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WordPress.org

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You might not think of **WordPress** as [content management system software](#), but it does indeed function as one and acts as the framework for more than 18 million websites worldwide, according to its site. For non-technical online [business](#) people, WordPress is a great option. Known primarily as a weblog (at WordPress.com), it has been quickly gaining ground over the years as a massive community has helped develop it into more of a CMS.

Not only can you write and edit posts easily, you can also write, edit and easily add static pages. This means that you can choose the design, or look and feel, of your site and continue to add as many web pages as needed to create a content-rich website. Contrary to popular belief, you don't have to have the blog posts on the front of your WordPress website; in fact, you can set any static page as your homepage and have your blog inside the main site.

WordPress.org has numerous built-in applications: a blog, link management, dashboard, search engine, content syndication and user contributions. These all function smoothly as expected, though even more of the best applications are available as free plugins. The extensions currently included with this CMS should not go without mention, though. The user interface is quite easy to navigate and allows for quick content creation and management of the site as a whole.

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Due to the many layouts and designing elements available, you can create a website to fill a diverse range of needs such as:

- A news site or online magazine
- A gallery site
- A [portfolio](#) site
- An eCommerce site

Upon creating an account through WordPress, you enter into a world of opportunities. While the features built into the product suit it more for the purpose of weblogs, WordPress provides an excellent starting point for most small businesses entering the online world. The administrative interface is straightforward and allows for easy use right at the get-go. The learning curve for this CMS is quite low, which is how it has gained such recognition as a CMS. The name of the game is being user-friendly while still giving developers endless

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possibilities for extending the system, and WordPress does this well.

Since this system is an open-source application, it has been developed by a community of people who are genuinely interested in creating high-quality free applications. Plugins are small applications that add extra, and in some cases priceless, functionality to your site. These can be something as simple as adding new functionality to text formatting and embedding videos, or something as detailed as forums and reports.

WordPress offers many capabilities from a management standpoint. You can easily moderate all posts in their varying stages of production, from draft to pending review to published. As part of managing the content, you can review to which categories articles were assigned, the tags that were put into each piece of content for SEO purposes, and you can even review the stats associated with each post (i.e., total page views, average per-day page views and so forth).

This CMS gives you the ability to break the weblog structure and make your site into something that truly resembles a professional website. Through the Pages Manager, you can add regular web pages that aren't blogs and contain static information. These are ideal for creating locations for pages such as About Us, Pricing, Contact Us and more.

The Media Library allows you to quickly and easily upload images, videos and other multimedia [files](#) to your website. As long as you keep your files below one gigabyte (GB) in size, you shouldn't have issues with uploading them. All the files you upload through the Media Library are readily available for insertion in posts and pages that you make for your website, in addition to alternative text, captions and descriptions.

Basic security features provided through WordPress include SSL capabilities and content-approval processes. This CMS is specially designed for handling private data securely and improving the content workflow process. While it wasn't necessarily designed for eCommerce, it is something you can make a reality quite easily. Due to the light amount of coding involved with creating a website through this [content management](#) system, sandbox testing didn't feel terribly necessary, and it was obviously not a primary focus of the developers either.

WordPress has reached an astounding 14 million hosted websites because it offer what developers need in a CMS. It is a product that is easy to use and maintain that also offers a wide range of plugins that allow you to extend the purpose and capabilities of your site. What more could you ask for than the freedom granted you by WordPress? (Okay, other than having your site constructed and ready for launch.)

Support for this CMS is lacking in terms of commercial training and manuals, but that seems to be because there's nothing advanced enough to require this service. Online documentation is available in abundance, and it is well organized and easily searchable. In addition, you get to reap the benefits of the massive community base when you utilize the community forums.

One advantage to using WordPress is that you don't need your own hosting to run a site. They allow you to create your site directly through them, and if you want to expand the appearance and professionalism of your site, you can purchase a domain name, space upgrades and no ads. Professional hosting is a big deal with this CMS because that's part of its appeal – not having to install your own server or do anything other than add to your content library.

For user friendliness, fast setup and SEO options, WordPress is definitely one of the best content management systems out there. It has steadily worked its way up in the industry to become one of the great CMS behemoths to which few others can compare. This product is quite simple to use, and requires minimal to no programming knowledge while still offering myriad features to get your site off the ground in a flash. An active community of developers has helped create a veritable library of extensions that enable you to fashion your website into whatever you want. Odds are that if you can think of a design, **WordPress** can help you make it a reality.

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