

A Customized WordPress Theme is a Sure Bet for your Business

WordPress is the internet's leading CMS (content management system) which essentially means that it's a tool to create websites on-the-fly from elements stored in a database. The primary advantage of using a CMS is that it saves a great deal of time, since otherwise you would have to create each page manually and individually.

When WordPress was launched in May of 2003, it was considered little more than a free open-source blogging tool. Over the years its full range of features and distinct advantages has seen it grow into the web's most dominant CMS, far outcompeting all of its counterparts by a wide margin.

There are currently over 60 million websites that are utilizing WordPress, including more than 20% of the internet's most frequented websites.¹ It's also by far the most popular blogging platform.² So what is it about WordPress that attracts web developers in such large numbers to embrace it?

Simplicity

One of the key elements behind the soaring popularity of WordPress is its ease of use. Many of its competitors are notoriously difficult to manage, even for experienced web developers. The great thing about WordPress is that once your website has been installed and personalized, it's extremely simple to maintain.

¹ ["With 60 Million Websites, WordPress Rules The Web. So Where's The Money?" *Forbes* http://www.forbes.com/sites/jjcolao/2012/09/05/the-internets-mother-tongue/](http://www.forbes.com/sites/jjcolao/2012/09/05/the-internets-mother-tongue/)

² <http://en.wordpress.com/stats/>

Even complete novices without any technical skills or experience managing a website can get the hang of WordPress quickly. The interface is self-explanatory and nearly everything that you could possibly want modified will be intuitive.

This means that you won't have to waste time performing tasks like designing new web pages or adding blog posts to your site. For users that will need to update their sites frequently, there's no easier way of doing so than with the WordPress CMS.

SEO Benefits

WordPress sites have a way of attracting attention from search engines, especially Google, in a way that other CMSs come up short. This is perhaps the single greatest reason behind WordPress being so overwhelmingly popular among small business owners.

There are actually several distinct reasons why having a WordPress website is beneficial for search engine optimization:

- **WordPress Code:** The simple coding allows search engines to easily scan all of the content on your site and index it appropriately. It also means your site will load faster, which is an additional factor search engines take into account when ranking competing sites.
 - **Meta Tags:** It's extremely easy to use tags to further optimize your content and help your site climb up in search results.
 - **Permalinking:** WordPress allows you to customize your URLs, so that you can insert your keywords into the titles of your web pages and improve your SEO on yet another level.
- Categorizing** your website with WordPress is another way that your site could easily be optimized for the highest possible rankings.

- It's **cheaper and easier** to optimize your site with WordPress, since you can make changes to all of your pages with a single click, rather than necessitating a manual edit on each individual web page.

Enhanced Functionality with Plugins

There are over 30,000 plugins in the WordPress database which allow users to expand the functionality of their sites. Basically, a plugin is a snippet of software that you can easily incorporate into your website that will add to its functionality beyond the ordinary features.

Plugins cover a very wide spectrum of features ranging from SEO improvements to moderating spam, boosting e-commerce, social media, and promoting interactivity with your users. Whatever your niche, you can be sure that there are WordPress plugins which will increase the effectiveness of your website significantly.

Another benefit of WordPress plugins is that the database is *constantly* being updated, and you can be sure that new plugins will continue to be released to keep up with emerging trends. With WordPress, you don't have to fear falling behind, since its popularity as a CMS platform is constantly growing.

Taking WordPress to the Next Level: Customized Themes

While it's true that many websites try to get by with a free template, the full benefits of WordPress only come into play when you take advantage of possessing a unique theme. Put simply, it's imperative that you take the extra step to implement a customized theme for your website to truly capitalize on the WordPress platform. Otherwise, you're simply leaving too much on the table, which can ultimately make the difference between an effective website and one that fails to convert.

As any experienced web developer can attest, customized themes have advantages over free templates in two distinct areas:

- **Branding:** Creating a successful website for your organization boils down to being able to brand your company effectively. Branding is about communicating a unique message to potential clients that will enable you to create space between you and your competitors.

It's hard to personalize your message when you're utilizing a *stale* theme used by thousands of other websites. A customized theme allows you the freedom to infuse the design with your brand's flair and personality, ensuring that it will be perceived by your visitors as a burst of freshness.

A free theme used by countless others will inevitably create an impersonal experience that will have a debilitating effect on your branding. Only a customized theme will allow you the flexibility to tailor a unique message to your audience that will leave a lasting impression

- **Full Control & Functionality:** When you're using somebody else's theme, it means that a lot of choices have already been made for you. Even basic elements of your website such as the layout and sidebars, as well as a plethora of other details will be set by the template.

The reality is that the only way to implement out of the box ideas is by having a web developer customize a unique theme for your distinct purposes. Depending on the specifics of your niche, there are likely elements that can only be incorporated into your website through a customization tailored to your specific needs.

Final Word: Customized WordPress Themes are Groundbreaking

Never before has it been so easy to maintain such a powerful website as with a customized theme on the WordPress platform! The website can be maintained almost effortlessly while its SEO value continues to rise, and an increasing database of plugins will allow you to continue improving your website painlessly. Even better, with a customized theme you'll have the added huge benefits of being able to expand your functionality and branding strategy, thereby taking full advantage of everything WordPress has to offer.

Suddenly, it's not hard to see why WordPress has been downloaded over 60 million times!