**THEME ELEMENTS & HOW EASY THEY ARE TO CHANGE**

As you know, this week is about defining and choosing your design. When choosing a theme (design), one of the important things to consider is how easy it will be to make that theme do what you want it to do. I’ll give you lots more info in this week’s videos, but here’s a handy reference sheet for things that are usually easy, mid-difficulty, and difficult/technical to change.

Now, a few important notes:

:: Every theme is designed a little differently, so this is just a general guideline. Some themes will be slightly easier or slightly harder.

:: When I say something is easy to change, that means you can probably change it by yourself with no technical experience at all.

:: When I say something is mid-difficulty, that means you can probably do it yourself, but might need someone to instruct you/might need a small code lesson (don’t worry – some code is pretty simple to learn).

:: When I say something is difficult to change, this simply means you’ll probably have to hire a developer/technical person to help. Expect Wordpress experts to charge between $75 and $150 per hour for this kind of work.

**Easy to Change**

Images

Text

Links

Navigation titles

Logo

Text colors

Text size

Items in a blog sidebar

Order of a blog sidebar

What’s in your site’s header section (top area)

What’s in your site’s footer section (very bottom area)

Downloads

Pages/page order in the navigation

Contact forms

**Mid-Difficulty**

Placement of dates, author, and categories on blog posts (for example: if they are just below the title and you want to move them to the bottom of the post)

Adding custom sidebar areas

Adding a store

**Difficult**

Navigation layout (for example: taking a navigation that’s on the left of the page and moving it to the top)

Headers that automatically shrink, expand, or animate

Adding custom maps or software

Overall page layout (moving an image one inch to the left, for example, gets a bit complicated)