**EXERCISE 2**

**PROS AND CONS OF WORDPRESS in CONTRAST TO traditional web development**

**RICHA BAKSHI(056-225601) AND GAGAN KAPILA(056-214425)**

**CUSTOM WEB DEVELOPMENT**

|  |  |
| --- | --- |
| **pros** | **cons** |
| **1. Your design will be unique**  Have you seen several websites on the web with nearly identical design and layout? Chances are they’ve been created using a standard WordPress template. With custom web development from Xi Digital, we design your website from scratch and tailor it to match all your needs and desires.  With custom web development vs WordPress , the website will be absolutely unique to you. | 1. Custom websites take a longer time to create Building a website from scratch is definitely a longer process as opposed to simply using a pre-made template. It could take a few weeks or even a couple of months longer, but, at the end of the day, you’ll be rewarded for your patience. Great things take time. |
| 2. The website will be adaptable to your needs When we create a custom website for you, we design it to the specific needs of your business and ensure it matches your vision. Custom websites are more flexible as compared to WordPress templates. It’s a fact. Therefore, custom websites can have much more complex functionality, that works seamlessly, and it leaves more room for creative freedom. | 2. Custom websites are more expensive The main disadvantage of custom web development vs WordPress is its price. With a custom website, you aren’t using a pre-made framework; therefore more work is invested into creating the website of your dreams. The added value is coupled with a higher price tag, but you can be confident you are getting exactly what you want for your money. |

**WORDPRESS**

|  |  |
| --- | --- |
| **Pros** | **Cons** |
| 1. WordPress templates are budget-friendly If you are tight on budget, finding a WordPress theme to fit your website content may be a better option. WordPress templates are the most affordable option on the market. | 1. WordPress websites are not as flexible A template is a template. While using a WordPress pre-coded theme saves you from HTML and CSS headache, it also takes away flexibility or complex functionality. |
| 2. WordPress templates are quick to implement When you are using a WordPress website theme, much of the coding work is already done beforehand, meaning you don’t need to spend months to complete your web design project. Due to increased complexity, custom web development vs WordPress could take much longer to complete. | 2. The same WordPress templates are used by multiple businesses WordPress themes and templates are available to anyone on the web. This means that your main competitor could have their website looking EXACTLY the same as yours! Ouch.  Luckliy, with branding and custom web design from Xi Digital, you can rest assured that your presence on the web is absolutely unique. |
| ****3 User Friendly CMS:**** WordPress is a strong content management system because of its origin in blogging. It is very easy for an admin to navigate through the backend of their WordPress site, edit pages and upload new content. WordPress makes it simple to organize content without a lot of website management knowledge. | ****3 Updates:**** Installing updates is important to the health of your WordPress site, but can be a nuisance if not done thoughtfully. Premium WordPress themes are updated and improved often. These updates are important to maintain proper security on WordPress websites. Updates may bring some small problems to a website in which case you may have to revert to an older WordPress state.  To prevent this, at ArcStone we vet updates before implementing them across clients' sites and keep a close eye on each site after installing the update. This is part of why, if you don't have a developer or IT team, it might be best to have a professional host and support your WordPress site. |
| 4 SEO:  The importance of SEO best practices are at an all time high. WordPress does a good job of promoting these best practices. There are many SEO plugins available to help optimize content, meta tags, keyword focus and much more! Our plugin of choice here at ArcStone is Yoast SEO.  Having access to free plugins, like Yoast, means each WordPress site is SEO ready. There isn't a better platform than WordPress when it comes to SEO optimization. | 4 Vulnerability:  Being an open-source platform, WordPress is attractive to potential hackers. To mitigate this risk, again, it is always good to be knowledgeable in choosing plugins and themes for your WordPress site; always assess the quality of a WordPress plugin and install with caution. |
| 5 Responsive:  WordPress has thousands of themes available. Generally, these themes are very reliable when it comes to being responsive. With an increasing amount of internet surfing done on mobile devices, having a mobile-friendly site with consistency across all devices is very important to the UX; WordPress does a good job with this. Get some guidance in selecting your theme with "How to choose the best WordPress theme for your needs." | 5 Speed:  Certain themes contain a lot of unnecessary generic code. This can decrease the speed of the site and cause slow load times. Without prior WordPress experience it can be hard to understand what code you need and what code you can do without. Again, this is something an agency like ArcStone can help you navigate! |