WordPress
Themes and customization

GROUP

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INTRODUCTION

WordPress is a free, open-source content Management System (CMS) that lets you build and manage websites. It's a popular platform for creating blogs, e-commerce sites, and more. It allows easy website creation and customization and themes define the design and layout of a site.

- WordPress themes define a website's look and layout

- They provide structure, styling and overall design

- Suitable for blogs, businesses, e-commerce, and portfolios

WordPress Themes

- ❑ Pre-designed templates controlling the sites appearances

- ❑ Manage colors, fonts, layouts and functionality

- ❑ Can be free, premium or custom built

- ❑ Lightweight themes ensure faster load time

- ❑ Many themes provide demo content for easysetup

- ❑ Should be more mobile friendly and adapt to different screen sizes

- ❑ Optimized themes improve search engine rankings

Unlocking new horizons

Market expansion
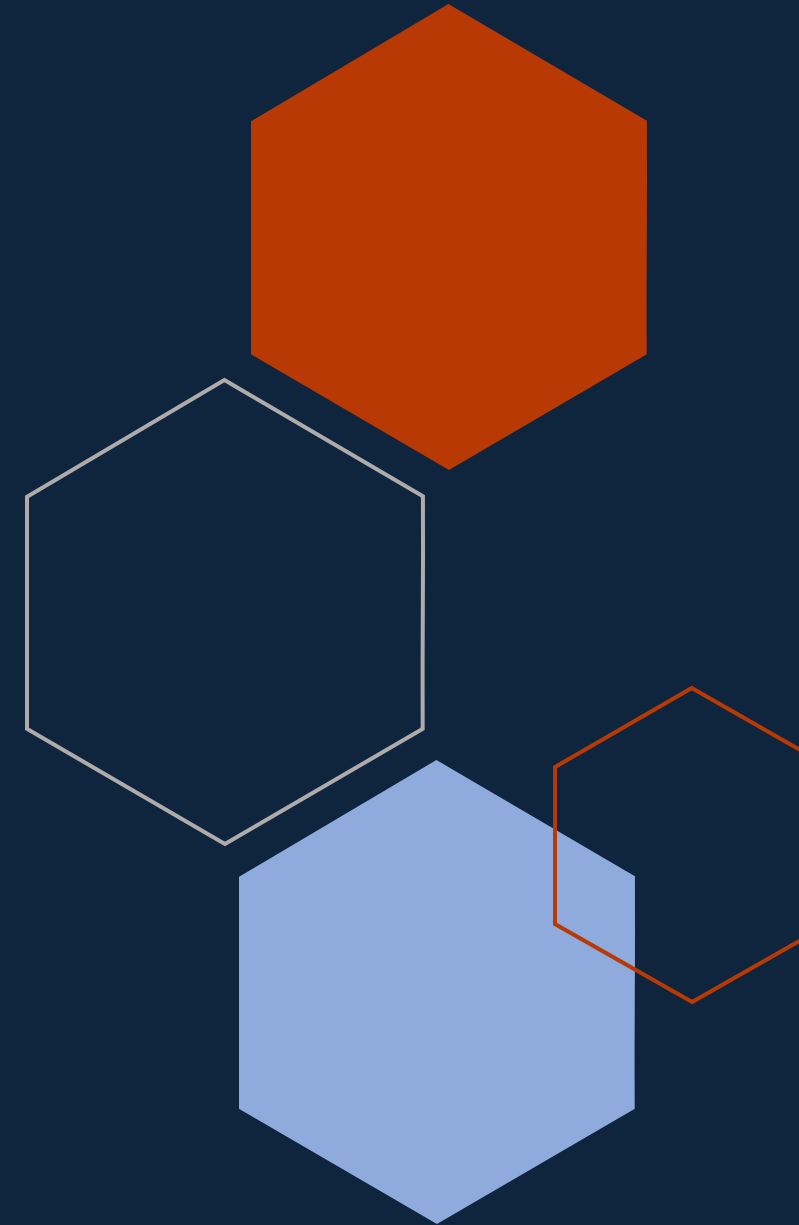
Installing& Activating Themes

❑ Go to appearance – Themes –Add New

❑ Search and install a theme from the repository

❑ Upload a theme (.zip)if purchased externally

❑ Activate and preview the theme

WordPress Customization

Built-in WordPress Customizer

- Found under Appearance – Customize
- Site Identity (Logo, Title, Tagline)
- Colors and Typography
- Headers and Backgrounds
- Menus and Widgets
- Additional CSS

Using Page Builders

- Drag and drop editors for easy customization

- Popular Page Builders

  - Elementor

  - WPBakery

  - Beaver Builder

  - Divi

Plugin for Customization

1. Enhance themes customization with plugins:

   a. CSS Hero (Visual CSS Editor)

   b. YellowPencil (Real-time Editing)

   c. Advanced Custom Fields

Child Themes – Advanced Customizations

1. **What is Child Theme:**

A WordPress child theme is a theme that inherits the design and functionality of a parent theme, but allows for more customization.

1. **What are the Benefits?**

- Keep changes safe from themes updates

- Allow deep customization

- Steps to create a child theme

Conclusion

1. Themes define thewebsite's appearance

2. Various customization methods (Customizer, Page Builders, Codes)

3. Use best practices for performance and security

Thank you