

# How to choose a quality WordPress theme

An accompanying bonus to [Become a WordPress Master](#), a free seven-day email course which teaches you how to do everything with WordPress, yourself.

Being able to choose a really good WordPress theme is an essential skill. This one-page cheat-sheet tells you everything you need to know.

## What to avoid

- Theme reviews and roundups generally recommend the themes with the highest affiliate referral fees. Take them with a pinch of salt.
- “Kitchen sink” or “do it all themes” have obvious appeal – they can do everything – but they’re often complex to customize and can take a lot of time to look the way you want. The need to cater for everyone also typically makes them bloated.

## What to look for (objectively)

- Good documentation. See this before you purchase. You want thorough, well written tutorials and ideally videos too.
- Check ongoing support and update costs. You should expect to receive support and updates for at least twelve months and then to pay a fee for continued updates. What’s that fee? What updates are planned, if any?
- What support is included? Good support can save you a ton of time so it’s important to know what you’re getting. A good test is to ask a pre-sales question to check the response rate and quality.
- Check the refund policy. What is it and how long do you get?
- Test for responsive design (a design that works on mobile and tablet devices).
- Google common problems. Google “theme name + broken” and see what comes up.

## What to look for (subjectively)

- Do you like the design? Is it suited to your content? Are there lots of extras it’ll take you ages to add every time you want to publish?
- Is content readable? You want good line-spacing and a decent font size.
- How does the theme demo rank on [Google PageSpeed](#)? Are there any other SEO features (be aware for marking-speak here).

## Where can you find quality WordPress themes?

We have personally used and can recommend:

- [ProThemeDesign](#)
- [Array Themes](#)
- [WPZOOM](#)
- [Elmastudio](#)
- [Themetry](#)
- [Theme Foundry](#)
- [Anariel Design](#)