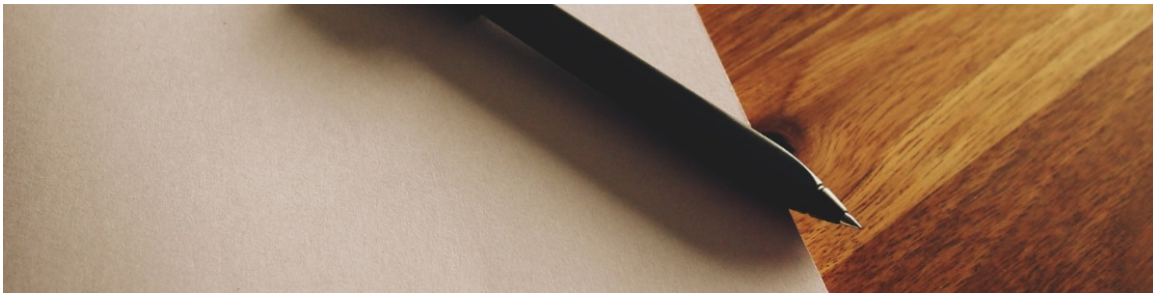


April | 2021

John 4:18 There is no fear in love. But perfect love drives out fear, because fear has to do with punishment. The one who fears is not made perfect in love.



WordPress Design & Development Key Benefits Achieved Through A WordPress Site

WordPress design and development delivers websites that meet advanced content editing and publishing needs with surprisingly rich features and functionality. WordPress is a web content management system (CMS) that powers high-profile websites. It has proved to be an excellent CMS with best-in-class content editing features, especially given the advanced content features like Gutenberg or Elementor.

Whether you are a small, mid-sized, or large company, association, or government agency, you will benefit from the WordPress design and development experience. It allows you to build your brand, communicate your message, and produce the results that you are looking for. Your website and virtual presence matter now more than ever!

Professional Design

WordPress design and development allows you to illustrate professionalism while also producing trust in your brand. With the various different themes, widgets, and customizable options you can create a unique website that helps you stand out from your competitors while also displaying your professionalism.





Mobile Friendly

In today's world, every website must be mobile friendly. There are special WordPress coding and plugins to ensure that your website renders perfectly on every device. A mobile-friendly design will make for a positive user experience and will help your users find what they are looking for while on the go.

SEO Friendly

WordPress websites are developed with search engines in mind to help ensure that your site will be indexed and found during relevant searches. There are many plugins like Yoast, Jetpack, and All in One SEO that will guide you through the process of optimizing your WordPress website and content for search engines. An added bonus here is that WordPress applies semantic markup, which is attractive to search engines.



Engaging

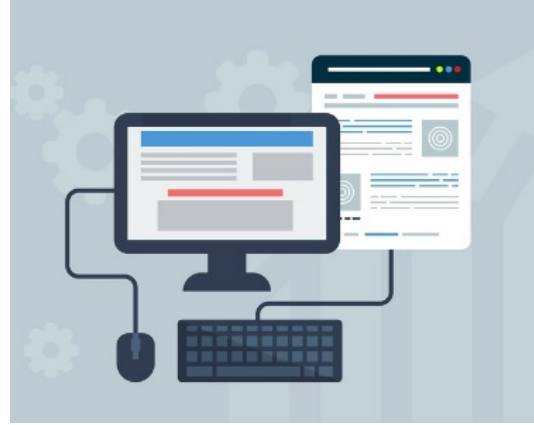


The design and development features within WordPress allow for you to effectively tell your story through content and imagery that encourages engagement and conversions with every visitor. The flexibility within the customization of your website allows for you to create engaging stories on each page. If you want to put in a slideshow of images to highlight your products or a big call-to-action (CTA) right in the middle of your page- you can do it!

Custom Functionality

WordPress sites allow you to create custom functionality to meet your distinct needs and ensuring that your stand out in a cluttered marketplace. It allows you to choose endless themes, widgets, and plugins to customize your site just how you want it. You are not constrained to a

specific website layout, appearance, or functionality. You are free to create your website look and feel the way you want by using the myriad of themes and plugins available along with some custom coding.



WordPress is a great (FREE!) resource that your company should be using if you are planning to start a new website or even if you are considering switching your current website to another provider.

At Spectrum Net Designs, we offer [WordPress Website Development](#) options and would love to see if we can help get you ranking! Feel free to [contact us](#) today to learn more.

Let's Get You on the Search Engines!

GET STARTED

In Case You Missed It!

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How To Benefit From Content Marketing In Your Industry

Most businesses understand the importance of content marketing – no matter what industry you fall into you, you will always be a part of the never-ending race to prove how your product or service is different, or better, than your competitors. Just because you know it's important doesn't mean that it is always easy, in fact, in the hustle and bustle of it all, it's easy to become complacent with mediocre effort..

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How Does A Mobile Responsive Website Affect User Experience

Is your website mobile responsive? What does mobile responsive actually mean? Is mobile responsive different from “mobile friendly”? These might be a few questions that have crossed your mind while hearing the terms “mobile responsive” or “mobile friendly” – and they are valid questions to be asked. According to Statista in 2019, a whopping 3.2 billion people were smart phone users. Let that sink in for a minute, 3.2 billion mobile device users, and that is not even counting other mobile devices such as tablets.

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