The facts about WordPress

Security

Stability

Technology
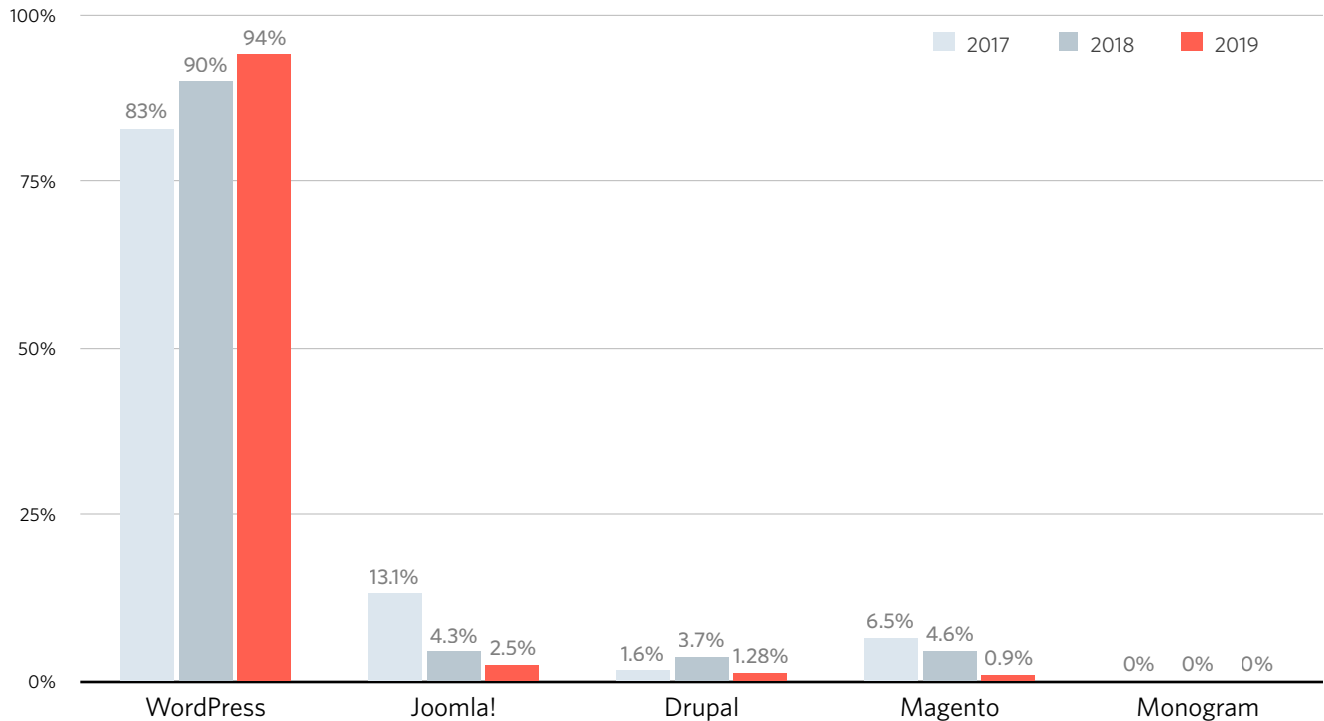
Efficiency

Ease of Use

Data Integration

Images

Speed

Future

WordPress is the *wrong* choice.

We know a lot of of the web uses WordPress, but just because everyone else is using it doesn't tell the whole story. A lot of websites are getting hacked, data breached, and suffer from outages that cost businesses millions of dollars every day, so don't take your business in the wrong direction. So many companies are switching away from WordPress.

Most infected content management systems across the web (source: Sucuri)

	2017	2018	2019
WordPress	83%	90%	94%
Joomla!	13.1%	4.3%	2.5%
Drupal	1.6%	3.7%	1.28%
Magento	6.5%	4.6%	0.9%
Monogram	0%	0%	0%

Top Brands Are Going Static

Making use of modern headless CMS and static websites (such as what Monogram uses for all clients) can lead to some truly fascinating and lucrative results, in the web development industry. Even top brands are opting out to front-end static based generators. Just look at the Braun eCommerce or The Airbnb Sites for Developers and Designers or The Just Do It Promotional Nike Website.

These days, 'static' is simply the way to go. Your site is going to be light, fast and above all secure. The best part is that you'll be pouring less time into construction and less time into maintenance (remember, static sites have no databases).

All of the reasons in this document demonstrate just how effective front-end solutions have grown since the year 2011 (and they have been steadily increasing in popularity ever since). Regardless, of which programming language you happen to be using, 'going static' is one of the top Wordpress alternatives for developers and businesses out there.

JAMstack is a better approach.

What is JAMstack?

JAMstack is not a product. It's an abbreviation that stands for JavaScript, APIs, and markup. It's the approach of building websites with a modern, Headless CMS backend and a modern static website front-end.

Excellent performance

No database means no time-consuming multiple queries. Static sites are faster sites, even up to 10x.

SEO Advantage

Going static also means better ranking possibilities, what equals more traffic and more $$$.
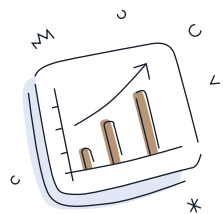
Safety

Static websites with no plugins or databases are like a fortress. Plus, more secure site means fewer security expenses.

No-sweat content management

Headless CMSes let you build a website that is both easy to use and customize freely.

Reliable uptime & lower costs

Traffic bigger than usual? Not an issue here. With JAMstack marketing websites uptime is anytime. And doesn't cost a fortune.

Friends don't let friends use WordPress.

	WordPress **BAD**	Modern, Headless CMS **GOOD**
Security	WordPress is a victim of brute-force attacks, file inclusion exploits, SQL injections, cross-site scripting (XSS) attacks, and malware. If you don't work constantly to stay updated, it will leave you exposed without help or support. It's expected to get attacks daily, especially for larger websites. For example, Bravura gets 20+ spam comments from bots every day.	Literally no way to hack. Worst thing someone can do is download static version of the entire website, which is already public. There is no way to "hack" the website to get to the back-end, because they're two completely separate systems, and the CMS is not exposed to the front-end in any way.
Stability	If WordPress goes down, your website goes down. If WordPress database goes down, website goes down. If a plugin goes down, website goes down. Required daily backups.	Rock-solid due to the fact that website is hosted statically on a CDN. If CMS goes down (which it won't), your website is still being served from hundreds of data centers globally.
Technology	WordPress was founded in 2003 and is still basically the same. It's PHP paired with a MySQL database.	Modern CMS solutions are for 2020 and beyond. They can use any type of secure, fast, and resilient database while serving content over a secure API.
Efficiency	An average WordPress website can have between 20-50 plugins, any of which could have security issues, and all consume valuable server memory. Functionality among plugins often overlaps, causing conflicts, wasted time and resources.	Your website will have exactly the code that you need, and nothing you don't. This makes the website leaner, faster, lighter, and perfectly specialized for your business.
Ease of Use	WordPress is clunky, slow, and hard to use. It has ways of doing things that are reminiscent of a 2000's era blogging platform, not an enterprise-grade content management solution.	A modern CMS, such as Prismic, lets you log in, edit your content, and log out. There is no fuss, there is nothing you don't need. You see only what you need to see, nothing more.
Data Integration	The data is stored within WordPress, and there is no easy way to get it out or share it with other platforms. WordPress and traditional CMS' organize content in webpage-oriented frameworks, making it impossible for the same content to adapt to other digital platforms.	Can feed product data to an infinite number of digital platforms including mobile apps, digital catalogs, inventory systems, vendors, retailers, spreadsheets, search systems, and virtually anything else, all using a secure API and having instant control over your data at all times.
Images	Every time you upload an image, WordPress crops/resizes it into several folders nested by date. This causes fragmentation and slowdown due to serving from one server.	For example, Prismic, a headless CMS solution, lets you define various crop levels and sizes and automatically serves them on-the-fly from a global CDN, ensuring they load quickly.
Speed	WordPress is hosted on one server with one IP address. You can pay hundreds of dollars a month and get a blazing fast server, but it's still one server that "builds" the website every time it needs to be served. If 10,000 users hit the website around the same time, it will go down.	Because a Headless CMS and modern solution serves a static version of your website from a global CDN, your website will never go down due to high traffic, ever. It will always stay faster than WordPress, because the website only builds when you make changes to your content. All other times, it's serving a static version of your site, which means it's faster and saves bandwidth for your users.
Future	A WordPress site will always remain a WordPress site, and redesigning it will require a difficult theme switch or theme redevelopment, both of which are very hard to maintain compared to traditional template-based HTML websites.	Because the "Headless" CMS keeps your data separate from the website, the CMS can persist while you, the business owner, can completely switch technologies, switch vendors, or switch platforms without having to re-import a single product, image, or data.