

WordPress® is an open source application that is widely used throughout the world. WordPress® runs in a PHP/MySQL environment. It is a template based publishing platform which invokes plugin technology to allow for continual expansion of features. WordPress® attributes include its ease-of-use for both the site visitor and for the site administrator, flexibility in creating a custom design, accessibility across different platforms, and search engine optimization capabilities.

### ~ Benefits and Key Features ~

#### || FLEXIBLE

WordPress® utilizes a template based design system to present the website content. WordPress® content may easily be inserted into any page for custom applications. Custom scripts and coding can also be inserted into pages to run custom applications within the WordPress® site itself.

#### || EXPANDABLE

WordPress® is an open source application that is continually being improved. Aside from improvements to the base system, independent developers are continually developing Plugins to expand the functionality. Plugins to integrate with social media, search engine optimization, photo galleries, mobile device detection and event listings are just some of the many features that can be added onto a basic WordPress® installation.

#### || USER-FRIENDLY ADMINISTRATION

The WordPress® admin console is simple to navigate and provides many features to make site administration easy that include:

- Visual & HTML editing screens
- Special application to migrate MS Word content and remove excess formatting that may cause errors
- User setups at various permission levels allow content to be developed and approved by various users
- Media and document libraries for easy upload of files, photos, or video
- Upgrade engine to easily upgrade WordPress® when desired

#### || SUPPORT

WordPress® is a very commonly used package for both blogging and content management. There is an extensive resource section that is maintained at [codex.wordpress.org](http://codex.wordpress.org). There is also a very large community of users who have posted many tutorials including video tutorials on YouTube.

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