Using WordPress for Small Business Growth and Youth Empowerment

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Abstract Wireless technology has changed the lives of people all over the world. Connection can be made from almost anywhere; at home, at work, in libraries, schools, airports, hotels, shopping malls, restaurants and even in some institutions of worship. The purpose of this paper is to highlight some initiatives of companies to deploy this technology. It also discusses how this technology will greatly impact the larger society. Key challenges to successfully roll out these initiatives were also highlighted and discussed. These findings may be useful in the effective deployment of Wi-Fi technology across the country.

Keywords Broadband, LAN technologies, Wi-Fi, Wireless hotspot, ICT

1. Introduction

Growth in relation to business is synonymous to success. A growing business is a thriving business. Many small business owners discover the hard way a business grow [6]. An effective website is an integral part of business growth in today's world [4]. A Content Management System is capable of making a business felt at a world stage. Content Management System (CMS) is as the name implies is a software that is used to manage contents on websites. It is rich with all the features and functions needed to set up a well customized web site. It helps you to create and manage information in an effective way [5].

This paper is structured as follows. In Section 2, we give a brief why a business needs a website. The key features are discussed in section 3. Section 4 discusses the interactive services of WordPress. Section 5 gives WordPress optimization services. Section 6 deals with web development. In Section 7, system requirement is discussed. Sections 8 and 9 highlight some benefits and risks of WordPress. The final Section concludes the paper and discusses future work.

2. Why Every Business Needs a Website

According to a survey carried in 2016 in the U.S., of the more than 350 small businesses surveyed, 46 percent of businesses do not have a website. For the 64 percent of small businesses that do have a website, many could use a technological upgrade [19]: Nearly a quarter of these businesses said their websites were not compatible with mobile platforms. In this fast-moving world, there is every need a company owns a website. The following are some benefits [4]:

- It is convenient for customers
- Makes your company visible to all potential and current clients
- It is effective and not expensive
- Makes your company available 24 hours a day, 7 days a week
- It save you money on printing and postage costs for brochures, flyers, specials, newsletters, and other mailing

Table 2 shows some of the notable companies that use WordPress to make business on the web [7].

3. Key Features of WordPress

The best websites today are powered by easy to use content management systems (CMS) that allow you to make changes to a website without needing to touch a single line of code. WordPress, Joomla and Drupal all offer great features, lots of customizations and ease-of-use. WordPress is used by 27.7% of all the websites, which is a market share of 58.9% [8].

The table 1 presents the comparison among the three most popular content management system. It is the best choice for beginners, which works especially well for small to medium sized websites, blogs and smaller e-commerce stores [9]. It can easily be extended and modified in any way suitable or use for any commercial projects without any licensing fees. Administrators can effectively manage the site i.e. make changes to the contents and publish it with ease.

The following are some striking features of WordPress [10]:

- It supports more than 70 languages
- Optimized for search engines
- It is easy to install and upgrade
- Attractive media management
- Easy themes and lots of plugins

WordPress has strengthened its position as the top content management system (CMS) solution – allowing users to easily and effectively manage website content. The statistics are almost mind-boggling, with nearly one in four of all websites on the Internet using WordPress [20].

4. Interactive Services

A. Wiki & Knowledge Base Plugins

There are plugins that can quickly and easily create a Wikipedia style entry for any desired topic or subject. One of the popular plugins used today is "WikiLite developed by WPMUDEV"

B. Blogs

A collection of stat from WordPress highlights that over 409 million people view more than 22.2 billion pages each month. About 76.9 million new posts and 41.4 million new comments are made each month. Graphs I and II shows that in January 2017 about 24,230,187,109 people reading blogs and 80,680,398 post are being published [11].

C. Forums

A platform where ideas and opinions are shared in form of posted messages is known as a forum [12]. WordPress provides a community-based support forums. Some of the plugins with five-star rating include Forum – wpForo, Asgaros Forum and Forum Badges. These forums provide powerful and beautiful bulletin board with unique features which embeds into your system [13].

D. Responsive

WordPress provides a responsive framework which make its themes to open on any operating system and screen size.

The following are some key benefits of a responsive WordPress [14]

- Lots of great themes are available
- Cross platform capability
- Easy to manage
- WordPress sites rank highly in search engines

5. Optimization Services

A. Analytic Solution

Learning more about your users is vital to run a successful online business website. An analytics solution helps to gather data and provide insightful reports into user activity on your site. Analytics platform can tell you where your users are coming from, which pages they are visiting the most, how long do they stay on your website, which links they click on the most. The blogger can provide better content with the help of these questions raised. Some analytic solutions include Google Analytic, Crazy Egg, KISS Metrics and MixPanel [15]

B. Database Optimization

WordPress websites have dozens of tables because plugins save settings and other data in the WordPress database and this data increases over a period of time. You can optimize your WordPress database to save space. This is done directly from PHPMyAdmin, or by using a plugin like WP-Optimize or WP-DBManager. These plugins are also capable of deleting all your pending spam comments, trashed posts, auto-saved drafts, post revisions to name a few. They can also perform general MySQL database optimization queries without you having to access PHPMyAdmin. A well optimized, fast responding database is a huge bonus for a database-driven software like WordPress [16].

C. Image Optimization

Images are one of the heavier elements of a site. The WP Smush.it plugin helps you upload images normally while it automatically optimizes them using Yahoo's Smush.it API behind the scenes [17].

D. Load Time

Slow load times do not only create a wrong impression about your site to your visitors, it is also bad for your SEO [17].

6. Web Development

WordPress's WYSIWYG (What You See Is What You Get) editor plugins provides simple and high degree of functionality created for user experience. Developers can modify any of the functionalities. Some of the plugins include: Plug-N-Edit Drag & Drop HTML Visual Editor (WordPress WYSIWYG Editor), Zedity (WordPress WYSIWYG Editor) and Foliopress WYSIWYG (WordPress WYSIWYG Editor) [18].

7. System Requirements

The following are the requirements [3]:

- Runs on any operating system
- PHP version 7 or greater
- Apache or Nginx
- MySQL version 5.6 or greater or MariaDB version 10.0 or greater
- HTTPS support

8. Benefits

The benefits of using WordPress are as follows [2]:

- It has rich features and intuitive interface which make it easy to use
- It help startups and small businesses grow
- You can fully customize your site
- Search engines can quick read and index contents of your site
- Does not require HTML editing software

9. Risks and Vulnerabilities

The following are the Risks and Vulnerabilities of using WordPress [1]:

- The documentation is inadequate and inconsistent
- There are too many plugins
- You can Easily Run into SEO Issues
- It needs regular updating

It runs on PHP and stores important details in MYSQL database which leaves a potential for SQL injection attacks.

10. Figures and Tables

Table 1: Comparison among the three most popular content management system

Description	WordPress	Drupal	Joomla
Market Share	58.9%	4.8%	7.2%
No of Websites	75 Million	1.1 Million	2.8 Million

Downloads	160 Million	25 Million	75 Million
Free Themes	3000+	2000+	1000+
Plugins	44,000	26,000	5,000
Cost	Free	Free	Free
Frequency of Updates	40 Days	30 Days	36 Days
Installation Time	5 Mins	10 Mins	10 Mins

Source: websitesetup.org

Table 2: Companies and their respective function

Function	Companies				
News	New York Times	CNN	Forbes	Reuters	Mac lean's
Fortune 500 Company	GM	UPS	eBay	SONY	Best Buy
Music	The Rolling Stone	Jay-Z	Katty Perry	Lollapalooza	MP3.com
Fashion	IZOD	Kineda	Mode linia	StyleWatch	Hype Beast
Technology	Tech Crunch	IBM Jobs	Microsoft News	Boing Boing	
Politics	Five Thirty Eight	TIME's Swampland	Political Ticker	GOP	Won kette

11. Conclusion

It is clear from the analysis presented above that WordPress has fortified its position at the topmost of content management system this is as a result of its simplicity and effectiveness in managing website content. Every small business owner can take a cue from the notable companies utilizing WordPress.

In the future security vulnerabilities would be looked into.

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