**WORDPRESS WEB DEVELOPMENT**

WordPress is a free website building tool which was originally designed to create

blogs. Over the years, the tool has evolved and become a more complex platform

for building websites. One of the main reasons why people choose this platform to

create their websites is that it needs just basic web knowledge. You do not need to

be a pro in writing codes and programming languages or contacting a web design

agency to create a website. In fact, about 15% of all websites today have been

developed by the use of WordPress, and the number continues to rise. The

following are some pros and cons of this tool to help you make a decision.

**ADVANTAGES**

Creating a website by the use of WordPress takes a shorter time compared to

building it from scratch. This is because the CMS has already been developed and

so you will have time to concentrate on content and design. WordPress has a

library of ready-made themes. Instead of struggling to create your own theme, you

can just pick one from the library and change your website's look instantly.

WordPress provides a secure platform to build your site. This is because it's a large

community of developers that work together to detect any security loops or bugs in

the system then provide a security patch. WordPress constantly rolls out updates

which you can always download and install making your website more secure.

With WordPress, you can take care of search engine ranking with the many SEO

plug-ins for WordPress. With these plug-ins, you can make some basic SEO

additions to any site such as Meta Description, H1 tags, and Meta Titles. In fact,

some WordPress plug-ins can tell you how your site is well optimized for Search

Engine Optimization.

WordPress has responsive themes that help you make your site effective on mobile

devices, tablets, and PCs. These themes allow the user to have a positive

experience while browsing your site on any device. As we mentioned above,

WordPress started as a blogging platform. This means that it still has a built-in

blogging feature that allows you to easily set up and maintain a blog.

**DISADVANTAGES**

While it's great to pick any theme of your choice from the library, you may find it

difficult to customize the theme according to your preferences. In this case, you

will require services of an experienced web developer who understands the

functionality of WordPress.

While the platform releases regular updates and security patches, it is still

vulnerable to hackers. These hackers take advantage of the time of building these

patches to hack into your site and create a havoc on your website. WordPress

requires regular maintenance. They keep on releasing updates and patches each

year to combat hackers and pirates which may require some expertise in installing

them. If you cannot do it, you will have to hire a professional web developer.

In conclusion, both custom web design and WordPress have their own pros and

cons. You should decide on which method to use depending on your budget and

needs.

**COMPARING AND CONTRASTING WITH TRADITIONAL WEB DEVELOPMENT**

Many times, custom built websites are developed for large complex sites with

unique functionalities. To develop this type of website, you need to find a web

designer that specializes in creating custom built websites. The web design

company will use a programming language and framework to create the website,

and some of the languages they may use include PHP, ASP, Python, Laravel,

JavaScript, and Ruby.

**ADVANTAGES**

By developing a custom website, it will allow you to make it as unique as possible

while integrating some unique functionality that may not be possible when you use

WordPress.

A custom built website is more search engine friendly than a WordPress

website. This means that it can rank higher in search engines than the one

built with templates using a WordPress CMS. This is very important for any

business that wants to gain leads and increase conversions on the internet.

A custom built website will incorporate your company's branding by use of

design that is unique to your company. This makes your business stand out

from the crowd.

A custom built site is able to grow with the business. This means that if you

make any changes to your business in the future, you can always contact the

company that designed it for you to redesign the website.

A custom built website has more support than a website built from ready-

made templates. This is because it was built by a professional web designer

who specializes in all types of websites so if any bug or problem occurs, it

can always be fixed by the original developer.

**DISADVANTAGES**

Websites built from scratch are typically more expensive than those built from

WordPress. This is because they are customized according to your business needs

and require professional expertise. The process of creating a customized website

takes a lot more time than creating it using WordPress. Any changes to the site

may take time. You will have to rely on your developers time and availability.