

Our current traditional web platform is outdated and inhibits us from reaching maximum productivity. As our company continues to grow we must make adequate changes to meet the high demand for our services. By switching to the WordPress platform, we could increase our revenue by \$2,186,000 in three years. WordPress is a web software used to create a website or blog. With this platform our company would be able to create personalized and interactive websites that are more dynamic. We need to adopt the WordPress platform in order to increase profits and be able to provide expected services to clients.

WordPress web software would allow our web developers to make more interactive websites. Using thousands of plugins, widgets, and themes our Web Development team can create customized websites that are all unique. Because WordPress is an open source platform, these plugins and themes are pre-existing so we do not have to create our own. WordPress also makes it easier to optimize search engine results. That means that the sites we create are more likely to land on the first page of Google results, which means potential customers are more likely to find our company's website and the websites we create for our customers. WordPress is also very intuitive and user-friendly, therefore our developers can make changes easily.

The main benefit of adopting WordPress is efficiency. The traditional web platform that we currently use is outdated and does not allow for growth. Using WordPress, we can increase the efficiency of our web developers by 75%. WordPress would add 1560 hours of productivity to each member of our Web Development team. The 75% increase in efficiency that would occur as a result of implementing WordPress platform would allow us to take on almost twice as many projects. Since the average size of our projects is \$400,000, we could increase our revenue by \$2,186,000 in three years. Implementing WordPress would only cost us \$214,000 over a three year time period. Taking this cost in mind, in three years we could increase our revenue by approximately \$2,186,000. We need to update our web development platform in order to stay competitive and increase the bottom line.

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