The New Anatomy of a WordPress Developer

A study by 34SP.com

34SP.com     |     Phone: 0161 813 1032     |     Email: info@34sp.com     |     Twitter: @34sp
About 34SP.com

34SP.com is a top 20 UK hosting company offering professional website hosting services for professional web developers, online businesses and designers. The 34SP.com team of technical experts offer industry leading support and service coupled with a money back guarantee to ensure client satisfaction. Web hosting services offered include domain names, website hosting and WordPress hosting. The company is headquartered in central Manchester, England.
Daniel Foster

Technical Director at 34SP.com

"Nearly 19 per cent of all websites are built on WordPress, that's over 50 million. Our research surveyed over 1,000 WordPress business users about their requirements, habits and personal qualities enabling us to tap into the new generation of WordPress users to work out just how widely adopted WordPress is becoming as a CMS for business websites and discover the true anatomy of a WordPress developer."
WordPress is Now a Bona Fide CMS for Business

WordPress is now a bona fide CMS for business websites, despite it being perceived by many as still purely a blogging platform.

According to our research, 52% of all WordPress websites in the UK are used for business - finally blowing away its image as just a blogging platform.

When asked why they preferred the publishing platform to other business CMS platforms, 25% said it was due to its ease of use without the need to have HTML skills, 16% for its ability to be managed from any computer and a further 16% said they liked the extended functionality they could get with the many plugin options available.

Why choose WordPress over other platforms?

1. Ease of use
2. Accessibility
3. HTML editing not essential
4. Extended functionality
5. Manage from any computer
6. Support network
7. Other

For what purpose do you use WordPress?

1. Non-profit
2. Hobby
3. Blogging
4. Business
WordPress is the Preferred CMS for Small Businesses in the UK

How many people does your business employ?

- Above 50
- 1 - 50 employees

From our research, 94% of those surveyed are small businesses employing 1 – 50 employees, showing that small businesses are increasingly relying on WordPress for its CMS.

WordPress is open source, which means there are hundreds of developers all over the world working on it and therefore free for you to use for business endeavours. There are of course paid for plugins, themes and more, but when you hire a web designer you are paying them to set up and optimise WordPress for you, not for the software itself, which saves small businesses a significant amount of money.

The industries we found most likely to be using WordPress for their website include web design, marketing, advertising, technology, IT and healthcare industries.
So why are increasingly more small businesses choosing WordPress for their website?

A simple to use CMS

The fact that WordPress was originally designed to be a blogging platform gives it some great advantages for business users. It has been optimised for simple editing and publishing content, without the need to rely on a web developer. This means that after just a few times of using the CMS most people find it simple to publish content, create pages and edit existing pages using the simple, rich text editor.

You don't need to learn to use a complex HTML editor tool or call your webmaster every time you want to make a small change to your website. This is invaluable for business owners as obtaining better search engine rankings requires fresh and unique content.
Free Support

Other key benefits for business users discovered in our research include the large support network that's available to WordPress users. If problems do arise when using WordPress, it's easy to find answers and WordPress developers out there who can help you. There are many blogs, forums and communities that are full of advice and assistance.
If you need a particular function added to your business website, it's very likely that there is a plugin for it. There are currently over 30,000 available plugins available to WordPress users. Plugins let you quickly and easily add more complex functionality to your website, including contact forms, event management systems, surveys, PayPal buttons and hundreds more. These can be set up in just a few minutes.
Search Engine Optimisation

WordPress sites are mainly text-based and this means it's simple for Google's search robot to crawl. This means that a WordPress website gets indexed quickly and often, pushing the site up the Google organic search rankings and putting the business in front of the largest possible audience - which is what every business owner wants.
Scalability

A WordPress website is able to grow, just as your business does - as it is completely scalable. Large websites such as CNN and Forbes rely on WordPress, as do smaller independent businesses.

In theory you can have an infinite number of pages on your site with the WordPress CMS. If you want to add forms so that you can capture information from visitors, you can do that. If your business needs to be able to accept payments online, WordPress can handle that also.
The design of a WordPress site is determined by its theme. Themes are easily swapped and changed, and there are thousands of free and paid themes available, without the need for a web designer.

WordPress users love the design themes available to them. 40% of people we surveyed would only use free themes while 14% would be willing to pay up to £40 for the correct theme that reflected their business well.
Developer’s Favourite Plugin for WordPress is SEO by Yoast

WordPress SEO by Yoast is the developer’s choice when it comes to their favourite WordPress plugin – 21% said it was their favourite plugin. SEO by Yoast allows users to improve the search engine optimisation of their site with a number of enhanced functionalities. As the primary digital goal for pretty much all online businesses is to be number one on Google organic search, and SEO enhancement is an important tactic. Although WordPress out of the box, is already a good platform for SEO, it still has the ability to be improved even further, and most developers we spoke to appreciate the additional features they got with this plugin.
WordPress developers are highly educated, liberal and cultured.

From our research, we can dispel the tired myth that WordPress developers are stereotypical computer geeks who prefer the company of a computer. 98% of our respondents class themselves as liberal, while 35% claimed to be very liberal. Of those surveyed, 68% were educated to a degree level, with 23% having a post graduate qualification. When asked how they choose to spend their free time, the majority of those surveyed – 21%, said they mainly socialise with friends. 25% enjoy going to the gym and dinner parties with friends.

When it comes to a developer's alcoholic beverage of choice, 31% prefer drinking wine, followed by 19% who like to drink speciality beers.

Broadsheets are the most popular newspaper of choice with 29% of respondents reading The Guardian regularly, followed by The Times and Telegraph.
Lack of Women Developers in WordPress

At the WordPress Community summit conference back in 2012, there was a section devoted to the lack of women in the WordPress community, and in the digital industry as a whole. It was noted how few women participate in WordCamps around the world, which are events that represent local communities of WordPress users where speakers are typically men.

Two years on, and not much seems to have changed. Only 24% of the developers we surveyed were women and women in digital is still a much discussed subject, as men still dominate the industry.

Are you male or female?

Female
Male

24
76
Why do we need more women developers in WordPress?

Future Jobs are in Tech

The growing dominance of digital means that in the very near future most aspects of life will involve a technological element. Jobs in the digital sector are flourishing.

34SP.com is headquartered in Manchester in North West of England, which is regarded as one of Europe’s fastest growing digital and technology hubs. With an influx of infrastructure and business investment, Manchester is becoming one of the UK’s most prominent centres of creative, digital and media companies.

Manchester Digital, the independent trade association for digital business in the North West of England, revealed in its annual digital skills audit early on this year that 32 per cent of digital organisations in the region were forced to refuse work in 2013 due to a lack of resources, despite 83 per cent of businesses experiencing growth.

If this growth continues at the current rate, women need to be engaged and qualified in tech.
Diverse Teams Make Better Products

Diversity of thought in business and having a company made up of people who approach problems in different ways, equates to delivering better products. Women think, approach and tackle problems differently to men.

One of the most high profile women in Silicon Valley, Google's advertising chief Susan Wojcicki commented on the challenges women face in technology just last year. When asked why there aren't more women in Silicon Valley, she referred to studies which show that diverse teams come up with better products, and that as consumers of tech, women should also be more involved in creating these products in the first place.
When it comes to website hosting, business owners need to be sure to select a reputable hosting provider who are technical experts in their field, and class service as a top priority – as this is what they are buying. Our research indicates that many business would consider changing their hosting company if prices were to inflate, which isn't too surprising. However, 48% of those we questioned said bad customer service was the main reason they would switch hosting providers – this includes factors such as lack of technical knowledge, non-UK support centres and lengthy telephone support queues, emphasising the importance of a strong support and service centre.

A good web hosting company should pride themselves on technical support, who are dedicated and available 365 days of the year. When it comes to the factors stopping people from switching hosting providers, 42% of people said they wouldn't change because they think it would disrupt their website. By choosing the correct hosting provider you should be able to switch from one host to another quickly and without your disrupting site traffic and your regular site visitors shouldn't even notice the difference.
There are five basic steps to follow when changing your web host

- Host your WordPress site with 34SP.com and you will get your first month of WordPress hosting free. When your site is ready you can use our WordPress auto installer or we'll do it for you, as we've done it thousands of times.
- Sign up to a reputable hosting company who don't sell disk space, bandwidth and email boxes but sell service.
- Back-up your site at the new web host.
- Change DNS to point to your new web host.
- Wait for the DNS change to propagate through the net.
- Once you are certain people or Googlebots are fetching from the new webhost/IP address, you can then shut down the old site.
We offer a range of website hosting solutions to suit every circumstance. Please feel free to browse through our website, or get in touch with us directly.