



WordPress Websites: Your Trends And Reasons Checklist To Choose Them

At present, “64 million websites use WordPress and have a whopping market share of 42% that counts for one-third of the entire Internet”. Right now, you might be wondering, what is WordPress, and why is it hyped so much?

Introduction To WordPress

Have you ever thought of building a website but backed down by some overwhelming technical aspects? Well, then WordPress is for you. WordPress is a beginner-friendly content management system (CMS) that helps create and host websites with customizable themes for your business.

In simple words, WordPress is the cinch way to come up with your site or blog.

So, by the time you reach this line, you might be aware of the WordPress definition and thus read further to know why it is essential for your business.

Do you know that a lot of software exists for website building, but what do the pro developers trust? Yes, it is WordPress. They find this CMS platform flexible to adapt to new technologies with its added simplicity.

Moreover, many well-known companies trust this WordPress website design platform's support for their business transactions.

These facts are a drop in the ocean, and to know more benefits that it provides for Website Design, roll down your mouse to read this blog that spotlights on:

- Top 5 reasons to choose WordPress for website design
- Top 7 WordPress website design themes to expect in 2022

Let us get started.

The Top 5 Reasons To Choose WordPress For Website Design

When you decide to build a website, it becomes quintessential to know the reason for picking the platform.

Open Source Software

This open-source platform has been in existence since 2003 and has a large community base from which you can download open-source projects. But the catch is that you need to pay a minimum cost for hosting. Many users or developers spend only on hosting.

The themes and plug-ins are free. But for premium features, you have to invest. It, in turn, depends on the scale-up level needed for your business at that specific time.

Tip: Watch out for the ***new version of the WordPress release in your dashboard.***

Easy-to-learn

Are you a newbie to technology? No worries, WordPress is easy-to-use and easy-to-learn as well. Do you have a few minutes to learn? Then pondering over the dashboard can feed you with the working of the interface.

Also, due to increased accessibility and large community, assistance is abundant for you in the form of:

- Forums
- Blogs
- Seminars/webinars
- Books
- YouTube tutorials

Scalability

Are you planning to scale up your business website or blogs? Then free WordPress themes and plug-ins make things easier for you. All you need to do to have a website design in WordPress is choose and install a theme, make some design tweaks, then start your work. Want to add a new customer-interactive element? Then plug-ins can come in handy. When you need to adapt your site to trend shifts in business, getting new themes can do the work.

Tip: You can ***download the free Hubspot plug-ins*** that allow you to ***build email newsletters, chat with customers via forms, track and convert your leads***, and more.

Extensive Media File Support

The list of media file support that WordPress offers is large. So, below is the brief for your reference:

Documents:

.pdf, .doc/docx, .ppt, .key, .odt, .xls/xlsx. These are file extensions for Adobe, MsWord, MsPowerpoint, Apple keynote presentation, OpenDocument Text Document, Ms Excel

respectively.

Audio:

.mp3, .ogg, .wav. These are a few audio file formats supported by WordPress. (Check out the Audio help page to get more insights)

Video:

.mp4, .mov, .mpg, avi, .ogv, wmv, (Please do check your VideoPress support guide to know more)

Images

.webp, .jpg/jpeg, png, .gif, (Refer to Images help page section for elaborate details)

SEO-compatible Features

Do you know that WP has some automated SEO features? Yes, WP generates meta descriptions and title tags for blogs or sites that help you get indexed at the top of the SERPs.

The list does not end here. I have compiled some of the best SEO plug-ins for your WP (a reputed WordPress website design company would use them too). They are:

- SEO Press
- Yoast SEO
- Broken Link Checker
- The SEO Framework
- RankMath

Now let us dive into the design trends to watch out for in 2022. Companies offering WordPress website design services love these trends too.

Top 7 WordPress Web Design Trends For 2022

Trends, and trends. The Undermentioned are the best of the seven for you.

Less Is More Themes (Minimalism)

Minimalism is never out of trend. This popular flat design theme focuses on simplicity, minimal ornamental effects, retaining readers' focus, usability, and 2D illustrations. These themes work well for any website.

Characteristics of flat designs:

- Bright, attention-grabbing colors
- Clear buttons and links
- Uses sans-serif typography

Some best picks for this theme are:

- Hestia
- Monochrome Pro
- SeedProd
- Gallery Pro
- Divi

Bold And Contrast Design Colors

Are you struggling to find the color scheme for your WP site? It is crucial to select the correct gradients because it has relations to your visibility, sales, and conversions.

Do you know that colors have emotions related to them? So, it is the reason that designers consider playing with colors that are impressive, on-trend, and kindles users' emotions.

Color psychology

A mix of muted or bright colors creates either low or sharp contrast in WordPress web design that is attention-seeking. Following are some shades and their characteristics:

- **Yellow** – Friendliness, Positivity, Warmth
- **Red** – Boldness, Confidence, Youthfulness
- **Green** – Peacefulness, Serenity
- **Blue** – Credibility, Strength
- **White** – Simplicity
- **Black** – Sophistication

Embracing White Space

Do you like to read websites or blogs with ample white space between each section? Or Do you prefer to read the ones that are cramped up to the end? Well, the obvious choice would be the first one.

Why does white space count if my designs are perfect? They provide a clutter-free look to your content that captures the users' attention. So, white space creates a rapport between UI and UX that delivers a memorable impression to the visitors.

Virtual Reality

Are you looking for interactive ways of impressing the prospect and converting them into your leads? VR is en route that industries like real estate, tourism, and photography rely upon to obtain monetary benefits.

Get ready to switch to the future-tech right now that many WordPress website design companies have already chosen.

Dark Mode

Want to highlight some specific design elements of your site in a vivid manner? Then dark-mode is for you. It is a sophisticated web design trend that jewelry websites, luxury brands, photographers, and movie-themed blogs use.

Benefits of dark mode website design in WordPress:

- Provides the maximum user-friendly feel
- Eye-pleasing to the users
- Delivers more clarity and visibility

Block Theme

As the name suggests, it is a WordPress theme composed of blocks. The technical explanation is that the Gutenberg block editor can now edit headers, footers, blog post content, and sidebars.

This website design by WordPress is under the experimental stage and is likely to influence the digital space in 2022.

Chat Bots

Are you looking to scale up the communicative aspect of your website? Then look no further chatbots are the ideal choice. This website design with WordPress trends has already hit the

marketplace.

Benefits of chatbots

- Hassle-free connections between you and your customer
- Time saver for employees, as they can focus on other tasks
- The everlasting trend now and in the future

Conclusion

Which of the top reasons and design trends to choose WordPress impressed you the most? Well, it can be any, but constantly updating your site and refurbishing them with the best design trends will uplift your brand value in the long run. Want any assistance in any stage of your WordPress setup? Then click on the link or drop an email to have a detailed discussion with the best [WordPress website design](#) agency.