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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

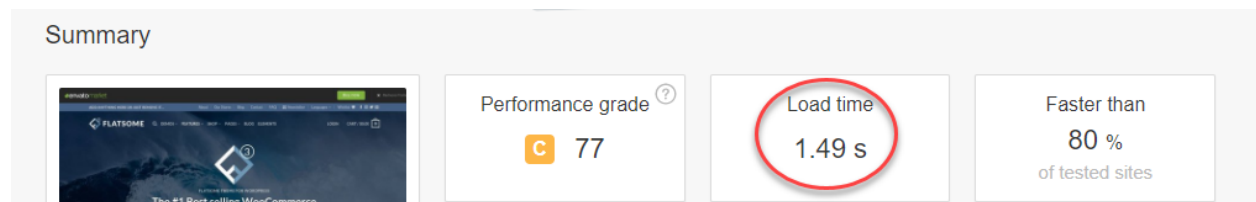
We have already discussed the importance of having a fast website for improved user experience and search engine ranking. A fast, lightweight theme would contribute a lot to the optimal performance of a WordPress site. But how will you find a fast WordPress theme from the numerous available options in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

CONTENT TYPE	PERCENT	SIZE
 Image	58.5 %	1.26 MB
 Script	32.4 %	717.34 KB
 CSS	3.7 %	81.16 KB
 Other	3.4 %	75.60 KB
 HTML	2.0 %	43.89 KB
Total	100.00 %	2.16 MB

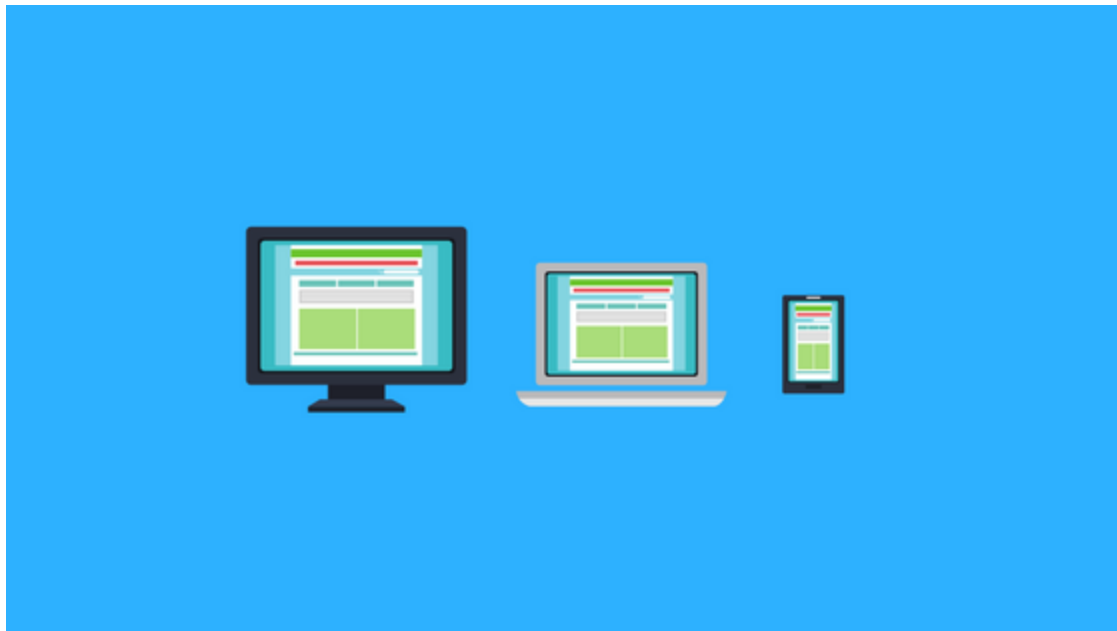
Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
 Image	62.9 %	88
 Script	24.3 %	34
 CSS	7.1 %	10
 Other	4.3 %	6
 HTML	1.4 %	2
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.

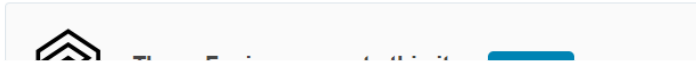
Another possible outcome of using a multipurpose theme would be that your site would look similar to a lot of other sites. This is due to that fact that the popular multipurpose themes are heavy selling, and as a result they are used by a lot of other sites. An example of a widely popular multipurpose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

Support for Avada | Responsive Multi-Purpose Theme

[Item Details](#) [Reviews](#) [Comments](#) [Support](#)



Regular License ▾

\$ 60

What to look for in an SEO-friendly theme?

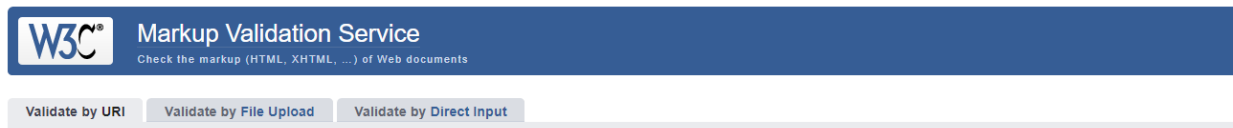
When you publish a new piece of content, search engine bots will scan through it and save it in their index. When a relevant keyword request comes, search engines like Google will display the appropriate results in their results page (SERP). With Search Engine Optimization strategies, you are primarily making your site and the information contained in it accessible to search engine bots. The theme you select plays a foundational role by making your site and content ready for optimization activities. Even though the direct role played by a theme is minimal in SEO aspects, it needs to be a solid supporting factor to all your future initiatives in that regard.

A good theme also plays a role in how search engines are qualifying your pages for their result pages. Search engines indexing and displaying your pages in results is only one step in the process. For your site to be successful, you need to feature in the top results. Some of the foundational aspects of a theme can play a defining role here. Most quality themes you will find in the WordPress ecosystem will be complying to these quality standards. However, if you look carefully enough, you can always find some better suited to your strategies than others.

Now, we will look into some of the attributes that you can look for in an SEO-friendly theme.

Code quality

You need to make sure that the theme is developed following all the latest coding standards. Some of the results of good coding practices would be compatibility to all popular browsers, valid HTML and CSS, responsive design suitable to all devices, etc. Most of the modern themes that you will find in the WordPress ecosystem will be following the coding best practices. However, if needed you can even try the demo on a code validator tool like [W3C](#).

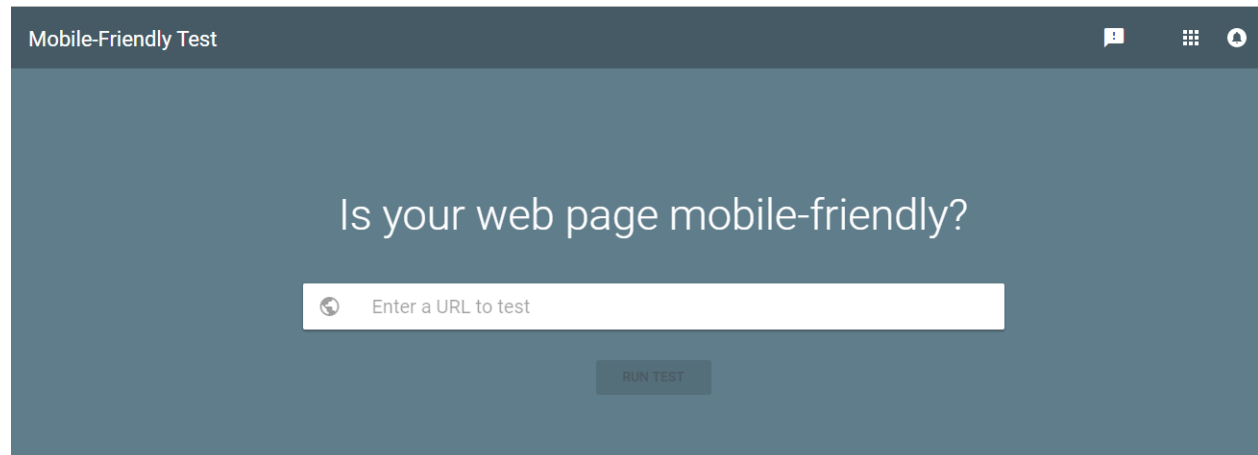


Site performance

The upload speed of your site is a major factor in the SEO perspective as well. You need to optimize your site according to the guidelines we have discussed before. Faster page load time and a flawless user experience would definitely contribute to better search engine rankings. The theme that you select needs to be definitely SEO friendly to effectively implement the SEO strategies on a consistent manner. A speed test using [Pingdom](#) would help you get a good perspective on your site's performance aspects.

Mobile friendliness

Mobile friendliness has become one of the most important aspects of modern website design. Google and other search engines won't list of your site on their mobile searches if your site isn't optimized for mobile devices. Your theme's responsive design would ensure that your site offers an optimized user experience on all devices. However, you may have to test more aspects like typography, page size, etc. to ensure that all your users are finding smooth access to your site, irrespective of the devices they are using. You can check your site's mobile friendliness using the [Google Mobile-friendly test](#).



Website Structure

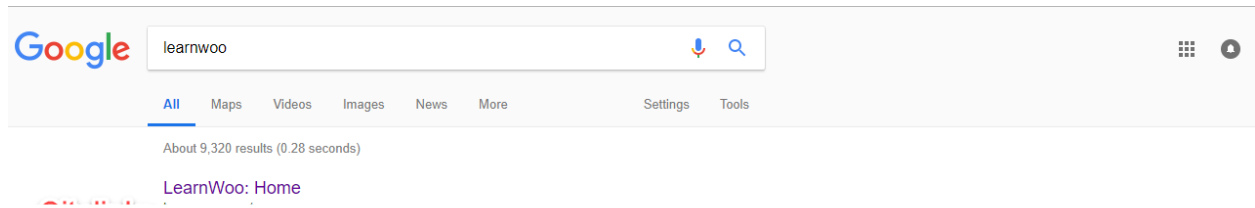
How you structure the information on your site is an important differentiator of user experience. As search engines are increasingly tuned to prefer better user experiences, your search engine ranking will also depend on that. You need to make sure that the information is organized and presented in a structured way. This would make it easier for users and search engine bots to navigate through your site, and find the pages or products they are looking for.

A good website structure would clearly depict the hierarchy of information on your site. You need to effectively use the menu system, and taxonomies such as categories and tags for this purpose. Your menu needs to be intuitive and simple for a user to easily understand what lies where on your site. Similarly, categories and tags would provide a readable structure to information contained on your site. Your content will take the shape of a pyramid with your homepage at the top and then arranging categories, subcategories, and individual pages and posts under it in a broader manner.

For each category and subcategory, there should be a number of posts, so that you have a collection of information. Tags can be used in a more specific manner considering the information contained in each page or post. However, it'd be better to use same tags for multiple posts (at least 2), than using a tag only one time on some post.

Your most important content, should be somewhere on the top portion of the pyramid. This way users and search engine bots won't face any difficulties in locating them. You can create an interlink structure that branches out from your most important pages. This can be done in different ways according to the specific range of your website. For example, you can create deep content on your category pages and then branch out from there. Yoast SEO plugin helps you mark the most important content on your site as cornerstone content. This way search engine bots will have a better understanding of your content structure. Good interlinking of

content is another crucial factor for search engines to index your pages. Moreover, on the results, this will help to show sitelinks.



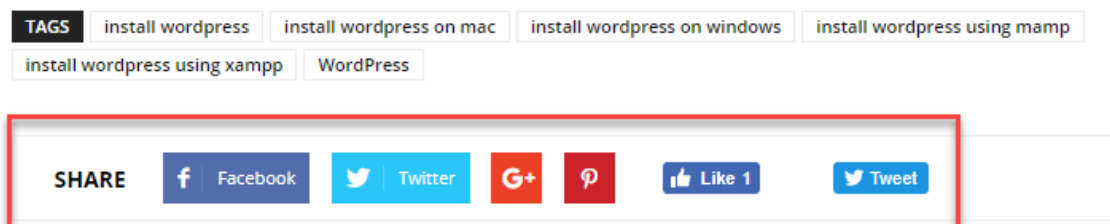
A good theme will help you present the information on your site in an organized manner, to achieve an optimized outcome in search engine rankings as well as user experience.

Structured data support

Your site content consists of some added content that traditionally won't feature on the SERP (Search Engine Results Page). These may include reviews, star ratings, videos, people, events, etc. If your site has such information (for example, if your product page has reviews), you need to tell Google about this. Adding schema markup would help you include such additional information on the search engine results for your page. You need to make sure that the theme you are using allows to add schema markups.

Social media integration

You need to ensure that your content is easily shareable on social media for better SEO. Most good themes will encourage sharing by helping you place social media buttons on strategic locations on your site. The more your content is shared in social media circles, the more value it can get in the eyes of search engine bots.



Attributes of a good WooCommerce theme

We have come to the third important aspect - the integration with WooCommerce. Let's look at some of the attributes that you need to look in a theme.

Visual quality

The visual appeal of your site is one of the first things that would create an impression in the minds of your site visitors. And when it is an eCommerce site, it will be something that has the potential to influence a purchase decision. You need to make sure that the theme is following the standards of aesthetics and visual quality. More than being over the top with a stunning design, you require a sense of appropriateness to the products that you are selling. You really can't expect the same design elements for a toy shop and a store selling organic produce. So, the theme that you choose should complement the products you are selling on the store. At the same time, it should be able to create a visual perspective that balances your brand identity and customer interests.

Frequent updates

If you look at WordPress and WooCommerce, both get regular updates. It is important that your theme too is compatible to the latest versions. A best practice followed by quality theme developers is to thoroughly test their themes with beta versions of WordPress and WooCommerce updates. This way, they make sure when these are updated, there are no conflicts or other issues. When you consider getting a new theme, you can always check the changelog to understand the frequency of updates.

In fact, you can check the source code of the theme demo to understand until which version of WooCommerce is active. Open the source code by right clicking on the theme demo page. Do a search on the source code for "generator" tag, and you can see the versions of WordPress and WooCommerce. Check the below screenshot to see the versions of WordPress and WooCommerce active on the [Storefront theme](#) demo.

```
</script>
<script type='text/javascript' src='https://demo.woothemes.com/storefront/_static/22-
eJx9jc8Kvj8QhF/Ibaxw9CI+5Jsw4b5pubH4tvblnrxiA2wAzfmHkCVhubo2LComej/N6tc+Yg/gIA2GesiAnrd2yTVtIqptg8azFz5ja7ULYE6BxXT0oRxpZlwus6Bc2lk7Iu/itYHwb8+0307n31905vW7H2x4+Lj1Ib0=='></script>
<link rel='https://api.w.org/' href='https://demo.woothemes.com/storefront/wp-json/' />
```

Dependable support

Reliable support is a mandatory aspect for any theme. Particularly when you are running an eCommerce store on your site, any unexpected issues should be resolved in quick time. Otherwise it will impact your site's credibility and trust. So before finalizing on a theme, you need to make sure that there is a good backing up by the support team. If you are looking to purchase

a premium theme, you will get an idea when you contact them for pre-sale support itself. You might have to also need to read the support policy in detail before deciding to go ahead.

Options to customize

The scope of customization is important for an eCommerce theme. As we have discussed earlier, multipurpose themes and niche themes have different approaches to added functionalities. Multipurpose themes try to include as many features in one theme. Whereas, a niche theme would be focusing on the bare essentials of theme to make it functionally superior in the domain. The scope of customization, therefore, will be more in a lightweight, niche theme than a loaded, multipurpose theme. So, it is important to understand the scope of customization of a theme before you purchase one.

Focus on user experience

For an online store, user experience is of utmost importance. In fact, it is a determining factor when it comes to sales and conversions. Responsive design, easy navigability, good social sharing options, etc. are essential aspects that contribute to a good user experience for the discerning customer.

Best Themes

Here is a list of some of the popular SEO-friendly WooCommerce themes that you can try out. The list includes multipurpose themes as well as niche themes. You need to carefully evaluate whether a theme would complement your store strategy, customers and products before choosing one.

[Schema](#)

This theme has a range of attributes that would make it one of the best options for a fast and SEO friendly WordPress site. It ticks all the right boxes when it comes to features related to SEO and site performance. It is responsive, supports rich snippets and is really fast loading. Moreover, it features a pretty lightweight code and is exceptionally fast. You can purchase the theme for \$69 and use it in five domains.

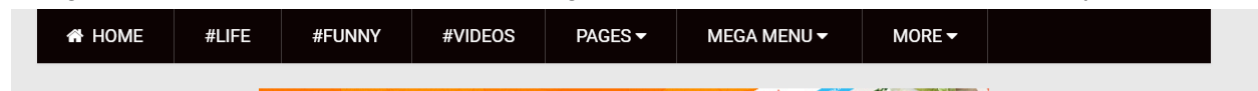
TheGem

This is a multipurpose theme that you can use for a variety of websites such as online shops, agencies, photography, blogs, etc. It is optimized for search engines and boasts a zippy performance with a lightweight code. The responsive design and the perfect integration with WooCommerce make it all the more preferable to new online stores. There are about 150 demo stores available with this theme that makes it quite easy for you to choose a design that suits your store strategy. TheGem would cost you \$59.

Over 500 new nices every week

[SociallyViral](#)

This theme has a special focus on social media sharing. If social media sharing is one of your preferred marketing strategy, this theme would make it all the more easy. In addition, it offers good page load speed and search engine optimized features. Unlimited colors and sidebars, advanced typography options, Ajax loading, etc., add a blend of beauty and brains to your website. It has a responsive design and can be used for WooCommerce products as well, though best suited for a viral website. A single site license of the theme would cost you \$69.



[Vitrine](#)

If you are looking to build a really fast and good looking WooCommerce store, Vitrine might be the answer for you. It has a great Ajax implementation that ensures seamless and fast page loading on your site. A marked advantage of this theme is that you can use it for a variety of eCommerce stores, be it electronics, fashion or furniture. With more than thirty page demos and a lot of additional page designs, it helps you configure the options even if your technical

knowledge is minimum. For \$52, you can purchase a regular license of this theme from Themeforest.

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Flatsome

You can create a beautiful and contemporary WordPress site or eCommerce store with the help of Flatsome. It has a responsive design, and it ensures an exceptional user experience, which is a must when you are running an online store. You make wonderful use of the predefined layouts and custom product page builder to ensure an amazing design for your website. The optimized code makes it one of the fastest loading themes currently in the market. Overall, if you are keen to provide an awesome shopping experience to your customers, this is the theme to look for. \$59 is what it costs for a regular license of this theme.



Kallyas

It is another highly popular multipurpose theme on Themeforest. One of the most advertised features of this plugin is the ease of setting it up. Without any coding knowledge, you can set up a professional online store in a matter of minutes. And, there is extensive documentation and tutorials to help you with the setting up process. The theme has a responsive design and is optimized for SEO as well. Lifetime updates and superior after sales support are among some of the other reasons to get this theme. \$69 is what you need to pay to get a regular license of this theme.

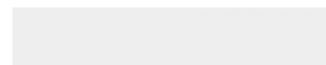
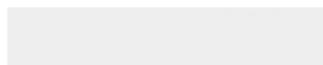
[Home](#) [Collection](#) [About](#) [Blog](#) [Contact](#)



Shop

Showing all 9 results

Default sorting



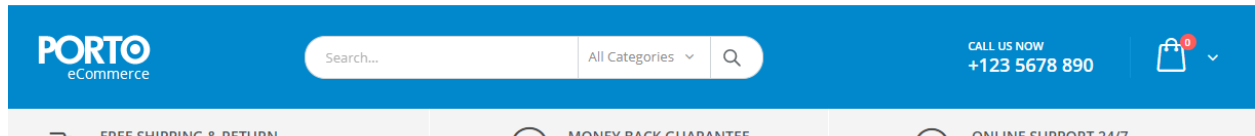
[Shopkeeper](#)

Shopkeeper offers a great range of functionalities and a contemporary design to make your perfect online store. Advanced product page layouts and features like incorporating YouTube videos on product page would help you keep up with the modern trends in user experience. Responsive design and awesome options to customize make it a preferred choice for sharp looking online stores. Basically, you can use it for a variety of store types from physical products to music to softwares. You can purchase Shopkeeper theme from Themeforest for \$69.



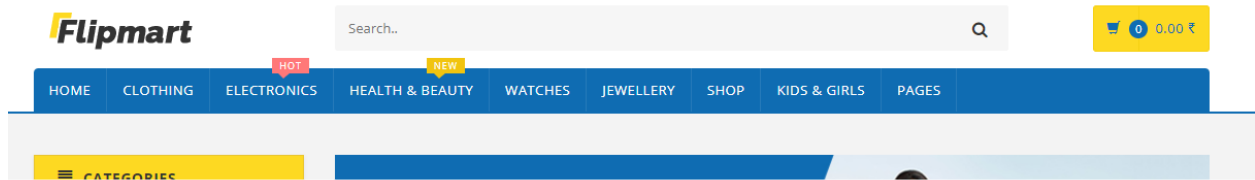
[Porto](#)

Porto is preferred by a lot of WooCommerce stores owing to its simplicity and great features. More than 25 pre-defined demos and a range of customization options make it a smooth choice to work with. It ensures better site performance, enhanced user experience, and better visibility to search engine bots. With rich snippets support built in, you can ensure that search engines can understand your site better than others. The responsive design ensures your site is accessible with all devices. You can buy the feature-rich Porto theme for \$59.



[Flipmart](#)

This is a search engine optimized theme suitable for a beautifully designed WooCommerce store. Features like multi currency support and product wishlist integration will help you set up a great store strategy with this theme. This responsive theme is pretty easy to set up and you can rely on the video tutorials if you face any difficulties. It offer multi language support and one click demo import as well. You can buy the regular license of the plugin for \$29.



Jvelin

Jvelin is a great multipurpose theme, which has a responsive design and easily customizable features. It is SEO friendly and is quite easy to set up, with “one-click installation”. You can very well get it up and running in a matter of minutes even if you have no coding knowledge. It has a great focus on user interface and social sharing too. Overall, if you are looking to build a smart, responsive eCommerce store, Jvelin should be among your top considerations. You can get hold of a regular license of this plugin for \$59.

Conclusion

Getting a good theme is essential for your site performance and search engine optimization. Even though getting a good theme alone won't ensure site performance and search engine optimization, essentially it lays a foundation to both of these factors. While selecting a theme, you need to look into features that specifically help you with these aspects, along with WooCommerce integration. You may find several themes that would look great when you see their product pages and demo sites. However, it is important to consider your product range, customer base and store strategy thoroughly while choosing a theme.

Further reading

- [Best eCommerce themes](#)
- [Best selling themes in 2018](#)
- [Free WooCommerce themes](#)