

## Why Should I learn WordPress?

As anyone in marketing – or any business – will tell you, keeping your skill set relevant and up to date is key for advancing in your career. Which leads to the obvious question – What area of my skill set needs upgrading?

The answer an increasing number of marketers are finding to this question can be summed up in one word: WordPress.

I think you'll agree after reading this post that learning WordPress is a smart decision.

### WordPress Is The Platform of Choice For Most Marketing Professionals

When it comes to choosing a Content Management system (CMS), WordPress wins hands down. It's easy to see why when you consider the facts:

- WordPress powers 39.7% of the internet
- 62.4% of content management sites are built using WordPress
- 75 million websites use WordPress
- 14.7% of the world's Top 100 websites are WordPress based

In addition, advertisers plan to spend a whopping 54.2% of their advertising budget online in 2020. And a good chunk of that will be directed toward WordPress powered websites.

That, in and of itself, should be a good enough reason to learn WordPress.

But guess what? The skills that you gain by using WordPress go beyond simply knowing how to build or modifying the most online popular platform.

### WordPress Skills Come In Handy When Managing Content

Being able to add and edit content, set permalinks manage comments, and trackbacks is a big plus. Particularly if you are working for a smaller company, you need to have to wear many hats. Being able to make real-time website adjustments – and not requiring the paid services of a website administrator – is a big plus if you are working for a smaller company.

### Learning WordPress Brings a Better Understanding of the Digital World

Companies are directing more and more of their marketing dollars toward digital media. That's why it helps to have a deeper understanding of online marketing. The WordPress

platform and the many plug-ins available provide an opportunity to see marketing possibilities you may otherwise miss.

### **WordPress Will Help Expand Your Data Analysis Skills**

Understanding how to better engage with customers by analyzing data points is a skill that's growing in demand. Being able to interpret results and have insight as to how to improve marketing metrics makes you a valuable asset to any employer. Honing your search and testing analytic skills will make you a superstar in any organization.

### **WordPress Skills Help You Understand Software In General**

Once you've got a solid WordPress base, you'll find it easier to understand how related software works, helping expand your technical expertise. You'll also find it to be a tremendous asset when discussing marketing needs with any WordPress designer or administrator.

### **Learning WordPress Will Make You Better Organized When Thinking About Business Systems**

Understanding the flow of any project is critical in today's business world. By learning how the flow of WordPress platform works, you'll be able to apply it to other areas of your work. Thinking ahead and considering possible outcomes now becomes a way of thinking that you apply to other areas of work, like project management.

### **Isn't It Time You Put The Power of WordPress Behind Your Career?**

By now, it should be clear that learning WordPress is one of the smartest career decisions you can make. Not only does it make you a highly valuable candidate who stands out from the crowd, but it will also allow you to be better at what you do and start earning more. Those are huge benefits to have under your belt in today's highly competitive workplace.

### **Digital Bootcamp – the easiest, best way to learn WordPress**

At this point, you may be saying to yourself, "How Do I do this? I don't know anything about web design or coding or any of that stuff. It seems pretty hard."

Believe it or not, learning WordPress is pretty easy – if you have the right teacher.

That's where [Digital Bootcamp](#) comes in.

[Digital Bootcamp](#) founder Jason Hawkin is a former educator who understands learning from a student's perspective. His [WordPress Training Course](#) is designed for the marketing professional or small business owner with no previous WordPress

experience. [Digital Bootcamp](#) will take you through each step and be there to provide the support you need.

Make today the day you put your marketing career on sound footing! Don't put it off any longer - [contact us](#) today and begin WordPress training. You'll be glad you did!