CDS®

Best Content Management System

WordPress

Best Content Management System – WordPress

A Content Management System (CMS) gives everyday users the ability to publish content on the internet by building websites without having to learn programming languages or write codes. There are tons of different CMSs available on the market today for unique scenarios and specific use cases and WordPress among that is the world's most popular CMS that powers 38% of the internet.

The platform supports everything and is virtually limitless with no restrictions on customizations where even non-technical users can take advantage. WordPress is a popular choice for tech-savvy users and developers.

WordPress has an extensive network of site owners, content creators, and developers who are active on community forums.

*Here the top reasons that make WordPress the best pick.*

Content builds relationships. Relationships are built on trust. Trust drives revenue.

– Andrew Davis

1. It's easy to customize (Even for non-developers)

WordPress can be effectively used by anyone and powers millions of sites around the world. WordPress can help anyone create beautiful, dynamic websites with its easy-to-understand options, simple user interface, and the functionalities present in its dashboard. Once the site is done and live, managing it is even easier.

WordPress constantly rolls out updates that can be installed with a single click such as the themes, better tools, and new plugins. WordPress is a conqueror compared to other content management systems.
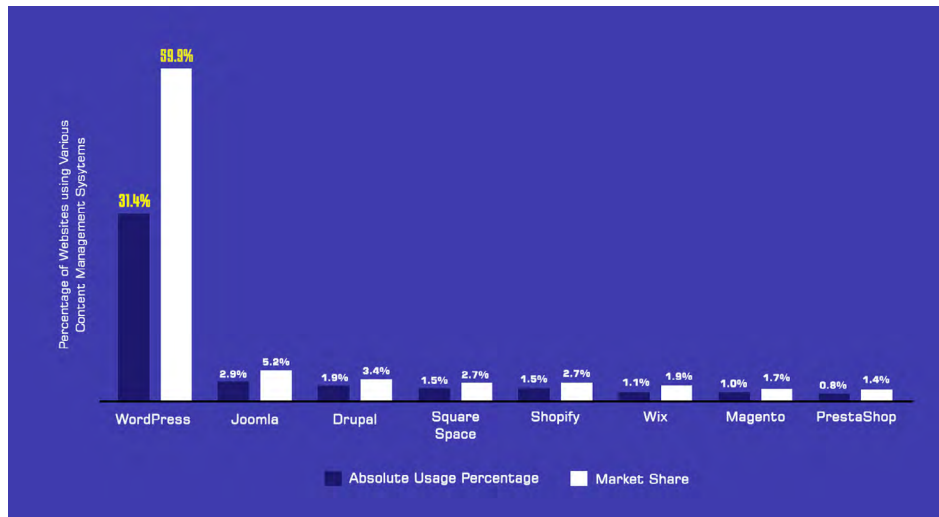

According to the W3Techs Web technology survey, WordPress is used by 59.9% of all websites for which CMSs are known. This is 31.4% of all websites.

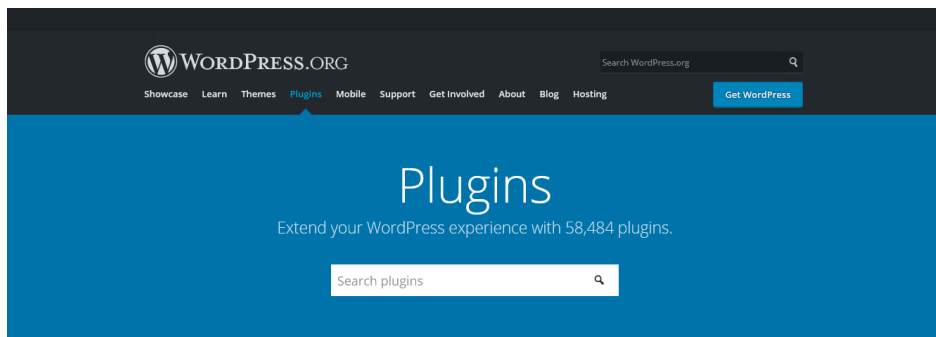# 2. WordPress themes and plugins

Themes

WordPress comes packed with plenty of new themes each day such as the pre-built themes, plus designers and developers. You can even find themes based on categories or your needs such as business, portfolio, blog, eCommerce, etc, and make your site look the way you want with all these choices.
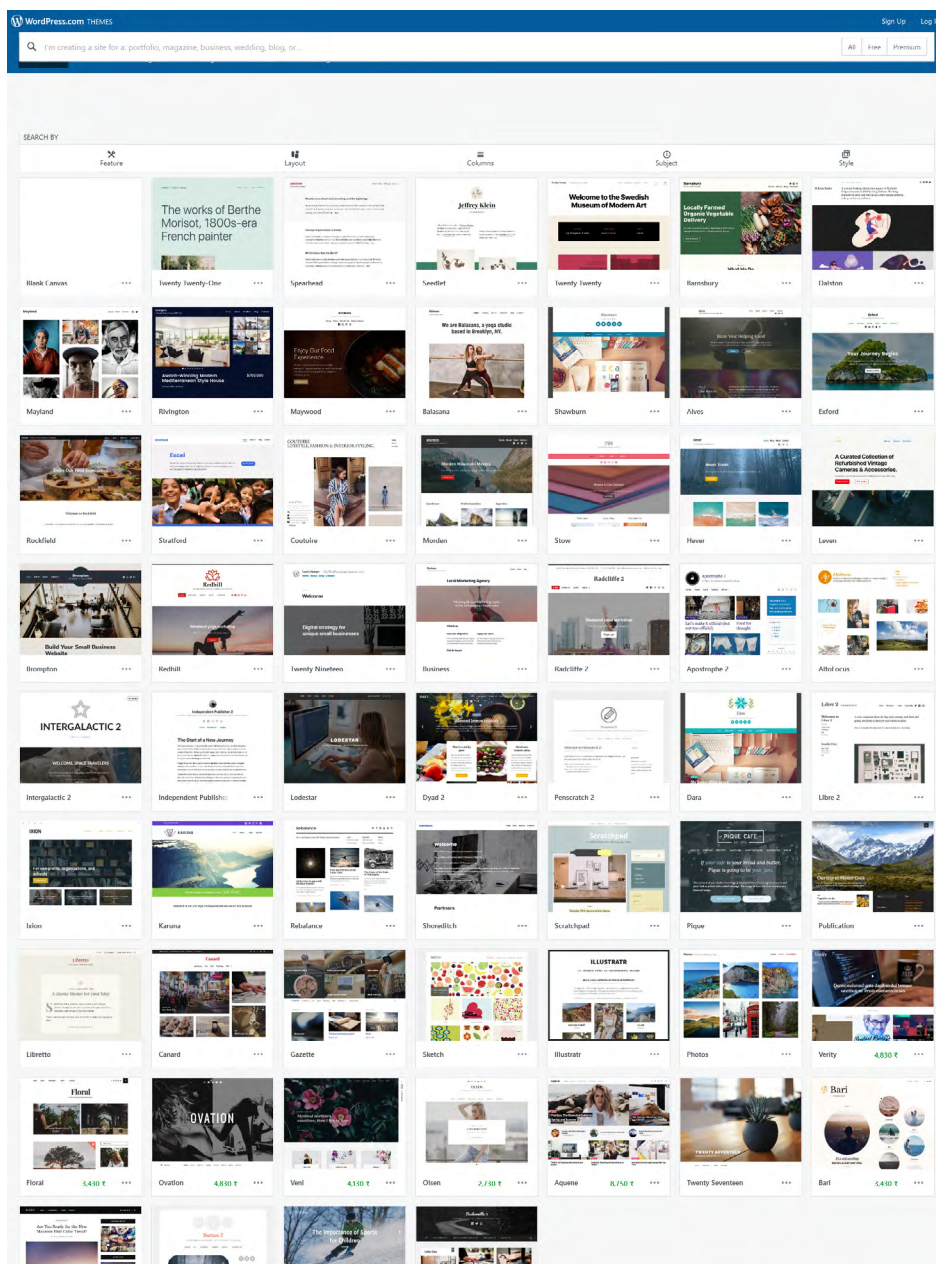
2.1 Plugins

WordPress also offers plugins for all your needs just like the heaps of themes. Some of the most popular ones include WooCommerce, Jetpack, Yoast SEO, W3 Total Cache, Google Analytics, Google XML sitemap, and much more.

The developers behind these plugins release updates regularly and are usually pretty active. These updates can increase your site's performance give your site more functionality. WordPress also gives users the option to deactivate or disable the plugins installed to keep the site optimal at all times.

3. Mobile optimization

These days an increased number of users are actively visiting websites through their devices in hand making it crucial for the website owners to optimize their sites for different screen ratios and fast-paced loading. When it comes to ranking, Google also prioritizes mobile experience for a site to show up in mobile search results. Most WordPress themes and some built-in WordPress functionalities come packed with mobile features for your site.
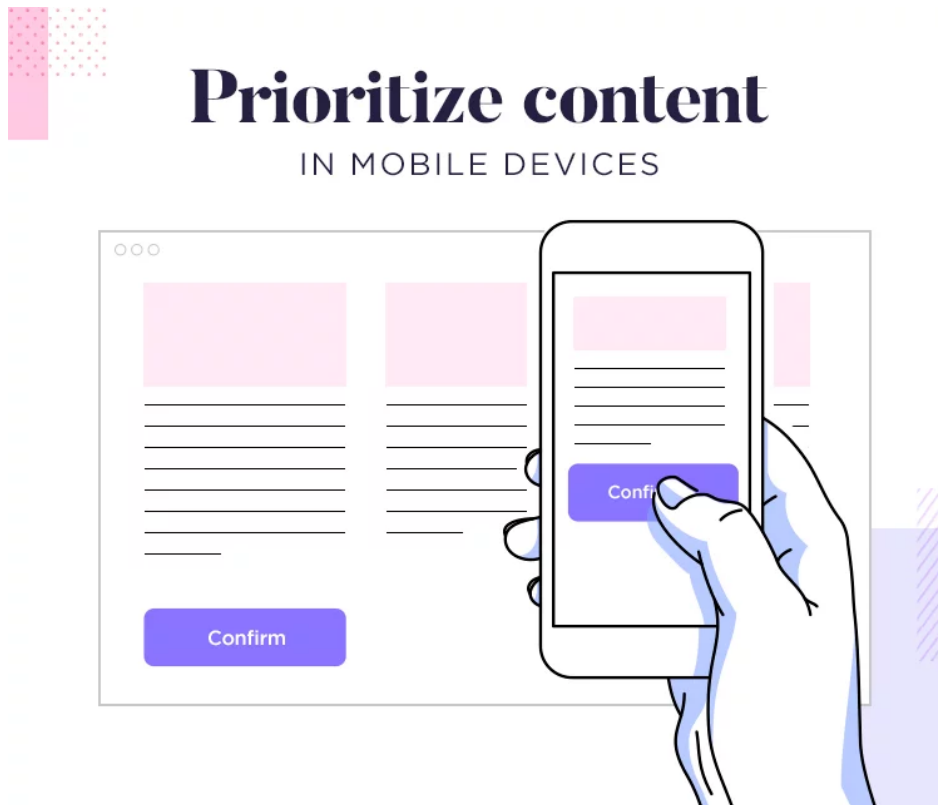

With no extra coding, most of these main features will naturally fall in place with a responsive WordPress theme. Users and search engines can easily access your site on all devices irrespective of the screen size.

4. Built-in SEO

One can bring thousands of users to one's website daily by rankings on top of the search engine result pages. Website owners are concerned with SEO (Search Engine Optimization) as it plays a crucial role in attracting new users. The top search engines such as Google and others have a few predefined parameters. And WordPress handles those parameters effectively that helps in ranking sites.

WordPress takes care of many crucial elements of a website and gives you an advantage with SEO.

- **Precise HTML markup:** It helps search engines easily understand the website's layout and content formats. The crawlers from these search engines make it even more compelling for users along with some of the latest HTML5 WordPress.
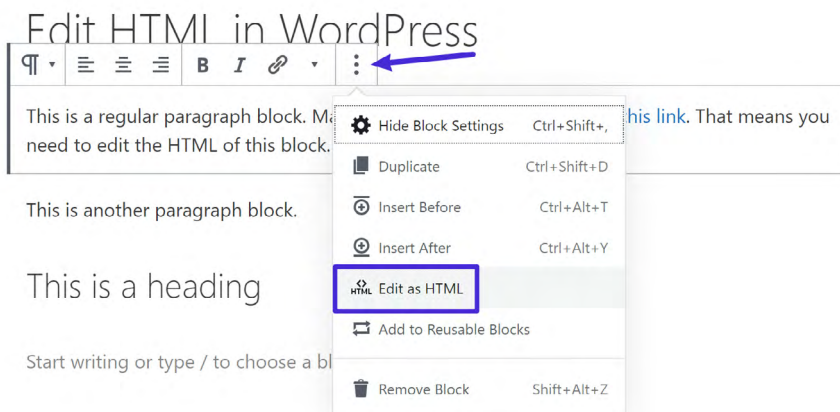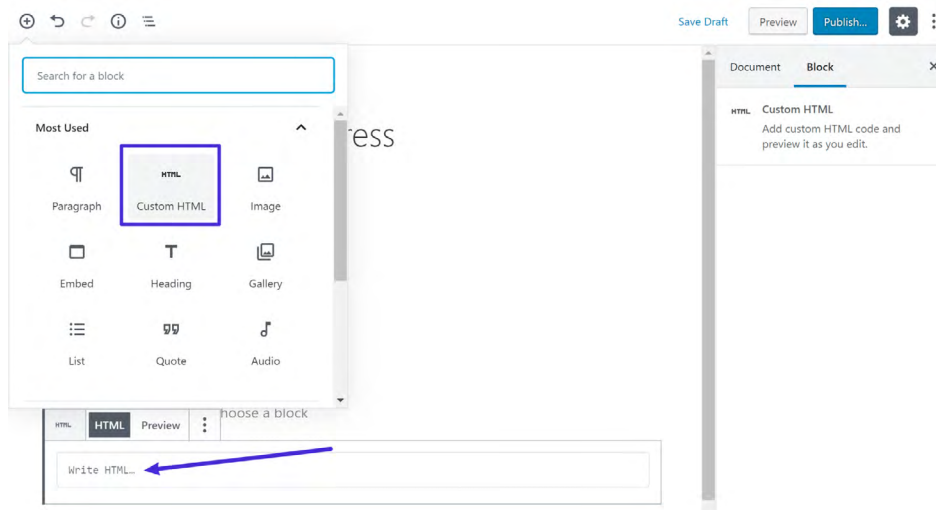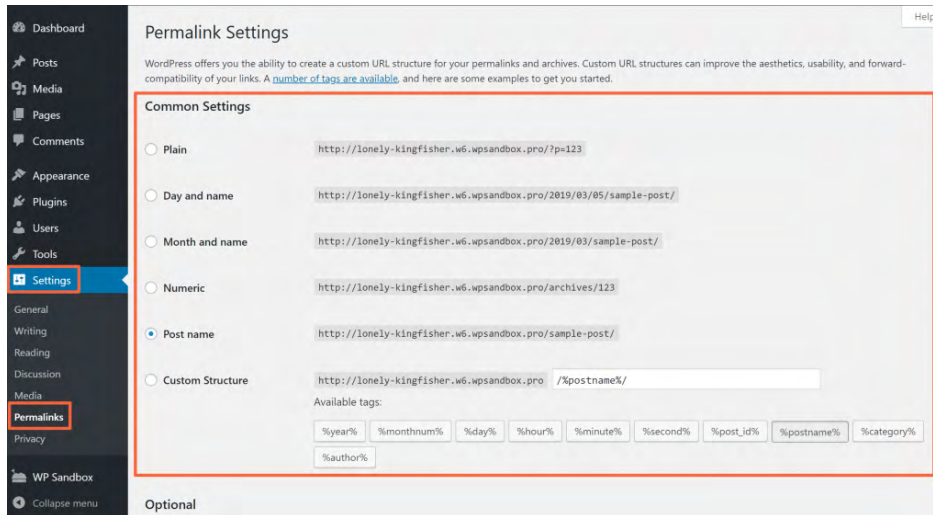
4.1 Content creation efficiency

The platform in WordPress is more user-friendly for content creators.
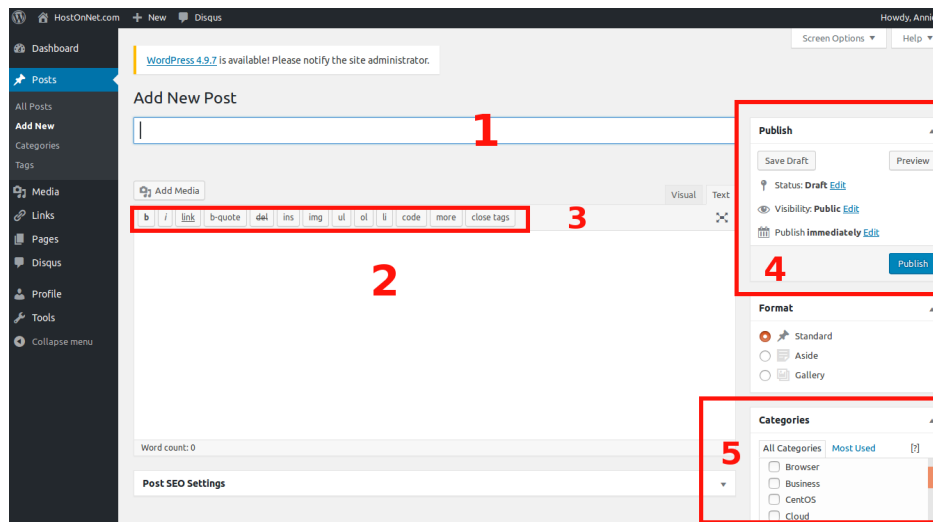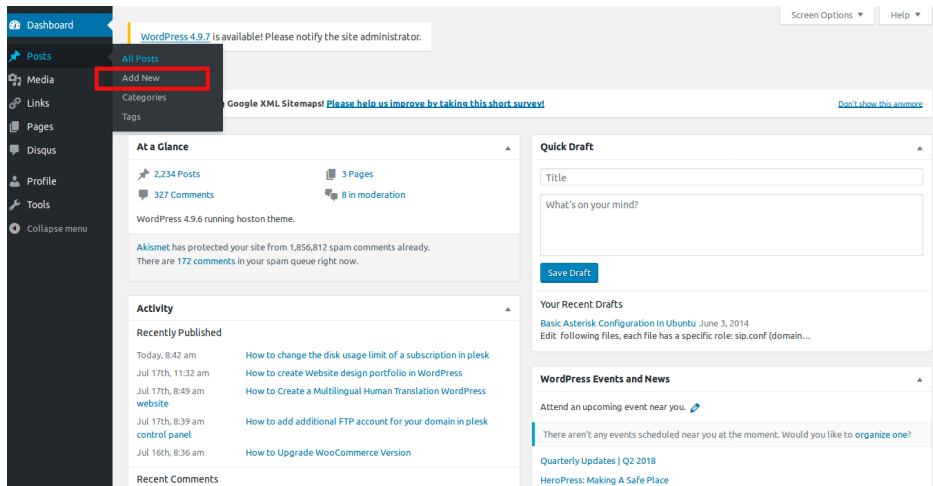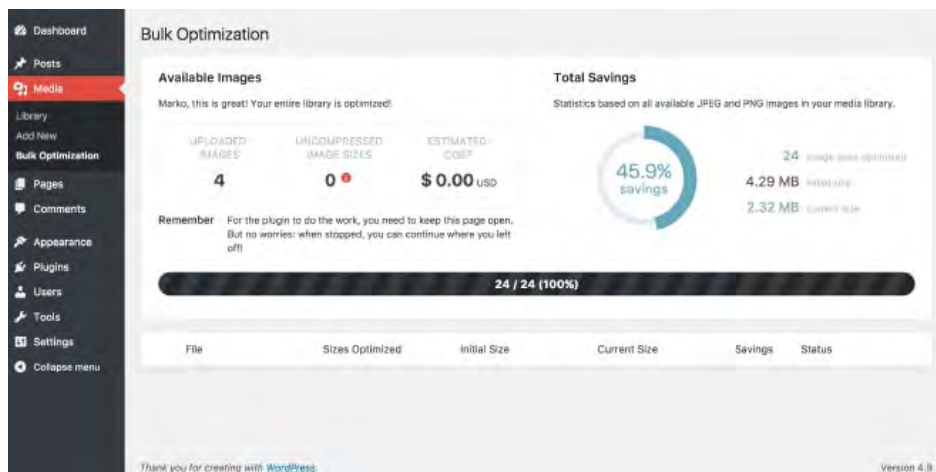
4.2 SEO-beneficial permalinks

WordPress makes it easy to customize the permalinks (which stands for permanent links) that are more beneficial and best utilized when they contain content-related keywords.

- **Image optimization:** The built-in editor of WordPress allows you to optimize images as they are crucial for your website.

5. WordPress security

WordPress maintains a high level of security and regularly releases security updates to protect your site from any vulnerability. By using themes and plugins that you trust and regularly updating your site to the latest WordPress version, you can greatly minimize security risks.

Open Web Application Security Project (OWASP)

WordPress Security Process checks

1. Injection

2. Broken Authentication

3. Sensitive Data Exposure

4. XML External Entities (XXE)

5. Broken Access Control

6. Security Misconfigurations

7. Cross-Site Scripting (XSS)

8. Insecure Deserialization

9. Using Components with Known Vulnerabilities

10. Insufficient Logging and Monitoring

> ## Security is a process, not a product.
> *– Bruce Schneier*

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