



WordPress

Review From A Customer

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From IT Central Station, the leading review site for enterprise technology solutions.

Review by a Real User

Verified by IT Central Station



Consultant at a tech services company

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WHAT IS OUR PRIMARY USE CASE?

WordPress CMS is used on a variety of website projects internally and for our clients. It is used for static websites and numerous projects, including booking systems, review sites, job boards, and portal sites. It is also used for marketing activities in conjunction with a number of other tools.

HOW HAS IT HELPED MY ORGANIZATION?

WordPress is a fast way to present and test online business concepts, events, and marketing activity. Although WordPress has its shortcomings, it is a great way to deliver working websites and test new business ideas. Good for rapidly turning around all the elements required for online sales funnels. WordPress is also the go-to tool for building sites for one-off marketing events.

WHAT IS MOST VALUABLE?

Ready-made themes speed the design process; a huge number of quality themes are available from several sources. Plug-ins are available to provide additional functionality, for example, event booking, directories, job boards, etc. Frameworks and design tools can simplify the design process and create a back-end which is usable for non-technical people with some simple training. As WordPress is such a popular product, there are many designers and developers available to work on projects.

WHAT NEEDS IMPROVEMENT?

WordPress sites do require quite a bit of maintenance: Constant updates to both WordPress and all the various plugins that it requires. Security is an issue, but this is the case with any open source software. Backups and moving sites could be handled better. WordPress is highly customisable, but this leads to a confusing back end. There are so many menus and options available. The basic product is becoming less usable by end users for site maintenance post delivery.

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FOR HOW LONG HAVE I USED THE SOLUTION?

More than five years.

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