

## USING A WORDPRESS CONTENT MANAGEMENT SYSTEM TO AUTOMATE BUSINESS PROCESSES

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It is known that the number of active websites on the network is increasing by the second. but all these websites need a content management system. software that creates and stores electronic content such as documents, images, web pages, etc.

The main advantages of an effective content management system in web design:

- ensures consistent publication of content;
- allows you to quickly fix website errors;
- allows you to quickly create websites; allows you to "adjust" to the business.

More and more enterprises are striving to simplify and speed up the implementation of daily tasks in order to allocate more time for strategic development. In this context, WordPress has long ceased to be a purely blogging platform – it can become the basis for building a full-fledged information system that can automate many business processes [1]:

- WordPress has open source and many plugins that can be flexibly customized to your own needs;
- A huge community of developers is constantly creating new tools that make routine operations. from sending emails to generating analytical reports. almost invisible to the end user [2].

But despite all the advantages, some companies still underestimate the role of WordPress in business processes. Therefore, one of the priorities of the study is precisely the analysis of how WordPress with its plugin ecosystem can help companies avoid unnecessary costs and at the same time increase work efficiency [2].

The purpose of the study is to determine the optimal approaches to the implementation of the WordPress system, which not only publishes content, but also acts as a toolkit for automating key business processes. The most important thing in this approach is the speed and simplicity of building a working system. WordPress, thanks to its flexibility, allows you to add a plugin in just a few clicks that will launch a newsletter to customers as soon as they place an order or leave a request.

Of course, it is important to pay attention to version compatibility and database optimization to avoid plugin conflicts and excessive server load. But, automation of business processes is always a search for a balance between functionality and security. When a company starts using WordPress not only for blogging, but also for storing data about orders, payments, and internal documents, the threat of cyberattacks becomes more serious. Therefore, you cannot do without understanding the basics of information security. Plugin audits, SSL certificate installations, regular updates, and backups may be required here. On the other hand, the competent organization of user roles and access restrictions increases the security of the system without sacrificing flexibility [3].

Most content management systems, such as WordPress, are intuitive and fairly easy-to-use tools that are well suited for blogging or website and even registering users and comments [2].

Types of content: static content is content that is stored in a file; to change such content, you will need to edit the file in which it is located directly; Dynamic content is content that resides in a database. From the database, it is directly displayed to the user on the browser page; CMS is often used to work with dynamic content.

The advantages of static content include the following: suitable for complex websites that require a lot of functionality: the advantage here is that you can influence anything you want, you can create your own platform based on content management systems (CMS); Traditional HTML is where you have to do it yourself every time: when writing code, you can use your imagination to create everything you want to implement on your website.

The disadvantages of static content include: if you need to change something on the "backend" of the website, you should be at your computer in the development environment to make changes; can create your own CMS-based software with static HTML and then use your content management systems to edit the site's content from anywhere.

The advantages of dynamic content with a CMS include the following: you can change the content frequently; installation is very quick and easy; no special technical knowledge in the field of coding is required: all tools for adding text, images or videos, as well as for creating new pages or subordinates are provided within the platform itself; most platforms have a built-in security system; various templates are available that you can modify to suit your needs; most templates are already responsive; it is easy to add third-party plugins such as banner sliders, image galleries, SEO tools, and e-commerce systems to the system; you can manage your content from any computer anywhere there is an Internet connection; FTP software is not

required to upload content to the Internet; good connection with search networks; Blogs are already built in and ready to go.

The disadvantages of dynamic content include: the CMS requires more memory, processor power and software maintenance than its HTML competitors. small changes in settings on the server can lead to the failure of the entire site; some patterns are poorly coded; Creating a huge and complex website with a content management system is not a good idea: for example, a site like amazon.com has a rather complex, large design that would be impossible to create using CMS-based platforms.

The analysis showed that the best open source content management system that simplifies the creation and management of a website is WordPress. People use WordPress every day to maintain their online presence. WordPress has one of the advantages of free use: there are no setup fees or annual costs other than hosting. This software is available at zero cost because it is run by volunteers who participate in an open-source project. Open-source software is unlike other tangible products because no company or individual owns WordPress. WordPress provides owners with the full ability to create, publish, and manage their content. With its simple interface, WordPress is ideal for users who are more comfortable working with text editors than FTP applications and handwritten web pages.

The implementation of WordPress as a system for automating business processes can have a positive impact on the speed and quality of the enterprise's work, reduce costs, and allow staff to focus on more important tasks.

In the study, attention is paid to both technical aspects and the issue of adapting a new workflow in the team, because without understanding the human factor, automation may be ineffective. The results of the research will surely help developers and company owners get practical recommendations and avoid annoying mistakes on the way to the transition to a "smart" IT infrastructure.

### References

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