Why do you need a WordPress demo site?

https://wpdemo.net/wordpress/why-do-%d1%83%d0%beu-n%d0%b5%d0%b5d-wordpress-demo-%d1%95it%d0%b5-p55

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Creating a WordPress demo site for your plugn or theme is a quick way to let your potential customers try out your theme or plugin in a true-to-life environment. For developers selling WordPress themes or plugins (or for those of you currently considering that business opportunity), now is a great time to set your products up for success.

If you know you have a high-quality product that makes the experience of using WordPress and building a website better, spending time building a high-quality WordPress demo can help raise awareness of the quality and functionality of your product or service.

So why not take advantage of this downtime to work on your marketing and sales strategy, and do what comes most natural to you: developing a WordPress demo of your theme or plugin.

If you're a developer of WordPress themes or plugins, you also need to be ready to assume the role of marketer and salesperson, too. This does not mean you need to call prospects or place paid ads online. Instead, you should play to your strengths, and that is why WordPress plugin and theme demos are often a logical choice for developers and designers.

WordPress demos are a passive way to sell the value of your product. In other words, you build them and then allow the product test to speak for itself. If done right, these are an effective and efficient way to market your products. And, because they're integrated with your website, the sales process can be completely self-guided by your soon-to-be customers.

Important Reasons to Have a Wordpress Demo Site

The following are some other reasons why WordPress demo sites are great at converting more visitors to paying customers:

Less pressure

If you are just starting out allowing people to test-drive a little-known plugin or theme is less risky. Even your brand is well established offering a test WordPress site that people can play with your theme or plugin not just on the public side but also in the admin area is a huge thing.

Ease concerns

What if someone left a review of a previous version of your plugin being buggy, but it's since been fixed? A WordPress demo allows prospects to put those concerns to rest by trying the latest version out themselves.

Accurate representation

You might not have the perfect words to sell your product. But, if you can allow prospects to test drive your tool both on the front-end of a website or in the back-end of WordPress, that may be all they need to see that it's a worthwhile investment.

Of course it is but the prospects don’t know it yet.

Instill trust:

You would be hard-pressed to find a brand-name WordPress developer who doesn’t offer live WordPress product demos on their websites. Do you know why that is? Because it gives customers more reason to associate their brand with reliability and quality craft.

Conclusion

Allowing potential customers to test drive your WordPress themes and plugins can be incredibly beneficial to both you and them. Prospects get hands-on experience with your product, and you get a better chance of converting them to loyal customers. Having well-designed WordPress demos puts you in a better position to boost conversion rates and see your products generate revenue.