



SimplifyingTheWeb

TOP 10 TIPS
for
SELECTING A WEBSITE
THEME

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TOP 10 TIPS FOR SELECTING A WEBSITE THEME

Selecting the right theme (template) for your website is even more important now than ever!

The marketplace is more competitive, and people are more informed shoppers. You've got to do everything possible to make your website stand out. Take this checklist shopping with you to help you make the best theme choice possible for your business.

DIY (do it yourself) website builders offer streamlined and premade themes, making building a unique and branded professional website so much easier.



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USE THIS CHECKLIST AS A GUIDE FOR CHOOSING THE RIGHT THEME FOR YOUR BUSINESS:



Building functionality – pick a website builder that offers drag and drop functionality. No coding or special tech knowledge is required. A library of how to videos will get you up and building in no time. You simply drop site elements to your page, add content, style it to look the way you like and then publish. Instant visibility!



Select a theme that supports your functional requirements – what tools and functionality do you need to run your business? Do you need a simple personal website, or does your business require funnels, eCommerce shopping cart, content repository, etc. Do these functions integrate nicely with your theme? Are they available as future add-ons?

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- ☐ **Select a theme that accommodates your unique brand** – do you need to regularly refresh or update your content? A DIY website can accommodate on the fly updates and help you to stand out from the crowd with your unique and fresh content. If you launch a new product or service, ensure you can easily restructure your navigation and site to keep up with your business needs. Is it easy to edit and have an instinctual configuration bar?

- ☐ **Understanding type of platforms** – what works better for your business? Example: self-hosted Wordpress themes vs DIY website builder hosted platform (SimplifyingTheWeb.com, Wix, GoDaddy, etc.). How technology friendly do you need it to be? DIYs tend to be more user friendly.



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- ☐ **Know your budget** - read the small print - some themes are billed annually and require add-on purchases to receive their premium features. We don't want you to get that surprise bill at beginning of a new year!

- ☐ **Try before you buy. (DIY providers only)** – experiment with your theme selection. Demo one or two or even three! before you commit. This helps you to feel comfortable with your selected theme and ensure that it meets your needs – both functionally and with the interface. Most DIY website builders offer free-trials.



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☐ **Ensure your theme is mobile-friendly.** Actually, your site should be designed for mobile rather than desktop. Studies shows faster than expected shift of web usage from desktop to mobile depending on industry. In 2018 mobile took the lead in the amount of time visitors spent on a site and the number of page views and Google now implements Mobile-Indexing first. Therefore, if your site is not mobile compliant, they will not rank your site.

☐ **Pick a theme that doesn't require a lot of plug-ins or features** - you don't need and has a simple interface. Having all the bells and whistles is not the best way to pick a theme. Some of these plug-ins and features just bog down the performance and page speed and many are unnecessary.



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- ☐ **SEO** - ensure that the theme follows even the most basic Search Engine Optimization capabilities. Ensure you can edit title tags, description and image alt tags on every page.
- ☐ Choose a provider that offers **tech support** - if you have questions, you need quick support and response times. Check their reviews.



WHAT ELSE CAN WE DO FOR YOU?

- ☐ DIY website builder
- ☐ SEO Optimization
- ☐ Web Design SitePlan Strategy
- ☐ Email Marketing tools

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