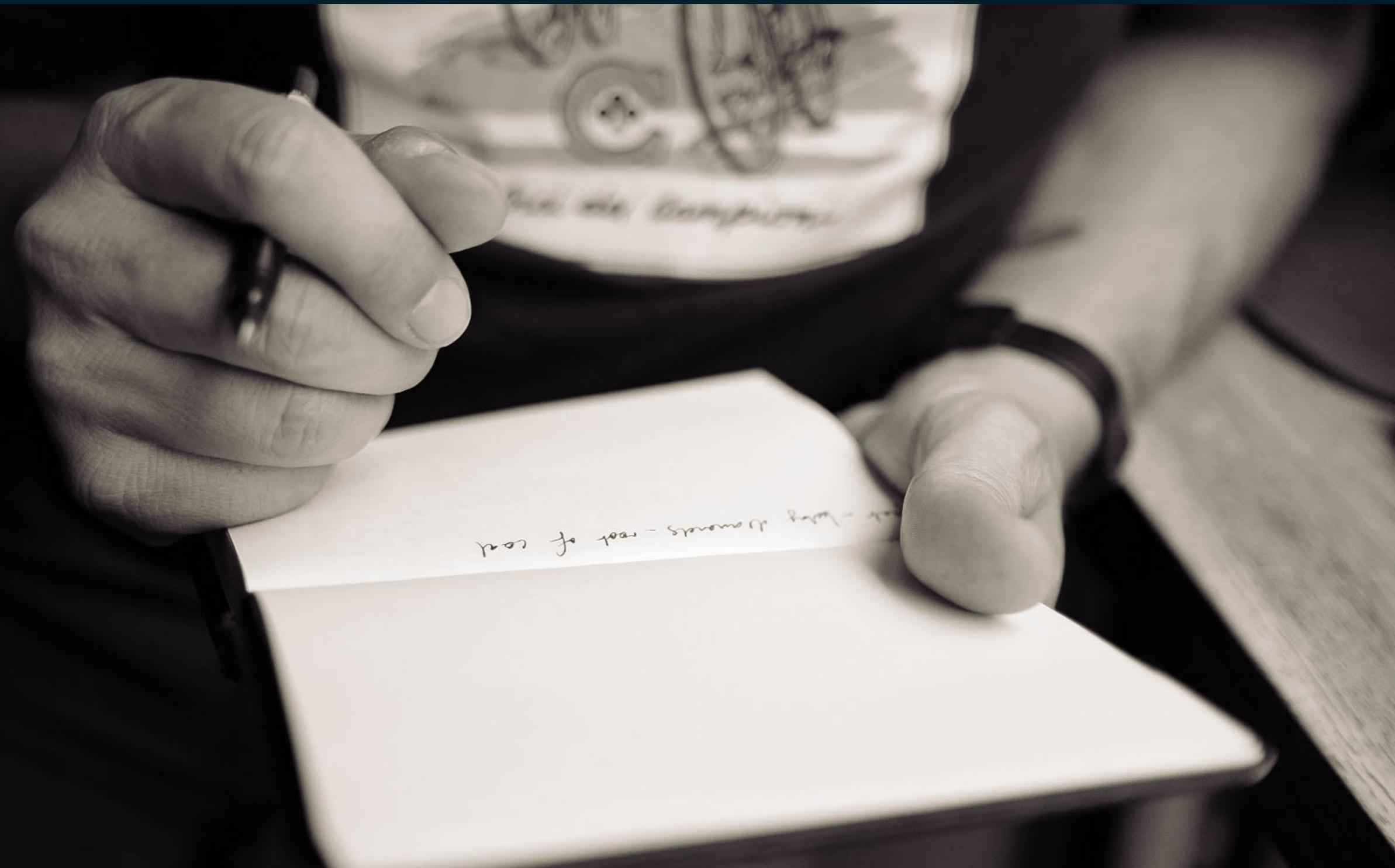


DAVID A. KENNEDY - TRIAD WORDPRESS MEETUP

# PICKING THE RIGHT THEME

I USE TO BE A  
**JOURNALIST**



THEN I BECAME A

# WEB DEVELOPER



# A SIMILAR PROCESS FOR BOTH



+

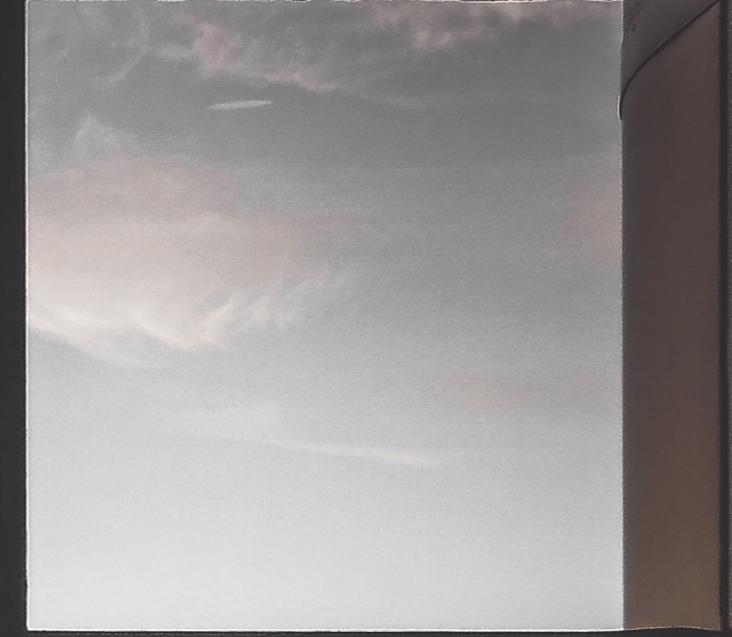


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AUTOMATIC  
DAVID A. KENNEDY

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



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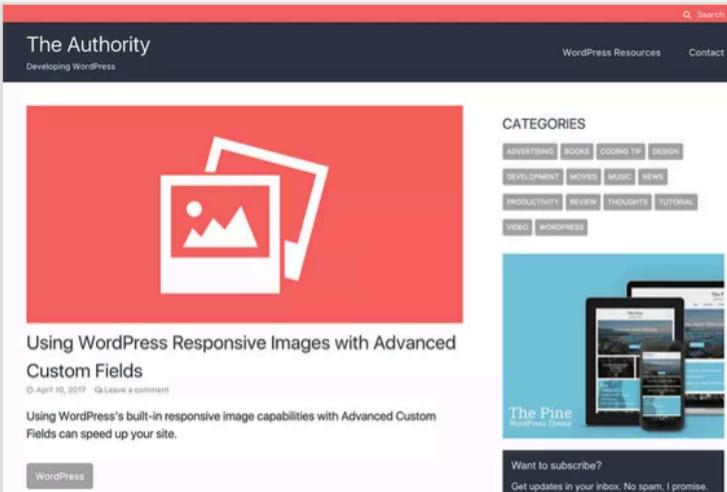
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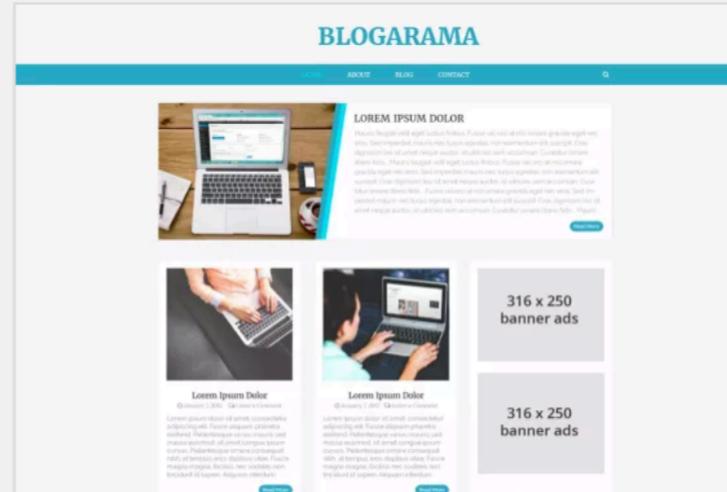
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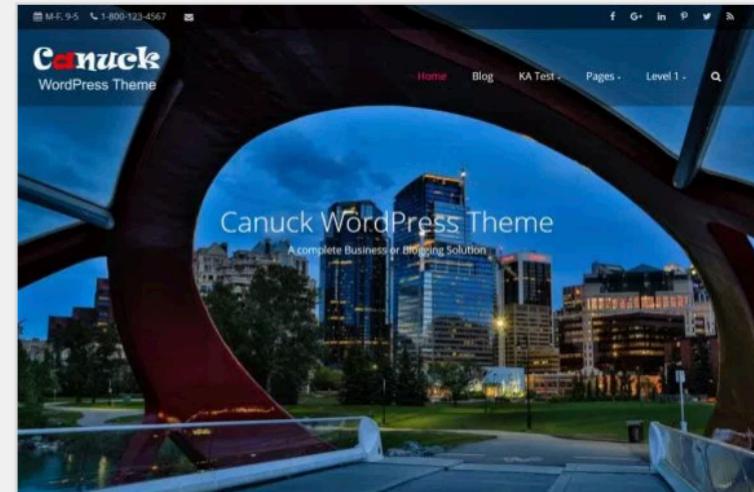


BLOGARAMA

LOREM IPSUM DOLOR

316 x 250 banner ads

316 x 250 banner ads



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WordPress Theme

Canuck WordPress Theme  
A complete Business or Blogging Solution

**The Authority**

**Blogarama**

**Canuck**

FREE THEMES: BENEFITS

**FREE + MANY CHOICES**

FREE THEMES: DRAWBACKS

LACK OF SUPPORT?

COST MONEY

# PREMIUM THEMES

com themes 199



**SPATIAL**  
LOVE FOR SPACE IN DESIGN

\$39

...

**LABEL**

**Footwear Styles Over the Years**

Presently the light increased and a moment later, to my delight, I came upon a flight of steps leading upward, ... Continue Reading

\$79

...

**CHARGE**

**Booklet**  
for bold content

Home Theme Features Style Guide Contact

**FEATURED**

Five super need right

Ringo Starr March 21, 2018

Many neighborhoods in San Francisco host street fests featuring live music, food, vendors, and community organizations. Some of the largest of these are Castro Street Fair, Mission Art Festival, and the Ingleside Street Fair.

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**Booklet**

\$69

ABOUT CONTACT THEMESTYLES PROJECTS

...

**MENU**

**Didi**

FRONT PAGE OPTIONS ABOUT TEMPLATES BLOG FEATURES

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

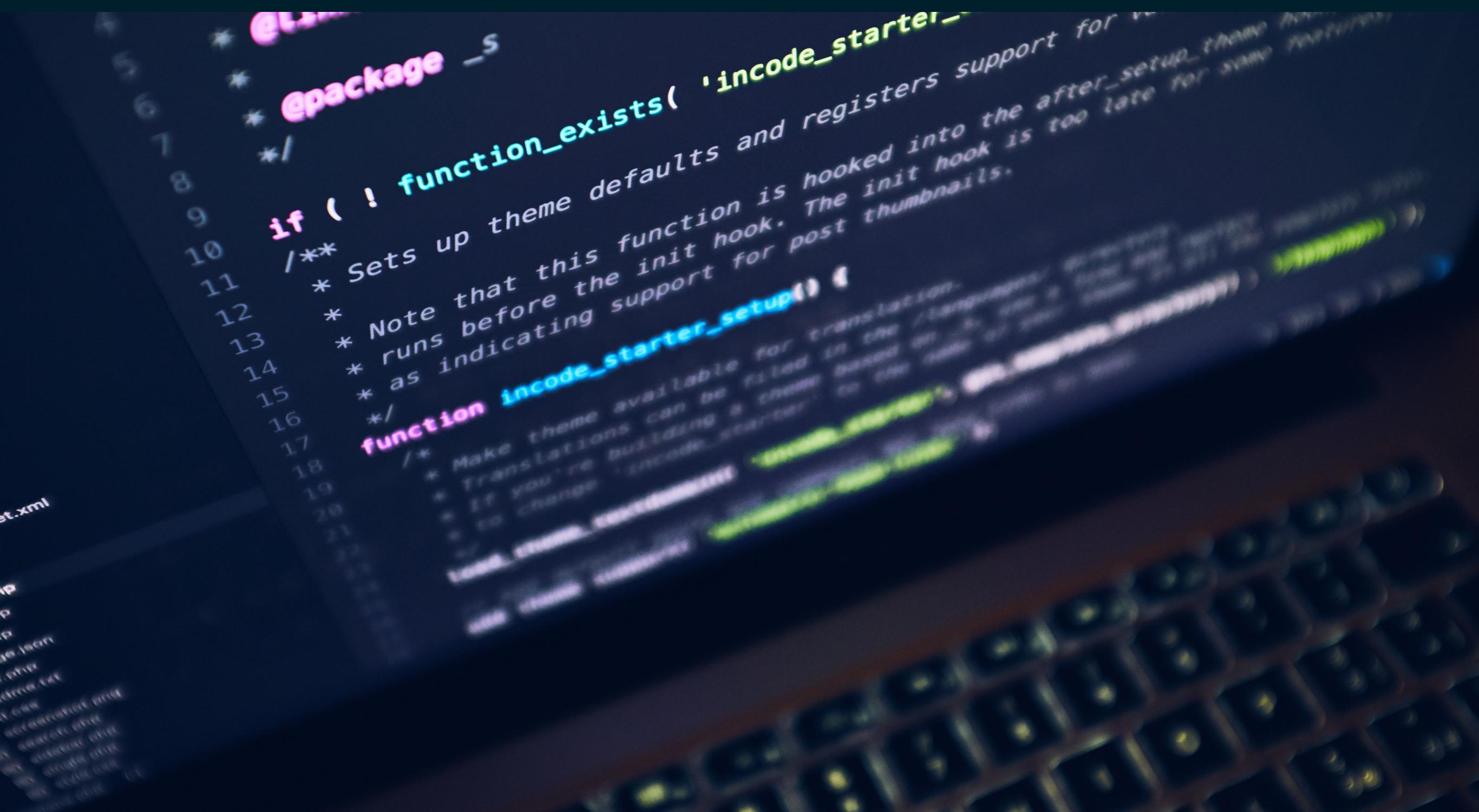
# LEARN THEMING

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?

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