

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.

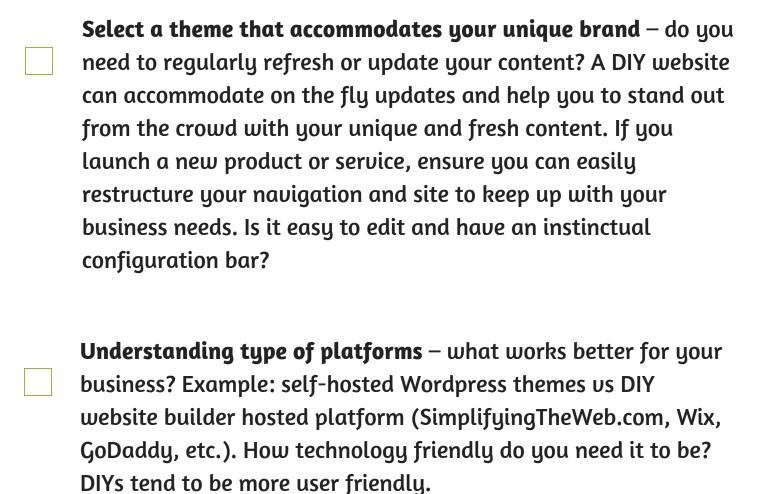


USE THIS CHECKLIST AS A GUIDE FOR CHOOSING THE RIGHT THEME FOR YOUR BUSINESS:

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?







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.



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.



<b>SEO</b> - ensure that the theme follows even the most basic Searcl
Engine Optimization capabilities. Ensure you can edit title tags
description and image alt tags on every page.
Choose a provider that offers <b>tech support</b> - 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