



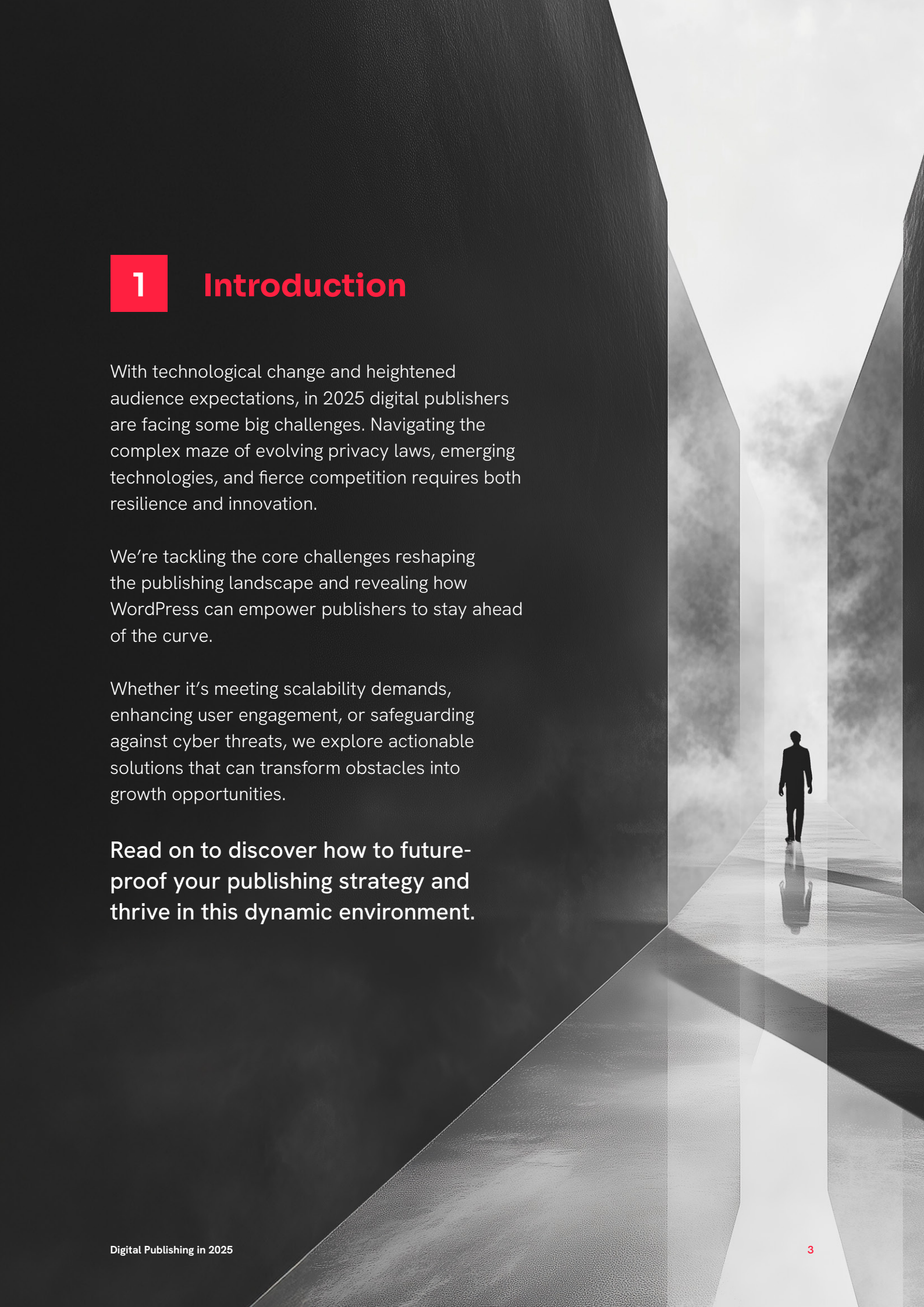
Digital Publishing in 2025

Solutions for Success
with WordPress



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A surreal landscape with a person walking on a path towards a bright horizon. The path is a wide, light-colored surface that recedes into the distance, flanked by dark, angular, and textured structures that resemble giant hands or architectural elements. The sky is a mix of white and grey clouds, with a bright light source on the horizon creating a strong glow. The person is a small silhouette in the distance, walking away from the viewer. The overall mood is one of journey and exploration.

1

Introduction

With technological change and heightened audience expectations, in 2025 digital publishers are facing some big challenges. Navigating the complex maze of evolving privacy laws, emerging technologies, and fierce competition requires both resilience and innovation.

We're tackling the core challenges reshaping the publishing landscape and revealing how WordPress can empower publishers to stay ahead of the curve.

Whether it's meeting scalability demands, enhancing user engagement, or safeguarding against cyber threats, we explore actionable solutions that can transform obstacles into growth opportunities.

Read on to discover how to future-proof your publishing strategy and thrive in this dynamic environment.

2

Audience Engagement and Content Delivery

Content Saturation

From 24/7 news channels and incessant notifications to new social platforms and endless digital subscription packages, audiences are inundated with options. It's up to publishers to find ways to stand out in an increasingly crowded digital space.

Attention is at a premium, but leveraging engaging content formats, such as interactive infographics, video storytelling, or immersive long-form content, can hook audiences into diving deeper. WordPress' extensive library of plugins and themes enables publishers to experiment with these formats, while tools like the [Asset Manager Framework](#) help manage content effectively.

Experimenting with emerging formats, like augmented reality features or live-streaming, can also create more engaging user experiences. WordPress' flexibility allows publishers to implement niche-specific features and create custom taxonomies, helping them focus on underrepresented topics, establish a distinct voice, and build loyal communities, cutting through the noise in an oversaturated market.

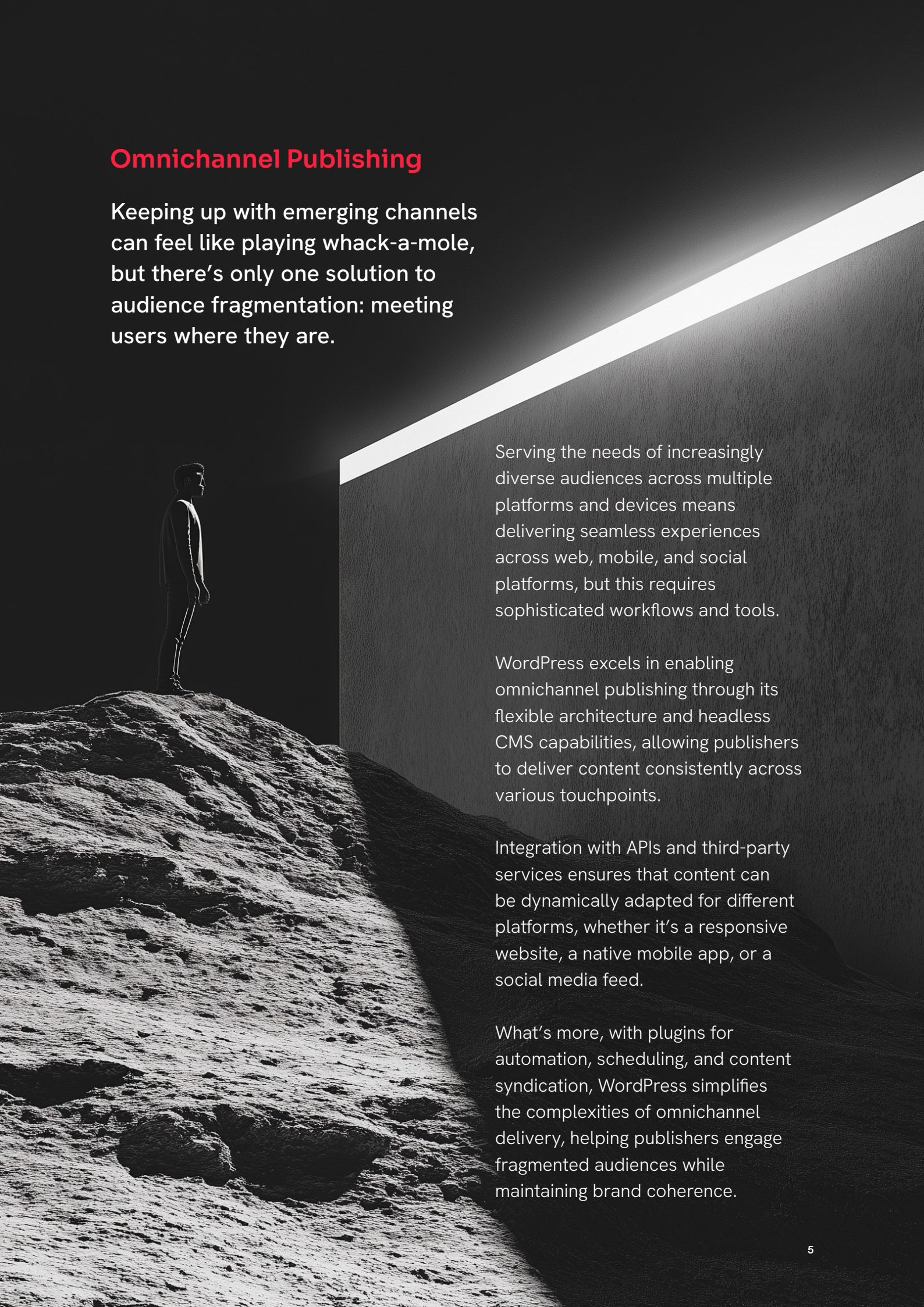
For additional cut-through, personalisation strategies powered by robust data insights enable tailored content delivery, ensuring relevance for different audience segments. WordPress provides tools like [personalisation plugins](#) and integration capabilities with AI-driven analytics to support this approach

The screenshot shows the GitHub repository page for 'asset-manager-framework'. The repository is public and has 28 watchers. The current branch is 'master', with 6 other branches and 30 tags. The repository contains a list of files and folders, including 'assets', 'build', 'inc', 'src', '.editorconfig', '.gitignore', and 'LICENSE'. The 'src' folder is highlighted, showing a commit message: 'do not show the provider dropdown on the edit gallery sc...'. The repository was last updated 4 years ago.

File/Folder	Commit Message	Commit Date
assets	Readme file.	4 years ago
build	update built files	2 years ago
inc	Merge pull request #66 from humanmade/fix/edit-gallery	last month
src	do not show the provider dropdown on the edit gallery sc...	2 years ago
.editorconfig	Project infrastructure.	4 years ago
.gitignore	Add the built assets to the repo. Boooo.	4 years ago
LICENSE	Initial commit	4 years ago

Omnichannel Publishing

Keeping up with emerging channels can feel like playing whack-a-mole, but there's only one solution to audience fragmentation: meeting users where they are.



Serving the needs of increasingly diverse audiences across multiple platforms and devices means delivering seamless experiences across web, mobile, and social platforms, but this requires sophisticated workflows and tools.

WordPress excels in enabling omnichannel publishing through its flexible architecture and headless CMS capabilities, allowing publishers to deliver content consistently across various touchpoints.

Integration with APIs and third-party services ensures that content can be dynamically adapted for different platforms, whether it's a responsive website, a native mobile app, or a social media feed.

What's more, with plugins for automation, scheduling, and content syndication, WordPress simplifies the complexities of omnichannel delivery, helping publishers engage fragmented audiences while maintaining brand coherence.

Multilingual and Globalisation Capabilities

Better serving diverse, global audiences is a strategy many publishers will be pursuing in 2025, and for this they need advanced multilingual support and localisation. WordPress offers a range of multilingual plugins which allow publishers to create and manage content in multiple languages seamlessly.

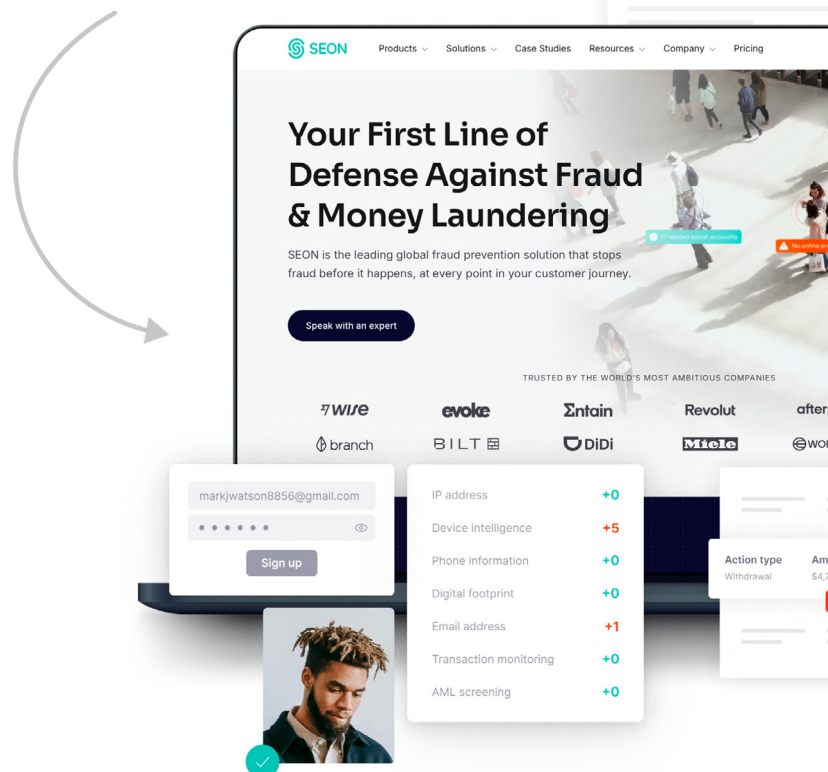
Learn how leading fraud prevention company SEON used a plugin to support their multilingual strategy.

[See case study](#)

These tools simplify the localisation process by enabling language-specific content versions, automatic translations, and region-based customisation. WordPress supports integration with third-party localisation services and tools, ensuring accuracy and cultural relevance.

A trusted development partner can further enhance these capabilities by implementing automated workflows for translation, adapting designs for right-to-left languages, and optimising performance for global audiences.

With the right setup in place, 2025 could see digital publishers push for a connection with broader audiences across diverse linguistic and cultural contexts, expanding reach and engagement.



3

Regulatory and Security Compliance

Accessibility Compliance

Inclusion is a moral imperative, but ensuring compliance with [WCAG standards](#) also avoids legal risks and expands audience reach; crucial in this increasingly competitive digital landscape.

WordPress offers a solid foundation for accessibility through its core features and accessibility-ready themes. Many plugins, such as WP Accessibility, provide additional tools to identify and address common accessibility issues, including improving colour contrast, adding ARIA labels, and enhancing keyboard navigation.

A solid start is conducting an accessibility audit on your platform to ensure compliance, implement best practices like semantic HTML, and optimise for assistive technologies like screen readers.

With WordPress' flexible framework, publishers can then create inclusive experiences that meet legal requirements and engage a broader audience, reinforcing a commitment to equitable access for all.

Find out more about [accessibility audits](#) for your platform.



Adapting to Privacy Regulations

Audiences are growing ever-more concerned about privacy. Combined with stricter global privacy laws, such as GDPR and CCPA, robust compliance measures are a must.

WordPress offers a wide array of GDPR-compliant plugins and features, including cookie consent management tools, data access request functionalities, and automated privacy policy generators. These tools simplify compliance while maintaining a user-friendly experience.

The world's number one CMS also integrates seamlessly with analytics platforms and consent management systems to ensure audience tracking adheres to regulations.

Partnering with a trusted development agency can further strengthen compliance by implementing secure data storage, encryption methods, and regular privacy audits, allowing publishers to build trust with their audiences while navigating the complexities of global privacy laws.

Decline of Third-Party Cookies

Google may still be going back and forth on their plan to phase out third-party cookies, but digital publishers should be prepared for when the switch is finally flipped: the shift towards cookieless advertising is already disrupting traditional targeting and monetisation strategies.

WordPress offers publishers a variety of tools to adapt to this new reality, with privacy-centric analytics plugins allowing publishers to gather insights without relying on third-party cookies.

The platform also supports the integration of first-party data solutions, enabling publishers to build direct relationships with their audiences. Customisable user registration forms and email subscription features can help capture valuable first-party data.

These capabilities can be further enhanced by implementing advanced audience segmentation and personalisation strategies, ensuring publishers remain competitive in this evolving advertising ecosystem.



Data Management

Data is only useful if you can harness it, but digital publishers must also balance effective data collection with compliance and security.

WordPress offers a strong framework for managing data efficiently, including plugins for advanced data collection, storage, and analysis. With tools like WP Data Access and database management plugins, publishers can centralise their data while maintaining ease of access and scalability.

The built-in security features of WordPress, such as role-based access controls and data encryption, also help protect sensitive information, offering both users and data controllers peace of mind.

Integrating seamlessly with third-party compliance tools to ensure that data management adheres to regulations like GDPR and CCPA, WordPress provides digital publishers with the opportunity to streamline their data collection as well as ensuring it won't fall foul of increasingly stringent regulations.

Custom solutions for data segmentation, automation, and monitoring can further enhance these capabilities, enabling publishers to securely harness the power of their data.

4

Technical Scalability and Performance

SEO Evolution

Staying ahead of nebulous search engine algorithm updates, voice search, and AI-powered search demands will be key for publishers in 2025, and this means baking in technical and strategic adaptability.

WordPress is inherently SEO-friendly, offering features like clean permalinks, responsive themes, and optimised metadata management to improve search rankings.

Plugins such as Yoast SEO and All in One SEO provide advanced tools for keyword optimisation, schema markup, and content analysis to ensure your site aligns with the latest search engine best practices. WordPress also supports integration with AI-driven analytics tools to identify trends and opportunities in real-time.

Developing custom solutions tailored to emerging trends like voice search and AI-powered engines can help publishers maintain visibility and relevance in the search landscape.

yoast SEO /



Quick search...



General



Site features

Site basics

Site representation

Site connections



Content types



Homepage

Posts

Pages

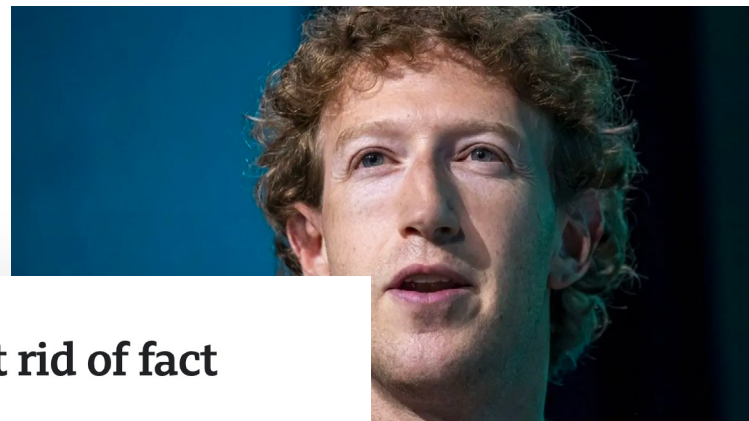
Platform Dependency

Reliance on third-party platforms like Google and Instagram introduces risks tied to algorithm changes and policy shifts. The recent [decision from Meta](#) to move away from independent fact-checkers and their [use of AI bots](#), and [frequent controversies on Elon Musk's X](#), are prime examples of why digital publishers should avoid over-reliance on one platform.

WordPress empowers publishers to reduce dependency on external platforms by providing tools for building direct audience relationships. Features like customisable user registration, subscription forms, and built-in e-commerce capabilities allow publishers to engage users directly and monetise their content without relying solely on third-party channels.

Additionally, WordPress' seamless integration with analytics and marketing tools ensures publishers can track and understand audience behaviour independently: a vital aspect of attracting and retaining advertising partners.

Implementing solutions for community-building, personalised content delivery, and first-party data collection will deliver long-term resilience and autonomy.



Facebook and Instagram get rid of fact checkers

7 January 2025

Liv McMahon, Zoe Kleinman & Courtney Subramanian
BBC News in Glasgow and Washington

Share Save





Scalability

Be it breaking news, product launches or viral content, publishers need CMS solutions that can handle surges in traffic, come what may.

WordPress is built with scalability at its core, providing a flexible, modular framework that is ideal for powering global enterprise platforms. Tools like caching plugins (e.g., WP Super Cache or W3 Total Cache), advanced load balancers, and seamless Content Delivery Network integration ensure peak performance, even during unexpected traffic spikes.

Compatibility with enterprise-grade managed hosting solutions and cloud platforms, like [Altis Cloud](#), enables rapid resource allocation to meet traffic demands without downtime.

Optimising database queries, configuring horizontal scaling for high-traffic environments, and employing advanced performance monitoring tools will supercharge scalability.

Performance and Speed

Meeting Core Web Vitals standards is a no-brainer for maintaining search rankings and retaining users: Google's user performance data shows that even the tiniest fraction of a second in page load speed can change customer focus and interaction, and consumer expectations are only increasing.

Time to Load	User Impact
0 to 16ms	Users are exceptionally good at tracking motion, and they dislike it when animations aren't smooth. They perceive animations as smooth so long as 60 new frames are rendered every second. That's 16ms per frame, including the time it takes for the browser to paint the new frame to the screen, leaving an app about 10ms to produce a frame.
0 to 100ms	Respond to user actions within this time window and users feel like the result is immediate. Any longer, and the connection between action and reaction is broken.
100 to 300ms	Users experience a slight perceptible delay.
300 to 1000ms	Within this window, things feel part of a natural and continuous progression of tasks. For most users on the web, loading pages or changing views represents a task.
1000ms or more	Beyond 1000 milliseconds (1 second), users lose focus on the task they are performing.
10000ms or more	Beyond 10000 milliseconds (10 seconds), users are frustrated and are likely to abandon tasks. They may or may not come back later.

Table source: [Milliseconds Make Millions report](#), Deloitte, commissioned by Google.

The good news is that WordPress provides a range of tools and features to optimise performance, including built-in options for responsive themes, lightweight frameworks, and support for lazy loading images.

Plugins like WP Rocket and Autoptimize enhance speed by optimising caching, minifying code, and enabling content delivery network integration. WordPress' modular architecture ensures compatibility with advanced server configurations, such as PHP-FPM and object caching, for faster backend processing.

Running regular [audits](#), customising infrastructure for high-demand scenarios, and leveraging tools like monitoring dashboards will ensure your site runs smoothly even under heavy traffic.

By focusing on performance optimisation, publishers can ensure fast-loading experiences that keep users engaged and improve search engine rankings.

5

Monetisation and Operational Efficiency

AI and Automation Integration

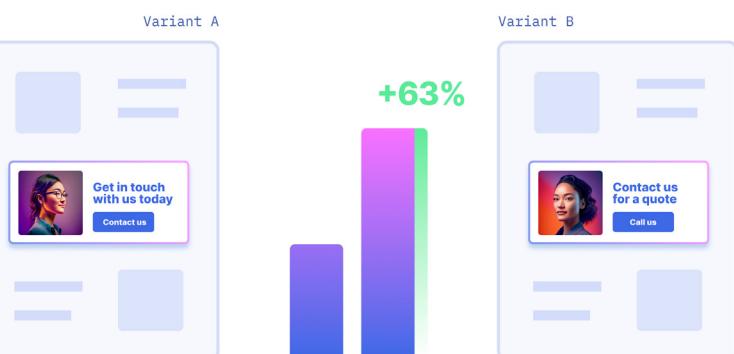
AI led the zeitgeist of digital publishing in 2024, and interest in the capabilities of artificial intelligence shows no signs of waning throughout 2025. As digital publishers get to grips with how best to leverage the opportunities AI presents for efficiency gains, this year we'll see publishers fully embracing its abilities to speed up editorial processes and free teams to focus on higher-value tasks.

Using AI for content creation, personalisation, and moderation requires seamless CMS integration. WordPress offers extensive support for AI-driven solutions through its vast plugin ecosystem and API capabilities.

Plugins like [Bertha AI](#) and [Altis Accelerate](#), and integrations with tools such as Pantheon's [Content Publisher](#) and OpenAI, allow publishers to streamline content creation processes, generate engaging headlines, and optimise copy for different audiences. Personalisation can be enhanced using AI-powered tools that segment audiences, recommend content, and automate targeted campaigns based on user behaviour.

Moderation teams will benefit from tools that use natural language processing to filter comments, flag inappropriate content, or manage user interactions. These tools can be customised to align with your publishing goals, integrate them seamlessly into workflows, and ensure they scale effectively with your site's growth.

By embedding AI into the publishing workflow, WordPress enables publishers to enhance efficiency, deliver tailored user experiences, and maintain editorial quality at scale.



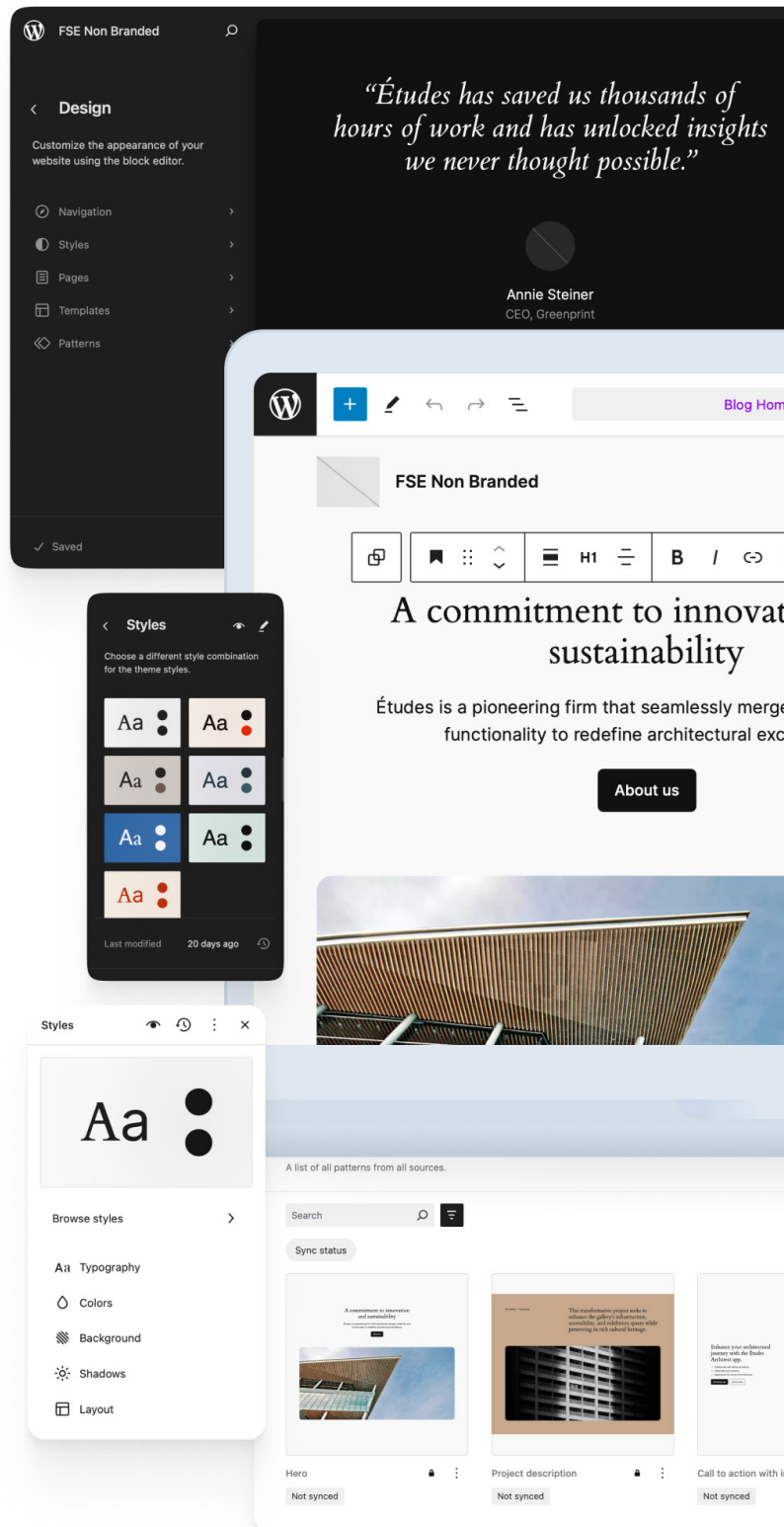
altis  **accelerate**

Workflow Efficiency

Budget squeezes will continue for digital publishers in 2025, and with this comes the pressure to increase productivity and workflow efficiency. Intuitive tools are crucial for the kind of effective collaboration needed to achieve this, and [WordPress offers a suite of features to streamline editorial processes.](#)

Built-in user roles and permissions ensure team members can work within defined scopes, while plugins like PublishPress enable advanced editorial workflows, including content calendars, task management, and notification systems. Collaborative editing capabilities, such as real-time revisions and version control, keep teams aligned, even across time zones.

Customising dashboards, integrating external project management tools, and automating repetitive tasks using APIs and webhooks are also great ways to streamline editorial operations, allowing publishers to simplify workflows, maintain consistent quality, and timely delivery of content.



Customisation vs. Standardisation

Audience expectations continue to rise, and some level of customisation is often expected, particularly when it comes to subscription packages. Tailored digital experiences usually come with higher development costs, but they are crucial for delivering the unique value needed to keep audiences coming back for more.

WordPress strikes an effective balance between customisation and standardisation, offering a rich ecosystem of themes and plugins that can be configured to meet specific needs without requiring extensive custom development.

For more complex requirements, WordPress' open-source nature allows for bespoke solutions, including custom plugins, unique designs, and tailored workflows that align with your brand identity and operational goals.

Digital publishers can maximise the benefits of customisation by identifying the right mix of out-of-the-box tools and bespoke features, ensuring cost-efficiency without compromising on quality.

Additionally, scalable and maintainable development practices can future-proof customisations, making it easier to adapt to changing audience expectations or technological advancements. This flexibility empowers publishers to create distinct, memorable digital experiences while staying within budget.

Integration with Monetisation Tools

Ultimately, revenue streams from advertising, subscriptions, and sponsorships are the lifeblood of digital publishing. It's therefore vital a digital publisher's CMS seamlessly supports subscription models, e-commerce, and programmatic advertising.

WordPress, through its wide array of plugins and integrations, is designed to meet diverse revenue-generation needs, enabling publishers to monetise their content effectively. With tools like WooCommerce, publishers can create robust e-commerce platforms to sell products, memberships, or paywalled content.

Subscription plugins such as MemberPress or Paid Memberships Pro allow publishers to manage recurring revenue streams effectively, while programmatic advertising integration through plugins and customisable ad placements maximises revenue potential while maintaining a user-friendly experience.

A specialist development agency can help tailor monetisation strategies to specific audiences and markets. This might include implementing advanced analytics to track performance, optimise conversion rates, and ensure seamless integration of monetisation tools into workflows, as well as other novel solutions for particular needs.

With WordPress as the foundation, publishers can diversify revenue streams, drive sustainable growth, and stay competitive in an evolving digital economy.

6

Final Thoughts

The challenges faced by digital publishers in 2025 require a step change: in a landscape this competitive, it's no longer enough to tackle one problem at a time.

From navigating the complexities of privacy regulations and scalability demands to leveraging AI and ensuring accessibility, the digital publishing sphere needs access to the right tools for the job.

WordPress' versatility and extensive feature set make it an ideal platform to meet these challenges head-on. By tapping into its flexible architecture, wide array of plugins, and global community, publishers can build future-proof digital experiences that resonate with their audiences.

However, technology alone isn't enough. Digital publishers that find new ways to approach these challenges will emerge as industry frontrunners over the coming year; expanding resources will be key.

Engaging a trusted development partner can elevate the potential of WordPress by offering tailored solutions, deep expertise, and fresh perspectives on embedded problems.

The potential of WordPress together with a specialist partner provides a powerful combination to help publishers overcome obstacles, seize opportunities, and thrive in an ever-changing digital world.

**Find out more about how
WordPress could work for
your organisation.**

Learn more

Get in touch