

9 Reasons why WordPress is Still Popular

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In brief

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WordPress has millions of fans, and that's no coincidence. Most content management system (CMS) users opt for it, which has made it a website platform whose popularity endures. This article will share nine reasons why WordPress remains as popular as always.

1. It's Free and Customizable

WordPress is open-source, which means it's free and can be used for any site or project - business, nonprofit, commercial, hobbyist, blog, etc. It also means the platform is fully customizable. You can change and tailor everything just the way you like.

2. It's Versatile

You can use it for any project, from a simple blog to an eCommerce business. You can create forums and virtual classrooms, grow a company, run a social networking platform, or set up an online store with the CMS' WooCommerce plugin, specially created for this purpose.

3. It's Secure

WordPress takes security very seriously. As the most popular CMS globally, it's at higher risk of hacking and cyberattacks. WordPress hosting, specifically designed for this platform, features added security, which is a huge advantage.

4. It's Intuitive

It's easy to learn the ropes with WordPress, even if you're a beginner at website building. Newbies are more than welcome. To create a website on this platform, you only need to install a few plugins and choose a theme.

This isn't to say WordPress is basic and lacks advanced functionality. If you have time to spare, you can work with it and discover new customization methods. Eventually, you'll have complete control over the appearance of your site.

WordPress has a lot to offer experienced web developers as well. The foundation lets people with expertise build faster and far more efficiently than from the ground up. Of course, you will be just as experienced if you take the time and work, but you've got to start somewhere. You can find some helpful guides on how to install WordPress very easily.

5. It's Scalable

Scalability has always been a challenge when it comes to running a website. A CMS can suffer from traffic spikes and high volumes of content. While your hosting provider's role in scaling your site is critical, the CMS you use is no less important. Scaling is not a problem for WordPress, which powers some of the websites with the highest traffic in the world.

Website owners need more than a reliable CMS and web host if they want their site to be fast, no matter what. Some maintenance work is involved, and it's well worth any effort. And more good news...

6. It's Low-maintenance

All websites require maintenance, some more than others. With WordPress, you need to update your themes and plugins when you can, update the system as new versions emerge, make sure the site is fully secure and optimized, and manage comments if you allow them. In addition to this, you need to conduct frequent site backups.

It might seem like a lot to take in for a beginner, but in practice, none of these things will take up too much of your time. If you don't see yourself dealing with them, go for a managed hosting service.

7. The Site and Content are all Yours

You can take WordPress software and install it on your server of choice. You're not tied down to one specific host who might make trouble for you, like suspending your account.

You can always change your hosting service with WordPress. You own your content and can make any changes you wish.

8. It's Excellent for a Blog

Most people who want to expand their online presence go about it by setting up a blog. Initially, you want to focus on exciting content that will set you apart from the crowd. WordPress is an excellent choice because it's so easy to work with, leaving you time to focus on the content itself.

WordPress has always been about blogging at its core. It's easy to format text, manage your existing content, publish new content, moderate comments, etc.

Another reason WordPress remains so popular is continuous innovation. Despite being one of the first CMSs, its developers introduced the new Block editor three years ago. It has transformed the editing and blogging experience. It gives the user complete control over their post and page layouts, some of which help create truly breathtaking blogs.

9. Access to WordPress Hosting

WordPress hosting is for WordPress users, plain and simple. It's a good idea to look into this hosting if you want it to be optimized for a site on WordPress.

With WordPress hosting, you either have a one-click WordPress installation or it comes preinstalled. Another benefit is enhanced security for WordPress sites. However, as a downside, you must share resources with other WordPress users.

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