Selecting a Theme for Your WordPress Website

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About Me

Designing websites for 6 years

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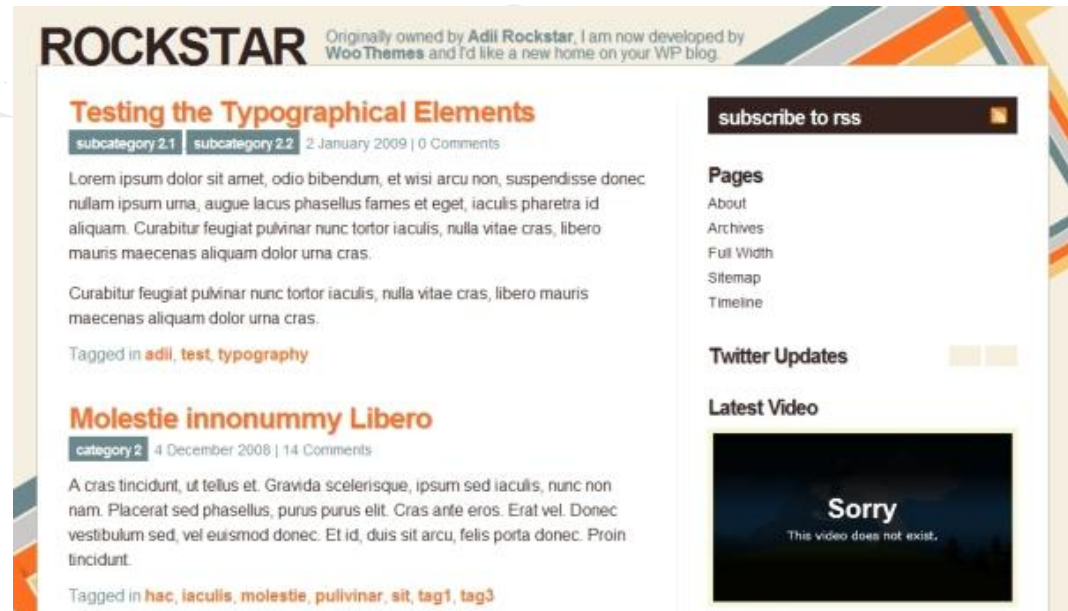
WordPress Trainer

Geek Girl

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

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. **Compatability 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
WordPress Theme Directory • Cyber Chimps • Pagelines • Weaver II **Outside WordPress** www.freewpthemes.net www.themelab.com themehybrid.com	Paid themes include ongoing support • ThemeForest • WooThemes • Elegant Themes • Theme Junkie	Frameworks that allow you to create your own themes, without coding. • 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.