



What I learned from premium themes

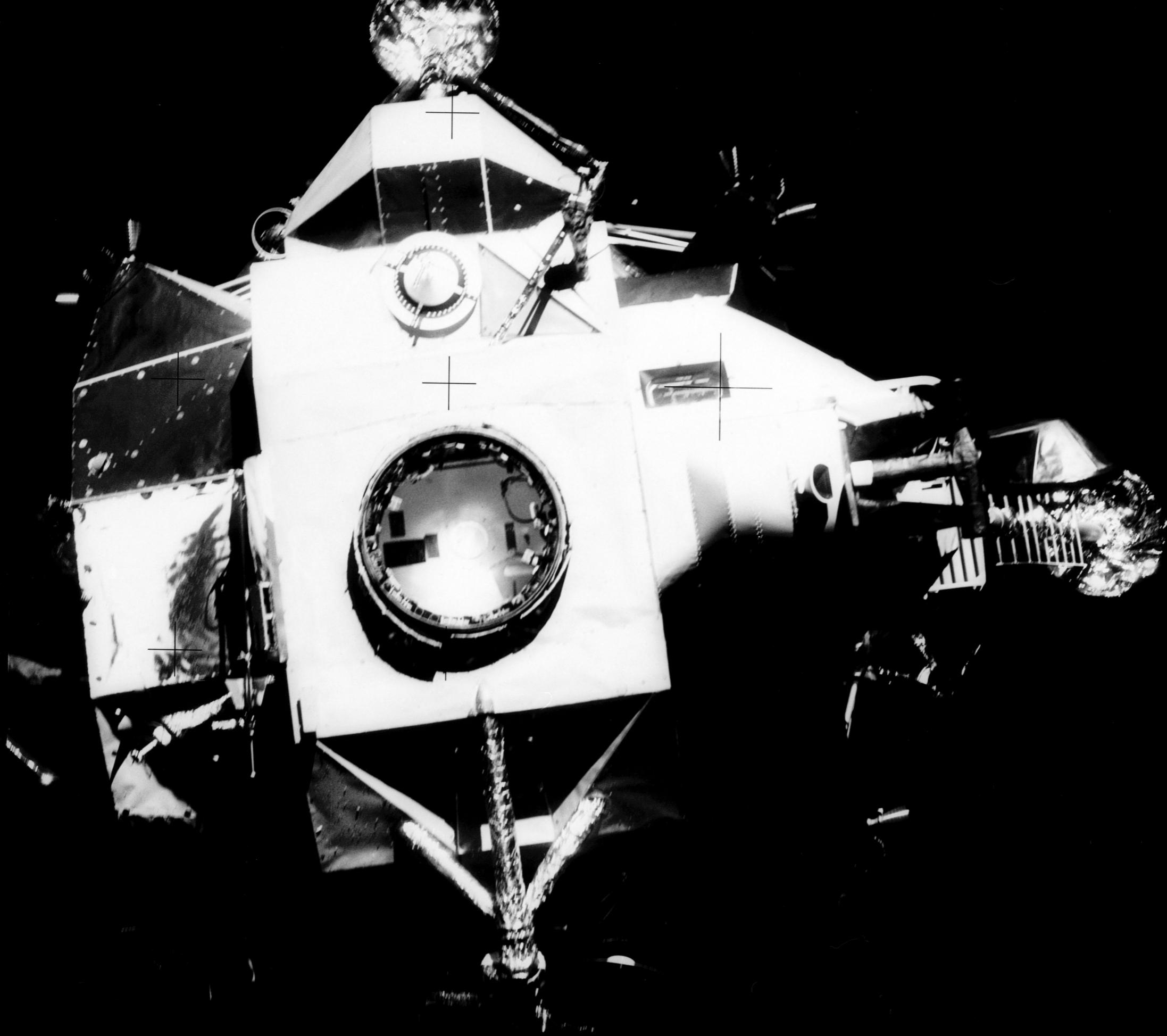
David A. Kennedy - WordCamp Raleigh 2017

Premium themes
mean what?

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“The only difference between a free and premium theme is the price.”

Free vs. Premium themes



AUTOMATIC
Theminator

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How we work with themes
on WordPress.com

Users can pick from
300-plus themes.

We have 50-plus
shops.

Most themes built
from Underscores.

About theme reviews

Take two to four
weeks.

We look at everything.

It's very collaborative.

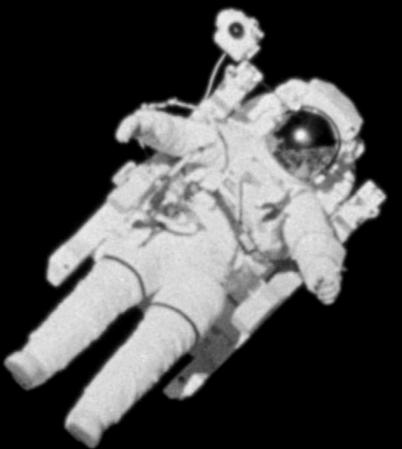
We value great design.

Lessons from

- People
- You
- Themes

Lessons relating to people

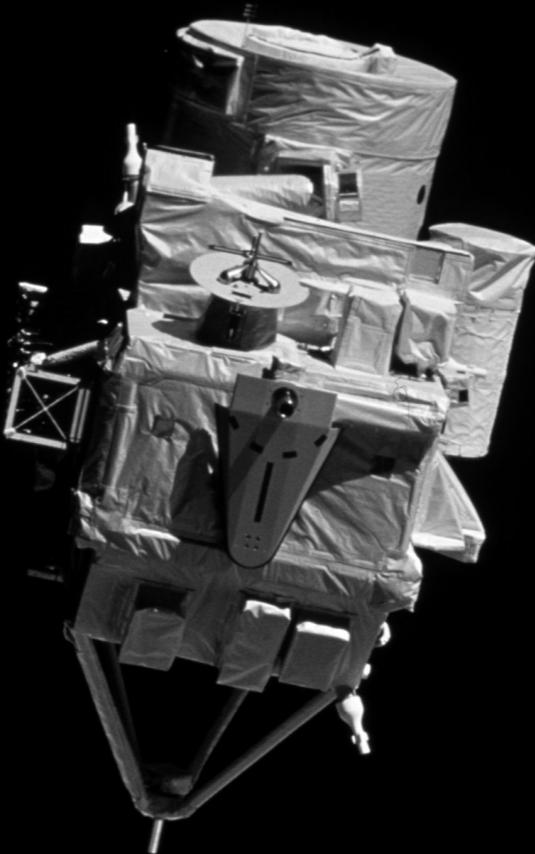




Assume the best
intentions

You have the same
goal.

Communicate. A lot.



Listen first

Wait 30 minutes
before responding.

Ask questions.



Involve your users

Talk to users in
different ways.

Run user tests.



Lessons relating to you



Worry about what you
control

What kind of themes
do you want?

Test everything.



Try changing your
perspective

Be diverse.

Research your market.



Lessons relating to
themes



One way is theming
doesn't fit all

Theme shops do
things differently.

Small and big shops
see success.



Go fast

Create child themes
and forks.

Find people to partner
with on projects.



When in doubt, remove

It's easier to add after
launch than remove.

Leaving something out
is design.



Questions?

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