HTML5 vs WordPress deeper comparison:

1. Ease of Use:

- **WordPress**: User-friendly, ideal for non-developers. You can set up a site quickly using pre-made themes, plugins, and a drag-and-drop editor.

- **HTML5 & CSS3**: Requires knowledge of coding. You have to manually create and style every element on the page, which takes more time and skill.

2. Customization:

- **WordPress**: Highly customizable with thousands of plugins and themes, but limited by the structure of those themes unless you know how to code in PHP, CSS, or JavaScript to modify them.

- **HTML5 & CSS3**: Fully customizable from the ground up. You have complete control over every aspect of the design and functionality of the site.

3. Performance:

- **WordPress**: Often slower due to the extra load of plugins and the CMS itself. Optimizations (like caching plugins) are often needed to boost speed.

- **HTML5 & CSS3**: Generally faster because there's no overhead from a CMS or unnecessary features, only the code you write.

4. Security:

- **WordPress**: More vulnerable due to third-party plugins and frequent updates required. Strong security practices and plugins can mitigate risks.

- **HTML5 & CSS3**: Less risk of third-party vulnerabilities since everything is hand-coded, but you're responsible for implementing all security measures yourself.

5. SEO:

- **WordPress**: Comes with built-in SEO features, and you can easily enhance them with plugins like Yoast SEO.

- **HTML5 & CSS3**: You'll need to manually handle SEO elements like meta tags, schema, etc., but this can give you more precise control.

6. Scalability:

- **WordPress**: Can scale well, but large, complex sites may experience performance issues without careful optimization.

- **HTML5 & CSS3**: Can scale efficiently, but you will need to invest more time in development as the site grows.

7. Maintenance:

- **WordPress**: Requires ongoing updates for the CMS, themes, and plugins to ensure security and functionality.

- **HTML5 & CSS3**: No need for regular updates unless you want to change content or add features.

8. Cost:

- **WordPress**: Free to use, but hosting, premium themes, and plugins can add up.

- **HTML5 & CSS3**: Requires a developer's time, which can be more costly upfront, but no recurring costs for plugins or updates.

WordPress is great for those looking for a quick setup and a lower technical barrier, while HTML5 and CSS3 provide maximum control, better performance, and scalability for those with coding skills.

HTML5 & CSS3 are more SEO friendly and always do better in search engines results (SERPs). Rarely are WordPress websites anywhere near the first few pages in Google.