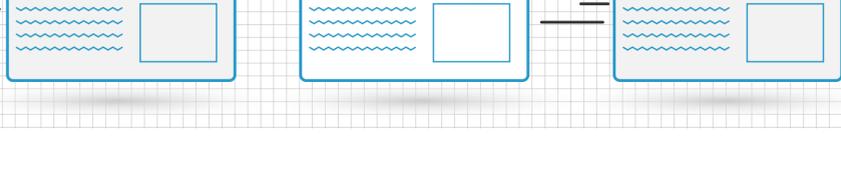


THE RIGHT WORDPRESS THEME



Don't get overwhelmed by the features and looks of the WordPress Themes out there. Follow these easy steps to choose the right theme for your Websites.



Step 1 – Discover and Analyse

Ask two important questions: Who is the owner and what's important to him or her, and who the audience is and what's important to them.

Brainstorm and list all the important points.



Step 2 – Wireframe

This process involves taking all the important content ideas and arranging them in a logical way to be useful to the user and the website owner. All your CTA's or call to actions are put into place and major decisions involving layout and content flow are taken at this stage.



Step 3 – Shop for your theme

WordPress themes can be a complex thing and there are several aspects that need to be viewed critically before choosing one.

Here are some important factors that you should focus on.



1 Functionality

Compare the themes functionality with your wireframes. Check it thoroughly to see if it matches your website requirements.

Check to see if the plugins you're gonna use are compatible with your theme.



Aesthetics 2

The appearance of your site dictates how the users would perceive your business.

You need to align the website's appearance with your user's expectations and also make sure the appearance is not out of trend.



3 Code Quality

Carelessly coded themes can damage your website's performance.

You should get your site to work and look the way you want it to.

You should be able to incorporate useful plugins without breaking your site.

There are tons of free themes out there, but very few which are coded well. Even the commercial ones have to be looked into thoroughly to see if it fits the bill.

<body <?php body_class(): ?>><div id="page"

Flexibility 4

Your WordPress theme should be able to accommodate all changes and customizations you may most probably intend to have in the future.

5 Responsive Design

Your website is gonna be accessed via multiple devices: wide screen desktops, laptops, tablets and mobile phones having different screen resolutions. It shouldn't be difficult for the user to do that, period.

Watch out for this on your free themes and steer clear of those outdated ones.



SEO 6

Inappropriate or wrong use of HTML5 tags, bulky files and too many HTTP requests in your theme can be detrimental to your sites performance and weaken your chances of ranking in the SERPs.

Check what previous buyers say about the themes SEO support before purchasing.

7 Updates and Support

Updates usually carry additional functionality, speed and SEO enhancements, and security updates which may be crucial to your site. Check the themes changelog to see if it has a proven track record for providing updates. Check if there are enough support resources out there.

Video tutorials, help through email, ticketing systems, forums, FAQ, and chat are a few ways through which a theme may be supported.



Follow these simple steps and you'll be on your way to building a successful website with WordPress.