# ADVANTAGES AND DISADVANTAGES CREATE AN E-COMMERCE WEBSITE WITH WORDPRESS

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# **ABSTRACT**

The subject of this report what is advantages and disadvantages create an e-commerce website with wordpress and explain how we should use wordpress. Building an e-commerce site with wordpress has its advantages and disadvantages. At some points, these advantages outweigh the disadvantages, while at others, the disadvantages may deter us from using WordPress. The purpose of this report is to explain the advantages and disadvantages of using wordpress while building an e-commerce site. And for concluding, it will explain how much these positive and negative aspects will affect our site. The result of the report tells us that while using wordpress by knowing its pros and cons will help us by making us advantageous at many points, using it unknowingly can lead us to dangerous paths.

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# **INTRODUCTION**

Wordpress is a highly popular content management system (CMS). With Wordpress, you can easily open blog site, news site or an e-commerce site. Wordpress has many tools to create an e-commerce website easily and useable. E-commerce is a sector that has been developed since 1995 and is still developing, created for individuals and companies to buy and sell products over the internet, which is used by many people today. E-commerce is a type of shop that is more preffered by people today because it is more advantageous than physical sales. Prices are lower than physical sales and it’s more comfortable to buy products online.Opening a physical store is much more expensive and difficult than opening a website. Wordpress provides you both cheapness and convenience when opening a virtual store. Of course, in order to get maximum efficiency, we also need to know the disadvantages.

The topic of my report is advantages and disadvantages of create an e-commerce website with wordpress.The purpose of this report is giving objective information about wordpress and e-commerce. It will be helpful because its gonna be objective information about all points of related wordpress and e-commerce. The purpose of this topic is those with sufficient software knowledge but little funds to create an internet store on their own can perform well with WordPress. They must, however, be aware of the advantages and disadvantages of utilizing WordPress for an e-commerce store.

My first aim is to give information about wordpress themes and pluign options, features and create a website with minimum knowladge and effort. And my second aim is explain the security and optimization problems of wordpress.

**1****.ADVANTAGES OF CREATE AN E-COMMERCE WEBSİTE WİTH WORDPRESS**

* 1. **THEMES AND PLUGIN OPTIONS**

Theme determines the appearance and functionality of the website by utilizing the WordPress platform. In some ways, the motif can be compared to an outfit. Websites can appear serious, dynamic, formal, infantile, informal, or amusing depending on the theme. Of course, the website's functionality and design change from one theme to the next. According to Stern (2010) Plugins are standalone code files that interact with the WordPress API to enhance WordPress in any way possible. Plugins and themes are in a mutualistic relationship with each other.(p. 20)

The key to making a usable e-commerce site is choosing the right plugins and themes. Your site will be faster and more useful if you use correct and useable themes and plugins. When choosing a theme or plugin, the most crucial factor to consider is whether or not it has been confirmed by a large number of people. WordPress rates themes and plugins. By using plugins and themes that have excellent ratings and are frequently used, we can make our site faster and more trustworthy. Checking the size of the theme and plugin is one of the most critical steps in picking the proper plugin and theme. These plugins and themes allow you to get paid from your customer and show them your product. We need to employ plugins and themes with as minimal storage as possible because huge themes and plugins can slow down our server.

There are paid and free versions of plugins and themes. Paid ones offer more benefits than free ones. But most of the time, we don't need to use paid plugins and themes. because in general, free plugins also allow us to customize our pages.

However, the paid ones can also offer us options without the need for customization. Therefore, if we have the budget for the work, we can also use the paid ones.

Sims(2018) Talks about For e-commerce, the plugin that most requires us to use in WordPress is WooCommerce. ‘Thanks to WooCommerce, we can list our products, change variations, and arrange shipping and sales for free. WooCommerce offered by WordPress is used by many different e-commerce companies around the world. This free application offers you many options for e-commerce (p. 44)

**1.2-CREATING A WEBSITE WITH MINIMAL EXPENSE AND SOFTWARE KNOWLADGE**

In WordPress, you don't need any software knowledge to design your site, because the wordpress community offers over 2,000 ready-made designs and themes for free, allowing you to edit these designs with a drag-and-drop command. Because you are integrating your own parts on an already built system (Sabin 2011). Thanks to the Wordpress admin panel, you can control what happens on your site without the need for software knowledge. You can edit products and remove them and add new ones without writing a single code (p. 27).

One of the most important points of Wordpress is that it can be made with a low budget. As Sabin(2011) mentioned in her books you can make your site work directly with a free theme. Thanks to the selfhosting feature of Wordpress, you can use your site comfortably with WordPress' own infrastructure without the need to pay hosting money to many companies. Compared to other e-commerce applications, this infrastructure of wordpress is very affordable and is the most logical option to start a cheap e-commerce project.(p. 259)

**1.3 WIDESPREAD USE OF WORDPRESS**

As Miller(2012) mentioned in his article, W3Techs reports that 70.7 percent of websites do not employ any kind of content management system (CMS). WordPress is responsible for %35 of all sites that use a CMS, which indicates that WordPress is preferred by 15.8% of all sites now online. This is a significant market share, implying that WordPress has a sizable developer community that is continually producing new plugins and participating in online Q&A forums(para 3).

*Figure1:* Add-ons preferred CMS in the world 2022

Chart, pie chart

Description automatically generated

*Note:* Adapted from: <https://trends.builtwith.com/cms> CMS Distribution in Top Million Sites (2022) (para5)

You see the most preferred Content Management System is WordPress in the world. As you can see in *Figure1* pie chart, The most used CMS is WordPress with %35, because WordPress is better than others with usability. Others (Magento,Shopify,Opencart,) with 54%. SiteXpress is %4 , and remaining CMS are %3 and below.

Thanks to its wide area of ​​use, we can find many helpful resources and ready-made designs while designing an e-commerce website today. The reason why WordPress is the most used CMS in the field of e-commerce is its functions and its simplicity in implementing functions. You see, WordPress is the most preferred CMS today.

**2-DISADVANTAGES OF CREATE AN E-COMMERCE WEBSITE WITH WORDPRESS**

**2.1. SECURITY PROBLEMS**

Security refers to the absence of risk or threat. When creating an e-commerce site, web security is crucial. Because the site indexes all of the records of the things you'll sell, including the card information of the buyers. In terms of web security, if your site lacks some sorts of protection, it is vulnerable. Web security, according to Stein(1997), is divided into three stages. The first is to keep the site safe from external threats, while the second is to keep it safe from sabotage threats. The final step is to upgrade the site's security by installing trusted certificates.(para6).

Wordpress is an Open source CMS. Since it is open source code, especially in plugins and themes, since there are open source codes, the developer who wants can add the items they want freely to these plugins and themes. In addition, according to Koskinen's(2013) research, it has been revealed that the plugin and theme rating system in WordPress has nothing to do with the security of plugins and themes. SQL injection is the only problem encountered in open source systems. Although we are careful when making an e-commerce site in WordPress, some plugins and themes we use can cause security vulnerability in this way(para3).

The most used application in the world as a CMS is WordPress. Therefore, the application that is most vulnerable to attacks and attacks is WordPress. Because WordPress is so common, hackers can search and find more ways to solve and break it. Shteiman(2014) in his essay states most of time he mentioned , you have no control over third-party applications like this. CMSs' popularity has benefited hackers by providing them with a far bigger surface area to exploit(para3).

WordPress security issues involve not only plugins and themes, but also encryption over the internet. In other words, if the SSL protocol is not properly implemented, user passwords and information on the online network may be hacked. SQL and SSL protocols are critical in this sense; however all systems have flaws, and these technologies are no exception. The flexibility provided by Wordpress’s panel can substantially increase your security margin of error.

Chart, pie chart

Description automatically generated

*Figure1:* Usage rate of versions used in wordpress (2020)

*Note:* Adapted from: <https://blog.cpanel.com/keeping-your-cms-safe-and-secure/> Rates of currently used versions in WordPress (2020) (para5).

You see the most preferred version in WordPress is version 5.3 , because people think it's more stable besides the others. The next version most used is 21.1, and 5.2, Remaining versions are %5 or below.

One of the most important purposes of WordPress constantly bringing new updates is to close security vulnerabilities in WordPress. And most of the people prefer to use the old versions because it is not stable yet, which makes the security vulnerabilities more. Therefore, keeping our version at the most up-to-date level while using WordPress will be the most logical option to get rid of these attacks.

**2.2. OPTIMIZATION PROBLEMS**

Optimization for Web Sites is to develop a site fast, secure and suitable for all devices. There are multiple ways to optimize your site. However, no matter how successful you are in optimizing individually, the system you use may prevent you from doing the optimization correctly. According to Contu (2016), Plugins and processes to be used in the optimization process should be low-requirements. Because high-requirement optimization systems, rather than speeding up the site, tire the site and create security vulnerabilities (para9).

The larger and more content-rich the site, the harder it is to optimize. WordPress offers us plug-ins while optimizing e-commerce site, as we do not have software knowledge. However, since these plugins themselves are heavy, they tire the site due to the use of cores on the site. Therefore, these plugins you download to optimize can cause bigger problems and confusion on your site. A person who creates a site with WordPress without knowing the software is required to use these plugins. However, when these plugins are used, various optimization problems may occur.

Sometimes, no matter how accurate and successful you make the optimization, this optimization may work on one device and not on the other. In order for the optimization to be successful, we must optimize it by making it compatible with both mobile and desktop. However, WordPress tries to have you do this manually at many points, and therefore, a person without software knowledge may have a lot of difficulty in this regard. When you install a plugin, this may not be enough for optimization, on the contrary, it may slow down the site.

**CONCLUSION**

This report is discussed what is the advantages and disadvantages create an e-commerce website with wordpress . I explained what theme and plugin mean and what they do.I also explained its use with minimal software knowledge, and detailed general usage of wordpress. Afterwards I detailed some security problems in Wordpress which is very important. And then I gave examples by explaining the optimization problems at the point of disadvantages of Wordpress. This important information shows us that if you want to set up your e-commerce site with wordpress, you should research about it and make up for your deficiencies. You should take advantage of WordPress, paying attention to optimization and security vulnerabilities. Therefore, it is very important to know the positive and negative aspects of Wordpress.

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