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How to Choose a Free Wordpress Theme

By Bonnie Stone

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Why pay for a WordPress theme when there are so many good ones available . . . for free?! But here's the catch - not all free WordPress themes are created equal. Most professional internet marketers agree that your theme is the most critical part of your website. That's because your theme is a direct reflection on you, your blog or your business. Choosing a free WordPress theme isn't as nearly as easy as it might seem. Choose the wrong theme and your bounce rate could soar through the roof, driving your website to the very bottom of the search engine listings! Choose the right theme and you'll see your rankings increase, your opt-ins jump and your readers will love you. In the time that it takes you to read this book, you will learn: * How to choose the free (or premium) WordPress theme that's right for you * How to avoid the common, costly, time consuming SEO mistakes that others make * The importance of color, graphics and type style * ...

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