



# Myths About WordPress

White Paper

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# INTRODUCTION

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There are myths and legends out there that make the stories we love at the movies have more meaning. Every legend, or myth, has a truth it's rooted in. But not all Myths and legends tie to such truths. Take the Loch Ness Monster, or the one about how more people are alive today than have died throughout history. Even the one about George Washington and the cherry tree. None are real or true.

Let's look at WordPress for a moment. It started as a blogging platform. But always had an aspiration to be more. It now powers over 34 percent of the web. We can build everything from personal blogs to enterprise websites using the CMS. WordPress is not just a tool for blogs. It's the backbone of websites you visit every day and don't realize it.

In this white paper, we'll debunk some of the biggest myths about WordPress.

## MYTH #1

# IT'S JUST A BLOGGING PLATFORM

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WordPress has grown a lot since 2003. Beginning as a blogging platform, it only took a short while to become more. Although WordPress can still technically be just a blogging tool, it has evolved for the corporate world.

WordPress is the most popular CMS available. Overtaking many others like that of Drupal, and to be honest I've not heard about Joomla in years. It's market share among other CMS' is far greater. (source: <https://trends.BuiltWith.com/cms>). In addition, today WordPress powers over a quarter of the web at a staggering 34 percent of all websites and growing thanks to

multilingual support added a few years ago. Now there is a ".com" version of WordPress. This is free hosting and in-house security features. However, those looking to take a more robust approach use the ".org" version. This is where WordPress scales immensely. You can build anything from a blog, app, online store, and a full corporate business website.

A few brands using WordPress to power their online presence include: TechCrunch, Beyoncé, MTV News, Walt Disney, and more.

## MYTH #2

# WORDPRESS IS COST-EFFECTIVE

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That's the number one reason it's picked by companies needing to increase their marketing presence. It also offers enough flexibility in front-end design, with powerful, open source backend features. Open source means anyone can download the software, a theme, or a plugin, and tweak the code the way they want. But all within reason, as you don't want a broken thing to build your online business on. Many of WordPress' themes and plugins that are free a general way to use them. Not the way perhaps is best for you. For that, check out our solutions for custom development.

## MYTH #3

# IT'S NOT GOOD FOR ECOMMERCE

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Oh, no, they didn't. A ridiculous claim. We've used WordPress as an ecommerce solution to boost revenue in the thousands for online stores.

WooCommerce, which currently powers over 41 percent of all ecommerce stores, is our preferred choice. When we combine WordPress and WooCommerce, we can leverage their power to increase sales, SEO, and your brand's awareness. The idea that neither WordPress or WooCommerce can't scale is misleading. Without investing in hosting, you could endure issues with scaling for traffic. NerdBrand addresses many of these

issues with its ecommerce plans dedicated for WooCommerce clients.

There are more integrations for other solutions, like Shopify for example, who built a plugin to integrate WordPress and Shopify. With the Shopify ecommerce plugin, you can make any WordPress page or blog shoppable, adding ecommerce functionality to your WordPress website. Other WordPress ecommerce solutions include BigCommerce, Volusion, and Magento. Though keep in mind, too many toys means more to keep up with. WordPress can handle it all and avoid having things scattered.

## MYTH #4

# IT'S NOT READY FOR THE CORPORATE WORLD

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This myth is so outdated and false. WordPress platform suits small businesses and large corporations. Bringing in a WordPress developer means more than buying a theme and then slapping your content on it. That never works. It makes you look sloppy. Therefore, making you not stand out against your corporate competition. In its 17 year evolution, WordPress has grown into a monstrous global company with a vast amount of web traffic. More large companies are using it than you may know.

WordPress is generating millions in revenue every year for businesses of all sizes. It gains reputable brands using it, and in the tech community still creates conversation. It is

possible to thrive from successful WordPress developments. Meaning going beyond a purchased theme and integrating it into your entire marketing strategy. The WordPress REST API is a clean and easy way for all kinds of integrations.

The only limitation for companies in using WordPress belong to your imagination, time, and budget. Knowledge of the customization and functionality offered by WordPress is all it takes to understand that it perfectly suits all companies. Look at Forbes, The New York Times, and eBay are larger corporate companies that are still using WordPress today.

## MYTH #5

# IT'S NOT SECURE

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There is absolutely no proof that WordPress is any less secure than any other CMS website. All websites are vulnerable to security breaches. Especially if dynamically managing their content like CMS'. Because of WordPress' presence on the web (about 34%), it attracts evil doers (we've gotta sneak in some nerd talk somewhere in this white paper). Over the years WordPress has released several informative security white papers, tutorials, articles, and reliable security plugins.

As WordPress continues to grow, these security plugins only get more advanced resulting in decreased hacks.

With each WordPress release comes harder security measures. The true security of a WordPress website comes from you. Keeping WordPress core, themes and plugins updated, goes a long way to keep things secure. Also, choose a strong password for your user account on the website. Complex passwords make up 80 percent of actual security.

Online threats and infections are because of vulnerabilities in outdated software/password exploits. A digital platform like that offered by NerdBrand is guaranteed to ensure indestructible security for your WordPress website.

## MYTH #6

# PLUGINS AREN'T RELIABLE

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FALSE. The WordPress Plugin Directory contains over 52,000 plugins. However, not all plugins are created equal. That's why at NerdBrand we've got over a decade of experience with them. We know the good and the bad. When adding a plugin, make sure it was recently updated. Check the number of downloads, and when last updates and supported by the developer. Doing research on the plugins saves you money, and future headaches. If you need help, we can do that research for you and make recommendations.

## MYTH #7

# WORDPRESS ISN'T SCALABLE

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WordPress is an open source platform. That means it's free. But scale is always a concern for any platform. It's valid to ask if your website will can handle a sudden traffic spike. The answer is, if you build it on a suitable environment. Meaning what are you hosting it on? You can definitely build a WordPress website that is scalable and handle any amount of traffic.

One way we do this is make sure we have a staging and development environment to test, and update your website's plugins and themes. When it comes to design and development, we do not create a WordPress theme with massive amounts of code to enable changes

that would cause a user to deviate from your brand's standards. We only follow WordPress theme and plugin guidelines to make sure your website works and lasts for years.

## MYTH #8

# NO SUPPORT

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This is just FALSE. The community of developers, designers, content producers, marketers, support representatives and more are in WordPress' community. Though remember premium help is not free. But advice is available whenever you need it, as most issues are easy to fix if you've not done something like listed above. The WordPress platform continually provides educational content to maintain a top- notch WordPress website.

We can also offer you premium support with a web care package to 100% eliminate your management internally to save you time and

focus on your businesses growth. Content Delivery Network. CDN for short, involves your website offloading content. This helps your site speed, which translates into better SEO.

# FINAL THOUGHTS

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If you want your WordPress website to be amazing, then it can be amazing. Taking the proper steps before you begin your project is the key to successful website design and launch. NerdBrand has a history of building websites a certain way, that ensures it's future-proof. It's a close secret of Jason's. Several have tried to copy it and failed. We guarantee your website will last. Using our solid theme built on WordPress theme standards (\_s theme) provides a solid foundation for growth online and functionality. We create a child theme to ensure safe updates, extendibility, and to make sure your website is fallback-safe. Strategically using WordPress creates a website for SEO

and fulfills your marketing expectations. NerdBrand's experience offers many tools and features to keep your website future-proof and updated!

At NerdBrand, WordPress is our platform of choice and our team has a history of building thousands of websites on it. We debunk myths, and legends that are incorrect all the time, and back it up with proof. Our belief is that with the combination of WordPress and NerdBrand you'll see what we can do, and how we do it better.

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**“EVERYTHING  
IS AN AD”**

In short, if there is any area where your brand identity or messaging is out of tune with what your customers are experiencing, it will find its way out of your walls and into the public square.

You can't stop it or contain it. There are just too many ways for the truth about your brand experience to find the light of day. And your website is the first place they look and judge.

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## ECOMMERCE AND SEO

It's not just about the product pages, it's also about creating content involving your products. To get in front of your potential customers, you have to spend some time blogging about each product. This allows you to take advantage of the search engines using multiple keywords and strategies for the searches users are looking for.

# ABOUT NERDBRAND

Maybe you already know your “why”, but can’t articulate it. Our branding agency team listens to your brand’s “story”, the genesis of your own unique idea. We then develop a strategy built around three key factors: Why, How, and What to engage your customers and drive growth. From your website, business card, email, and internal memos. How you say it and share it has an impact. We help you best navigate those communication channels to stay on Brand. You are a nerd if you are passionate, committed to your product or brand, and you want the world to share your passion.

We love sharing your passion through web design, branding, and digital marketing solutions. Founded in 2019, NerdBrand is headquartered in Louisville, KY and has customers in Nashville, Lexington, and Denver.

[NERDBRANDAGENCY.COM](https://nerdbRANDAGENCY.COM)