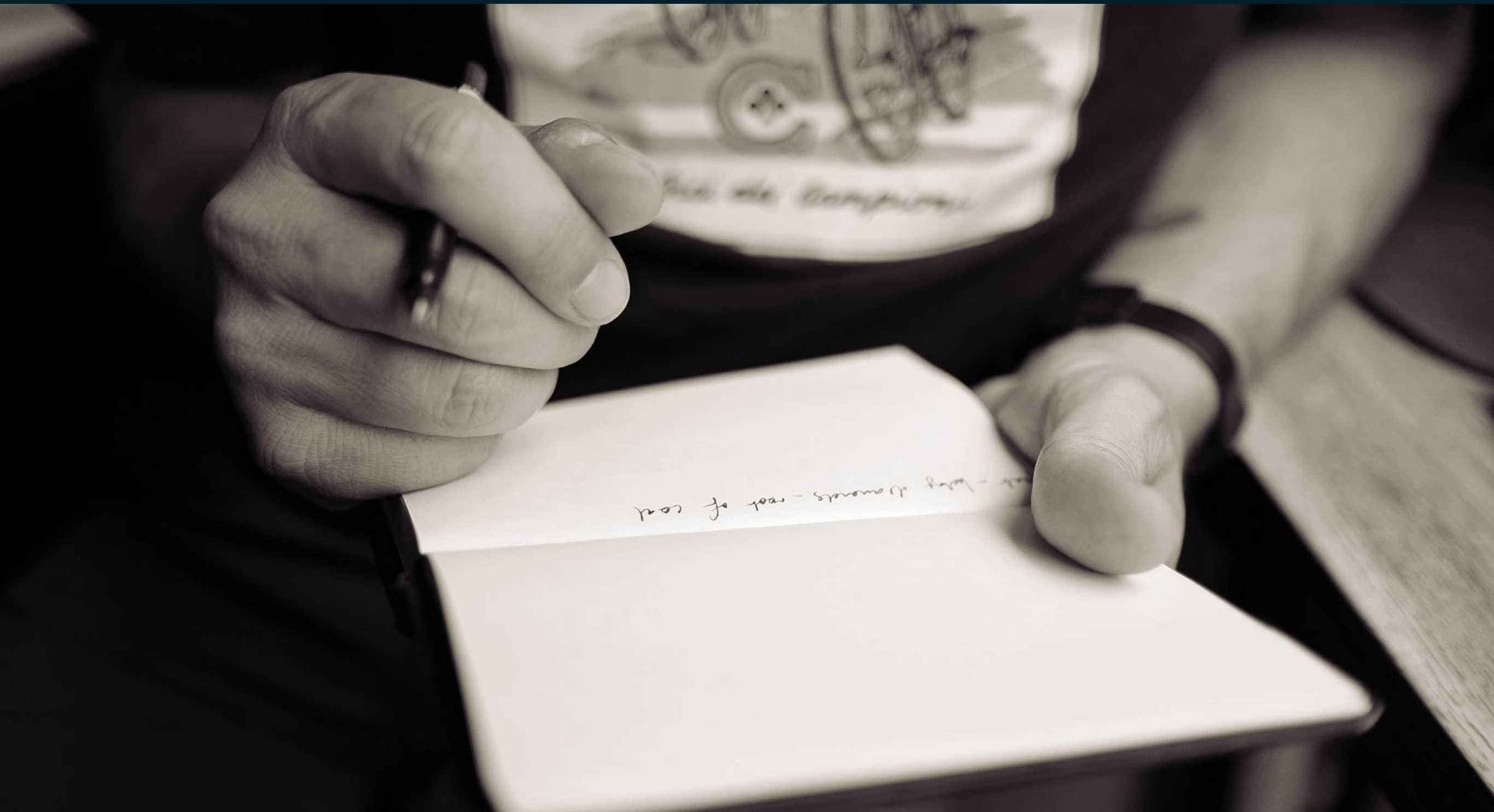


DAVID A. KENNEDY – TRIAD WORDPRESS MEETUP

# PICKING THE RIGHT THEME

I USE TO BE A

# JOURNALIST





THEN I BECAME A

# WEB DEVELOPER





# A SIMILAR PROCESS FOR BOTH



+



+



=









AUTOMATTIC

DAVID A. KENNEDY

WordPress.com Theme Team, WordPress Contributor

**WHAT'S A THEME?**



THEMES

**CONTROL DESIGN.**

THEMES ARE BUILT WITH

**PHP, HTML, CSS & JAVASCRIPT.**

THEMES

**POWER FUNCTIONALITY.**







THEMES CAN LOOK

GOOD





THEMES CAN LOOK

~~BAD~~ DIFFERENT





**WHY A THEME  
MATTERS?**

THEMES ALLOW YOU TO

**EXPRESS YOURSELF.**

THEMES CONNECT YOUR SITE

**TO GOALS, VISUALLY.**

THEMES

**DRIVE ENGAGEMENT.**



**WHAT MAKES A GOOD  
THEME?**

“It depends.”

–ME

DESIGN





# CODE





# USER EXPERIENCE





# SUPPORT



DOES THE THEME

**HELP YOUR SITE SUCCEED?**



CAN YOU USE THE

**THEME SUCCESSFULLY?**

WHO MADE THE THEME AND

**ARE THEY RESPONSIVE?**



# TYPES OF THEMES

COMES WITH WORDPRESS

# DEFAULT THEMES



**TWENTY SEVENTEEN**

Bringing your business' site to life



DEFAULT THEMES: BENEFITS

**BATTLE-TESTED**

DEFAULT THEMES: BENEFITS

**ALL THE NEW STUFF**



DEFAULT THEMES: DRAWBACKS

**ON LOTS OF SITES**

DEFAULT THEMES: DRAWBACKS

**LACK VARIETY**



# A GREAT STARTING POINT

# FREE THEMES



Search WordPress.org



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Download WordPress

## Theme Directory

Commercial Themes Upload Your Theme

5,034

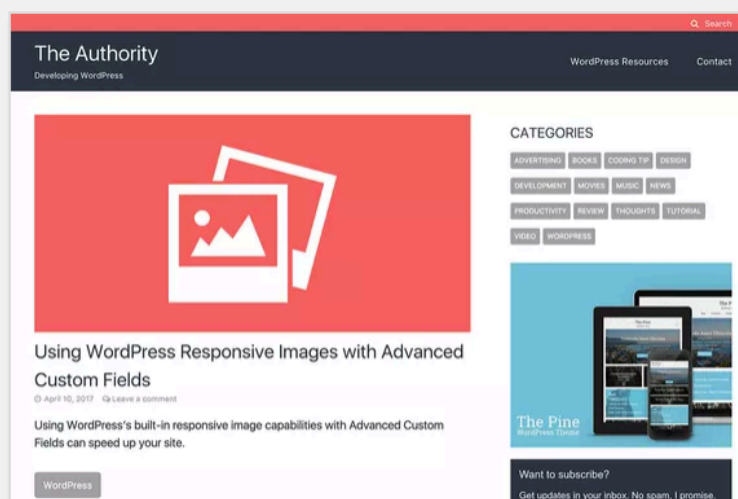
Featured

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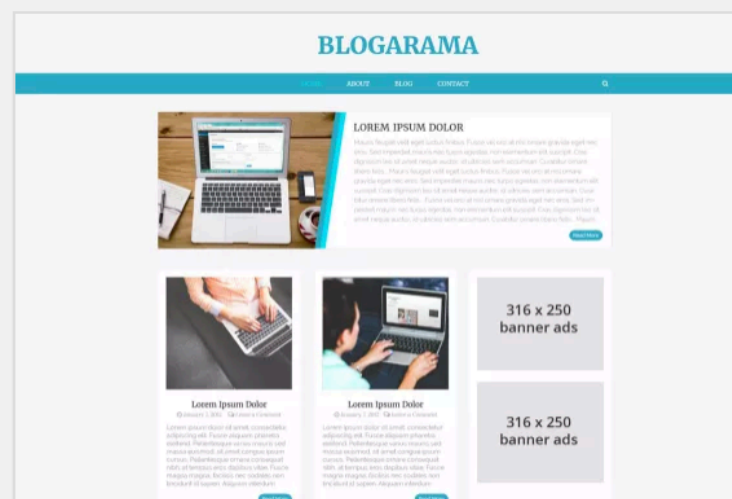
Latest

⚙️ Feature Filter

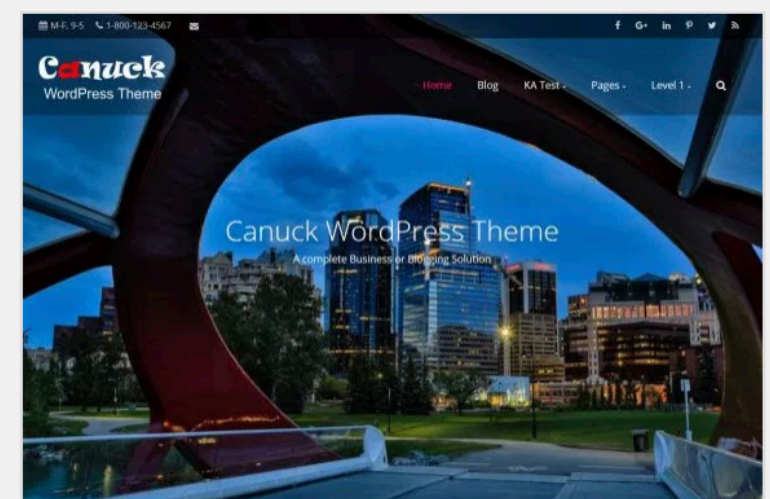
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The Authority



Blogarama



Canuck

FREE THEMES: BENEFITS

**FREE + MANY CHOICES**



FREE THEMES: DRAWBACKS

**LACK OF SUPPORT?**

COST MONEY

# PREMIUM THEMES

om themes 199



The SPATIAL theme features a minimalist design with a large, abstract geometric logo at the top. Below the logo, the text "SPATIAL" is displayed in a clean, sans-serif font, followed by the tagline "LOVE FOR SPACE IN DESIGN". The main content area shows a photograph of a green plant in a clear glass vase. The theme is priced at \$39.

\$39

The Label theme features a large, high-quality photograph of various styles of shoes. A white text box in the center contains the title "Footwear Styles Over the Years" and a short paragraph of text. The theme is priced at \$79.

Label \$79

The Booklet theme features a large, high-quality photograph of a plate of food, including raspberries, blackberries, and a slice of watermelon. The theme is priced at \$69.

Booklet \$69

A partial view of a theme preview showing a navigation menu with links for "ABOUT", "CONTACT", "THEME STYLES", and "PROJECTS".

A partial view of a theme preview showing a navigation menu with a "MENU" link.

The Didi theme features a large, high-quality photograph of a person's face. The theme is priced at \$69.

Didi \$69



PREMIUM THEMES: BENEFITS

**YOU GET SUPPORT**

PREMIUM THEMES: BENEFITS

**FOCUSED ON A NICHE**



PREMIUM THEMES: DRAWBACKS

**COST MONEY**

PREMIUM THEMES: DRAWBACKS

**EMPTY PROMISES?**



LOTS OF OPTIONS

# ALL-IN-ONE THEMES



ALL-IN-ONE THEMES: BENEFITS

**ALL YOU NEED, MAYBE**



ALL-IN-ONE THEMES: BENEFITS

**EXTENDS WORDPRESS**

ALL-IN-ONE THEMES: DRAWBACKS

**LOTS TO LEARN**

ALL-IN-ONE THEMES: DRAWBACKS

**NOT STANDARD WP**



TINY TWEAKS

# CHILD THEMES



CHILD THEMES: BENEFITS

**BUILD OFF OTHERS**

CHILD THEMES: BENEFITS

# LEARN THEMING



CHILD THEMES: DRAWBACKS

**SMALL TWEAKS ONLY**



DO IT YOUR WAY

# CUSTOM THEMES





CUSTOM THEMES: BENEFITS

**MAKE IT YOUR OWN**



CUSTOM THEMES: DRAWBACKS

**YOU MAINTAIN IT**

GREAT POWER

# THEME FRAMEWORKS



THEME FRAMEWORKS: BENEFITS

**EXTREMELY POWERFUL**



THEME FRAMEWORKS: BENEFITS

**STRONG COMMUNITY**

THEME FRAMEWORKS: DRAWBACKS

**FOR DEVELOPERS**

THEME FRAMEWORKS: DRAWBACKS

**STEEP LEARNING CURVE**



THEME FRAMEWORKS: DRAWBACKS

**NOT STANDARD WP**

NOT REALLY THEMES

# PAGE BUILDERS



PAGE BUILDERS: BENEFITS

**DO SITE-Y STUFF**



PAGE BUILDERS: BENEFITS

**CHEAPER THAN PROS**

PAGE BUILDERS: DRAWBACKS

# PLUGIN CONFLICTS

PAGE BUILDERS: DRAWBACKS

# CONTENT LOCK-IN



THE FUTURE

# GUTENBERG + THEMES





GUTENBERG + THEMES

**IN DEVELOPMENT**

GUTENBERG + THEMES

**GO SINGLE COLUMN**



GUTENBERG + THEMES

**USER HAS CONTROL**

**GETTING A THEME**

DOWNLOAD FROM

**WORDPRESS.ORG.**



DOWNLOAD OR PURCHASE FROM A

**THEME MARKETPLACE.**

PURCHASE FROM A

**THEME SHOP.**

**WHAT'S BEST FOR  
YOU?**



“It depends.”

–ME

TEST THEMES OUT ON A  
**TEST SITE.**

FOCUS ON A SPECIFIC

**THEME TYPE.**

FOCUS ON YOUR

**CONTENT.**



**THANKS!**

Any questions?

# PHOTO CREDITS

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