WordPress Introduction – Presented By

XHTMLchamps
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WHAT IS WORDPRESS ?

WordPress is the most popular blogging tool and free and open content management system that manages about 73 million websites across the globe. According to a report, 14.7% of Alexa Internet's top 1 million websites use WordPress. Since 2007 it had won many awards for excellent performance too.

WorPress can be used to develop any types of websites from simple blogs to E-commerce websites. It provides many attractive features to meet your needs. Apart from that WordPress community has developed a large number of free themes and plug-ins to make development easier for a new comer.

WHAT IT CAN DO ?

WordPress can be used for

- ✓ Websites
- ✓ Blogs
- ✓ e-Commerce websites
- ✓ Discussion Forum

Anything you want, in fact!

WHY WORDPRESS ?

## IT'S THE MOST POPULAR CMS IN THE WORLD

WordPress is used by 73 million websites as of May 2012 (WordPress Stats) and it holds the largest market share in the CMS market. Moreover, most of the developers are familiar with this CMS and hence a little training is required for the staff. WorPress community is offering several free themes and plug-ins too to make the job easier for freshers.

IT'S OPEN SOURCE WITH ROOM FOR EXPANSION

WordPress can be self-hosted so there are no cost associated with downloading, installing, and upgrading. There are more than 20.000 Plug-ins (often free) available to install such as slideshows, contact form, SEO optimization, etc. Fresh Consulting has licenses of premium Plug-ins which can be deployed on websites at no cost such as video manuals of WordPress and easy website backup & restore functions.

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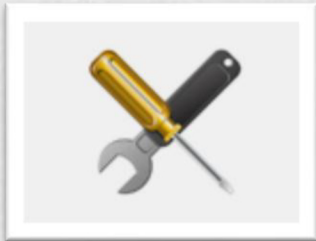
WHY WORDPRESS ?

HIGHLY CUSTOMIZABLE

The flexible framework and the facility to create and modify layouts and applications easily made WordPress popular.. Coupled with user-generated extensions, websites are no more limited by extensions created by enterprises.

Our team have experience in extending the WordPress functionality as well as plug-ins developed by others in order to meet unique demand of our clients.
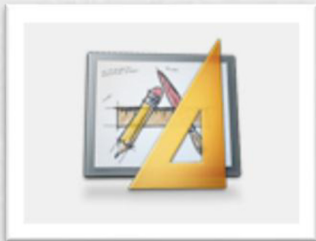
DESIGNED FOR ANYONE, NOT JUST DEVELOPERS

Before WordPress became a popular CMS for website development, it was developed for non-tech savvy bloggers. Hence most of user-interface components are user-friendly for many users. There are written and recorded manuals available to learn how to use WordPress. Hence , anybody can do with WordPress. Our team will handle all the complexities of setting up and customizing your website. All you have to do is to update the content on pages, posts, widgets, etc.

WHY WORDPRESS ?
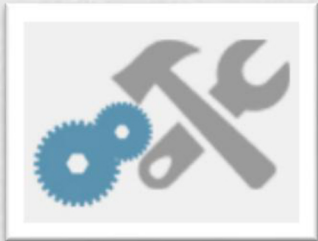
LOW SETUP AND MAINTENANCE COST

According to Devious Media, WordPress incurs less setup, customization, and maintenance cost in comparison to other Open Source CMS such as Drupal and Joomla. Additionally, it is relatively easier to find designers and developers of WordPress for further customization or development in the future, if needed. You are no longer locked down with static website or proprietary CMS that are costly to tweak after initial development.

SEO RANK REPORTER

WordPress SEO Plug-in facilitates tracking of certain key words in your website. It provides you a report regularly on those key words and also notify any changes in the status of those keywords in Search Engine Ranking by email.

WORDPRESS PLUGINS BY THE NUMBERS

19,048
Of Plug-ins

285,729,716
Of Plug-ins Downloads

9,783
# of plug-in Developers

WORDPRESS

63%
of users that use 10 plug-ins or less

10,282,222
# of downloads of the most popular
plug-in - All in One SEO Pack

Sources:
http://wordpress.org/extend/plugins/
http://digwp.com/2010/01/poll-results-how-many-plugins-do-you-use/
http://www.daveligthart.com/top-1000-wordpress-plugin-authors/

WHO ARE USING WORDPRESS ?

WORDPRESS STRUCTURE

General WordPress MU Network Map

Network Admin

Sites -- Users -- Settings -- Updates

Main Site

Appearance
- ✓ Theme
- ✓ Menus
- ✓ Widgets

Content
- ✓ Pages
- ✓ Blog(Posts)
- • Featured Posts

- ✓ Photo/Images
- ✓ Videos
- ✓ Audio
- ✓ Maps
- ✓ Calendars
- ✓ Formatted Text
- ✓ Tables
- ✓ Forms

Users

Subsite1
- ✓ Appearance
- ✓ Users
- ✓ Content

Subsite2
- ✓ Appearance
- ✓ Users
- ✓ Content

Subsite3
- ✓ Appearance
- ✓ Users
- ✓ Content

Subsite4
- ✓ Appearance
- ✓ Users
- ✓ Content

Subsite5
- ✓ Appearance
- ✓ Users
- ✓ Content
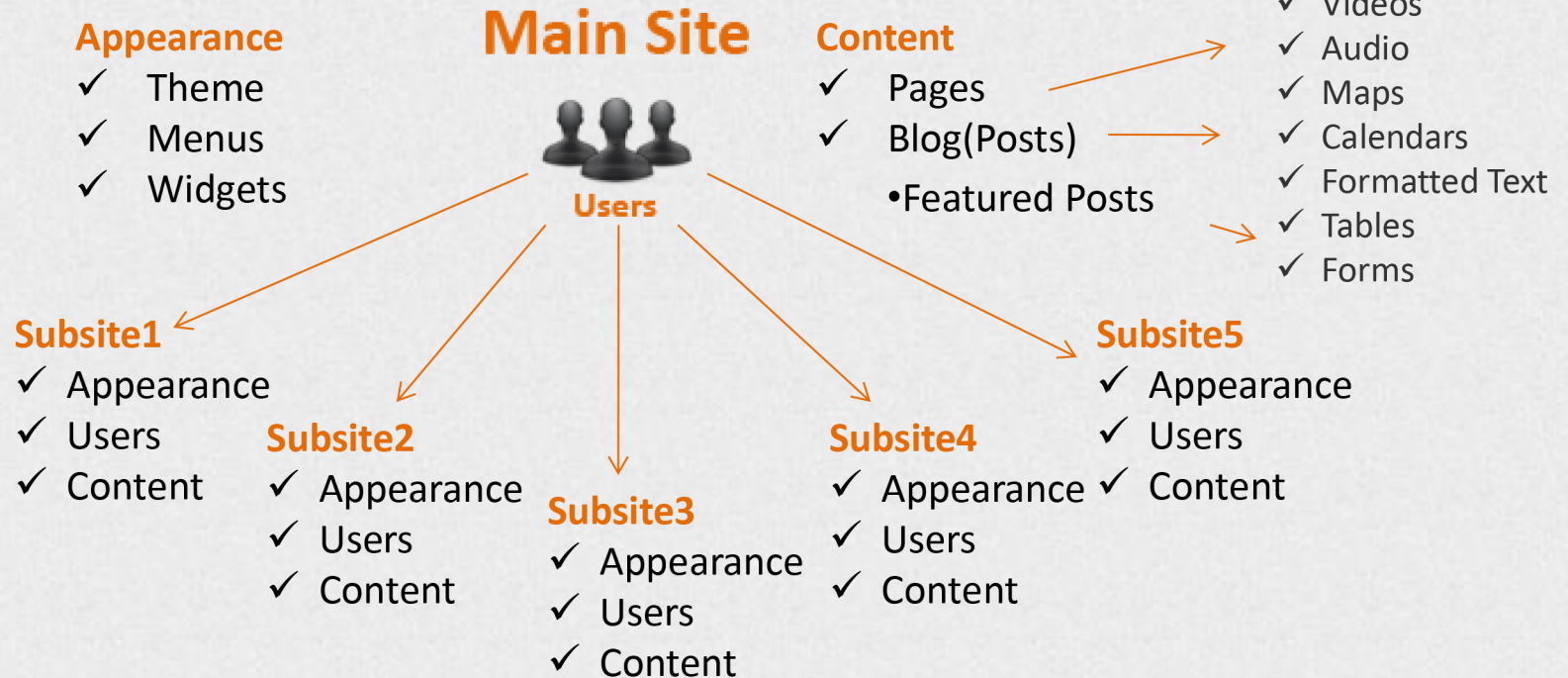
THINGS YOU SHOULD KNOW

Custom Fields
http://codex.wordpress.org/Using_Custom_Fields
Conditional Tags
http://codex.wordpress.org/Conditional_Tags
Query Posts
http://codex.wordpress.org/Template_Tags/query_posts
Page Template
http://codex.wordpress.org/Pages
Finding Good Plugins
http://wordpress.org/extend/plugins

WORDPRESS CAN BOOSY YOUR SEO RANKINGS

Designing, developing and hosting websites will cover only half of the job. Most important thing as far as a website concerned is the number of visitors coming to the site. Here SEO performs the major role and WordPress provides you certain Plug-ins to help you in Search Engine Optimization.

- ✓ SEO Rank Reporter to keep a track on specific keywords and to know the time to time changes in their search engine ranking.
- ✓ All-in-SEO-Pack will help to optimize the site automatically by generating meta tags.
- ✓ SEO Ultimate is a canonicalizer which helps the search engine spiders to reach the primary post.
- ✓ SEO Content Control is the plug-in helps you to identify the weak contents in your website.
- ✓ SEO friendly image helps to optimize images automatically.
- ✓ SEO smart links is the plug-in that facilitates automatic linking to keywords based on previous pages or posts.
- ✓ XML site map generator is capable of generating Google site maps automatically.
- ✓ Platinum SEO Pack is the latest pug-in in this series which is enriched with many attractive features.
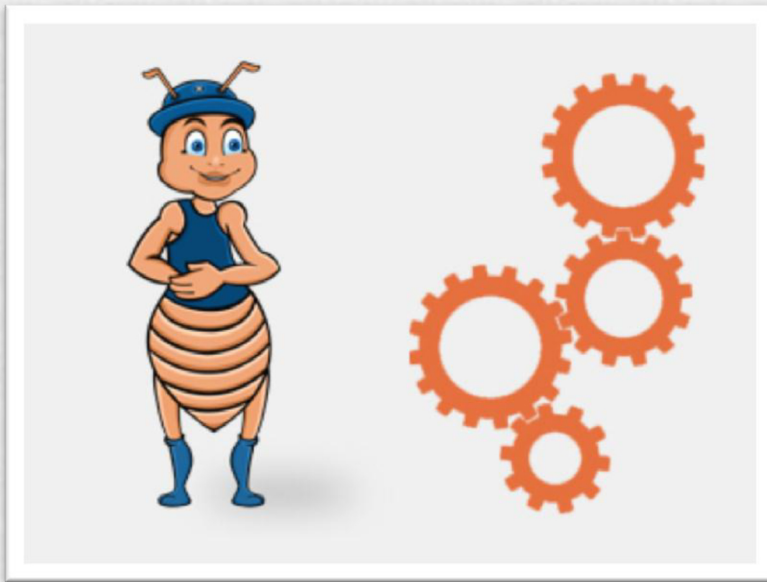
WHO WE ARE ?

We are one of the leading web design and development companies in the world and were behind many award winning websites.

We always go for innovative ideas and come up with unique designs and features.

With the support of most sophisticated technology and well trained experts in our team we proudly say

"Nothing is impossible."

WHAT WE DO ?

- ✓ WordPress theme development
- ✓ WordPress mobile template design
- ✓ PSD to WordPress Service
- ✓ WordPress custom CMS development
- ✓ WordPress 3rd party plugin customization
- ✓ Wordpress Widgets
- ✓ WordPress custom plugin
- ✓ WordPress Upgradation Service
- ✓ WordPress maintenance
- ✓ WordPress Bug Fixing
- ✓ WordPress SEO

Anything on WordPress...

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OUR TEAM

We at **XHTML Champs** never compromise on quality. We stick to this policy while selecting technology as well as in human resources. We can say with confidence that we have the best in both.

Our experts are not only well versed with technology but also good in effective communication. No need for the clients to wait till the top management answering their calls, instead they can get their work done easily by communicating directly with any of our team members.

Our **24X7** customer support team is well prepared to address your queries and grievances promptly. Strict quality measures and well experienced quality control team ensures a world class quality of products.

By binding together as a single force, we remain strong and unconquerable.

HIRE A WORDPRESS DEVELOPER

Hiring a WordPress developer from XHTML Champs is the best answer to all your issues related to WordPress. The expert developers you hire from us will provide you all types of solutions. With their talent and experience they can develop very good website in WordPress with all the necessary features.

Apart from developing websites, you can avail their service in up-gradation of websites to the latest version of WordPress. They will also assist you in incorporating E-commerce, third party integration etc too. You can hire a WordPress developer for the maintenance and updating of your existing website too.

WHAT ELSE WE DO ?
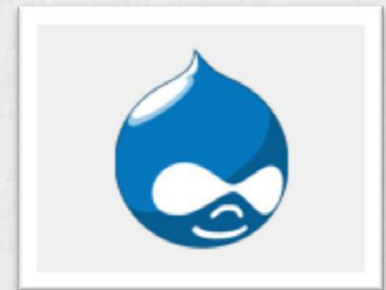
QUESTIONS ?
WE RESPECT YOUR VALUABLE FEEDBACK

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