



WORDPRESS



ABOUT WORDPRESS CMS

WordPress is the premier solution for websites

WordPress is considered the easiest to use CMS thanks to a very friendly interface. It also has an amazing number of plugins which allow extension of its functionality in various possible ways.

WordPress is the top ranking CMS today and powers an impressive 30% of the web (and growing). 60% of all websites with a content management system (CMS) are built on WordPress.

If you look for WordPress design and development for website, don't go any further. We help companies use the potential of their websites, make profits and compete on the web.

Main benefits you get by using WordPress CMS:

- Stand out from your competitors and appeal to the customers with a custom WordPress design
- WordPress let's you easily make content changes, such as editing pages and creating news posts
- Built-in SEO optimization ensures people finds you through the search engines



Over 60 million people have chosen WordPress to power the place on the web they call "home" – join the family. **You can extend WordPress with over 45,000 plugins to help your website meet your needs. Add an online store, galleries, mailing lists, forums, analytics, and much more.**

ABOUT WORDPRESS CMS

WordPress Features (Overview)

WordPress is a powerful semantic publishing platform, and it comes with a great set of features designed to make your experience as a publisher on the Internet as easy, pleasant, and appealing as possible.



ABOUT WORDPRESS CMS

WordPress Features (Web Design)

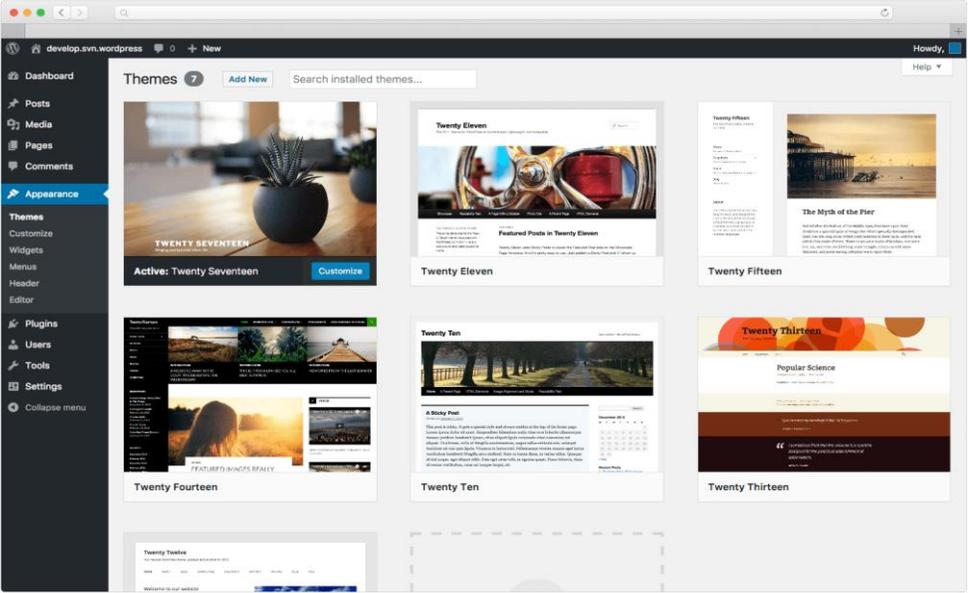


Showcase your organization with a professional designed website

We help companies use the potential of their websites, make profits and compete on the web. We've established a lineup of effective web design and development services to facilitate the growth of your business. When we design websites we focus on style, usability, web standards, SEO and responsive design (for mobiles/tablets).

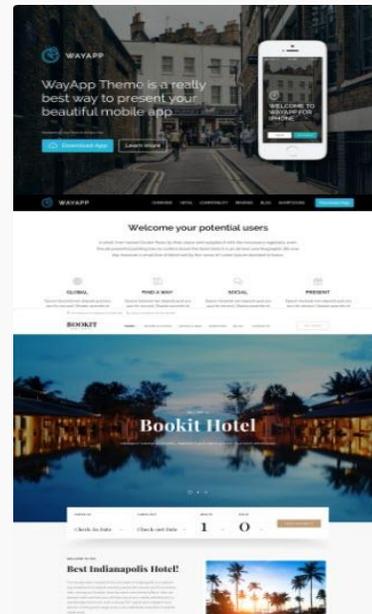
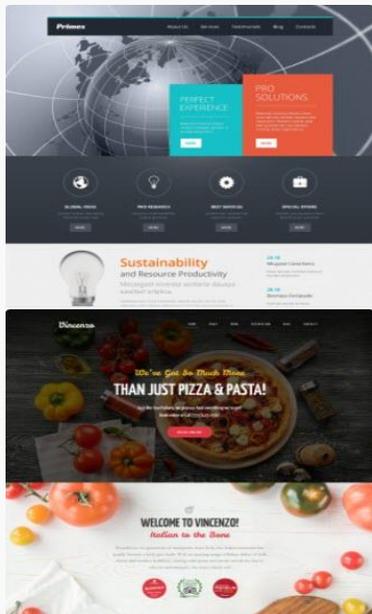
Trusted by the Best

Beautiful designs, powerful features, and the freedom to build anything you want. Over 60 million people have chosen WordPress to power the place on the web they call "home" — **join the family today!**



ABOUT WORDPRESS CMS

WordPress Features (Templates)



Choose from Premium website templates that perfectly fit your business
Innovation is what drives business, so that is where our approach to web design and development starts. To achieve even better quality of our services, we turn to innovative technologies, do research to foster best practices, participate and engage in trend analysis, have discussions about the future of web technologies, and balance these initiatives with customer needs. We think forward to **help you choose a website template** that exemplify the best combination of outstanding qualities. You take advantage of this getting an excellent and professionally made template for your website.

ABOUT WORDPRESS CMS

WordPress Features (Site Optimization)

Why WordPress site speed matters:

When a person lands on your site for the first time, you only have a few seconds to capture their attention to convince them to hang around. If your site takes too long to load, most people are gone, lost before you even had a chance.

Not only that, but Google now includes site speed in its ranking algorithm. That means that your site's speed affects SEO, so if your site is slow, you're now losing visitors - **we'll ensure that your site is designed in the most optimal way.**

CHOOSING A GOOD HOSTING PROVIDER

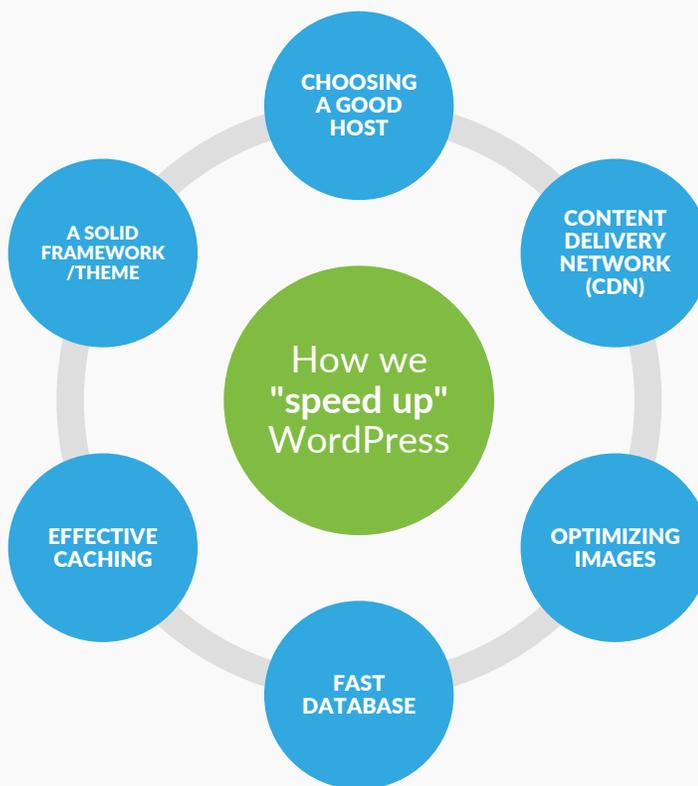
We recommend using Hetzner for hosted servers. **Hetzner Online** (estbl. 1997) is a professional hosting provider and experienced data center operator.

BUILDING THE WEBSITE ON A SOLID FRAMEWORK

We use the **Elementor Builder** for themes, landing pages, homepages, posts, portfolios, products and responsiveness/mobile on WordPress.

USING EFFECTIVE CACHING METHODS

The **W3 Total Cache** plugin improves the SEO and user experience of your site by increasing website performance, reducing download times via features like content delivery network (CDN) integration.



CONTENT DELIVERY NETWORK (CDN)

Essentially, a CDN, or content delivery network, takes all your static files you've got on your site (CSS, Javascript and images etc) and lets visitors download them as fast as possible.

OPTIMIZING IMAGES AUTOMATICALLY

We use a plugin called **WP-SmushIt** for this, it will process all of your images automatically as you are uploading them.

OPTIMIZE WORDPRESS DATABASE

We utilize the **WP-Optimize** plugin to optimize the database (spam, post revisions, drafts, tables, etc.) reducing their overhead.

WordPress Features (Search Engine Optimization)



What is SEO?

SEO is an acronym that stands for Search Engine Optimization. It's a strategy used by website owners to get more traffic by ranking higher in search engines.



Why SEO is important

If your content isn't optimized, search engines won't know how to rank it. When people search for the topics you write about, your website won't appear in the search results, and you'll miss out on all that traffic.



The Best WordPress SEO plugin

One of the best part about WordPress is that there's a plugin for everything, and SEO is no exception. Instead of installing separate plugins for individual SEO tasks - **we will help choose the best WordPress SEO plugin for your website.**



ABOUT WORDPRESS CMS

WordPress Features (Social Media)



Integrating Social Media with WordPress

Social media transformed the way that people share information online. For website owners, services such as Twitter and Facebook present an opportunity for their articles to reach hundreds or even thousands of people instantly.

There are many plugins for Social Media integration in WordPress. **We'll help find the one that best suits your needs.**

- 1 The **Ultimate Sharing** social media plugin let's you add share icons for RSS, Email, Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, YouTube, 'Share' (covering 200+ other social media platforms) and upload custom share icons of your choice.
- 2 The **Social Media Widget** is a simple sidebar widget that allows users to input their social media website profile URLs and other subscription options to show an icon on the sidebar to that social media site and more that open up in a separate browser window.

ABOUT WORDPRESS CMS

WordPress Features (Security)



WEB APPLICATION FIREWALL

REAL-TIME THREAT DEFENSE

BLOCK BRUTE FORCE ATTACKS

COUNTRY BLOCKING

ADVANCED MANUAL BLOCKING

Wordfence is the best security plugin to protect WordPress websites

Powered by the constantly updated **Threat Defense Feed**, **Wordfence Firewall** stops you from getting hacked. **Wordfence Scan** leverages the same proprietary feed, alerting you quickly in the event your site is compromised. **Wordfence Live Traffic** view gives you real-time visibility into traffic and hack attempts on your website. A deep set of additional tools round out the most comprehensive WordPress security solution available. **We'll help configure it for your website.**

ABOUT WORDPRESS CMS

Why should you choose WordPress?

WordPress is super flexible and can be extended by using plugins. There are thousands of free and premium plugins available for you to use. Not only can these plugins add extra functionality to WordPress, there are lots of plugins which can add a whole new platform to your WordPress site.

The best part about WordPress is that it's easy to use and flexible enough for just about anything. That's the main reason why WordPress has grown so much in popularity.

WordPress comes with built-in updater that allows you to update your plugins and themes from within your WordPress admin dashboard. It also notifies you when there is a new version of WordPress is available, so you can update it by just clicking a button. **WordPress is easy to manage!**

Due to its robust features, many of the top brands use **WordPress** to power their websites including but not limited to: **Time Magazine, Google, Facebook, Sony, Disney, LinkedIn, The New York Times, CNN, eBay**, and more. The reason why people quickly adapt to WordPress is because it is easy to use.

Top 5 reasons for using the WordPress CMS platform to host your website:

- **Easy to learn and use**
- **Modern and up-to-date user interface**
- **Extendable by using themes and plugins**
- **Can be customized and tailored to your needs**
- **Safe and secure website platform**

WordPress is a flexible CMS solution for your website!

Questions about WordPress

1

Which other cost do I have to consider for the implementation of WordPress?

The basic installation of the system is included in the service cost. Other implementation costs such as configuration, employee training, data migration, detailed adaptation, development will vary depending on the size of the implementation and the usage of the system. **Get in touch with us for a detailed quotation.**

2

Can WordPress be integrated with other third-party systems and solutions?

Yes, there are many plugins available to facilitate this. Our implementation team has already made connections to well known systems such as **Amazon, DHL, EBay, WooCommerce, PayPal, Stripe, QuickBooks Accounting, MailChimp**, and many more. We can also develop connections to other third-party systems and platforms.

3

How long does it generally take to complete implementation of WordPress?

Implementations with default plugins can take somewhere between **3 to 5 days**, this will vary depending on the type of business and on a "case to case" basis. Another part of the implementation is the customization – this is the part where the estimation solely depend on the modifications/design you want.

4

Can I manage WordPress from a mobile device when I'm out of the office?

Yes, with the **WordPress Mobile** app you can access blogs, widgets, plugins and update your pages at your fingertips - you can access them from anywhere to keep watch on your website. WordPress Mobile is a native mobile application **available for Android and iPhone.**



GET IN TOUCH

CONTACT US

To learn more about our service offerings and industry expertise, or to have one of our consulting professionals contact you directly – you can get in touch with us using the channels listed below.

Carolina Wosiack

Director Digital Consulting at Viderity

cwosiack@viderity.com

855.851.9133



Thanks for your attention!