

# Have trouble reaching your audience? Get radically relevant with custom WordPress development for your business website

Getting sick and tired of worrying about your business won't get you ahead of your competitors. You should always take a step forward to resonate best with your business. Maybe your product/service isn't the perfect one, but it must be adaptable in order to create an indelible mark on your audience's mind.

After the outbreak of COVID, most businesses are striving hard to churn out behemoth fortunes. Fighting straight in this cataclysmic situation needs consistent perseverance. However, after doing everything you may not get the proper traction that you want. You may think about how to drive unique visitors to your website? Custom WordPress development is the answer.

According to a digital marketing agency owner, “ *custom WordPress development may give you an advantage over the competition. It's undeniable that there are a plethora of resources for optimizing a company's website, and design's best practices. However, WordPress development can make your website robust and responsive. With WordPress development. You can make money online quickly and easily by driving more traffic and generating more leads.*”

According to [TechRadar](#), WordPress is the best CMS. Also, it has been voted highly by other organizations and individuals.

## What is WordPress?

WordPress is a content management system software. It helps you to create, publish and modify the content within a website.

Three main elements are there, which allow the website to work mellifluously. These are-

- **The CMS core-** It's the core system that drives the website. It's like the mitochondria of a plant cell.
- **Theme design-** It dictates how your website will look, that entails from the color scheme to fonts. You can also choose from the template or from the custom-built theme.
- **Plug-ins-** You can add this extra software to your website, that will fuel the entire performance of the website. It may entail from galleries to SEO, even analytics.

## Some big brands use WordPress websites

- Sony Music
- CNN Press Room
- Microsoft News
- Mashable
- Etsy Journal
- TED Blog
- Vogue

## Can WordPress worthy for your business?

Since its inception in 2003, WordPress has catered to many entrepreneurs and freelancers to scale their businesses. With the soaring demand, more than 60 million people are choosing WordPress. Behemoth brands like Walt Disney, Bloomberg, Sony Music, and Mercedes Benz are using WordPress.

WordPress offers various benefits, which may help to skyrocket your business. Here you go-

- **SEO-friendly-** Generally, WordPress sites are SEO-friendly. Websites that are developed with WordPress, can be crawled easily with clear navigation. Besides, its concise coding makes it stand out from the crowd. With WordPress websites, SEO specialists can implement the latest SEO techniques.
- **Easy to expand-** If you still need the reasons to start using WordPress, then we have the points like easy to expand, customizable, and easy to use. Once you set up your website, then you can log in to add the menus and update the content. Irrespective you're uploading your latest blog or updating text or images, WordPress can help you to do that effectively.
- **Open-source-** As WordPress has a huge community, people always sharing the latest tips and tricks. You will get everything under one roof. Be it guides or tutorials, the collaborative and connective atmosphere will never let you down. In turn, it drives innovation in to use of WordPress.

## Why you should use WordPress for your business?

Picture this- you've planned for a company and got it registered. Once you're done with the details, you need to decide the platform you need to use for your business. However, you may have got the suggestions to use WordPress but still, you need the reasons to intersperse it. Let's delve in deeper.

## 1. Cost-effective

While developing a website for your business, it is important to check the costs. You may have limited budgets and you need to keep the flow going. On that note, WordPress development is extremely cost-effective. Besides, the upkeep and the other maintenance cost is cheaper. You can either do the things by yourself or [hire a WordPress expert](#) who can help you regarding the same.

## 2. User-friendly

To update your company information, website content, and product information- WordPress has the magic wand. You can easily install templates for customization code. It has an editing interface that doesn't need any prior HTML experience for little changing/editing, layout changes, etc.

## 3. Best security

Website security plays a pivotal role to keep your website safe and secure. If you're still worrying, we recommend embracing WordPress and its security features. After all, you cannot ignore the fact that a secure site can keep the customers' data while keeping the company's relevant information safe.

## 4. Responsive

In this time and age, 95% of people browse the internet from their mobile devices. So mobile indexing should be ingrained in order to use the site experience on the mobile phone. Your website should look great, while properly working for the prospective buyers' device. It may be a tablet, phone, computer, or anything else used to browse a website.

## 5. Multi-user capacity

While working within a team, it may happen that your team members should work simultaneously on a single project. There the importance of multi-user capacity underlies. With Custom WordPress Development, you have control. From an admin point of view, you can create new accounts. These will have specific permission that determines whom you want to give access to work on a project.

## 6. Best for social media integration

With custom WordPress development, you can also seamlessly integrate social media networks. As social media plays a pivotal role in today's marketing journey, aligning the same with your website brings you 3x better results.

## 7. Easy syndication

Want to acquire inbound links for your website? WordPress has the answer. For example, if you post a blog, it will go automatically to the RSS feed. In turn, it will make things easier to syndicate the content across the other websites.

## Final words

That's awesome. However, what if you don't know how to develop a WordPress website or make changes to it? What if there was a way, where the developers can fix things as per your requirements?

You can! [Fortunesoft IT innovations](#) or [CodeClouds](#) can help you to achieve your business goals. While working closely with the development team, you can learn new things. Yes, the work can be done on a personal note, where your knowledge base will have the wings to fly and learn. For more information, visit their website now.