Why hire WordPress developer?

by Rajeev Ranjan

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The open source technology has opened a plethora of opportunities for experiment. It is a pragmatic methodology that endorses free access of codes, wherein any one can modify the original codes or understand the internal functionalities of the software. WordPress is an open source platform that has re-defined website development. Launched in 2003 by Matt Mullenberd, WordPress has come a long way since its inception.

Flare for writing is always natural and can never be forced. With the onslaught of internet in everyday life, several novice writers are using open source blogging tools such as WordPress to host blogging and discussion forums. Internet has motivated many closet writers to share their thoughts and ideas via free blogging tools in the likes of WordPress.

In recent times, blogging is a potent online marketing strategy. Several big and small organizations feel mandatory to have dedicated blogging sites to post important information pertaining to their business, ideas, upcoming events etc. A blog is a platform wherein visitors can add comments or leave a message. It is an excellent medium to connect with the target audience and get their valuable feedback and input. Direct correspondence with the customers is important to develop and implement marketing strategy. Blogging, an excellent way to engage with the customers, get their feedback and input. It gives a clear unadulterated insight into the psyche of the customer.

WordPress as a blogging platform gained recognition and popularity owning to the simplicity of use and flexibility. The most basic requirement to get started with WordPress is a valid email address. It is free anyone and everyone can have a blog on WordPress.

One of main attraction of WordPress is its themes. There are many themes which a WordPess user can easily install, use or change. These themes can be easily downloaded and incorporated on to ones blog. However, to create more customized WordPress theme, you would have to hire dedicated WordPress for it. If you have a strict budget then consider the prospect to hire WordPress developer from the offshore location such as India. Hiring dedicated WordPress developer from India can help you save 60% of development cost without having to compromise on the quality of work.

WordPress is supported by a wonderful community of developers. Since it is an open source platform under the purview of General Public License or GPL, there are dedicated groups of developers who are constantly adding new themes and plugins to improve the scope of the platform.

Another fact that runs in favor of WordPress is its SEO friendly quality. WordPress has very clean and clear codes which makes it compatible with search engine optimization. However, it is argued that excessive WordPress customization can take away this quality. To rectify this impediment, you can hire Wordpress Developer who is experienced and talented to device clean and robust codes.

With time, WordPress has emerged from a blogging to one of the top most preferred CMS option on the internet. This is primarily because of user friendly interface and other interesting features such as varied themes, plug-ins and widgets. It has also multi blogging feature which is very much in demand in an age of dynamic website development. Owing to the many interesting features of WordPress, the platform propels more than one million highest ranking websites in the world.

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Rajeev Ranjan - About Author:
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