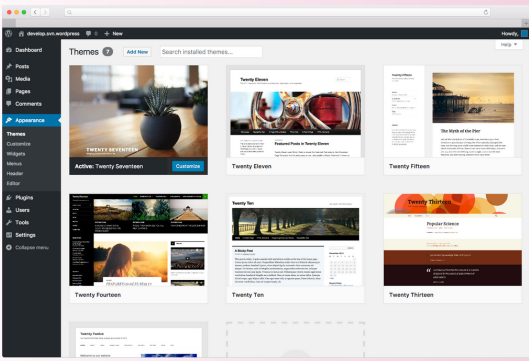


WHAT IS WORDPRESS

A WEBSITE CREATION TOOL



WordPress is an online, open source website creation tool written in PHP. It is the easiest and most powerful blogging and website content management system (CMS) in existence today.

WHAT CAN WORDPRESS DO?

WordPress is an excellent website platform for a variety of websites. From blogging to e-commerce to business and portfolio websites.



WHO USES WORDPRESS?

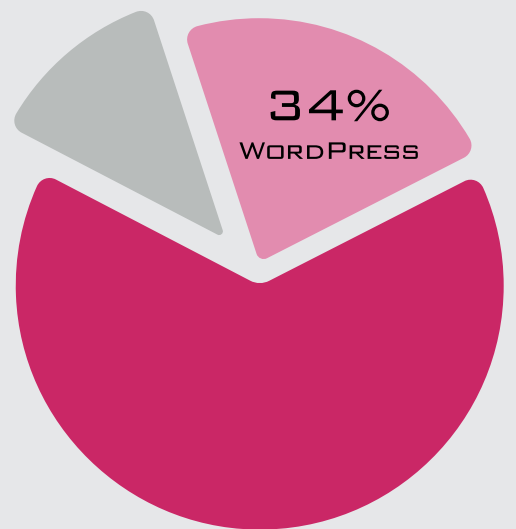


Many famous blogs, news outlets, music sites, Fortune 500 companies and celebrities are using WordPress.

WORDPRESS STATISTICS 2020

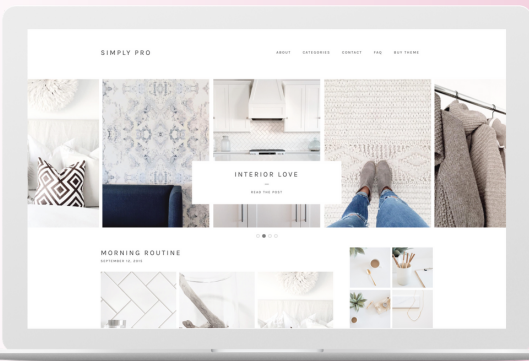
WordPress is the world's most popular content management system powering 34% of all websites on the internet. On top of that:

- WordPress has a 60.8% market share in the CMS market.
- WordPress powers 14.7% of the world's top websites.
- 500+ sites are built each day using WordPress while only 60-80 per day are built on platform like Shopify and Squarespace.
- The WordPress Plugin Directory features 55,000+ pluginsWooCommerce powers 22% of the top 1 million ecommerce sites in the world.



<https://kinsta.com/blog/wordpress-statistics/>

CUSTOMIZING WORDPRESS



The possibilities are endless when it comes to customizing a WordPress website. WordPress themes and plugins can add new design options and added functionality.

ORG VS. COM

WordPress.org is the self hosted platform where you can download the WordPress software and run on your own hosting account. WordPress.com is the hosted platform where you can build and customize the website at little to no cost.



VS



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