

## Exercise 2

<b>PROS</b>	<b>CONS</b>
<b>Relatively less expensive website development</b>	<b>It can be difficult to navigate through WordPress web design, development, and maintenance, especially if you don't have any prior experience.</b>
<b>A wide variety of professional themes</b>	<b>while the WordPress platform itself is free, using it efficiently relies on customization themes and plugins.</b>
<b>WordPress sites are mobile-friendly</b>	<b>Security is a big challenge for many users. The mere fact that WordPress is the most widely used CMS makes it a prime target for cybercriminals.</b>
<b>Search Engine Optimization Ready</b>	<b>It's not enough to simply install WordPress. You must install various plugins and themes to ensure that it functions properly.</b>

<b>You can easily update your site from wherever you are</b>	<b>SEO friendliness of WordPress can mean problems for people with no SEO experience.</b>
<b>Easy, convenient backlinking and syndication</b>	<b>The more of them you use, the higher the cost of using WordPress goes.</b>
<b>Great for eCommerce sites</b>	<b>The more plugins you utilize, the more compatibility issues you'll have to deal with.</b>
<b>Frequent upgrades to your site's capabilities</b>	<b>the content is marked into many categories or is over-tagged, Google flags it as duplicate content.</b>
<b>Best for aggressive online marketing</b>	<b>This can significantly affect your site's rankings on SERPs.</b>