

PICKING YOUR WORDPRESS THEME

COMPETITOR RESEARCH

1. List three websites you like:

- 1. _____
- 2. _____
- 3. _____

2. List 2-3 things you like about these websites: (colors, features, fonts, layout, etc)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

3. Did anything catch your eye that you didn't like about these websites?

Write down the things you want to avoid when looking for your theme:

- 1. _____
- 2. _____
- 3. _____



WORDPRESS THEME CHECKLIST

DOES THIS THEME:

	YES	NO
1. Match my brand's aesthetic?	<input type="checkbox"/>	<input type="checkbox"/>
2. Have a responsive layout? (it automatically resizes itself to match the screen size)	<input type="checkbox"/>	<input type="checkbox"/>
3. Have good ratings (4.5 or more) ?	<input type="checkbox"/>	<input type="checkbox"/>
4. Have at least 1,000 sales?	<input type="checkbox"/>	<input type="checkbox"/>
4. Was last updated within the last 6 months?	<input type="checkbox"/>	<input type="checkbox"/>
6. Have most of the features I'm looking for?	<input type="checkbox"/>	<input type="checkbox"/>

What features does it have:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

