

**WordPress**  
*an*  
**introduction**  
*&*  
**beyond**

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**What is WordPress?**

Who should use it?

**Why choose WordPress?**

How does it work?

**What cool things can be done with it?**

# What is WordPress?

**Who should**  
use it?

**Bloggers**  
&  
**online community**  
websites

**Small**  
businesses  
&  
organizations

**Corporations**  
**& large**  
**organizations**

Web  
**designers**  
&  
**developers**

**Web**  
content  
**managers**

# **Why** choose WordPress?

**Extensible & Scalable**

**Large community of users**

**Open source and free**

**Easy to use & easy to update**

**Optimized for search engines**

**How does**  
it work?

# Demonstration:

**What cool things can be  
done with it?**