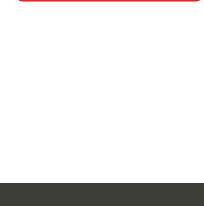


# COMMON IT CONCERNS ABOUT NEW B2B WEBSITES

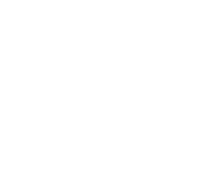
You should always approach a website project with caution. However, while you must be strategic and thoughtful about building a website, there are a few common concerns we can help alleviate.

## WEBSITE HOSTING CONCERNS



**We Won't Have Control Over the Website**

This is a common concern we hear when we recommend a website is hosted externally. However, depending on the type of external hosting provider you go with, you can have varying levels of access.



**We Only Want to Host Internally**

**Server Set Up:** Setting up a server to host a website internally takes a lot of time and requires web server experience. If you are building a WordPress website, the server must be optimized for WordPress, which many IT professionals don't have experience doing.

**Maintenance:** It's critical that servers be maintained regularly. Many updates are security fixes while others improve website performance. Do you and your IT team have the time to stay on top of and implement all the updates needed?

**Website Downtime:** How will you handle website downtime? What happens if your IT person is gone when the website goes down? Will they be on call 24-7 and have the ability to implement the critical, timely fixes? The benefit of working with an external host is that they are continually monitoring the website and if something goes wrong, all you need to do is submit a ticket and they will work on it (even while you are sleeping).

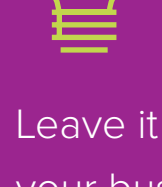
Setting up a server and creating a staging environment can take up to 140 hours and cost over \$40,000 (not to mention ongoing hours needed each week).

Google uses site speed as a ranking factor. Websites that load faster offer a better user experience.



**Hosting Externally Won't Benefit Us**

We hear this a lot and it's beneficial to work with an external host for a variety of reasons:



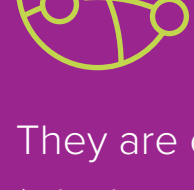
Leave it to the experts and work on your business, not your website



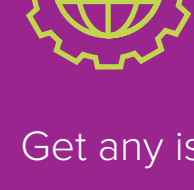
The host will stay on top of updates and implement them when necessary



If you use WordPress, you can work with a provider that specializes in WordPress hosting



They are continually improving their servers (which improves your website's functionality)



Get any issues resolved faster

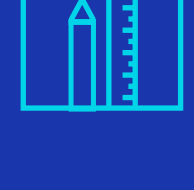


Staging environments are easy to set up and manage, allowing you to test out changes or updates before pushing them to the live website

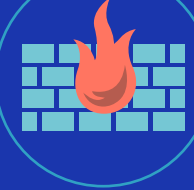
## WORDPRESS CONCERNS



**We Don't Want a WordPress Website**



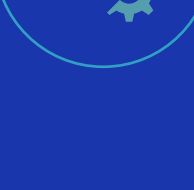
We hear a lot of reasons why IT Managers don't want their firm to go with a website built on WordPress.



**It's Not Secure & It's a Target for Hackers** - Microsoft is a large software provider, which makes it a target for hackers, but that's not a reason to avoid using Microsoft's software. The same is true for WordPress. WordPress is a very popular CMS, which means it also has a large community of developers supporting it and troubleshooting any problems that come up.



**It's Open Source Which Makes It Vulnerable** - We've heard from IT folks not keen on WordPress that since it's open source code, it's more vulnerable to attacks. However, WordPress is often more secure because there are more eyeballs looking at the code, finding errors, and fixing them quickly.



**It Needs Regular Updates** - It's true, WordPress is updated more frequently than other software out there. This is often good news though since WordPress is nimble and able to adjust to new technologies fairly quickly, like when Google Glass first came on the market. WordPress developers issued a plugin to make WordPress compatible with Google Glass within 3 days of the release of Google Glass.



**Plugins Break the Website** - There is some truth to this, but if you exercise caution when adding plugins, you won't need to worry about them breaking the website. All plugins in the repository, for example, have been reviewed and vetted. There is also a review system for users and a support forum for every plugin so you can access information about it before installing it.



**We Don't Want Everyone to Have Access**



We often hear that IT would like to closely control who has access to the website and we agree. The good news is that WordPress makes it easy to control who has access with user access levels. In fact, the default settings have restrictions on things that could potentially take down the website, such as installing plugins and editing theme files.

WordPress has over **50,000** plugins available.

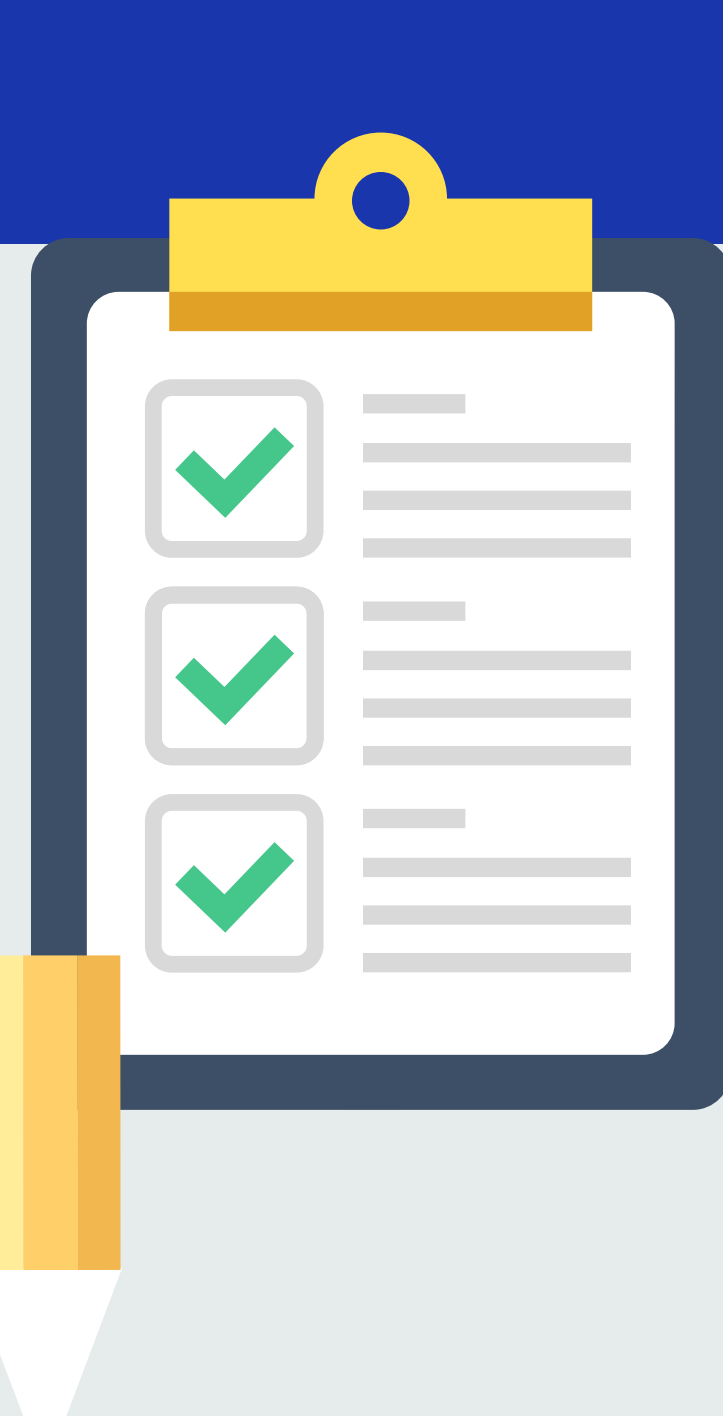


**It Won't Integrate with Our Internal Systems**

Many IT and Marketing professionals worry that WordPress won't integrate with their existing internal systems. However, WordPress is widely used, so chances are there is an integration tool available that is easy to install. If, for some reason, there isn't a first-party integration available, there are tools, like Zapier, that allow integration between two totally different applications.

## DON'T WORRY, SECURE IT: Tips to a Secure WordPress Website

- Choose a hosting company that specializes in WordPress hosting.
- Use reputable themes and plugins that are updated regularly.
- Install a Security Plugin, like WordFence.
- Perform all recommended updates.
- Create unique passwords following safe password best practices.
- Update passwords regularly.
- Closely manage and monitor administrator access.
- Perform regular backups.
- Read WordPress' recommended guide on "Hardening WordPress" and share the guide with your hosting company.



Contact us

### Sources:

- <https://w3techs.com/>
- <https://wordpress.org/plugins/>
- <https://trends.builtwith.com/cms>
- <https://pantheon.io/>
- <https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html>