



Selling WordPress.

Scott Jones



[sjonesuk](#)



[sjuk](#)



[/in/sjonesuk](#)













Why “Selling WordPress?”

**WordPress isn't very good
at selling itself.**

How are we selling WordPress at Illustrate Digital?

**Why isn't your website easy
to create content with?**



WordPress vs Other Platforms.

Umbraco/Sitecore

Fancy spending more time
than you need to on
developing a site?

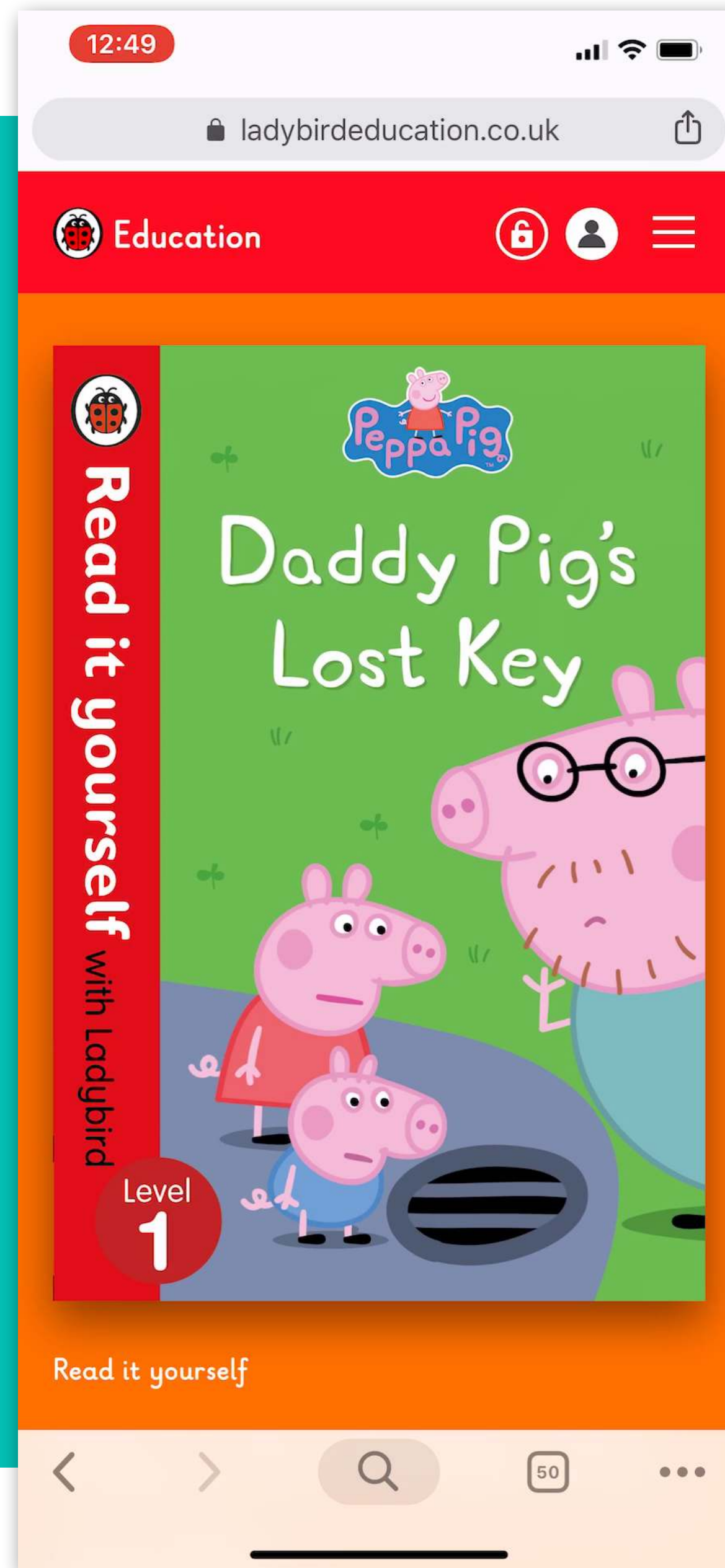


umbraco



sitecore®

Ladybird Education



Squarespace/Wix

Fancy building it all
yourself? And ranking low
on Google?

WIX.com

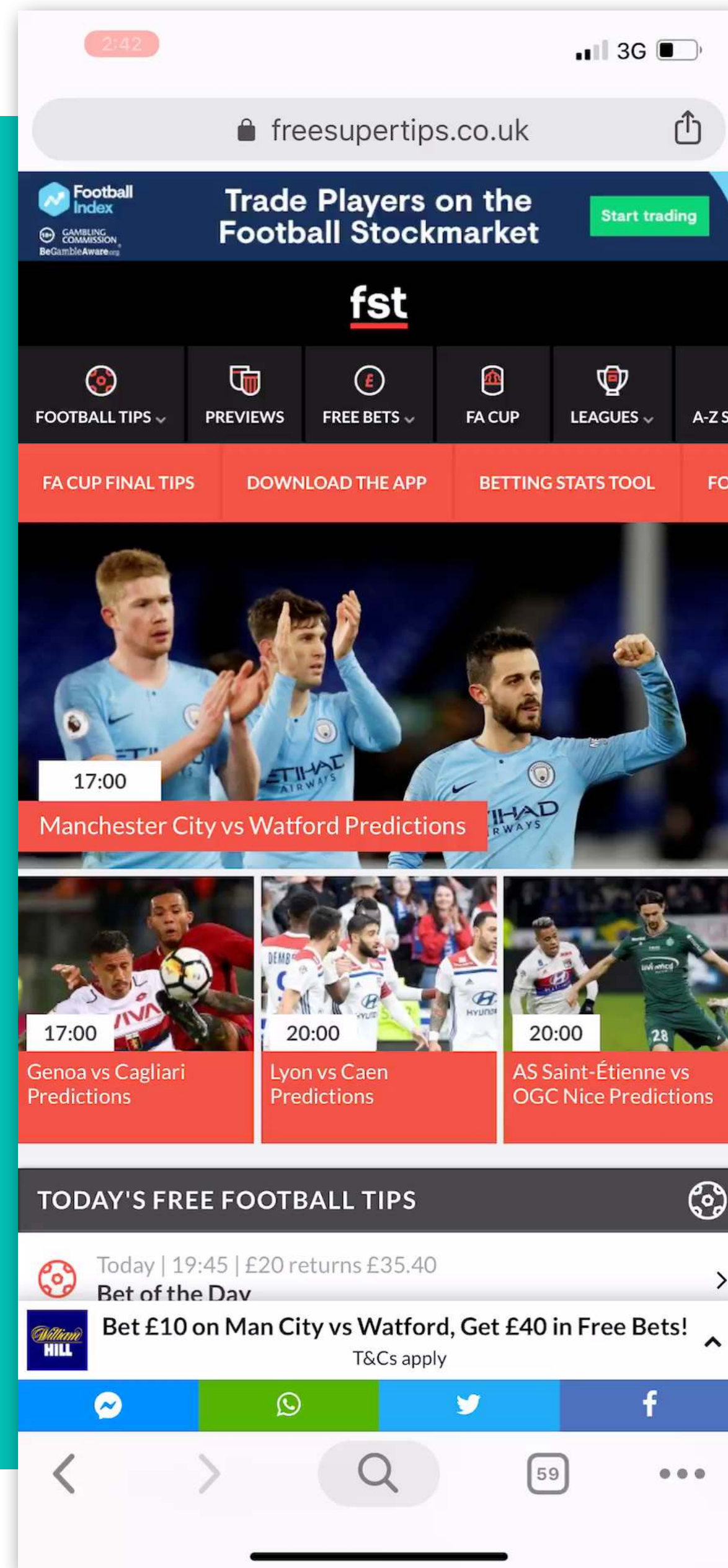
 SQUARESPACE

Proprietary CMS

Fancy risking everything
on something you'll never
own?

core dna

Free Super Tips





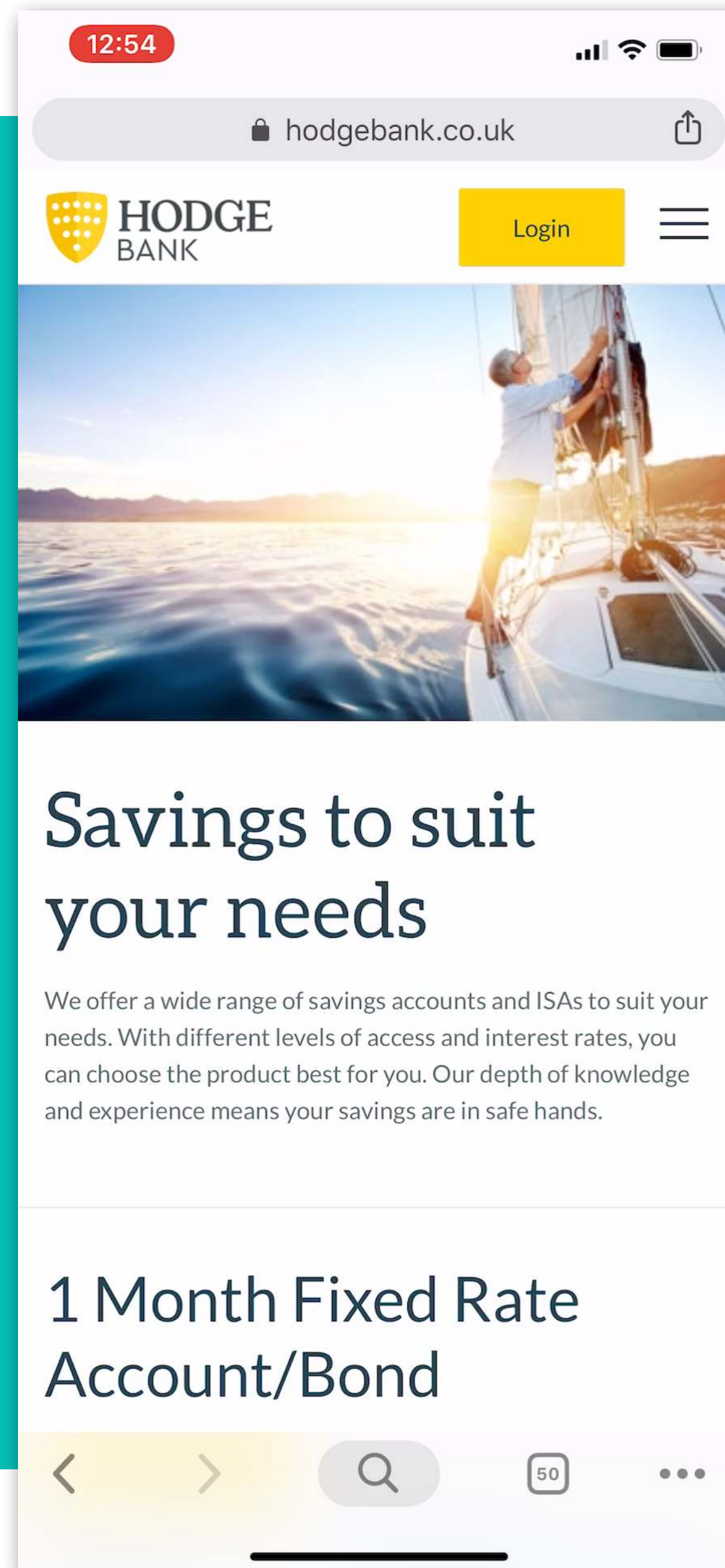
Upsides and downsides.

Security

“The most attacked CMS on the planet”

- Most used CMS on the planet
- Specialist over generalist
- Whack some processes in there
- Provide reassurance

Hodge Bank

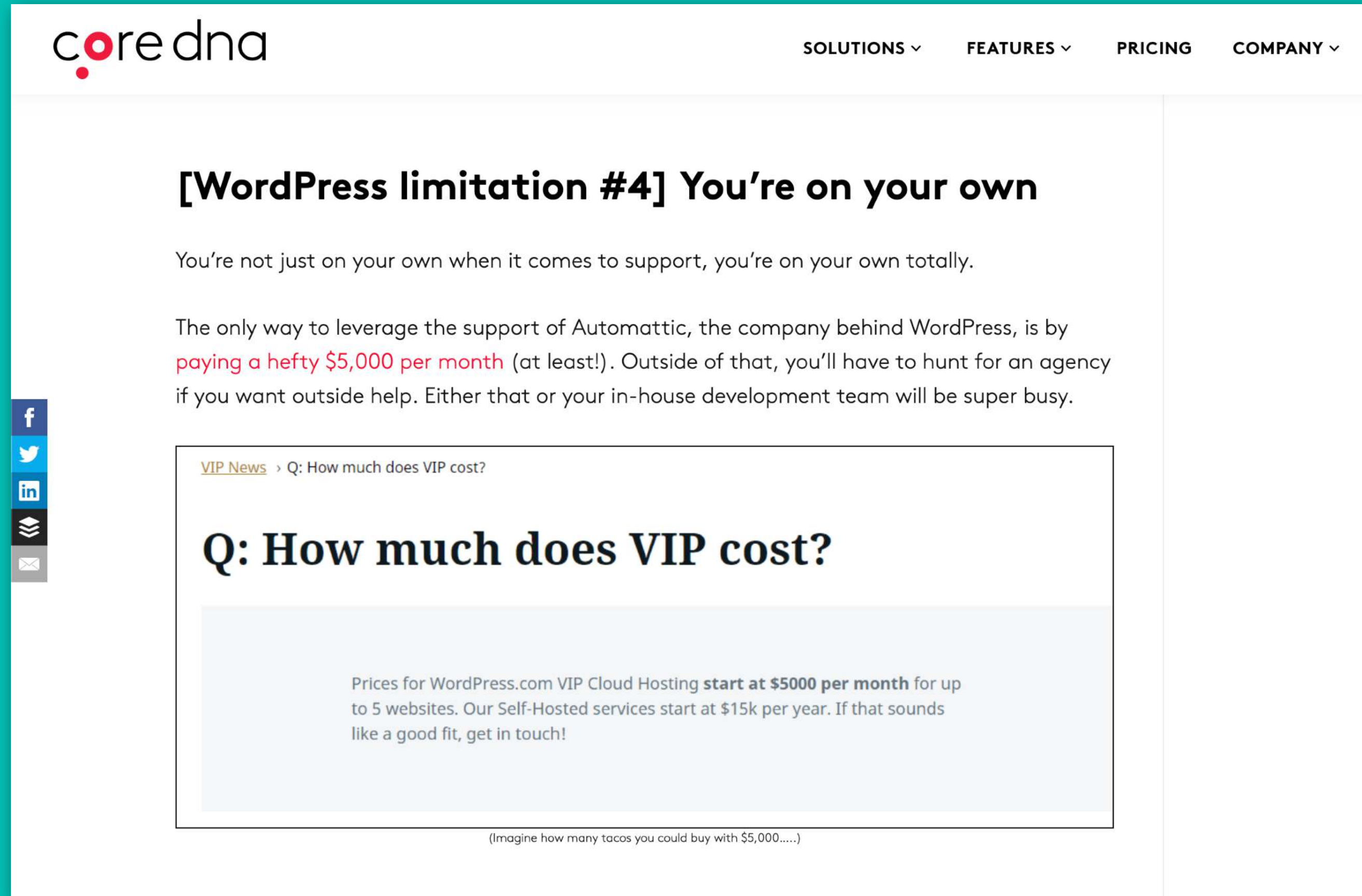


Plugins

“Don’t they slow sites down?”

- Yes, they do
- Can help to save a tonne of money (or add a tonne of value)
- Don’t use if not necessary
- Whack some shiny processes in there

Enterprise
“You’re on your
own, right?”



The screenshot shows the CoreDNA website with a teal header. The navigation bar includes the CoreDNA logo, and links for SOLUTIONS, FEATURES, PRICING, and COMPANY. The main content area features an article titled "[WordPress limitation #4] You're on your own". The article text states that support is not provided and that users must pay for external help, specifically mentioning Automattic's support at \$5,000 per month. A sidebar on the left contains social media icons for Facebook, Twitter, LinkedIn, and Email. Below the main text, there is a highlighted box titled "Q: How much does VIP cost?" which contains pricing information for WordPress.com VIP Cloud Hosting and Self-Hosted services. A small note at the bottom of the box suggests the high cost by comparing it to the number of tacos that could be bought with \$5,000.

coredna

SOLUTIONS ▾ FEATURES ▾ PRICING COMPANY ▾

[WordPress limitation #4] You're on your own

You're not just on your own when it comes to support, you're on your own totally.

The only way to leverage the support of Automattic, the company behind WordPress, is by **paying a hefty \$5,000 per month** (at least!). Outside of that, you'll have to hunt for an agency if you want outside help. Either that or your in-house development team will be super busy.

[VIP News](#) > Q: How much does VIP cost?

Q: How much does VIP cost?

Prices for WordPress.com VIP Cloud Hosting **start at \$5000 per month** for up to 5 websites. Our Self-Hosted services start at \$15k per year. If that sounds like a good fit, get in touch!

(Imagine how many tacos you could buy with \$5,000.....)

Stupid 🙅

Support

“Loads of software updates, no support”

- One of the greatest communities in the world
- You are the best support your customers could hope for
- Reassure

Costs

“It’s expensive to maintain”

- How expensive is the alternative?
- Be open to clients leaving you

Content

“It’s not very flexible”

- Biggest selling point of WordPress is flexibility
- Other people aren’t implementing it the way this community does
- Sell the experience

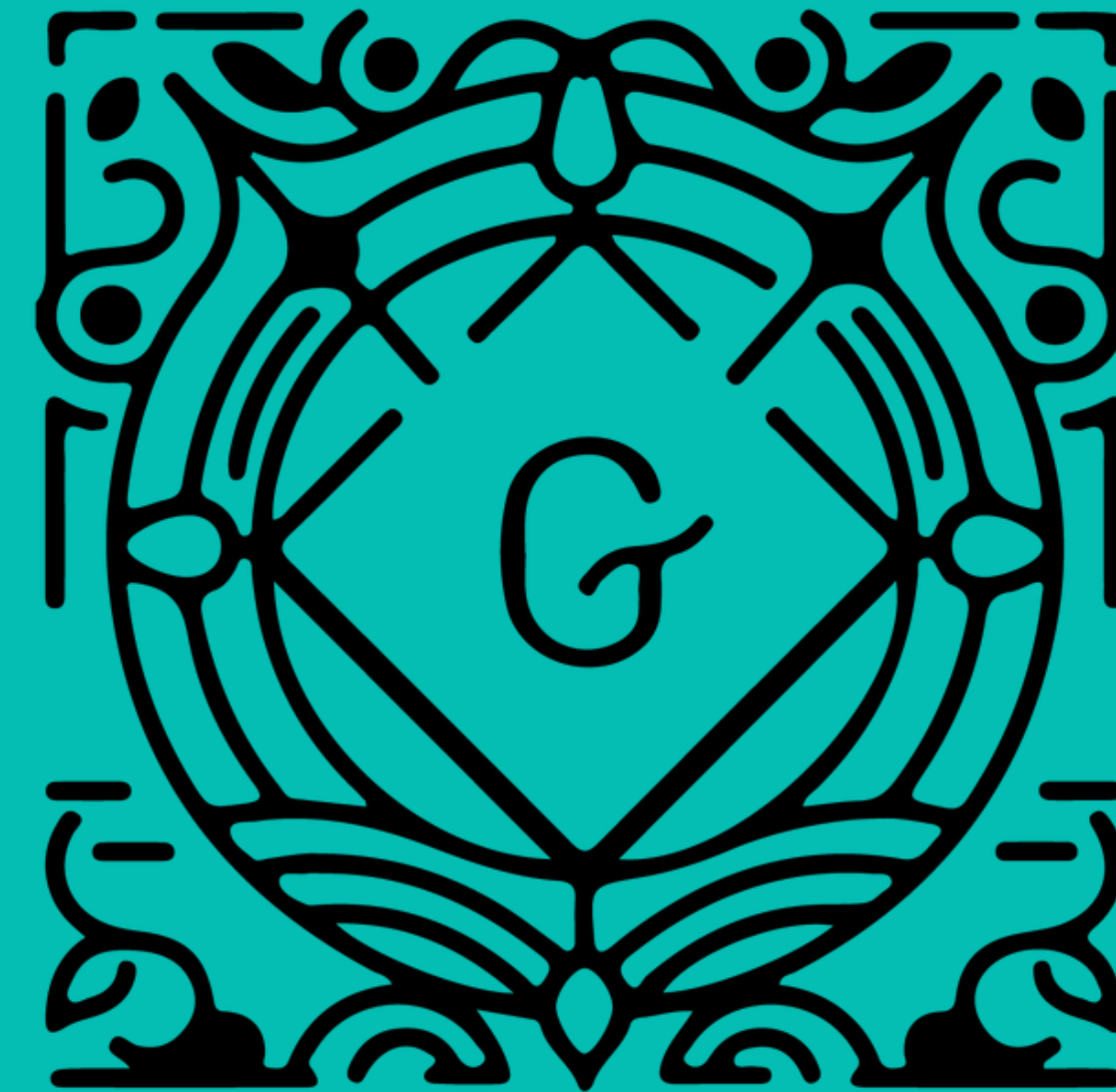
SEO

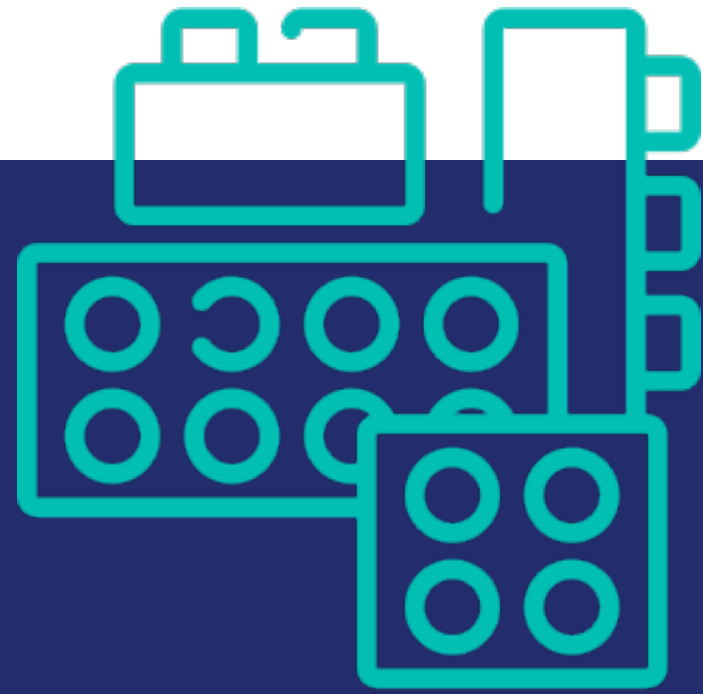
(Literally couldn't think of anything negative)

- Best friends with Google
- Good, natural content structure
- Structure can be improved
- If you're turd at SEO, don't do it

Gutenberg

“What’s this Gutenberg thing?”



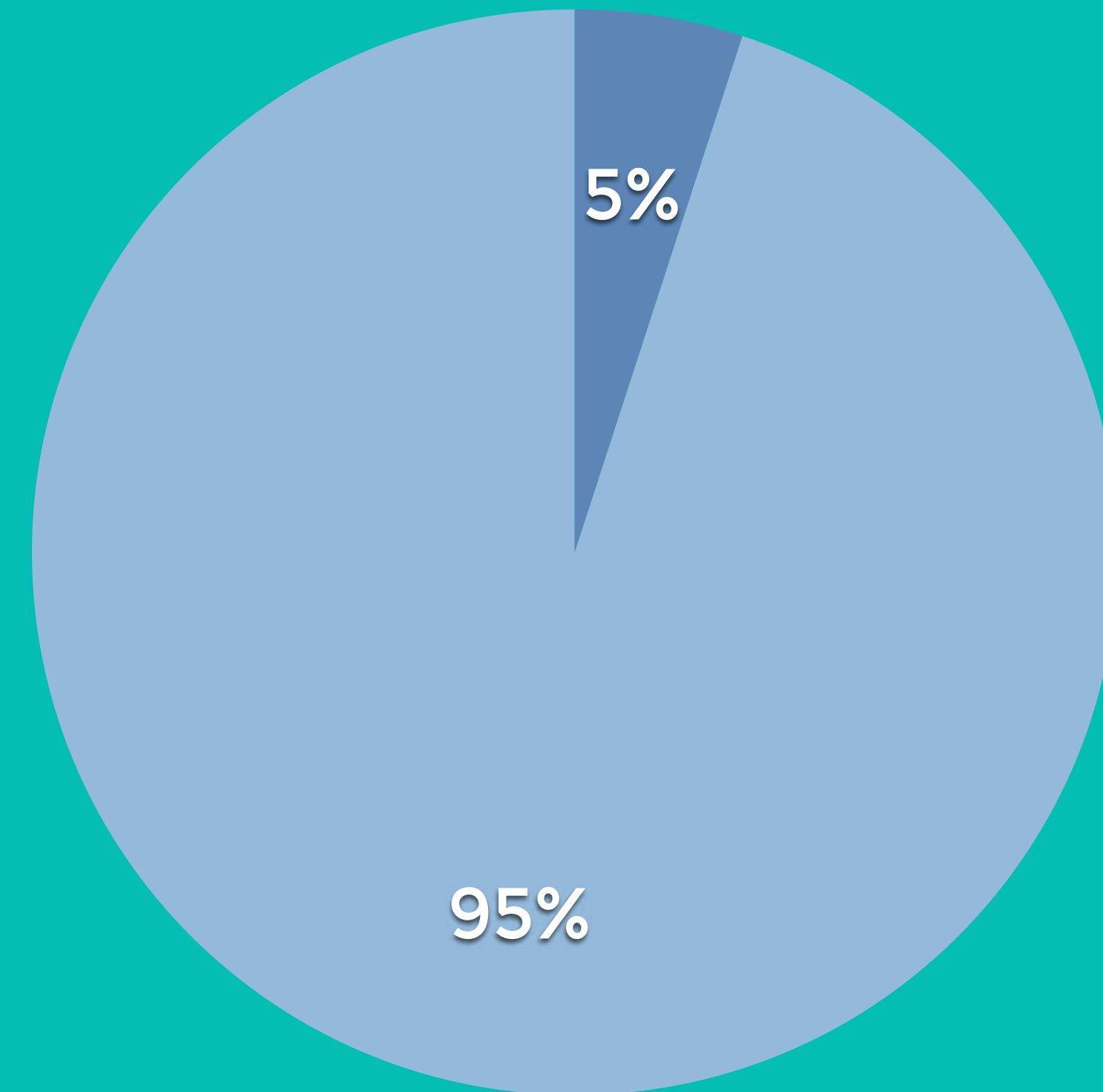


thegutenbergsite.com



Contribute

Five for the Future



Summary.

- Focus on what you and WordPress are best at
- Know your argument (and the competition)
- Define and explain your processes

Summary.

- Reassure your potential clients
- Keep moving forward (and talk about it)
- Get into the heart of the community



Thanks!
Any questions?

Scott Jones



[sjonesuk](#)



[sjuk](#)



[/in/sjonesuk](#)