

[https://www.youtube.com/embed/7NeLS\\_gofwY](https://www.youtube.com/embed/7NeLS_gofwY)

When you need your company to have a new website or if you venture on updating your old webpage with a new look and functionality, the choices are versatile...

Assuming that you will go the easy way and choose a theme for your Wordpress website, the overall number of characteristics that you will need to keep in mind narrows down significantly.

But how do you stay focused on what kind of a template you need and what do you want to get from that template?

We recommend focusing on 4 most essential characteristics, each vital for your company's to have an efficient and long-standing online presence!

## **These are: Design or Visual Looks; Functionality; Easy Installation and Administering & Google-friendliness.**

### **#1: Design or Visual Looks**

All the Wordpress themes that we have here have had a vast team of professional designers sketching, working and executing the ultimate visual look for it.

With such a wide range of choices at hand, we strongly advise you to stick to the Wordpress Theme that is based on your business' or a closely related field.

Either way, thanks to all the diversity here you will be able to choose a Theme that can be either of a formal color scheme with some light colors in it or a more vivid one, featuring bold textures and hues!

### **#2: Functionality**

Each business niche may require a unique functionality of its own.

With that notion in mind, our team of professional Wordpress coders has been working day and night to roll out a definitive collection of built-in Wordpress plugins, that come with each of our Wordpress themes...

### **#3: Easy Installation and Administering**

Due to the fact that this is a Wordpress theme, the process of installing it and using it is truly as easy as it gets!

Read our documentation to understand how fast you can go from purchasing a TemplateMonster Wordpress theme to actually using it as a live skin for your company's webpage.

Also, the Wordpress CMS (Content Management System) allows you to easily change the content (text; multimedia; blocks; pages) of any part of your new theme!



## **#4: Google-friendliness**

In the modern days of a very tight online business competition, ranking high in such search engines as Google, Bing or Yahoo is critical.

With the help of our heavy customizations, each of our Business Wordpress Themes is enhanced with an optimized features.

**Believe us, Google will just love crawling your new website!  
All in all, feel free to browse our Business Wordpress Themes  
category and you will definitely find a new look for your  
company's website!**