital Downloads
- Shopp
- Ninja Shop

Not only that, you are also able to create membership websites for recurring, subscription-based income. There are plugins for that, too. Or is affiliate marketing more to your liking? WordPress can do that as well.

In short, no matter what you plan on selling, WordPress helps you do it. Plus, it's much cheaper than using a closed platform like Shopify..

A Marketing Powerhouse

Marketing is one of the cornerstones of running a professional website. If you don't have the means to let other people know you exist, how are they ever going to find you? Fortunately, this is another one of WordPress' strong suits.

First of all, now that content marketing has become the de-facto standard of promoting your site, getting the word out is all about creating and publishing content. Luckily, with WordPress' roots as a blogging platform, it is the perfect tool to engage in this. The platform has everything you need including taxonomies, post revisions, and more.

In addition to that, WordPress is very SEO friendly out of the box. When you are using a proper theme, it will automatically produce markup that is easily understood by search engines to make sure you rank for the right keywords.

In addition to that, there are sophisticated SEO plugins that turn your optimization up to 11. For example, they let you control title tags, meta descriptions and everything else that's important. The most popular choices are Yoast SEO or All-in-one SEO Pack. You can also find out more about SEO and WordPress in this article.

In addition to that, the platform lets you use Schema markup to add more information to your search engine listings. This is especially useful for recipe or shopping sites.

Email marketing with WordPress is also a breeze. Thanks to plugins, the platform integrates with all major email marketing services such as MailChimp. Combine that with list-building plugins like SumoMe and OptinMonster and you are well on your way to collecting subscribers.

Finally, the WordPress platform also works well with social networks. They easily pick up site content for sharing. Plus, there are countless WordPress plugins out there to enable social sharing on your site.

Speaks Your Clients' Language

The internet is an international marketplace and a few years ago, the average small business probably would not have been able to compete on it. Yet, today, with WordPress, you can address your international clients and audience in their own language.

The platform has a number of high-quality plugins to serve your website up in any desired language. These include:

- WPML
- Polylang
- Weglot
- Multilanguage
- WPGlobus

For detailed information about how to make WordPress multilingual, check this article.

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Great Community

The final benefit of WordPress is the community behind the platform. Its ecosystem is huge with thousands of developers, designers, bloggers, and companies earning their income via WordPress.

Besides the number of available WordPress products, this means that help is readily available. Thousands of free WordPress tutorials and guides are just waiting to teach you how to get the most out of your site. In addition to that, there are forums, code snippets, online courses, seminars, webinars, and books.

Plus, if worst come to worst, help for hire is also not far and affordable. There are now dozens of marketplaces where you can find qualified help and WordPress experts.

In Short...

In the last few years, WordPress has become one of the go-to tools for professional websites. These days, no matter what kind of site you want and for what purpose, WordPress can help your realize it.

Above, we have listed many good reasons to use WordPress for your business site. Let's summarize them once more:

- WordPress won't strain your budget
- You are investing in future proof technology
- It's proven to work for some of the most well-known companies
- Lots of available extensions to choose from
- Easier to use than Microsoft Word
- Highly customizable to fulfill any and all of your needs
- You completely own your website and are free to do with it what you want
- Ready for collaboration and teamwork
- Scalable to whatever level you need
- Highly secure (if you know what you are doing)
- Ready for your e-commerce needs
- Has no problems being the center of your online-marketing machine
- Translatable and able to serve a multilingual audience
- Great community support that will never leave you stranded

That only leaves the question: will you choose WordPress for your professional site? We sure hope you do.

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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. torquemag.io

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 Limerick, Ireland, San Francisco, California, San Antonio, Texas, and London, England. wpengine.com

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