

Thomas Huang

WordPress

As a mid-sized financial services organization, we can increase the efficiency of our Web developers by investing in WordPress to complement our traditional web based technologies. A WordPress investment would result in a decrease in the number of Web developers because its content management system (CMS) would eliminate most coders, graphic designers, and webmasters. Within three years of implementing WordPress we would see a net benefit of \$2,451,000 through fewer but more efficient Web developers.

WordPress is a free publishing platform with a powerful CMS that can be used to run our website. A CMS is a web program designed to make it easy for non-technical users to publish, modify, and manage a website. This means that we will not need developers dedicated to coding as WordPress' CMS allows anybody to easily publish content. We can maximize our search engine optimization (SEO) by using WordPress, because their websites rank higher on Google's search results. A higher rank in Google's search results means greater web traffic as sites featured on the first page are more likely to be clicked. "WordPress is a great choice," states Matt Cutts, head of webspam at Google, when talking about websites for better SEO.

An investment in WordPress translates into an 80% improvement in efficiency for our WordPress Web developers. Based on my research, 75% of the Web development can be moved to WordPress so we would split the teams in the same fashion. With an 80% improvement in efficiency from our WordPress developers, we can cut them down to two resulting in a total of five developers for our team. This totals to savings of \$2,625,000, which dwarfs the \$174,000 cost of purchasing the hardware and software for WordPress and the training for the developers. This investment would decrease our cost by \$2,451,000 and allows us to spend more time on the content of our website and less time having our developers build our website.

References

David, M. (2010). Is WordPress Good for SEO. tastyplacement.com. Retrieved from <http://www.tastyplacement.com/is-wordpress-good-for-seo>

Black, T. (2010). WordPress for Business. inc.com. Retrieved from <http://www.inc.com/guides/2010/05/wordpress-for-business.html>

Campbell, D. (2012). Why Use WordPress to Power Your Small Business Website. expand2web.com. Retrieved from <http://www.expand2web.com/blog/why-use-wordpress-to-power-your-small-business-website/>

Cutts, M. (2009). Straight from Google: What You Need to Know. mattcutts.com. Retrieved from <http://www.mattcutts.com/blog/seo-for-bloggers/>

Marks, J. (2011). How WordPress Took The CMS Crown From Drupal and Joomla. smashingmagazine.com. Retrieved from <http://wp.smashingmagazine.com/2011/11/29/wordpress-cms-crown-drupal-joomla/>