WORDPRESS THEMES

THE BASICS

What is a Wordpress theme?

There's often confusion over what a theme is and why you need one especially if you are using WordPress for the first time.

At it's most basic WordPress is an open source content management system, but without a theme it's very basic with little functionality and you'd struggle create something that really stood out.

A WordPress theme is a great way for someone without design and coding skills to get started in WordPress, giving you the tools to build a look and design of your own.

How does a Wordpress theme work?

WordPress themes are a collection of files and folders that you install into the website by either uploading a zip file or choosing from the theme directory.

Once installed and activated you then have access to all of its functionality which can vary greatly between themes, but the idea is the same, you have control and the ability to customise your website however you wish.

Free vs Premium themes

When looking for a new theme you will have the choice of either a free theme or a premium theme, the differences can vast and you tend to get what you pay for when opting for a premium theme.

Free themes are best sourced from the built in theme directory, WordPress test the themes thoroughly and are submitted to a strict quality control process before they are allowed to be listed.

Designed to be basic and easy to use, free themes are a great introduction to the world of WordPress, however there are no guarantees that the theme will live up to expectations, plus the premium support isn't there, you'll have to Google the web for an answer to a lot of things, especially as a beginner. Of course plugins can fill the functionality gap and if you need something a bit more customised hiring a web developer is definitely the way to go.

Once you know what your website is being built for then it's a lot easier to pick a theme. A premium theme will always be better than a free theme, but it all depends on what you need.

If you need a custom built website we'd be happy to discuss this with you, or if you are curious about which theme's are the best to use we can discuss that too.

Premium themes are the next step up, more of a considered purchase. There are many on the market and lots of different options are available. Some of the benefits of a premium theme are;

Premium support

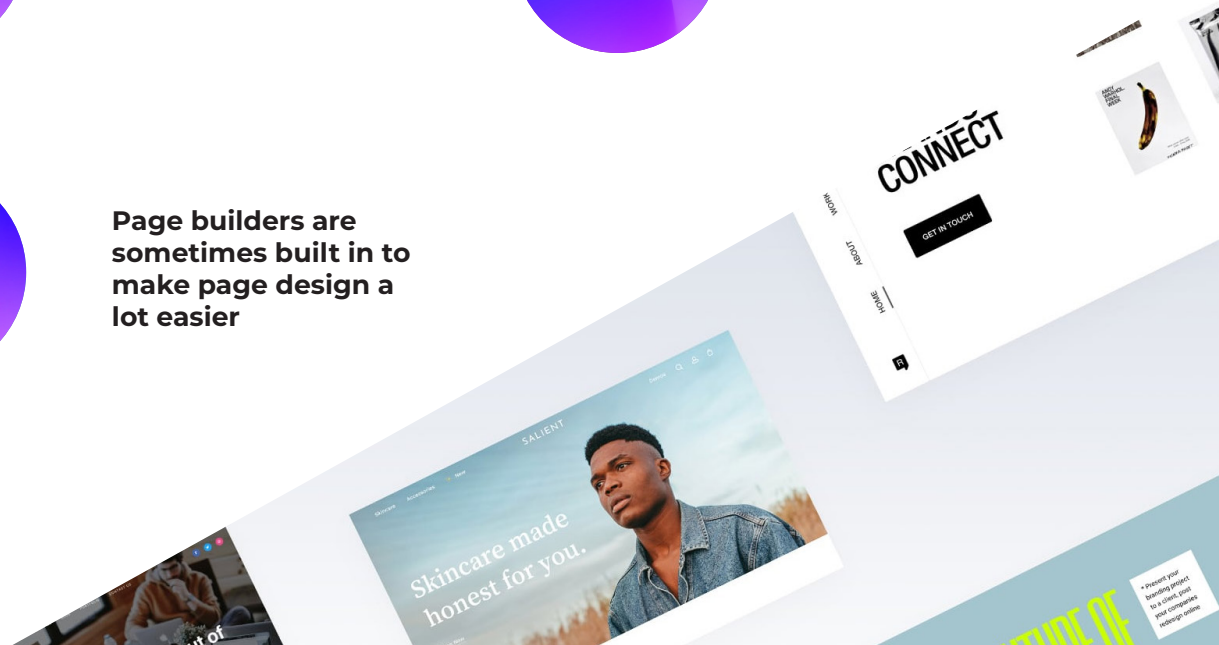**Responsive and mobile friendly design**

Design is considered for the type of theme and its purpose

Typography is easy to change and usually will fit the design

Page builders are sometimes built in to make page design a lot easier

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