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Wordpress Web Development VS Traditional Web Development:

Wordpress web development: WordPress (WP, WordPress.org) is **a free and open-source content management system (CMS) written in PHP and paired with** a MySQL or MariaDB database. Features include plugin architecture and a template system, referred to within WordPress as Themes.

Traditional Web Development : it refers to **the act of taking a Web Framework such as HTML, ASP.NET or PHP and building a website from the ground up**. This includes everything from setting up Database connections, setting up Database Tables, creating separate files for your Contact Us and Products page, the list goes on

PROS of Wordpress Web Development With Traditional Web Development:

SNo.	Wordpress Web Development	Traditional Web Development
1.	**No HTML Editing or FTP Software Required:** WordPress is a self-contained system and does not require HTML editing software (such as Adobe Contribute or Dreamweaver). We can create a new page or blog post, format text, upload images (and edit them), upload documents, video files, image galleries, etc. all without the need for additional HTML or FTP software.	**Programming software:** They are developed with programming languages such as HTML and CSS. A single web page is able to reach out to all devices. It's programmed to run on any operating system.
2.	**Search Engines Love WordPress Sites:** The code behind WordPress is very clean and simple, making it easy for search engines to read and index a site's content. In addition, each page, post, and image can have its own meta tag keywords, description, and title, and be optimized for specific keywords, allowing for very precise search engine optimization. We can also use tags to further enhance your search engine optimization efforts.	**Updates:** Unlike other types of apps, a traditional web app doesn't need to be updated often. It is linked to a website directly and gets updated to the most recent version. This is because developers make sure that code is happening in the code is common to all. So everyone who accesses the web app receives the same version.
3.	**The Design of the Website is 100% Customizable:** WordPress acts as the engine for our	**Customization:** Many developers find it easy to customize it. This is because it is easy to change the

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	website. The look of the site can be 100% customized so our brand can shine through on our site and provide a unique experience to our visitors.	interface. As a result, business operations can be done precisely with less effort. They are considered to be safe and secure since it is less likely to be hacked.
4.	**Have Multiple Users:** As an administrator of a WordPress site, we can set-up multiple users for the website and assign access levels and capabilities to each user.	**User Experience**: With responsive design, it's a lot easier and cheaper to make a web based system user friendly across multiple platforms and various screen sizes. It also secure for the client to log in.
5.	**A Blog is Built-in and Ready to Go:** Since WordPress was originally created as a blogging platform, blogging capabilities are built-in and are easy to integrate, if desired. Setting up RSS / email subscriptions to our blog, commenting capabilities, and automatically adding the most recent blog posts to other pages of the site (our home page, for example) are also very simple to set-up, and help to extend our company's reach and make our site more dynamic and interactive.	**Prices:** The most important benefit we can draw off from it is the price. Traditional Web app Development is the cheaper kind of app development. It consists of creating a link or several links between the application and an URL. Developing a native app or an interpreted app entails a higher cost but its chances to succeed are far greater. A web app development time is lower, hence lower price.

CONS of Wordpress Web Development With Traditional Web Development:

Sno.	Wordpress Web Development	Traditional Web Development
1.	**Need Lots of Plugins For Additional Features:** if we want to add features to our website, we have to search for plugins on WordPress. Some plugins are free and others come with a fee. Sometimes, the plugins found are out-dated and are no longer being used. For example, if we want to add Instagram feed on our website, we would have to download InstaWidget.	**Browser Support**: Unfortunately, we don't all use the same browser. This means during development we need to ensure our app is supported across a variety of browsers.
2.	**Frequent Theme and Plugin Updates:** In the digital age, things are constantly	**Device Access:** A single web App is able to reach out to all

	changing to benefit and improve the user experience. We would have to constantly log on to our site to review the dashboard to see if our theme or plugins need to be updated. This is something we can miss with other projects going on because they constantly need to be checked and updated. With all technology advancements, glitches and errors do happen. We can experience broken links or our site can crash.	devices. The website must, of course be programmed in a way it can be shown regardless of the device's operating system. If it's not a responsive website we could experience problems when displaying it on iOS, Android, or Windows phone.
3.	**Slow Page Speed:** WordPress is still a slow platform due to the all the added plugins, oversaturated databases, and codebases. However, those are not the only things that can slow down our website. Large images, a lot of wording on a page, and unreliable hosting can impact our website speed. Page speed is crucial to our website. We want a fast loading website so our audience doesn't get impatient and decide to leave, which can cause us to lose business because they won't see what we have to offer.	**Reduce Speed:** It will probably be slower than an application hosted on our company's server. We need to decide if a slight reduction in speed is worth the worldwide access.
4.	**Website Vulnerability:** Like all things on the internet, our website is susceptible of getting hacked and spammed. Due to the popularity of WordPress, it is the main target for hackers and spammers. Even if our agency downloads all the security plugins WordPress offers, it is not enough to keep our website safe. Our website will likely get spammed if we have a blog section that allows comments or if we have a contact us form. It can be time consuming to go through the comments and emails. Any website vulnerability can have a negative impact on our credibility and could potentially spread viruses to our users.	**Security:** There is no denying that our data is less secure when it's in the cloud, especially when users from all over the world are accessing the same server hosted by a third party. Although there are ways to reduce your risk, email encryption and SSL enforcement for secure HTTPS access are just two examples.

| 5. | **Poor SEO Ranking:** WordPress only offers limited SEO optimizing features in its packages, which is not enough to help us rank in Google. If we want to truly maximize our SEO efforts, then we need a stronger software and technology to outrank other medical practices in a competitive market. Additionally, we will need an agency that will target thousands of relevant keywords versus only a handful of keywords. Most agencies only do a handful of keywords, which isn't going to make an impact on our search engine rankings. With more relevant keywords, it will help our practice be found in the search engines by potential and current clients. | **Creates problem if website is not responsive:** The website responsiveness means the website data displays on every platform and every size of screens correctly. If our website undergoes any quite issue, our application is going to be in trouble too. For instance, if the web site's URL takes a while to load or if uncomfortable 'cookies' show up when entering the website, accessing it through the appliance will entail an equivalent issues. The matter isn't inherent to our web app. It's rather located within the website's development. |