

Easy-to-Follow Checklist for Buying a WordPress Premium Theme

Remember: *Don't get fooled by nice photos in demos.*

THEME LAYOUTS

- Widgetized Homepage
- Page Templates
- Sidebars
- Hide/Show Post Info
- Menu Options
- Headers
- Footers

STYLING FOR ENTIRE SITE

- Typography
- Colors

EXTENDED FEATURES

Reminder: *If something is built into the theme (like a slider, for example), then you can't take it with you if you ever change your theme. If it's a plugin, you can take it with you.*

BUILT-IN FEATURES

- Responsive
- Social Media
- SEO
- Speed
- Ad Spots
- Logo

PLUGIN COMPATIBILITY

- Gravity Forms
- WPML
- WooCommerce
- Jetpack

COST

- License – *either personal or developer's license*
- Number of Themes – *single theme, theme pack, or theme club*

ONE TIME VS. SUBSCRIPTION

Most themes come with one year of upgrades and support. After that you will need to pay a yearly fee. A few developers may sell lifetime licenses.

SUPPORT AND UPDATES

- Response Time
- Problem Solving
- Support Forums
- Theme Instructions

LOOK FOR A TRUSTWORTHY DEVELOPER

- Check Google
- How many themes do they have?
- Check out their support forums.
- Check their social media accounts.
- Ask around about them.

Original Blog Post: <http://www.wpzoom.com/resources/easy-to-follow-checklist-for-buying-a-wordpress-premium-theme/>