EXERCISE

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.