



WordPress

The Most Popular Web Content Management System



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Outlines

- Content Management Systems (CMSs)
- The Most 5 Popular WCMSs In 2023
- WordPress Overview
- WordPress Key Features
- WordPress.org vs WordPress.com
- Simple Live Demo



Content Management Systems (CMSs)

- What Is CMS ?
- What Is WCMS ?
- Advantages of WCMSs (PROS)
- Disadvantages of WCMSs (CONS)
- When Is WCMSs The Appropriate Choice ?

What Is CMS ?

- CMS is an abbreviation for Content Management System.
- A CMS is a broader category that refers to software or a set of tools designed to facilitate the creation, editing, organization, and publication of digital content.
- Content in this context can include text, images, videos, documents, and any other type of digital material.

What Is WCMS ?

- WCMS is an abbreviation for Web Content Management System.
- A WCMS is a specific type of CMS that focuses primarily on managing and publishing web content.
- It is designed to simplify the process of creating and updating content on websites, providing features such as easy-to-use interfaces, version control, and workflow management.
- The primary goal of a WCMS is to streamline the web publishing process and enable non-technical users to manage web content efficiently.

Advantages of WCMSSs (PROS)

- **Ease of Use**

WCMSSs are designed to be easy to use, even for users with no prior experience in web development.

- **Less Expensive & Quick Development**

Several open-source WCMSSs, plugins and themes are free to download and install

- **SEO-Friendly**

WCMSS platforms often have built-in SEO features or plugins that help optimize websites for search engines and improving visibility.

Disadvantages of WCMSs (PROS)

- **Customization Limitations**

Some WCMS platforms may have limitations in terms of customization options, making it challenging to achieve highly unique or complex designs.

- **Security Risks**

Although most WCMS release updates, fixes, and patches regularly, widely used content management systems generally invite more hackers than websites that do not use a content management system or encrypted websites.



When Is WCMSs The Appropriate Choice ?

Scenarios in Which WCMS Is The Appropriate Choice:

- If you or your team members lack coding skills or technical knowledge, a WCMS offers a user-friendly interface that simplifies content creation, editing, and publishing tasks.
- If you own a small business with no highly unique or complex designs and have limited budget.

The Most 5 Popular WCMSSs In 2023



WordPress



WIX



Joomla!®



Drupal™

WordPress Overview

- WordPress is a free and open-source web content management system (WCMS) based on PHP and MySQL.
- 43.1% of all websites use WordPress.
- Approximately 810 million websites use WordPress.
- WordPress has a 64.2% market share among other CMS.
- Over 500 new WordPress sites are made daily.



WordPress Key Features

- User-Friendly Interface
- SEO-Friendly
- Themes
- Plugins
- Responsive Design (Delivery on Different Mobile Devices)

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

[Customize Your Site](#)

or, [change your theme completely](#)

Next Steps

[Write your first blog post](#)

[Add an About page](#)

[View your site](#)

At a Glance

[2 Posts](#)

[2 Pages](#)

[1 Comment](#)

WordPress 3.8.1 running [Twenty Fourteen](#) theme.

Activity

Recently Published

Feb 8th, 8:25 pm

[I am posting something newsworthy](#)

Jan 9th, 8:39 pm

[Hello world!](#)

Comments

User-Friendly Interface

- WordPress provides an intuitive and user-friendly interface, making it accessible to users with varying technical expertise

The dashboard is well-organized, allowing users to easily navigate and efficiently manage their:

- Website content
- Themes and plugins
- User accounts with different roles and permissions



SEO-Friendly

- WordPress is designed to be highly optimized for search engine optimization (SEO), allowing websites to achieve higher rankings in search results more easily.
- With built-in features such as customizable permalinks, meta tags, and seamless integration with SEO plugins, WordPress provides users with the tools they need to effectively optimize their content for improved search engine visibility.

on computer monitor

on iPad



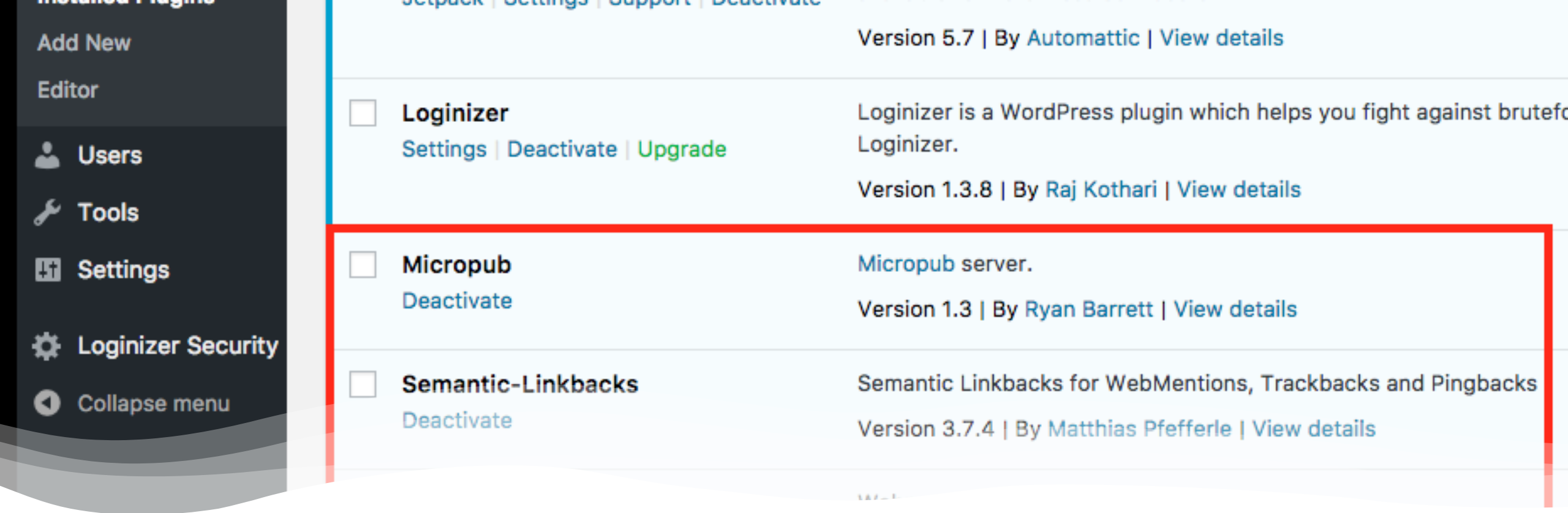
on mobile devices

Responsive Design

- WordPress themes are designed to be responsive, ensuring that websites adapt well to various screen sizes and devices.
- This responsiveness is crucial in the modern era where users access websites from a diverse range of devices, including smartphones, tablets, and desktops (Delivery on Different Mobile Devices).

Themes (Customization)

- Themes control the overall look and feel of your website.
- A vast library of themes is available, allowing users to customize the appearance of their websites easily.
- Themes range from simple blog layouts to complex designs suitable for business websites.
- WordPress also supports extensive customization through the Theme Customizer, enabling users to tweak various design elements.



Plugins (For Extended Functionality)

- The plugin architecture in WordPress is a standout feature, enabling users to add additional functionalities to their websites seamlessly.
- From SEO tools and e-commerce solutions to security enhancements, the extensive plugin repository provides a solution for almost every website requirement.



WordPress.org

VS



WordPress.com

WordPress.org

- Purpose

WordPress.org is the open-source software that provides the foundation for building and managing websites. It offers the WordPress content management system (CMS), which can be downloaded and installed on your own web hosting server. This allows users to have complete control over their website, including customization, themes, and plugins.

- Ownership:

WordPress.org is maintained and managed by the WordPress Foundation, a non-profit organization. The WordPress Foundation's mission is to ensure the long-term availability and integrity of the WordPress software.

WordPress.com

- Purpose:

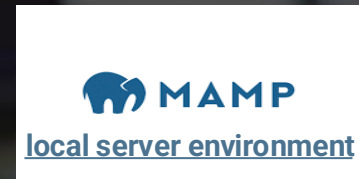
WordPress.com is a hosting service that provides a platform for users to create and manage websites without the need for separate hosting. It is a more user-friendly option, offering hosting, maintenance, and a variety of plans to cater to different needs.

- Ownership

WordPress.com is owned by Automattic, a private company founded by Matt Mullenweg, one of the co-founders of WordPress. Automattic is a for-profit organization, and while it contributes to the WordPress open-source project, it is a separate entity from the WordPress Foundation.

Simple Live Demo

We Need To Download & Configure:



An abstract graphic featuring two thick, curved, overlapping bands. The left band is a light blue color, and the right band is a light green color. They curve around each other, creating a central white space. The bands have a slight gradient and a soft shadow effect.

Thank You