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What Is Wordpress? You may have heard about Wordpress but you may not know what it actually is or what it offers to you. The one thing you should know is that a blog is one of the most important ways to establish a presence online. Without a blog, you and your business are unlikely to success without spending a great deal of money on advertising. The good news is that is not what you have to do when you use Wordpress. In fact, Wordpress is free. How Does It Work? Wordpress is a free web based software program. Anyone can use it if you sign up with the company to do so. There is no cost to doing so and even though there are some limitations, they are minor. Wordpress allows you to build a website or a blog. The original intent of the software developers was to create a way to make it easy to set up a blog. However, this only lasted for a short amount of time as open source contributors helped to make Wordpress much more, through extensions of its capabilities and to improve what it can offer to the user. Some would call Wordpress a content management system, or CMS. This term means that it is a way of organizing content for the web. You can use it to run full sized websites, use it to run websites packed with media or just use it as a simple tool that holds a variety of personal data. Because it is so easy to use and it allows you to easily manipulate the website content you have, Wordpress has helped to make setting up a blog easy to do. Further, it has become incredibly simple and inexpensive to start an online business or even just to set up a blog to talk with your friends with. If you are considering a blog and what it can do for your particular needs, Wordpress can and should be an active part of that. The key is to learn how to use it. The more you know about it, the better your chances are of creating a functioning resource that offers countless opportunities for the everyday user and the business user. The good news is that you do not have to have a degree in web design to understand and to use Wordpress and that may be what makes the biggest difference with this product. You Will Also Receive Master Resell Rights With This E-book.

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