



# SOP for Theme Selection and Customization in WordPress

## Procedure:

### 1. Choosing a Theme Based on Your Needs

- Step 1: Determine your website's requirements by considering its purpose (e.g., blog, e-commerce, portfolio), desired functionality, and aesthetic preferences.
  - Tools/Resources Needed: Requirements list or brief.
  - Tips: Consider themes that are responsive, SEO-friendly, and compatible with essential plugins.
- Step 2: Search for themes in the WordPress Theme Directory or premium theme marketplaces. Use filters and categories to narrow down your options based on your requirements.
- Step 3: Review theme demos, ratings, and reviews to assess quality, user experience, and support. Pay attention to the theme's last update date and compatibility with the latest version of WordPress.
  - Step 4: Select a theme that closely matches your needs with minimal required customization. Keep in mind the theme's flexibility and customization options.

### 2. Installing and Activating Themes

- Step 1: Log in to your WordPress admin dashboard and navigate to "Appearance" > "Themes."
- Step 2: Click the "Add New" button. If you selected a theme from the WordPress Theme Directory, you can search for it by name. For a premium theme, you'll need to upload the theme's ZIP file by clicking "Upload Theme."
- Step 3: After locating or uploading your theme, click "Install" and wait for the installation to complete.
  - Step 4: Once installed, click the "Activate" button to apply the theme to your site.
    - Tips: Before activating a new theme, consider setting up a staging site to test the theme and customization to avoid impacting your live site.

### 3. Customizing Themes

- Step 1: Access the theme customizer by navigating to "Appearance" > "Customize." Here you'll find options to customize various aspects of your theme, such as layout, colors, fonts, and more.
  - Step 2: To change your site's logo, find the "Site Identity" or similar section in the customizer. Here you can upload your logo and adjust its size and placement.
- Step 3: Customize your site's colors by locating the "Colors" section in the customizer. Select color options for your background, header, links, and more, aligning with your brand guidelines.
- Step 4: To modify fonts, look for the "Typography" or "Fonts" section. Choose from the available font styles and sizes for your headings, body text, and other text elements.
  - Tips: Keep user experience in mind when customizing fonts and colors, ensuring readability and accessibility.
- Step 5: After making your customizations, click "Publish" to save changes and update your site.

Safety/Compliance Considerations: Ensure that your theme, especially if it's a premium or third-party theme, is from a reputable source to avoid security risks. Regularly update the theme to receive security patches and new features.