A Technical Evaluation of the WordPress CMS in 2025

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Is WordPress Still a Good Platform in 2025?

Historical Context: WordPress began in 2003 as an open-source blogging platform (released May 27, 2003 by Matt Mullenweg and Mike Little (Source: en.wikipedia.org)). Over two decades it evolved into a full CMS, now powering not just blogs but forums, media galleries, e-commerce sites, and more (Source: en.wikipedia.org). The GPL-licensed core has enabled a vast ecosystem of themes and plugins: one review notes roughly 56,000 free plugins and 2,500 free themes in the official repository (with many more premium extensions) (Source: kinsta.com). Significant milestones include the introduction of custom post types, the REST API, and the Gutenberg block editor (released in WordPress 5.0 in 2018). By 2025 the latest WP branch is 6.x – indeed, over 88% of WordPress sites run version 6.x (Source: w3techs.com) – showing that most installations stay current with the modern, block-based system.

Current Market Share and Usage (2025)

Figure: Market position of WordPress versus other CMS platforms (size = popularity, y = traffic). WordPress far outstrips competitors in both dimensions. Data source: W3Techs. WordPress remains the dominant CMS by a wide margin. According to W3Techs (June 2025), WP is used by **61.1% of sites using any known CMS** – about **43.4% of all websites**(Source: w3techs.com). In practical terms, this equates to **tens of millions of sites** (one analysis cites "over 35 million websites, more than 43% of the entire internet" (Source: mobiloud.com)). Usage has trended slightly upward; one summary notes WP's CMS share grew by ~10 percentage points over the past decade (Source: mobiloud.com). No other platform comes close: for example, W3Techs reports Shopify on 4.8% of all sites (6.7% CMS share) and Wix on 3.8% (5.4% CMS) (Source: w3techs.com)(Source: w3techs.com). Squarespace and Webflow each power only about 2–3% and 1% of sites, respectively (Source: w3techs.com)(Source: w3techs.com), while niche systems like Ghost are under 0.1% (Source: w3techs.com). Even among high-traffic domains, WordPress dominates. In a recent survey, WP's share of the top 1M sites was reported around 29% (Source: mobiloud.com). In summary, the data show that *as of 2025* WordPress continues to power **by far the largest portion of the web**, more than all major rivals combined (Source: w3techs.com).

Performance and Speed

WordPress sites run on a traditional PHP/MySQL stack, which means raw speed depends on server environment. Out-of-the-box, a vanilla WP can be slower than a static site or single-page app, especially under heavy traffic. However, the core is actively optimized and most production sites use caching/CDNs to improve performance. For instance, WordPress 6.7 (late 2024) introduced several performance enhancements – faster block pattern loading, better PHP 8+ support, auto-sizing for lazy-loaded images, and other optimizations (Source: make.wordpress.org). With good hosting (fast servers, PHP 8+, CDN) and optimization plugins (cache, image compression, etc.), many WordPress sites achieve excellent load times. In fact, in the official 2023 survey, *performance* was cited as a top strength of WordPress ("performance… registered a huge spike" as the best thing about WP) (Source: wptavern.com). In practice, WordPress can be made as fast as needed, but it requires effort: large or unoptimized WP sites may load slowly if not tuned. Static-generation plugins and headless architectures (see below) can also be used to boost speed further.

SEO Capabilities

WordPress has long been considered SEO-friendly. The core supports SEO basics (clean, customizable URLs; built-in XML sitemaps; easy meta tag editing), and its ecosystem provides excellent SEO plugins (Yoast SEO, All in One SEO, Rank Math, etc.) that automate on-page optimization. In comparative tests, WordPress consistently ranks at or near the top for SEO. For example, a 2024 study found that "the best CMS for SEO in 2024 is WordPress" (Source: seobility.net). The report noted that WordPress paired with Yoast gives "full control over all on-page SEO fundamentals" plus fast performance and strong community support (Source: seobility.net). In short, WordPress's flexibility and tools mean it can meet modern SEO best practices. (Of course, any CMS's SEO results also depend on content quality, structure, and promotion.) Compared to proprietary builders, WP allows deep fine-tuning of SEO parameters. Overall, *SEO is a strength* of WordPress, thanks to both built-in features and a mature plugin ecosystem (Source: seobility.net).

Scalability

WordPress can scale from tiny blogs to high-traffic enterprise sites. Enterprises have shown confidence: for instance, a 2024 survey of large organizations found **18%** of respondents' WordPress sites had over 10 million monthly visitors (up from 15% in 2023) (Source: soewp.com). Industry experts note that WordPress "scales well" when properly engineered (Source: openchannels.fm). In fact, many major publishers and companies (Media outlets, Fortune 500, etc.) run complex, high-volume sites on WordPress. One expert comments that you can use WP "to go from a simple blog to a massive eCommerce store doing millions of dollars a day" (Source: openchannels.fm), highlighting its potential reach. Achieving this requires robust architecture (load-balanced servers, database replication, CDNs, object caching). But the core platform does not impose artificial limits: WordPress is used behind the scenes at scale in many large organizations. In user surveys, "scalability" also emerged as a top positive factor for WordPress (Source: wptavern.com). Overall, WordPress is capable of very large sites, although smaller hosted platforms may offer simpler scaling solutions out-of-the-box.

Customizability (Themes, Plugins, Gutenberg)

A key strength of WordPress is its extreme extensibility. The official WordPress plugin repository contains on the order of tens of thousands of plugins (Source: kinsta.com) (some sources cite ~56,000 free plugins) plus thousands of themes. This ecosystem allows site owners to add almost any functionality – from SEO tools to contact forms to complex e-commerce – without coding. For example, popular plugin usage statistics show **Elementor** (a page-builder) installed on ~28.8% of WP sites and **WooCommerce** on ~20.6% (Source: w3techs.com). Custom themes let designers fully change a site's look and structure.

The newer Gutenberg block editor and Full Site Editing system (introduced in 2018 and evolving through WordPress 6.x) further expand flexibility: they let users build pages by assembling content "blocks" and even design templates via a visual interface. In fact, a 2023 survey found 39.9% of WordPress users already use the block (Gutenberg) editor, and 61.1% are familiar with block-based themes and plugins (Source: wptavern.com)(Source: wptavern.com). In short, WordPress offers nearly limitless customization compared to hosted builders. The trade-off is complexity: beginners can be overwhelmed by the vast choices, and using too many plugins can bloat a site (and even introduce security risks) (Source: websitebuilderexpert.com). But in the hands of developers or power users, WP's customizability is unparalleled.

Security

WordPress core is actively maintained and security issues are routinely patched in updates. However, being the most popular CMS, WordPress sites are a frequent target for attacks. In practice, the majority of vulnerabilities come from plugins/themes or misconfiguration. According to the WPScan database (a leading WordPress vulnerability resource), **weak user credentials and pirated ("nulled") plugins are the gateway for most WP attacks**(Source: jetpack.com). For example, in late 2024 a critical flaw was found in the "Really Simple Security" plugin (installed on over 4 million sites) that could have let attackers gain admin access (Source: thehackernews.com). To stay secure, sites must keep WordPress core, themes, and plugins up-to-date, use strong passwords, and remove unused extensions. Using reputable plugins (checked for recent updates and reviews) is also crucial. Fortunately, a large security ecosystem exists (Wordfence, Sucuri, Jetpack Security, managed WP hosting, etc.) to help protect sites. In summary, WordPress's open nature means security diligence is required, but with proper practices it can be as safe as any platform (Source: jetpack.com)(Source: thehackernews.com).

Cost (Development, Hosting, Maintenance)

WordPress software is free, but real-world costs include hosting, development, and upkeep. **Hosting:** WP can run on inexpensive shared hosts ($5–10/month) or premium managed platforms (from $30+/month) depending on traffic and performance needs. **Development:** Simple WP sites (e.g. a basic blog) can be built affordably (even DIY with a pre-made theme), but custom or large-scale projects require experienced developers or agencies, which raises costs. Enterprise sites often have development budgets from tens to hundreds of thousands of dollars (Source: openchannels.fm). Interestingly, many organizations report choosing WP not purely for low cost: in a survey only ~40% said cost influenced their choice, whereas 75% prioritized functionality and extensibility (Source: openchannels.fm). **Maintenance:** Ongoing costs include updates, security scans, backups – tasks that can be handled in-house or via services. Compared to all-in-one builders (which bundle hosting and support into

subscription fees), WordPress gives flexibility: you pay only for needed resources (hosting scale, premium plugins), but you must manage the components yourself. Overall, WordPress can be very cost-effective for content-driven sites, but budget must account for the time or labor to build and maintain it.

Community and Support Ecosystem

WordPress has an enormous global community. Tens of thousands of developers, designers, and volunteers contribute to its core, themes, plugins, and documentation. According to an annual survey, **over half of enterprise respondents said their organization contributes to WordPress's open-source project** (increasing year-over-year) (Source: openchannels.fm). There are hundreds of regional WordPress **meetups** and dozens of **WordCamp** conferences each year worldwide, providing free education and networking. The official WordPress Codex and Developer Handbook offers documentation, and countless blogs/tutorials cover every aspect of WP. Third-party support is extensive: many companies offer WP development, optimization, and security services. In practical terms, this means issues are usually quickly resolved by the community or plugin authors, and best practices are well-known. For businesses, a large talent pool of WordPress developers helps with hiring or contracting. In sum, WordPress's community and rich ecosystem are among its greatest assets, ensuring continuous innovation and support for users of all skill levels.

Ease of Use (Developers vs. Non-Technical)

WordPress strikes a middle ground in usability. For content editors, the admin dashboard and Gutenberg blocks offer an intuitive way to create posts and pages without coding. Many non-technical users find they can learn the basics of adding content and images. However, initial setup (choosing hosting, installing WP, configuring themes/plugins) is more involved than all-in-one website builders. In practice, **WordPress is generally less beginner-friendly than platforms like Wix or Squarespace**(Source: websitebuilderexpert.com). Those builders include hosting and visual design tools by default, whereas WP users must often install plugins or custom code to achieve the same effects. As one review notes, WordPress requires users "to be more self-sufficient" (managing their own hosting, security, maintenance) (Source: websitebuilderexpert.com). For developers, WordPress is quite approachable (familiar LAMP-stack, template hierarchy, hooks/API). It supports modern development workflows (WP-CLI, local dev tools, Git deployment, etc.). Developers can choose between classic PHP theming or a headless approach with JavaScript frameworks. In summary, WordPress offers *great power at the cost of learning curve*: it's easier than building a site from scratch code-wise, but harder for complete beginners than closed site-builders (Source: websitebuilderexpert.com). Many non-technical users bridge the gap by using simpler page-builders (Elementor, Beaver Builder) or hiring a developer for the initial setup.

Comparison with Other Platforms

Many alternatives to WordPress exist, each with different trade-offs:

- **Wix/Squarespace:** These are fully hosted site-builders targeting ease of use. They provide integrated hosting, security, and drag-and-drop design tools, making them very beginner-friendly. However, they offer limited extensibility compared to WordPress. Wix (~3.8% of sites (Source: w3techs.com)) and Squarespace (~2.3% (Source: w3techs.com)) occupy small market niches. WordPress generally offers more control (plugins, custom code) but requires more maintenance. Notably, Wix has improved its SEO capabilities and even topped website-builder SEO tests (Source: seobility.net), but still lags WP in flexibility. For small portfolios or simple stores, Wix/Squarespace may win on convenience; for complex or unique sites, WordPress's flexibility usually prevails.

- **Webflow:** A design-centric platform popular with professional designers. Webflow outputs static HTML/CSS/JS, yet allows visual layout control. It includes hosting and CMS features in its paid plans. In usage it's still tiny (~0.8% of sites (Source: w3techs.com)). Webflow excels at bespoke visual design but has a steeper learning curve (it's more technical than Wix). Compared to WordPress, Webflow has fewer ready-made plugins/extensions, but some users find it easier to design without writing code. WordPress still has far broader adoption and a more mature ecosystem, while Webflow appeals to a different (often design-oriented) crowd.

- **Ghost:** An open-source, Node.js-based CMS focused on blogging and newsletters. Ghost is designed for speed and simplicity, with built-in features for memberships and paid content. However, its ecosystem is much smaller (W3Techs shows Ghost on ~0.1% of sites (Source: w3techs.com)) and there are far fewer plugins/themes. Ghost can outperform WordPress in raw speed and ease for plain content sites, but WordPress offers more flexibility. Ghost is ideal for content publishers who want a simple, clean interface without the plugin overhead; WordPress suits those who may need forums, galleries, e-commerce, or other complex features.

- **Shopify:** A dedicated e-commerce platform powering many online stores (~6.7% of CMS usage (Source: w3techs.com)). Shopify provides hosted store management, payment processing, and a curated app marketplace. It's generally easier for non-technical merchants to launch a store. WordPress can do e-commerce via WooCommerce (which itself powers ~25% of ecommerce sites (Source: mobiloud.com)), but that requires installing and configuring plugins (and managing hosting). In short, Shopify trades flexibility for turnkey convenience in commerce. A large store with special requirements might still prefer WooCommerce/WordPress, while a straightforward shop with a known product catalog might find Shopify faster to start.

- **Headless CMS (Contentful, Strapi, Sanity, etc.):** These are API-only backends that serve content to any frontend (JAMstack). They often offer excellent developer experiences and scalability but charge based on usage. WordPress can also be used headlessly. In fact, WordPress's built-in REST API (and GraphQL via plugins like WPGraphQL) means it can function as a headless CMS as well. WordPress.com highlights that "Headless WordPress is transforming how developers… use WordPress by decoupling content management from front-end" (Source: wordpress.com). Many modern sites use WP in this way, with a static-site generator (Astro, Next.js, Gatsby, etc.) fetching content from WordPress. The advantage of WordPress here is familiarity and its rich content editor, but traditional headless CMSs can be lighter-weight for pure content delivery. In practice, WordPress's ubiquity and mature APIs allow it to play in the JAMstack space alongside specialized headless platforms.

WordPress and Modern Trends (Headless, JAMstack, APIs)

Modern web development often favors decoupled, API-driven architectures (JAMstack). WordPress fully supports this trend. It includes a robust **REST API** in core (since WP 4.7) and can be extended with **GraphQL**. In a headless setup, WordPress acts purely as a content repository, exposing JSON data that any frontend app can consume. WordPress.com explains that this approach "decoupl[es] content management from front-end development," enabling developers to build the site in frameworks like React, Vue, or Svelte (Source: wordpress.com). Frontends might be server-side rendered (Next.js) or fully static (Astro, Hugo) by fetching WP data at build time. This lets teams use WordPress for editorial workflows while achieving the performance of static sites. WordPress can also integrate with modern JS frameworks directly (via WPGraphQL or REST). Additionally, WordPress is embracing newer tech: it supports PHP 8+ and can run on containerized or cloud platforms. In sum, **WordPress is not tied to old paradigms** – its API-first features make it compatible with headless and Jamstack architectures, fitting well into contemporary tech stacks (Source: wordpress.com).

Conclusion: In 2025, WordPress remains a viable and often strong platform choice. Its enormous market share (Source: w3techs.com), mature ecosystem, and active development mean it continues to be feature-rich and well-supported. WordPress's strengths are its flexibility (themes/plugins/Gutenberg), SEO-friendliness (Source: seobility.net), and community. Its weaknesses – potential performance issues, security diligence, and a learning curve – are manageable with proper practices. Alternative platforms like Wix, Squarespace, or Shopify may serve certain use-cases (simple sites or stores) more directly, and "pure-JAMstack" sites might prefer specialized headless CMSs for entirely static builds. However, for content-heavy or custom projects that benefit from an open, extensible platform, WordPress is still a leading option in 2025. The data show that WordPress not only remains widely used, but continues to evolve (with headless support, block editing, etc.) to meet modern needs (Source: wordpress.com) (Source: wptavern.com).

Sources: Current usage statistics and comparisons are drawn from W3Techs market reports (Source: w3techs.com)(Source: w3techs.com) (Source: w3techs.com)(Source: w3techs.com) (Source: w3techs.com)(Source: w3techs.com). WP core and ecosystem details come from official WordPress materials and developer resources (Source: make.wordpress.org)(Source: wordpress.com). Strengths/weaknesses and trends are supported by industry analyses and recent surveys (Source: seobility.net)(Source: openchannels.fm) (Source: jetpack.com)(Source: thehackernews.com) (Source: wptavern.com).

Tags: wordpress, cms, content management system, market share, open source, gutenberg, block editor, web development

About Tapflare

Tapflare in a nutshell Tapflare is a subscription-based "scale-as-a-service" platform that hands companies an on-demand creative and web team for a flat monthly fee that starts at $649. Instead of juggling freelancers or hiring in-house staff, subscribers are paired with a dedicated Tapflare project manager (PM) who orchestrates a bench of senior-level graphic designers and front-end developers on the client's behalf. The result is agency-grade output with same-day turnaround on most tasks, delivered through a single, streamlined portal.

How the service works

1. **Submit a request.** Clients describe the task—anything from a logo refresh to a full site rebuild—directly inside Tapflare's web portal. Built-in AI assists with creative briefs to speed up kickoff.
2. **PM triage.** The dedicated PM assigns a specialist (e.g., a motion-graphics designer or React developer) who's already vetted for senior-level expertise.
3. **Production.** Designer or developer logs up to two or four hours of focused work per business day, depending on the plan level, often shipping same-day drafts.
4. **Internal QA.** The PM reviews the deliverable for quality and brand consistency before the client ever sees it.
5. **Delivery & iteration.** Finished assets (including source files and dev hand-off packages) arrive via the portal. Unlimited revisions are included—projects queue one at a time, so edits never eat into another ticket's time.

What Tapflare can create

- **Graphic design:** brand identities, presentation decks, social media and ad creatives, infographics, packaging, custom illustration, motion graphics, and more.
- **Web & app front-end:** converting Figma mock-ups to no-code builders, HTML/CSS, or fully custom code; landing pages and marketing sites; plugin and low-code integrations.
- **AI-accelerated assets (Premium tier):** self-serve brand-trained image generation, copywriting via advanced LLMs, and developer tools like Cursor Pro for faster commits.

The Tapflare portal Beyond ticket submission, the portal lets teams:

- Manage multiple brands under one login, ideal for agencies or holding companies.
- Chat in-thread with the PM or approve work from email notifications.
- Add unlimited collaborators at no extra cost.

A live status dashboard and 24/7 client support keep stakeholders in the loop, while a 15-day money-back guarantee removes onboarding risk.

Pricing & plan ladder

Plan	Monthly rate	Daily hands-on time	Inclusions
Lite	$649	2 hrs design	Full graphic-design catalog
Pro	$899	2 hrs design **+** dev	Adds web development capacity
Premium	$1,499	4 hrs design + dev	Doubles output and unlocks Tapflare AI suite

All tiers include:

- Senior-level specialists under one roof
- Dedicated PM & unlimited revisions
- Same-day or next-day average turnaround (0–2 days on Premium)
- Unlimited brand workspaces and users
- 24/7 support and cancel-any-time policy with a 15-day full-refund window.

What sets Tapflare apart

Fully managed, not self-serve. Many flat-rate design subscriptions expect the customer to coordinate with designers directly. Tapflare inserts a seasoned PM layer so clients spend minutes, not hours, shepherding projects.

Specialists over generalists. Fewer than 0.1 % of applicants make Tapflare's roster; most pros boast a decade of niche experience in UI/UX, animation, branding, or front-end frameworks.

Transparent output. Instead of vague "one request at a time," hours are concrete: 2 or 4 per business day, making capacity predictable and scalable by simply adding subscriptions.

Ethical outsourcing. Designers, developers, and PMs are full-time employees paid fair wages, yielding <1 % staff turnover and consistent quality over time.

AI-enhanced efficiency. Tapflare Premium layers proprietary AI on top of human talent—brand-specific image & copy generation plus dev acceleration tools—without replacing the senior designers behind each deliverable.

Ideal use cases

- **SaaS & tech startups** launching or iterating on product sites and dashboards.
- **Agencies** needing white-label overflow capacity without new headcount.
- **E-commerce brands** looking for fresh ad creative and conversion-focused landing pages.
- **Marketing teams** that want motion graphics, presentations, and social content at scale. Tapflare already supports 150 + growth-minded companies including Proqio, Cirra AI, VBO Tickets, and Houseblend, each

citing significant speed-to-launch and cost-savings wins.

The bottom line Tapflare marries the reliability of an in-house creative department with the elasticity of SaaS pricing. For a predictable monthly fee, subscribers tap into senior specialists, project-managed workflows, and generative-AI accelerants that together produce agency-quality design and front-end code in hours—not weeks—without hidden costs or long-term contracts. Whether you need a single brand reboot or ongoing multi-channel creative, Tapflare's flat-rate model keeps budgets flat while letting creative ambitions flare.

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