



3 Media Web

8 Ways to Get the Most Out of Wordpress

WHITEPAPER





WHITEPAPER

8 Ways to Get the Most Out of Wordpress

Way back in 2003, Wordpress was launched as blogging software and has seen many improvements over the years to become an extremely popular content management system that powers 22% of all websites.*

WordPress is an incredibly rich environment used to create complex, multi-purpose, content-rich websites. Having a WordPress website makes it easy to publish a blog and incorporate functionalities such as e-commerce, catalogs, and even app development. WordPress is an open-source platform, which means that developers are free to dig into the code to create their own features and functionalities, making it almost infinitely customizable to their clients' needs.



WordPress is a popular platform for a wide variety of commercial websites, and by some estimates, more than a fifth of the internet is built on WordPress. For such a complex platform, WordPress is surprisingly easy to use to update content or make other minor changes when the need arises. But to really make the most of all that WordPress has to offer, you need an expert web developer to show you the way. Here are eight ways a WordPress professional can make your life easier and your website more functional, more current, and more beautiful.

For such a complex platform, WordPress is surprisingly easy to use to update content or make other minor changes when the need arises.

1 Convert your old website to WordPress

Good WordPress professional web developers will be able to work on other platforms to convert non-WordPress websites to WordPress. They'll also know how to work with other content management systems and static HTML websites and provide the custom coding necessary to make all your content look great on your new WordPress website.

2 Tap into a community of WordPress specialists

Because WordPress is so popular, accessible and flexible, there is a vibrant community of experts who can work together to develop plugins and other features that deliver the results businesses need to succeed online. Hiring a professional gives you access to a network of developers who love to take your ideas and make them reality using the power of WordPress.

3 Move beyond content management

WordPress not only serves as a website and blogging platform, it supports e-commerce capabilities, product catalogs, social media plugins, email integration, form submissions and management, photo galleries, and a whole host of other features. This development has made it a platform on which to build applications. If you're looking to build apps to help your business, a WordPress expert has the knowledge you need.



4 **Make the most of your WordPress site**

A strong WordPress developer offers general Web support that includes making SEO suggestions and reviewing your website's content. Some may offer training to help get your employees up to speed on making routine updates or educating them on new features and functions.

5 **Guard your website against threats**

Look for a professional who has the experience to protect your website with the latest security plugins and industry best practices for WordPress and build them into your website from the start.

6 **Test, test, test**

Experienced WordPress professionals have a "sandbox" where they run tests on your website in a development environment to make sure any future upgrades are compatible with the website. They'll ensure that things are working the way you want them to before they update your live website.



7 Optimize

Skilled WordPress professionals will ensure that your website is hosted in an environment built and optimized for WordPress. If you have a problem, such as your website loading slowly or isn't responding the way it should to visitors, they'll troubleshoot to find out why. They will check for responsiveness, plugin conflicts, security and software updates, hosting problems and other likely culprits. Finally, they'll make sure you're taking advantage of all the best WordPress plugins and add-ons – such as: Wordfence for security, Yoast for SEO, Gravity Forms for online form management, and W3 Total Cache for thorough caching – to help optimize your website's performance.

8 Get dedicated support throughout your website's life

Your WordPress developer should be an expert on all things WordPress, capable of providing ongoing support to ensure that your website operates smoothly and effectively. If you have questions or new ideas, a WordPress professional will offer training and tutorials on WordPress essentials and can help change your website quickly and easily to make sure it's bringing the results you want.

Hiring a WordPress professional will help make your website the best it can be, while saving you time, money and headaches. While it's easy to become familiar with WordPress, a dedicated professional who has created many WordPress sites, will offer ideas and innovations for your company website that you might not have considered. Hire a web developer who will be your partner in creating a functional, current, and beautiful website using WordPress.

Source: [Wpbeginner.com](https://wpbeginner.com)





Ready to Take the Next Step?

Hudson, MA Headquarters

7 Felton Street

Hudson, MA 01749

📞 +1 (508) 845-8900

✉️ HUDSON@3mediaweb.com

Grand Rapids, MI Office

99 Monroe Building, Suite 200

Grand Rapids, MI 49503

📞 +1 (616) 258-2033

✉️ GRANDRAPIDS@3mediaweb.com