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Hire WordPress Developer to Optimize your Blog/Website by Rajeev Ranjan

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Search engine friendly, dynamic, easy to use and free, WordPress has more than one reason to receive applaud as the most efficient Content Management System (CMS) in recent times. What started as a mere Blog portal way back in 2003, has currently emerged as the oft used CMS option on the internet today. It has won numerous awards, most recent one being the Open Source Web App of the year Award at The Critters in 2011. The proficiency and extensive use of WordPress CMS by top 1 million websites as per the Alexa ranking has indeed broadened the demand to hire Wordpress Developer.

Wordpress is tailor made for Search Engine Optimization. It is no surprise at all why several corporate businesses are opting to host their blogs or even their official website on WordPress. The inherent feature of Wordpress assists search engine crawlers to reach a web page by amassing vital info it requires for inclusion of the site within its data base.

The beneficence of WordPress is primarily because of its abundant functionalities. It has a wide row of themes that can be easily incorporated by users. The WordPress â€œDashboardâ€• enables users to swap themes as per their liking with ease. Furthermore, the open source nature of WordPress allows advanced customization of themes using FTP, PHP and HTML coding. To execute theme customization, it is imperative to hire Wordpress Developerwho is proficient and experienced in this platform.

The popularity of WordPress as a CMS also owes to its plugin architecture.. The WordPress database has over 18,000 plugins. However by resorting to hire WordPress developer, the plugins may be customized.

For maintenance and up gradation of personal blogs in WordPress is ideal. It is an easy to use uncomplicated CMS which can be easily managed by a non technical person. The content can be easily uploaded with the clear instruction indicated on the â€œDashboardâ€•. The existing functionality of the WordPress is enough to meet the needs of regular demands of a blog.

As already discussed earlier, WordPress is Search Engine friendly which can push the ranking of your blog or website on Google. However the flip side is that extensive customization takes away the Search Engine friendly quality of WordPress. In order to minimize this risk, hire Wordpress Developer who can develop good and clean code with minimum scope of error. Secondly the content on the page should be valuable to the user which is very important to add value to your WordPress driven website or blog.

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