



FIREFLY  
PARTNERS



# WORDPRESS

## Why We Choose WordPress

FLEXIBILITY | EASE OF USE | SECURITY | COMMUNITY | SEO

At **Firefly Partners** we build websites that nonprofits can manage with confidence. That's why we call WordPress our content management system (CMS) of choice. Whether your team is made up of non-technical experts, well-trained web developers, or a mix of both, a WordPress website can be updated, managed, expanded, and secured by professionals of all skill levels. We have yet to run into a situation where we cannot deliver for a client using WordPress, and it continues to evolve, grow, and become more robust and powerful every day. We think you'll love working in WordPress—here are five reasons why we do.

### 1 Your Site, Your Way

WordPress isn't just for blogs or simple sites. Many organizations and for-profit businesses with **thousands of pages of content** manage their sites on WordPress and have built custom and complex technical integrations.

### 2 A Simple Machine

WordPress provides an easy path to organizing and publishing content, in ways that work for content managers and developers. **Creating new pages is a breeze**, and custom fields allow for the addition of different types of content as they're needed.

### 3 Security Matters

WordPress has made security a priority by **making security updates automatic**. This prevents sites from getting out-of-date and easily hacked. At Firefly, we take steps to add additional layers of protection without being burdensome, because a website is only as secure as the people who administer it. Breaches can happen on WordPress or any other platform, but every one of our clients is equipped with all the information they need to keep their sites safe.

## 4 The Help You Need

The WordPress Community is one-of-a-kind. There are **thousands of WordPress developers** all around the world and the knowledge base supporting the platform is vast and growing. With more than 74 million sites running on WordPress and this level of support, help is never far away.

## 5 SEO is King

WordPress is much more SEO friendly than other platforms. Your keywords for a given page are a part of the URL, which equals SEO magic. This means your WordPress site pages get **priority placement in search results** organically. There are also plugins for WordPress that can easily boost SEO results.

# Case Study

## TEAM RWB

Team RWB had been using multiple platforms to manage constituent data and interactions, leading to inefficiencies.

Firefly developed a **custom and responsive WordPress** website that seamlessly integrates with Team RWB's Salesforce database. We built the site with SEO in mind using **industry best practices**, as we do for all our partners.

Team RWB site administrators can now **create new pages** and easily add content such as text, images, and video. Custom fields and integrations also allow them to display Salesforce data on their WordPress site securely.

This solution has simultaneously put more power into the hands of the organization's community leaders and allowed the staff to **accomplish more by doing less**.

## About Firefly

Firefly Partners has been delighting progressive nonprofits with tailored digital solutions since 2008. Count on our team to solve tough strategic and technical challenges with the right mix of optimism and pragmatism – all with your success at the forefront. [www.fireflypartners.com](http://www.fireflypartners.com)

