15 Reasons to Use WordPress for Your Business Site

Search Engine Marketing

Other than the fact that *Google Loves WordPress*

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1. **Its Very Easy to Set Up**
   WordPress is so simple and fast to install that anyone can can do it. The process has got even easier when you use Fantastico auto-installer which comes pre-installed with your hosting package. Sweet!

2. **It's Free**
   WordPress is open source software which is free. That means you pay zilch, nada, nothing for your website software. Not bad!

3. **No Programming Skills**
   You don't need any expertise or experience and you certainly don't need to write any code. If you can manage a word document, cut and paste, change the font size etc, you can create your own posts and pages. It is that simple in WordPress!

4. **Choice of Themes**
   Currently there are 1,400 unique and free themes to chose from so you can easily stand out from the crowd. Once installed you can further customise your template by changing its layout, colour and features which can all be done in the admin on your Dashboard. The possibilities are limitless, there's nothing holding you back!

5. **Choice of Platform**
   WordPress started life as a blogging platform. You created posts and encouraged your audience to leave comments. But, now you have the choice to create either posts or pages. A page is a permanent piece of information and is hooked up to your navigation bar. So, for example your list of services might be anchored in this way. Either way, you choose the purpose of your web presence, blog or website, you can even incorporate the features and functionality of both. Now that's genius!

6. **Plugins**
   You can dramatically extend and customise the functionality of your site via the large selection of plugins. For example, Akismet is an anti-spam plugin, its free and already comes with your WordPress package. There are literally thousands of plugins to choose from, most are free and some you do pay for, but you are only talking about a few pounds. It won't break the bank!

7. SEO Friendly

You can add tags, keywords and categories to all of your posts and pages, making it easier to be found by the search engines. You can install Google XML Sitemap (a free plugin) which ensures that you get indexed quickly and because it's Googles' own sitemap - what can we say, we always love our own!

8. Cost effective

You can update, add, delete or customise your content as often as you want - no need to pay a techie. With WordPress, you are in control, so whether you need to add a new item to your shopping cart, or change the price, you just go to the Admin Dashboard and make the changes now and for free. No waiting around and no costly bills. Sweet!

9. Social Media Platform

Blogging was the very first social media tool, way before Facebook, Twitter or MySpace etc. With a WordPress blog you can interact with your market on your turf. It allows you to post, invite comments, test the level of interest in future products/services etc. By interacting with your customers in this way, their feedback is invaluable. You also have total control over which comments are posted, or even disabling the 'allow comments' feature in the Admin section on the Dashboard. Either way, you decide, your turf, your site - your rules!

10. Multi-User Environment

WordPress is designed to allow more than one person to work on a project at the same time. From the Admin Dashboard, you can set up your team members with their own logins and passwords and different authority levels. That way you see who did what and when - total control!

11. Great Support

Due to the popularity and number of WordPress sites, there is a lot of support online should you have a technical problem and hit that preverbal brick wall. You can try the WordPress Forum or just Google your problem - either way, you always get a solution and fast!

12. Analytics

Checking your stats with Google Analytic is easy. After you have created your account with Google, just place the code they give you into the plugin and you're done. Easy!

13. Easy to Migrate

No more migration nightmares. The process of migration with WordPress is as easy as telling them which blogging platform to access and import from. All your previous posts and comments in another platform will be moved in a relatively easy process. Go to 'Import' under 'Manage' on your Admin Dashboard and that's it!

14. Stay up to Date

Developers are constantly creating new themes and new features. So, even if your site is only 12 months old, it could be time for a freshen-up. Why not have a new look, we spring clean our homes, send the car in for it's annual service - why not our website? It's free, quick and easy to do!

15. Its Scalable

As your business grows, so can your WordPress site. Add new services, products and items to a shopping cart - the options are endless. And all in just a few clicks. Adding videos and images to a page or post you are creating are also simple to do.

All in all, its a 'no-brainer' using WordPress for your business site. All you need is somewhere to host it - a dedicated WordPress hosting service here in the UK with WordPress servers based in London. And that's where we come in.

Check out our hosting plans at http://wordpresshosting.uk.net/wordpress-hosting-plans/

Every hosting plan gets the list of essential free plugins to have on the site. And with support when you need it. Prices start at £3.99 per month or £39.99 per year, that's all. The days of business websites and monthly hosting being very expensive are gone.