Compare and contrast of HTML AND WORDPRESS..

To create a website from scratch and do it well, you'll need to hire a developer. A developer will use HTML, CSS, and sometimes Javascript to create web pages. Although it will require more time and money to build a website from scratch, this option will yield a custom look and personalized experience for your visitors.

## **What is a static HTML website?**

A static HTML website is composed of a library of HTML files — one HTML file for each page on the site. When a visitor lands on a static website, their browser makes a request to the server, and the server returns a single HTML file (and likely some accompanying style sheets and scripts) to display the page in the browser. A static HTML page looks the same to every visitor, and can only be changed if a programmer modifies the HTML code themselves.

## HTML/CSS/Javascript vs. WordPress

WordPress is a flexible CMS that allows multiple users to create and run a website. While this CMS uses the programming language PHP, most users can operate a WordPress site without coding. Customizing a WordPress site is simple compared to HTML sites which typically require a developer to make even the smallest change. On the other hand, HTML sites are easier to maintain as they don't have to be compatible with plugins that help a CMS like WordPress function properly.

## HTML vs. WordPress Speed

### **WordPress Speed**

The disadvantage of a WordPress site requiring PHP and a database is its impact on load time. Every time a visitor lands on your site, your server has to execute the PHP code and retrieve information from your database to display the correct information to the visitor. Because this requires more server resources than an HTML site, it can increase load time and delays.

### **HTML Speed**

As mentioned above, HTML sites do not require PHP execution or database queries to load. This means that if their code is optimized, HTML sites are faster out-of-the-box than WordPress sites.

There are several steps you can take to optimize an HTML site to ensure it's fast-loading. These steps include eliminating unnecessary white space, omitting comment sections, regularly caching your site's content, reducing the number of inline scripts, minifying and compressing images, using lazy loading for images, and more. It's important to note that many of these steps are website maintenance best practices which means they will also help reduce the load time of a WordPress site.

## HTML vs. WordPress Ease of Use

### **WordPress Ease of Use**

With WordPress, you can have ownership over your site without needing to code it from scratch or know how to code at all. You can easily create and manage content, change your site's appearance, and configure its setting in the built-in dashboard, and easily extend its functionality via plugins.

### **HTML Ease of Use**

Tasks that are simple on WordPress — like adding and editing content, extending the functionality of your site, and changing how it looks — will be much more difficult when building an HTML site. That's because you won't have a dashboard with built-in features and buttons, themes, or plugins to automate these tasks. You'll have to write the HTML and CSS yourself — or pay someone to do it.

## HTML vs. WordPress Price

### **WordPress Price**

As open-source software, WordPress is free to download and use. However, you will have to pay for a **custom domain name** and **hosting** to launch your site. You may also have to factor in any premium plugins or themes you want to install.

Although premium themes can cost up to $200 and plugins can range from one-time fees of $3.99 to annual fees of $250, these design options are most likely cheaper than hiring a web developer or designer to customize the appearance and functionality of your site.

### **HTML Price**

Let’s first consider the cost of building an HTML site. Hiring an agency to build and design your site from scratch will be the priciest option, costing tens of thousands of dollars. Hiring a freelancer will be cheaper but range dramatically, depending on their hourly rate and the duration of the project.

According to a custom quote by WebFX, hiring a developer to build out a responsive site with one to ten pages that are moderately styled would cost between $7,000 and $10,000.

## HTML vs. WordPress for SEO

### **WordPress for SEO**

WordPress enables you to easily customize your image alt-text, meta descriptions, headings, and custom URLs right in your dashboard so you don’t need to edit a single line of code.

### **HTML for SEO**

There are several ways you can optimize an HTML site for search engines — you just need to know how to do it.

Adding keywords in your posts and pages, linking to internal and external pages, and optimizing your URLs, heading tags, title tags, meta descriptions, and **image alt text** are all familiar best practices.

## HTML vs. WordPress for Blogging

### **WordPress for Blogging**

Although WordPress has evolved into a multi-purpose CMS, it was originally built to be a blogging platform. Therefore, it has lots of built-in functionality to help you easily create blog content

Using HTML and CSS, you can create even more complex blog posts than you can on WordPress. You can insert images, format headlines, add bullet points, create tables, display posts in your sidebar, and anything else you can think of — you’ll just need to write the code to make it happen