

# How to choose the *Best WordPress theme* for your Business



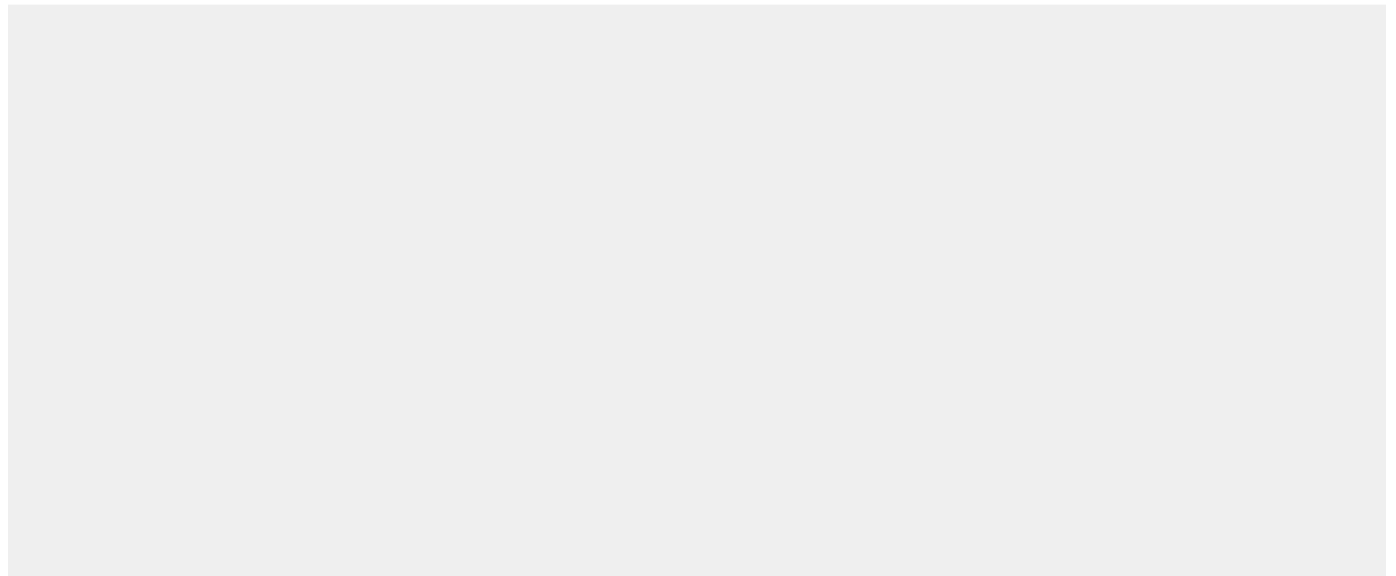
Follow this guidelines to find your theme

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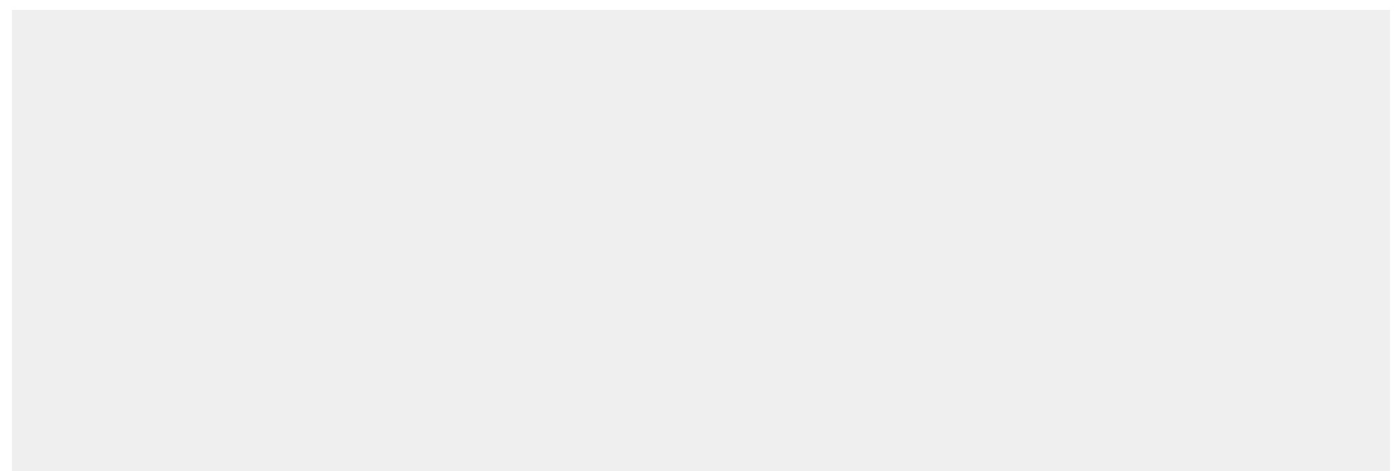
## 1. Define the purpose of your website

The first purpose of your website is to get more audience for your business, to share information about your business to anyone who wants to know what you do and what you can do. The type of your business and the service you provide should help you define other purposes of your website.



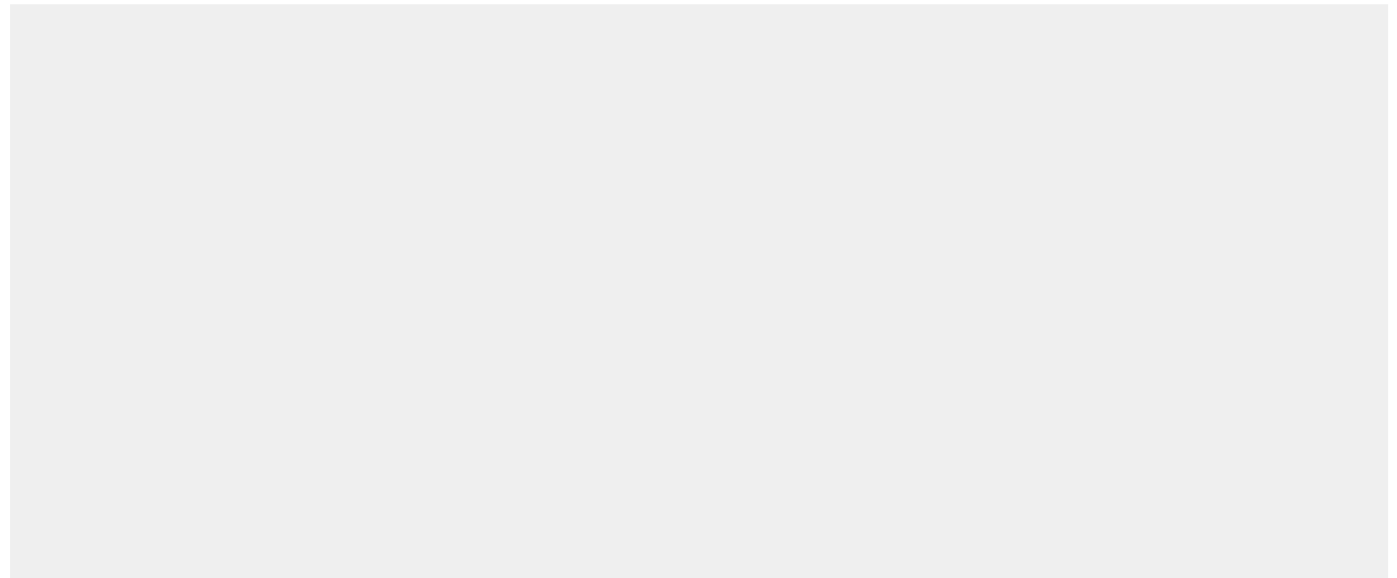
## 2. Define your theme keywords

This keywords are not the keywords for your business and SEO, but if you have defined such keywords they can be used also. This keywords are the keywords that you will use when searching for the best WordPress theme.



## 3. Define what you need in a WordPress theme

To define what you need a theme you need to know what you want from the web. That is way we have defined our purpose at the beginning.



## 4. What to look in a theme

- ☐ Requirement handling (separate plugin or not)
- ☐ Reviews
- ☐ Author (developer) background
- ☐ Date of the last update
- ☐ Demo
- ☐ Documentation

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## Theme Finder

This paper can be printed/copied several times for each theme.

### 1. Theme

Name

Link to theme

### 2. Price

Value

☐ Fixed Price ☐ Monthly ☐ Yearly

### 3. Important checklist

☐ Requirement mostly done within the theme ☐ Requirement mostly comes with plugins

☐ Reviews  Reviews Score

☐ Active Developer ☐ Demo ☐ Documentation

☐ Frequent updates

### 4. Requirements fulfilled