



## 10 Ways to Use WordPress

### Executive Summary

When you think of WordPress ([www.wordpress.org](http://www.wordpress.org)) you usually think of creating a web blog. This paper gives you 10 ideas for how you can use WordPress to do more than just a blog.

The benefits are that you can save on expensive licensing of content management systems, access a dynamic ecosystem of developers who are building and extending WordPress functionality and take advantage of periodic software updates. To date there are almost 7,000 plug-ins for WordPress and there have been over 55 million download of the WordPress software.

Xgenta offers support to clients considering using WordPress by helping to customize the themes, site menus and to build custom code. We can also help with hosting and site administration/maintenance if needed.

## **So what are the 10 new ways to use WordPress?**

### **1. E-commerce plug-ins**

Developers have built a range of extensions for WordPress that make it easy to organize and run a webstore. Managing everything from multi-currency webstores, interfacing with payment service providers, through to back-end systems for approving orders and even invoicing. Such developers charge a nominal license for use of their code/

### **2. CRM/e-mail management plug-ins**

An important element of any website is the ability to engage with customers and capture their interest as feedback, contact-us forms and mailing lists. Your webmaster will want to output these into a contact management tool. WordPress makes this straight forward and there are some plug-ins offering basic CRM and interfaces into market leading CRM systems.

### **3. SEO marketing**

A website will make its money from the traffic it generates and the reach it builds. Automating tools to help ensure the website can maximize its rankings in search engines and provide recommendations to improve are essential. The WordPress community offers a range of plug-ins to simplify this service.

### **4. Build a mobile optimized website**

Specific themes and plug-ins are available if you want your website to be easy to read a Blackberry through to iPhone. Mobile is making a come-back thanks to the success of iPhone and the rejuvenation of its competitors.

### **5. Integrate between Flickr and Amazon and other branded services**

Many recognized branded web services have developed compatible plug-ins. These typically offer great free functionality for your business. For instance, Amazon can connect between its merchant site and your own website, making it easy to work from just one inventory.

### **6. Provide an RSS for your audience to consume**

RSS has lost a little of its newness over the past 12 months but still provides a neat way for customers to have an ongoing relationship with your website. WordPress

makes publishing and managing RSS a breeze – whether for news or simply new product announcements/support updates it works well.

### **7. Themes to change the look/feel of your site**

WordPress makes it easy to interchange between different look/feel designs for a website. Some are free, some are paid for and there are thousands available. For clients we typically help them choose a basic theme and then provide additional refinement/customization to meet their exact requirements.

### **8. Connect with Facebook & Twitter**

Plug-ins are available that make it easy to post new content on your website and automatically make it available into Facebook and Twitter. This provides a simple way to keep your different media channels in sync.

### **9. Security to protect your business**

A range of helpful plug-ins are available to help you manage the risk of fraudulent transactions to your site being hacked. These are easy to add to your installation. A favorite of ours is tracking editorial log-ins from a new IP address – you receive an email alert and can check the changes made in an instant whether they are valid or not.

### **10. Adsense manager**

Much of the web economy is still driven from advertising. Google Adsense is now a popular way to make a little revenue when displaying open content to users. Again, there are a range of plug-ins that make interfacing and managing Adsense on your website a breeze.

## **About Xgenta**

Xgenta is a digital consultancy and development company that delivers innovative, engaging and pragmatic solutions from web through to mobile. Xgenta is at the forefront of important digital technologies and regularly publishes free research for clients. Please visit [xgenta.com](http://xgenta.com) for more information.

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