

5 Things to Look for in a Wordpress Theme

It's easy to feel a bit overwhelmed when you're setting up your WordPress website. There are so many decisions to make about colors, designs, fonts, and graphics. Having lots of themes to choose from makes it a bit easier, but how do you choose the best theme for your website? After all, the theme is the face of your Wordpress site, and the image it conveys about you and your business plays an important role in how your potential clients and even search engines perceive it.

Here are some things you should keep in mind to make sure you get the theme that is the right fit for your business.

1. Keep it simple

Simplicity and an uncluttered design are key for a business website. You don't want anything that will distract from your core message. On the contrary, the design layout and look should support your message, make it easy for readers to find the information they need and help you get new business and subscribers.

2. Flexibility

Whatever design you choose, make sure it is responsive across multiple devices. Clients should be easily able to navigate and read your website whether they're on a cellphone, tablet, laptop or computer.

3. Consistency

If you already have a business logo or design, choose a design that is consistent with your look and branding. If you choose a neutral theme, make it more engaging by including some touches of color. If you're starting a business look from scratch, bear in mind that studies have shown that readers find lighter colored sites easier to navigate and read than darker colors.

4. Make it SEO friendly

You may not realize that the theme you choose can affect your websites' Search Engine Optimization (SEO) capability. It's no good having a website that looks great and has fantastic content if the search engines can't pick it up. Check the description of the theme to make sure it's optimized for SEO.

5. Good reviews

If you find a theme that feels right to you and it checks out on the simplicity, flexibility, consistency and SEO optimization fronts, look at the reviews before you hit the download button. Users can leave up to 5-star ratings on the theme itself – and it's also worth a scan of user forums to see if there are common problems.

Choosing the theme for your website is important, so it's worth doing some research to find the right one for your business. And you can play around with different themes to see what feels right. Use the preview button to see what they look like on your screen.