

How To Choose A WordPress Theme

1. Identify your needs and goals

48%

- Start by determining your website's purpose and target audience. Did you know that **48% of people cited** a website's design as the number one factor in deciding the credibility of a business? Consider what type of website you're creating and what features it needs.
- Think about your goals for the website, such as increasing traffic or promoting a product or service.

2. Research available themes

- Over **31,000 WordPress** themes available
- Choosing the right WordPress theme can be overwhelming
- **75% of people** base their perception of a company on the website's design alone
- Read reviews and ratings to get an idea of what other users think about the theme
- **88% of consumers** trust online reviews as much as personal recommendations
- Check if the theme has a demo or live preview available to test its functionality and appearance.

75%

3. Consider theme features and customization options

73%

- Look for themes that offer the features you need, such as responsive design or e-commerce integration. Did you know that **73% of mobile internet users** say that they've encountered a website that was too slow to load? A responsive theme can help improve your website's performance.
- Check if the theme allows for customization, such as changing fonts or colors. **94% of website** first impressions are design-related, so having a customizable theme can help create a unique and memorable brand.

4. Check compatibility and performance

- Ensure that the theme is compatible with the latest version of WordPress. Did you know that WordPress powers over **34% of all websites** on the internet. Keeping your theme up to date is important for security and functionality.
- Test the theme's performance using a speed testing tool, such as Google PageSpeed Insights. **47% of users expect** a website to load in 2 seconds or less.
- Check if the theme is optimized for SEO, such as including meta descriptions and alt tags. 93% of all online experiences begin with a search engine.

34%

5. Test for accessibility

26%

- Consider accessibility features when choosing a WordPress theme, such as high contrast options and keyboard navigation. **26% of American adults** have a disability that impacts their daily life, so making your website accessible to all users is important.
- Use an accessibility testing tool, such as the **WAVE Web Accessibility Evaluation Tool**, to ensure that your chosen theme meets accessibility standards.

6. Check for cross-browser compatibility

- Google Chrome has a **69% market share on desktop computers and 64% on mobile devices**, but other browsers like Firefox, Microsoft Edge, Safari, and Opera are still widely used.
- Use Tools like CrossBrowserTesting, LambdaTest, BrowserStack to check the compatibility of your theme on different platforms.

69%

7. Evaluate the theme's code quality

Consider the quality of the theme's code, as this can impact your website's security and performance. Look for themes that follow WordPress coding standards and best practices, and avoid themes with bloated code or security vulnerabilities.

8. Check for plugin compatibility

- Ensure that the theme is compatible with the plugins you plan to use on your website. Plugins add functionality to your website, from contact forms to social media sharing buttons, so it's important to make sure they work seamlessly with your chosen theme.
- Check for any reported issues with plugin compatibility by reading reviews and checking the theme's support forum.



9. Available Features

- According to a survey by Themelsle, the most popular features users look for in a WordPress theme are a responsive design, customizable layouts and social media integration.
- Price: **The average price of a premium WordPress theme is around \$57.54, according to CodeinWP.**



10. Updates

- According to Sucuri, outdated WordPress themes are one of the most common reasons for website hacks. Regularly updating your theme can help improve website security. **Instead of free themes, Go with freemium themes because freemium themes are more likely to get regular updates.**



11. Reputation

- According to ThemeForest, the most popular marketplace for WordPress themes, the best-selling WordPress theme of all time is **Avada, with over 600,000 sales**. Reading reviews and feedback from other users can help you choose a theme with a good reputation.



Additional Tips & Tools

1. **GTmetrix:** A tool to test website speed and performance.
2. **Pingdom:** Another tool to test website speed and performance.
3. **Google Mobile-Friendly Test:** A tool to check whether your website is mobile-friendly or not.
4. **W3C Markup Validator:** A tool to check the validity of your website's HTML and CSS code.
5. **Theme Check:** A WordPress plugin to test whether a theme follows the latest WordPress standards and best practices.
6. **LambdaTest:** This tool helps check the compatibility of the theme across various devices and browsers.
7. **WordPress Theme & Plugin Detector by beginnersblog:** A simple tool to detect the name of theme and the plugins that particular theme uses.

Tips

- Identify your website's purpose and target audience.
- Choose a simple and clean design.
- Look for a responsive and mobile-friendly theme.
- Ensure browser compatibility.
- Consider loading speed.
- Look for customization options.
- Check plugin compatibility.
- Choose a theme with good support and regular updates.
- Consider a user-friendly options panel.
- Look for SEO-friendliness.
- Consider your budget.
- Read reviews and feedback.
- Accessibility: Use an accessible theme for visitors with disabilities.
- Documentation: Look for a well-documented theme to simplify customization of your website.
- Demo: Check the demo to evaluate the theme's appearance, functionality, and suitability.
- Translation options: Choose a theme that supports translation plugins or has built-in translation options for multilingual websites.
- Typography: Good typography improves readability and appearance of the website.
- Layout options: Choose a theme with different layout options for various pages and posts for a visually appealing and dynamic website.
- Social media integration: Use a theme that supports social media integration and sharing for an effective website strategy.
- User ratings: Assess user ratings for a theme's performance and how satisfied users are with its features and support.



Created by Shailesh from [BeginnersBlog](https://beginnersblog.org)

Resource: <https://beginnersblog.org/how-to-choose-a-wordpress-theme/>