

Selecting a Theme for Your WordPress Website

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About Me

Designing websites
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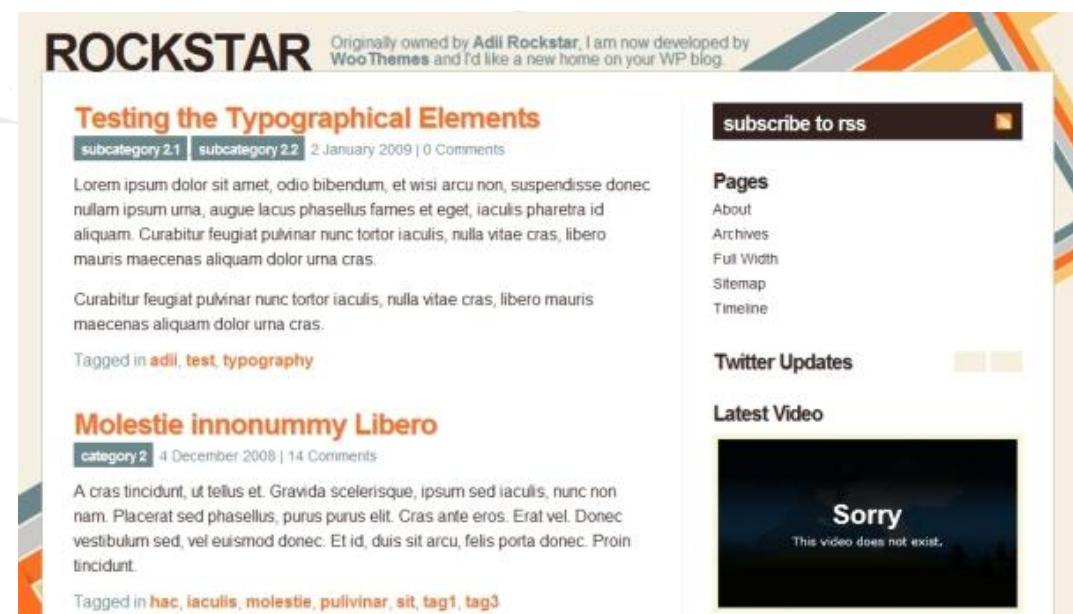
Your WordPress Website

- Your website is part of your business's overall marketing strategy.
- Working with WordPress themes helps you create beautiful and functional websites.
- How well it works for your business will depend on the thought you put into it before you build it.

What's a Theme?

Your theme dictates the appearance of your site, including:

- color scheme
- typography
- background
- headers
- layout



The screenshot shows a WordPress blog page with the theme 'ROCKSTAR'. The header features the theme name 'ROCKSTAR' in a large, bold, black font. Below the header, a sub-header reads 'Originally owned by Adil Rockstar, I am now developed by WooThemes and I'd like a new home on your WP blog.' A 'subscribe to rss' button is visible. The main content area displays two blog posts. The first post is titled 'Testing the Typographical Elements' and includes a snippet of text: 'Lorem ipsum dolor sit amet, odio bibendum, et wisi arcu non, suspendisse donec nullam ipsum urna, augue lacus phasellus fames et eget, iaculis pharetra id aliquam. Curabitur feugiat pulvinar nunc tortor iaculis, nulla vitae cras, libero mauris maecenas aliquam dolor urna cras.' The second post is titled 'Molestie innonummy Libero' and includes a snippet: 'A cras tincidunt, ut tellus et. Gravida scelerisque, ipsum sed iaculis, nunc non nam. Placerat sed phasellus, purus purus elit. Cras ante eros. Erat vel. Donec vestibulum sed, vel euismod donec. Et id, quis sit arcu, felis porta donec. Proin tincidunt.' Both posts have a 'Tagged in' section at the bottom. The sidebar on the right includes a 'subscribe to rss' button, a 'Pages' section with links to 'About', 'Archives', 'Full Width', 'Sitemap', and 'Timeline', a 'Twitter Updates' section, and a 'Latest Video' section which displays a black box with the word 'Sorry' and the text 'This video does not exist.'

ROCKSTAR

Originally owned by Adil Rockstar, I am now developed by WooThemes and I'd like a new home on your WP blog.

subscribe to rss

Testing the Typographical Elements

subcategory 2.1 | subcategory 2.2 | 2 January 2009 | 0 Comments

Lorem ipsum dolor sit amet, odio bibendum, et wisi arcu non, suspendisse donec nullam ipsum urna, augue lacus phasellus fames et eget, iaculis pharetra id aliquam. Curabitur feugiat pulvinar nunc tortor iaculis, nulla vitae cras, libero mauris maecenas aliquam dolor urna cras.

Curabitur feugiat pulvinar nunc tortor iaculis, nulla vitae cras, libero mauris maecenas aliquam dolor urna cras.

Tagged in [adil](#), [test](#), [typography](#)

Molestie innonummy Libero

category 2 | 4 December 2008 | 14 Comments

A cras tincidunt, ut tellus et. Gravida scelerisque, ipsum sed iaculis, nunc non nam. Placerat sed phasellus, purus purus elit. Cras ante eros. Erat vel. Donec vestibulum sed, vel euismod donec. Et id, quis sit arcu, felis porta donec. Proin tincidunt.

Tagged in [hac](#), [iaculis](#), [molestie](#), [pulvinar](#), [sit](#), [tag1](#), [tag3](#)

Sorry

This video does not exist.

Pages

About

Archives

Full Width

Sitemap

Timeline

Twitter Updates

Latest Video

Top 5 Considerations

1. **Layout choices** (being able to choose a different layout per page i.e. sidebars, full width)
2. **CSS customization** (being able to easily change font styles, font sizes, link colors, etc without touching the CSS editor)
3. **Landing page customization** (being able to remove or change the header image on a landing or sales page)
4. **SEO friendly structure** (some themes allow customizing heading tags, title tags, keywords, etc)
5. **Compatibility with all browsers**

Start with a Purpose

When you decide what you need the site for, you'll be able to list its most important traits -- traits you need the theme to support.

Things to consider:

- Blog
- Business Website
- Industry specific
- Portfolio
- Video
- Interactive

First Impressions

Before anyone reads a word on your site, they notice the overall appearance. **It is your first impression!**

- Style
- Color
- Columns
- Width
- Features

minimalist -- **business** -- clean --
simple -- fixed width --
two-column --
colorful -- one-column -- hobby --
seasonal -- **blue** -- microformat --
custom header

Choose a Design you Love

If you don't have a design background, go for a theme you love out-of-the-box.

Make sure it makes your purpose and personality!

- Does it match your style or brand?
- Can you imagine your own images and logo on the theme?
- Is the design appropriate for the kind of website you want to build?
- Will the design still be in style next year?

Theme Types

Free Themes	Premium Themes	Custom Frameworks
<p>WordPress Theme Directory</p> <ul style="list-style-type: none">• Cyber Chimps• Pagelines• Weaver II <p>Outside WordPress</p> <p>www.freewpthemes.net www.themelab.com themehybrid.com</p>	<p>Paid themes include ongoing support</p> <ul style="list-style-type: none">• ThemeForest• WooThemes• Elegant Themes• Theme Junkie	<p>Frameworks that allow you to create your own themes, without coding.</p> <ul style="list-style-type: none">• Thesis• Genesis• iThemes Builder• Artisteer

In Summary

- Start with the purpose of your site. When you decide what you need the site for, you'll be able to list its most important traits.
- Note the details about the themes you're considering. Some possibilities include: price and license, SEO friendly structure, compatibility with every browser, customizable design, different color schemes available, easily modifiable header, widget-ready areas, custom homepage support, video and image friendly, and support for social media integration.

In Summary

- If you see a theme, and it doesn't make you think something like "wow, this is great!", don't get it.
- Make sure that documentation and support is available for the theme.
- Make sure that the theme is up to date with the current version of WordPress.