

ADVANTAGES AND BENEFITS OF WORDPRESS CMS IN WEBSITE DEVELOPMENT AND MANAGEMENT

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Abstract

As of today, the number of internet pages operating on the global network is increasing year by year. Various web programming languages, platforms, blogs, and Content Management Systems (CMS) with user-friendly interfaces provide opportunities to develop websites in a short time. These tools facilitate the creation and management of websites efficiently.

Keywords:

WordPress, CMS (Content Management System), websites, website development, website management, open-source platform, WordPress plugins.

I. INTRODUCTION

First of all, if we briefly explain the term "website", the word "site" in English means "place" in Uzbek. More precisely, it refers to a virtual location on the World Wide Web where certain information can be found and which is identified by a unique URL. This URL indicates the address of the website's main page. The main page, in turn, may contain links to other pages of the same website or to other websites. Website pages may consist of HTML, ASP, PHP, JSP, graphic, and other types of files. To access a website, a browser program is used. A website can be personal, commercial, informational, or serve other purposes.

II. OBJECTIVE

CMS platforms offer many conveniences, with their main advantage being the ability to easily create dynamic web pages and populate them with various types of content. CMS systems are typically complex and often include features such as RSS feeds, forums, and online stores. At the same time, they are easy to modify.

A CMS not only automates the management of various types of content on a website, but also allows users who are unfamiliar with the technical aspects of website structure—such as writers and journalists—to add their own materials directly through the user interface. It has become clear that users no longer need to understand HTML or the technologies behind content updates in order to publish or view their own content on a website.

III. ADVANTAGES AND CONVENIENCE OF WORDPRESS CMS

A CMS system also allows the distribution of website development tasks among different specialists. For instance, a web designer can focus on the visual appearance of the site (such as refining the design and installing templates), while non-technical specialists can work on populating the site with content (text, images, and animations).

And that's not all. It is known that the engine is just one component of a CMS. It displays the website's content based on a design template. Furthermore, a CMS offers tools to manage the site's data (enabling the creation of website sections and categories and distributing content between them) and to edit that data as needed. At the same time, the user does not need to know where the data is stored—whether it is in a database, on a disk as an HTML file, or even on an external server.

Using a CMS can eliminate many challenges. For example, a sitemap—mentioned earlier—can be generated automatically, requiring no effort from the user. Moreover, a CMS enables the implementation of additional features on the website, such as a photo gallery or a registration form. These features are enabled through CMS extensions or plugins. It only takes installing the appropriate plugin.

WordPress is one of the most convenient CMS platforms for managing websites. It currently ranks third among CMS systems globally. Using WordPress, users can easily create their own blogs and customize them with various themes and designs, as well as install a wide range of plugins.

WordPress stands out from other CMS platforms due to its user-friendliness, security, speed, and intuitive management system. It is developed in PHP and uses MySQL as its database management system. When new versions of WordPress are released, users who already have it installed on their websites are automatically notified and given the opportunity to update to the latest version.

The installation process for WordPress is also very simple. As of today, there are over four thousand websites running on WordPress, and this number continues to grow daily. The official WordPress website, wordpress.org, provides access to all necessary materials and downloads related to the platform.

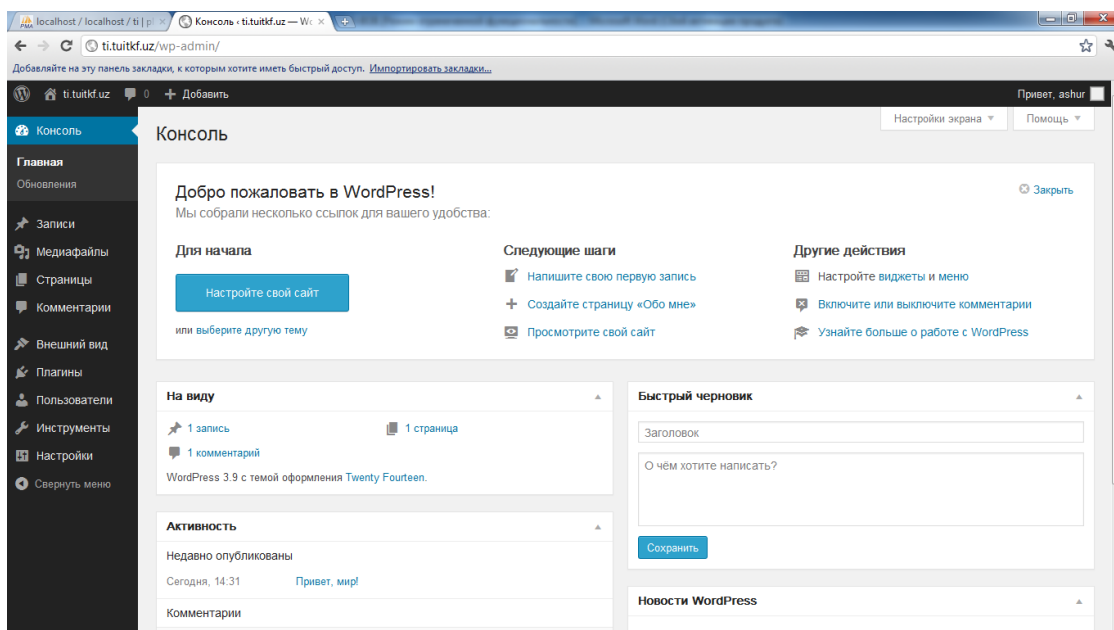


Figure 1. The user interface of the WordPress content management system

WordPress is one of the most convenient CMS platforms for blogs. It stands out from other CMS platforms due to its free availability, user-friendly interface, and flash uploaders. It provides excellent capabilities for uploading media files. There are numerous plugins and a wide range of widgets available to customize websites built with this CMS. It also offers all the necessary tools for working with images.

To work with the WordPress CMS, the following steps must be completed: To install WordPress on a local server, you first need the WordPress package itself, and of course, the Denwer software must be installed. To set up the database, you start by installing the Denwer program. Once installed, shortcuts named *Start Denwer*, *Stop Denwer*, and *Restart Denwer* will appear on your desktop. Denwer automatically creates a network drive on your computer to run the local server.

Inside the **“home”** folder on the network drive, create a new folder with the **name of your website**. Inside that folder, create another folder named **site.uz**. Then, inside the *site.uz* folder, create a folder named **www**. Copy the **WordPress files** into the *www* folder.

Next, activate Denwer by double-clicking the **Restart Denwer** shortcut on your desktop. Then open your browser and type **“localhost”** in the address bar to proceed.

To create the website's **database**, select the option <http://localhost/Tools/phpMyAdmin> from the browser window. Enter the **name of the new database**. From the **collation menu**, select **utf8_general_ci**. Then click the **“Create”** button. A database named **“sayt”** will be created.

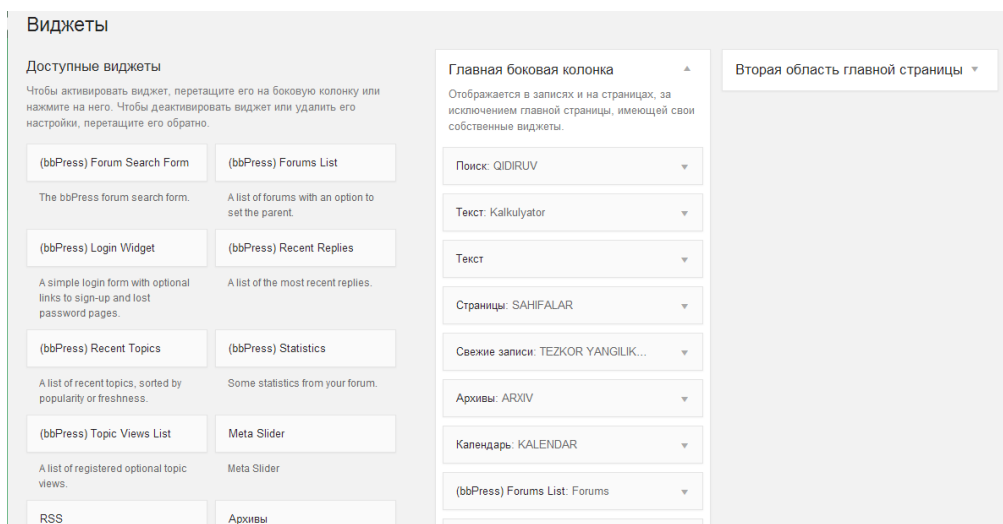


Figure 2. WordPress widget management interface.

After this stage, once again double-click the “Restart Denwer” shortcut on the desktop with the left mouse button to reload the program, then enter sayt.uz into the browser's address bar. Next, click the “**Create configuration file**” button. From there, click “**Let’s go!**”. After entering the required information, click “**Submit**”. A window confirming the completion of the setup will appear. To proceed to the next window, click “**Run the installation**”. Then enter the site name, username, secure password, and email address. Click the “**Install WordPress**” button. As a result, a message window will appear indicating that WordPress has been successfully installed. To access the admin panel, click the “**Log In**” button. This will open the login screen for the admin panel. In this window, fill in the “**Username**” and “**Password**” fields using the previously entered information. To enter the dashboard mode, click “**Log In**”. As a result, the WordPress Dashboard will open.

IV. CONCLUSION

To create new web pages in WordPress, select the “**Pages**” section. From there, choose the “**Add New**” option. In “**Add Page**”, enter the name of the new page and click the “**Publish**” button. To add images, videos, or audio files, click the “**Add Media**” button. If you want to upload any image, audio, or video file, use the “**Select Files**” button.

This, using WordPress CMS leads to efficient time management in developing and managing websites. Compared to other CMS platforms, WordPress stands out with its easy and user-friendly interface, the ability to customize widgets, plugins, and site themes, and the possibility to add or modify HTML and PHP code.

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