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# WooCommerce Themes



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## Fastest and most SEO friendly themes for Woocommerce.

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When you look at a WooCommerce theme, you need to focus on a few aspects related to its performance, design suitability to your domain, and of course, search engine optimization. Here we will discuss some of the attributes of a theme related to these aspects. First we will discuss each attribute in detail and then present a few good themes as examples.

### How to find a fast WordPress theme

We have already discussed the importance of having a fast website for improved user experience and search engine ranking. A fast, lightweight theme would contribute a lot to the optimal performance of a WordPress site. But how will you find a fast WordPress theme from the numerous available options in the WordPress ecosystem?

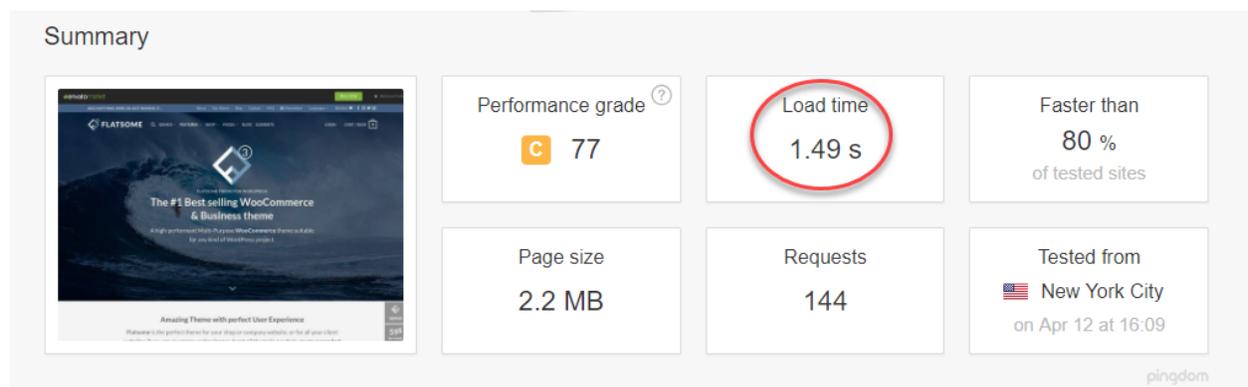


Let's address this by looking at some of the features of a fast WordPress theme. First and foremost, you should have a clear idea on what sort of content you are going to keep on your site. The type and quality of your content and the specific domain that you operate, etc. are determining factors of finding the right theme. And you need to always be aware that there are many other factors influencing the speed of your site. A speedy theme is only one of the factors that can help to optimize your site performance. So don't point fingers at the theme the moment your site speed goes down.

## Do a speed test

The best way to estimate the speed of a theme is to do a test using one of the popular tools like [Pingdom](#). For this, you can use the demo site of the theme, even though it is not an accurate method. In fact the speed of the demo site will be dependent on the quality of the server it is hosted on, whether they are using a content delivery network, etc. Also, when you are testing, the distance between your location and the server hosting the theme's demo site also will coe into play. However, it will give you a rough idea if you are trying to figure which one is faster from a handful of options.

When you do a speed test of the demo site, make sure to test multiple pages and not just the homepage. You can select which all pages needs to be tested based on your site type. For example, if you are looking to select a theme for an eCommerce store, you should definitely check the demo of a product page. Basically pages with more images will naturally take more time to load.



You can see the load time, along with other factors such as HTTP requests and Page Size. For both these parameters a lesser value is better. An ideal scenario would be less than 60 HTTP requests and less than or equal to 1 MB page size.

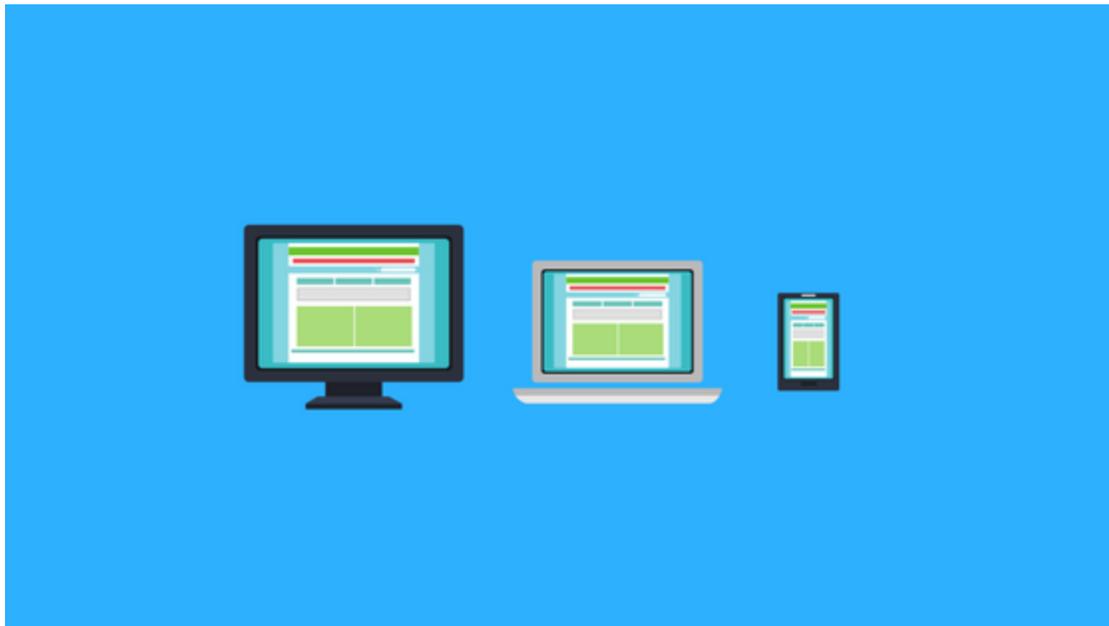
If you want to go a little deeper into the requests and page size, you can take a look at the type of content that is affecting performance. If these are more likely to be CSS, JS, etc., it will be something you really can't change much. However, if it is predominantly images we are talking about here, you still have a better control to choose whether to include them or not.

Content size by content type			Requests by content type		
CONTENT TYPE	PERCENT	SIZE	CONTENT TYPE	PERCENT	REQUESTS
 Image	58.5 %	1.26 MB	 Image	62.9 %	88
 Script	32.4 %	717.34 KB	 Script	24.3 %	34
 CSS	3.7 %	81.16 KB	 CSS	7.1 %	10
 Other	3.4 %	75.60 KB	 Other	4.3 %	6
 HTML	2.0 %	43.89 KB	 HTML	1.4 %	2
Total	100.00 %	2.16 MB	Total	100.00 %	140

Moreover, on a visual perspective, you can assume a simple design will be naturally faster. If you prefer a visually richer theme with fancy sliders and sidebars, you should be prepared to compromise a bit on speed.

## Attractive and responsive design

A responsive design would provide an optimal user experience irrespective of the device and screen resolution. This is especially important as a lot of users access the internet from cell phones, tablets and other mobile devices. Earlier days, the design practice was to create a mobile version that would be different from the desktop one. With responsive design, you don't need to worry about creating different versions of the same site. According to the screen size of the user, the site adjusts to a viewport to ensure a hassle free user experience. The success of a good theme lies in the fact that it manages to be attractive and responsive at the same time.



## Niche vs. multipurpose themes

When you look at the WordPress ecosystem, there are several themes that are labelled as multipurpose, and there are some that are specific to respective fields. The selection between these two options is purely a matter of your choice. Depending on the strategy for your website, you can choose a niche theme or a multipurpose. For example, [Hope](#) is a theme suitable for non-profit, charity, donations, etc.

As a beginner niche themes would be easier to set up as they have lesser options. And if you are focused on your site strategy, a niche theme would often be a good choice. And, naturally, due to lesser options, a niche theme would offer a zippier performance. In addition, you will be able to portray a unique and personalized design on your site, as not many other sites would use the same theme.

On the other hand, a multipurpose theme would be more appropriate if you have hands-on experience with graphic design. Some of the added features might need expert hands to set up properly. Moreover, due to the large number of features, multipurpose themes tend to be heavier and can slow down your site. However, multipurpose themes would be a good option if you don't have a set strategy when you start out. It will provide better scalability and a lot of flexibility according to your changing strategies. In addition, as there is a large community of users for popular multipurpose themes, you might be able to resolve common issues easily.

Another possible outcome of using a multipurpose theme would be that your site would look similar to a lot of other sites. This is due to that fact that the popular multipurpose themes are heavy selling, and as a result they are used by a lot of other sites. An example of a widely popular multipurpose theme is [Divi](#).

## Updates and Support

Another aspect you need to pay attention to before purchasing a theme would be regular updates and dependable support. You need to do a research on the theme's website to see when was it updated last. The frequency and regularity of support would mean that the theme is well maintained by its developers. Similarly, you can take a look at the support forums to understand what all issues users are facing and how those are resolved. If theme developers are taking longer time to fix even minor issues, that might indirectly affect the performance of your site as well. You can find below the support page of a popular theme [Avada](#).

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