



## website conversion / WordPress



### WordPress return on investment

ROI – return on investment defined as “efficiency of an investment”. A low investment of converting old website will have big returns.

Increased traffic, expanded social media reach, produce fresh content instantly, easily add video and audio, interchange applications “on the fly” and backup your website.

## Are you struggling with an old HTML website? Convert your old website to WordPress CMS (Content Management System).

MyNew Technologies offers a quick 2-3 day service converting your old website to a new WordPress website which will allow you to upgrade, manage, and modify your business content without any programming knowledge. Old websites that have suffered from, layout errors, broken links, bad design and non-performing search engines ranking will be remedied with a WordPress CMS implementation.

WordPress is an open source (free to use) CMS, often used as a blog publishing application powered by PHP (programming language) and MySQL (database system). It has many features including a “plugin architecture” (ability to add many functions or add-on programs) and a template system (allow use of hundreds of designs). Used by over 12% of the 1,000,000 biggest websites, WordPress is the most popular CMS in use today.



MyNew Technologies  
has proven industry  
experience

#### 1. It is free

Nothing in this world is free with the exception of some things including blogging through WordPress. That's why WordPress is an open source since the software is downloadable online for public consumption. Although you do not pay a single dollar beginning from signing-up, WordPress offers an attractive deal since you get to write and publish articles online for free.

#### 2. It makes blogging easy

One need not be techy on codes in order to start blogging. The WordPress software does the coding for you so even a kid can start blogging.

#### 3. It is spam-resistant

If spam bugs you, you need not worry since WordPress has a strong system to combat it. It uses the well-known Akismet (free plugin), the best spam blocker in the world today.

If you would like to have your theme (look) from your previous website made into a WordPress site, we can do that for you.

#### 4. It is good to increase Search Engine Optimization

Google, Yahoo, Bing and ASK search engines seem to love WordPress powered sites. Time and time again, they tend to rank easier quicker and stronger than other software platforms. Combining WordPress with a great search engine optimization program increases your chances of having strong natural rankings within the search engine.

#### 5. It is easy to customize

The packaging of your blog is also a good technique to attract more people to your site. WordPress has made it easier to customize your blog site, making it the most user-friendly blogging software that is open source today.

- Public or Private Profile. WordPress has privacy options, meaning, you can create a completely public blog site; or a private one, which only members can access; or a per-post password option, which is an occasional private entry in a public blog.
- Categorizing and Tagging. You can also categorize and even tag your posts at the time you are writing them. It can be categorized by date and category, which makes browsing easier. Categorizing your blogs also increases search engine optimization results since the same topics are grouped together.
- Plugins and Themes. Hundreds of plugins are also available for installment to the blogs. They are intended to customize the blog according to the desired purpose of the blogger. Another interesting feature involves themes, which put the color and creativity in your blog site, and reflect the personality of the blogger or the nature of the business.

#### 6. It has a blog talk feature.

One of the good things about WordPress is that you get to receive comments and feedbacks automatically from the readers who at their option may post them to your blog.

#### 7. Miscellaneous Beneficial Features.

Another feature that makes WordPress interesting is its integrated spell-check editor, which makes typing easier. You can also upload photos and videos, which you can publish online right away.



Contact us to get an affordable price for converting your website to WordPress today!