



### What is WordPress

WordPress is an open source Content Management System (CMS), often used as a blog publishing application, powered by PHP and MySQL. It has many features including a plug-in architecture and a template system. Used by over 12% of the 1,000,000 biggest websites, WordPress is the most popular CMS in use today.

### Why is WordPress the best Blogging platform?

There are a variety of reasons for why WordPress is one of the best blogging platforms on the internet. Many people try different blogging platforms, but they end up coming back to WordPress because it offers so much greater functionality. **Here are five of the greatest reasons:**

- **The Plugin Functionality:** Whatever you end up needing in terms of functionality, there is more than likely a number of plugins that can be downloaded and installed to improve the capability of your blog.
- **The Theme Functionality:** There are literally thousands of completely unique themes out there, offering one column, two columns or three columns, graphics, color combinations and a variety of other details which allow for complete customization of your blog to suit your needs, the theme of your blog and the needs of your readers.
- **Auto Ping Functionality:** Many scripts may offer this particular possibility, but many free blog hosts do not offer auto ping, meaning that you are going to need to ping yourself after every single post that you make. On the other hand, WordPress can do the pinging for you, which makes your life significantly easier and saves you a lot of time in the process.
- **The Trackback:** The trackback feature is an important one if you want to know who is reading and responding to your blog, and if you want to be open about who you are reading and

talking about in your blog. If you link to a post in another blog using WordPress, WordPress will automatically make a comment in the post that was linked to in order to facilitate communication between the two different blogs.

- **The Overall Feeling of Simplicity:** After the WordPress blog is installed, you are pretty much ready to get going, provided that you do not want to do any tinkering beforehand with stats, themes and other details. You do not have to know anything at all about computers in order to set up a WordPress blog.