

WordPress

Parent Company

WordPress Foundation

Category

Website-Blogging platform

Sector

IT and Technology

Tagline/ Slogan

Just write

USP

WordPress is a free and open source blogging platform with a professional touch

### STP

#### Segment

Internet users

#### Target Group

Internet users interested into blogging or content management & development

#### Positioning

WordPress is positioned as a web software to create 'beautiful' and effective websites or blogs

### SWOT Analysis

#### Strengths

1. WordPress has a large and lively user base community as well as developers

2. WordPress is highly customizable providing the users great control on content management and development

3. Free for customers with an option of paid account for unique domain

4. The functionality can be extended as per the user requirement

5. Over 70 million websites created using Wordpress across the globe

6. WordPress blogs written in over 120 languages

7. The company has ensured that customer can use it across platforms like laptops, tablets, mobile etc

8. WordPress has been recognised by several awards

### Weaknesses

1. Intense competition from other blogging & social media platforms means limited market share for WordPress

2. Security threats & data leaks have been affected the brand

## Opportunities

1. WordPress can expand capabilities to allow users to create even more effective websites
2. Acquiring more partnerships with other websites and mobile operators for integration
3. Attracting more users by making payments

## Threats

1. Security issues will always be a threat for a blogging platform like WordPress
2. Improved functionalities by competitive blogging platforms
3. Newly emerging competitive blogging platforms

## Competition

## Competitors

1. Blogger

2. Tumblr

3. Twitter

4. Facebook

5. Whatsapp

6. Linkedin

7. Facebook

8. Pinterest