



## Marketing Geek information sheet No4 Am I ready for a commercial WordPress Theme

Marketing Geek promotes sensible cost saving solutions for small business. We also believe that every business is different and one size doesn't fit everyone. Recently we have been promoting Woo Themes as a good option for businesses who are using WordPress and what a really good looking site with excellent functionality.

*Unlike a powerpoint template which just about anyone could use, a little bit of knowledge will go a long way in being able to effectively use your Wordpress template. Here is a short checklist to determine if you have the knowledge required.*

Do you know what a transparent ping is?

Have you had experience in uploading things to a server?

Are you familiar with server file paths?

Do you know what a Gravatar is? [this one isn't vital]

Have you had experience setting up google analytics?

Do you know what an RSS feed is?

Can you determine the difference between static content and dynamic content?

If you have answered NO to most of these questions then you may not have the knowledge or experience to work with Woo themes directly. You could still purchase a Woo theme and then get a web developer to set it up for you. This will be a lot cheaper than designing a site from scratch but it does ensure that your site will look good and you will be able to work with it.

### 4 points

Wordpress site	1
Premium Theme Template	2
DIY or website assistance	3
Cost saving	4

marketinggeek.tv

©2009

Every week or so we do a half hour discussion on all things that relate to marketing with all the tools now available online and in the high tech fields of communication. We record on Tuesdays every two weeks so look for us online on every second Wednesday.

You can subscribe to the recorded audio podcast with iTunes

<http://www.marketinggeek.tv/Podcast/podcast.xml>