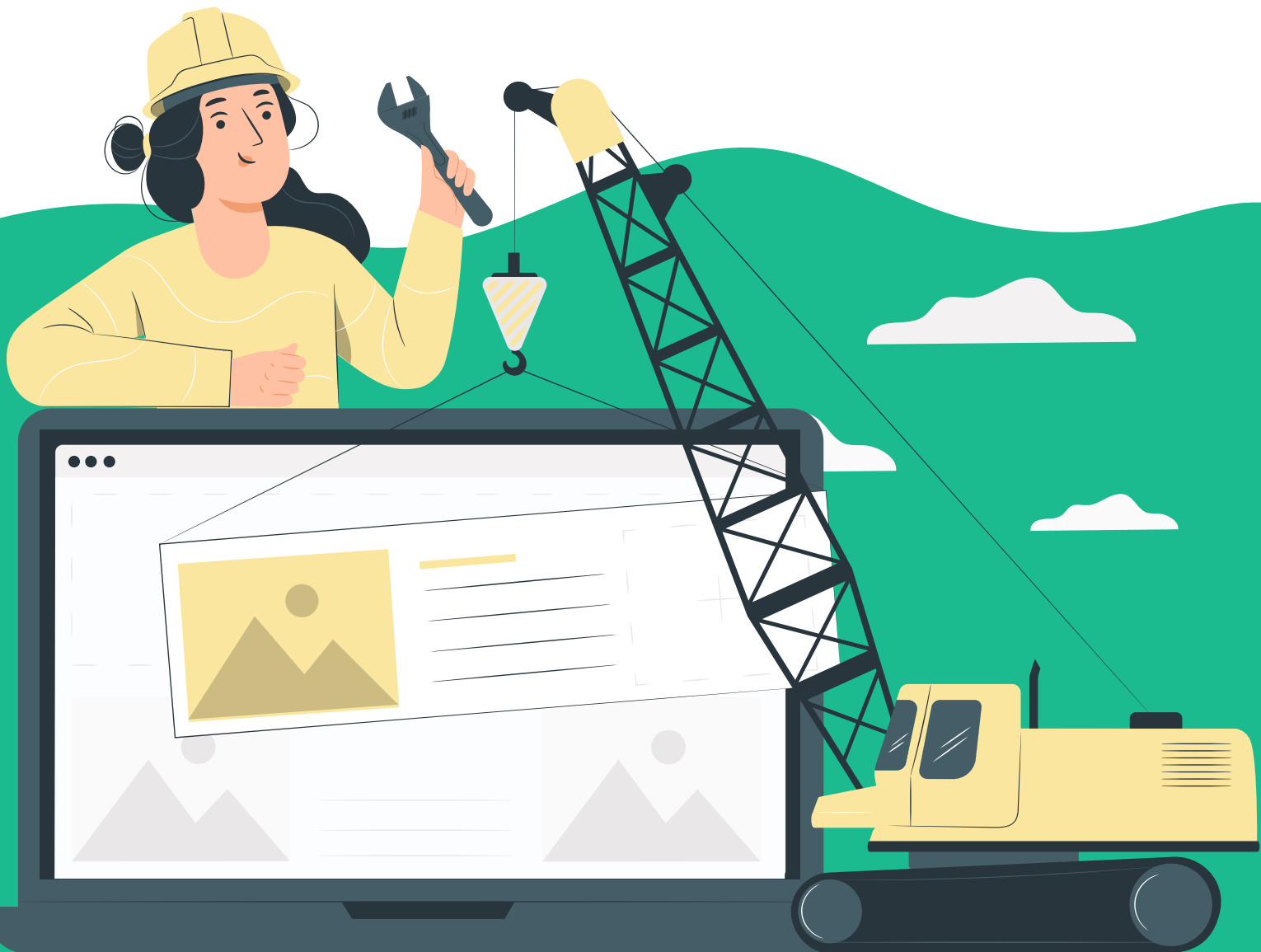


The 10 Best Free Themes

Choosing a WordPress theme is one of the most important part of building your website. A theme controls the overall look and feel of your website. Choosing the right theme is essential to the success of any website.



FACTORS TO CONSIDER WHEN CHOOSING A THEME

There are several things you need to consider when choosing a theme, for example, you need to make sure the theme is fast, it has a great design, it supports the kind of website you are looking to build. Here are some more details on each of these factors.



Type of Website – Make sure you choose a theme that suits the purpose of your website. For example, you don't want to choose a blogging theme for an eCommerce website or vice versa.



Speed - When it comes to speed, you need to ensure the theme is not a bottleneck to a fast loading website. Search engines tend to reward faster loading websites with higher rankings. A slow loading website can also have detrimental effects on your user experience.



Design - As for the design, you want to make sure it is consistent with your branding strategy. For example, the colors should match those of your logo. While in most themes the colors can easily be changed, for some it can be difficult at times.



There are several other factors that you need to consider when choosing a theme, however, the above 3 factors are the most important ones. To make your life easier we have put together this stellar guide on the 10 best free WordPress themes.

For each of the themes, we will look at the type of websites it can be used for, the main features, customization options, page builder compatibility, speed and a few pros and cons.

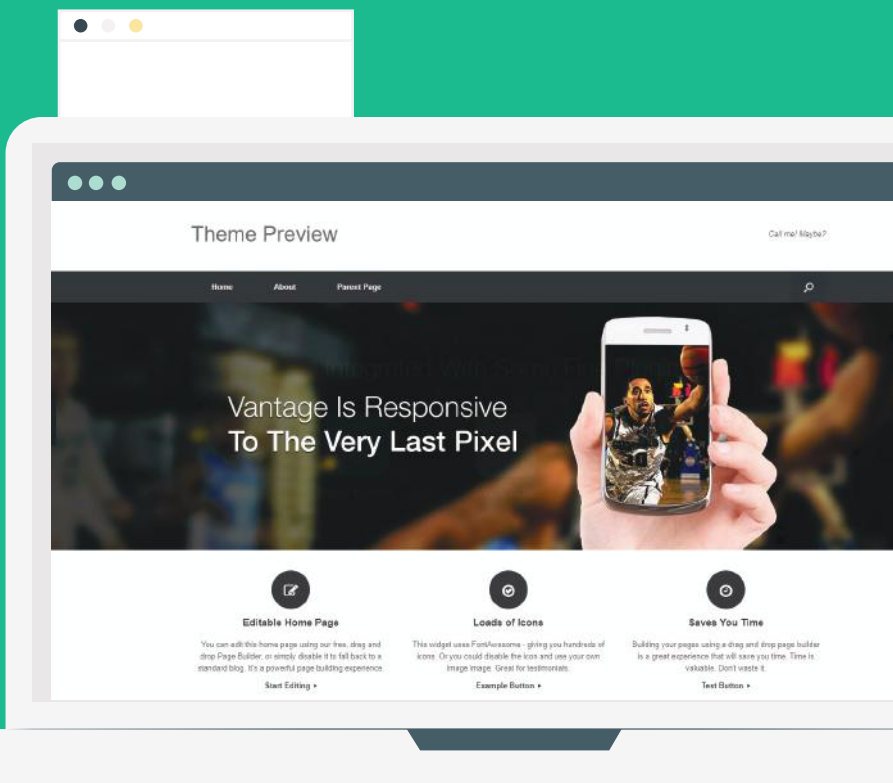
Let's get started.

10.

Vantage

Overview

Vantage is a multi-purpose theme that can be used for several different kinds of websites. It's an excellent theme for creating a small business website, a blog, a portfolio site or any other kind of website. The theme has 70,000+ installs and a 4.5 star overall rating at the time of writing this.

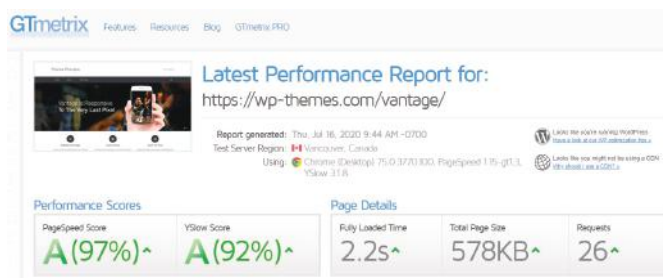


Main Features

- Multi-purpose theme
- Built-in page builder
- Product filtering
- Product image zoom
- WooCommerce Compatible
- Fully responsive
- Homepage slider
- Color swatches

Speed

We performed a speed test on the demo website, provided by the authors. Here are the results.



Customization

The color, font and layout settings can easily be customized from the WordPress customizer. Other items such as the footer, mobile menu, buttons and widgets can also be customized from here. There is only a single menu location offered by the theme, by default it is under the header. There are 3 main widget areas in the theme, you can add widgets to the header, sidebar and the footer.



Pros

- The homepage has customizable content sections
- The theme is SEO optimized
- The navigation has drop-down support
- Responsive, mobile-friendly design

Cons

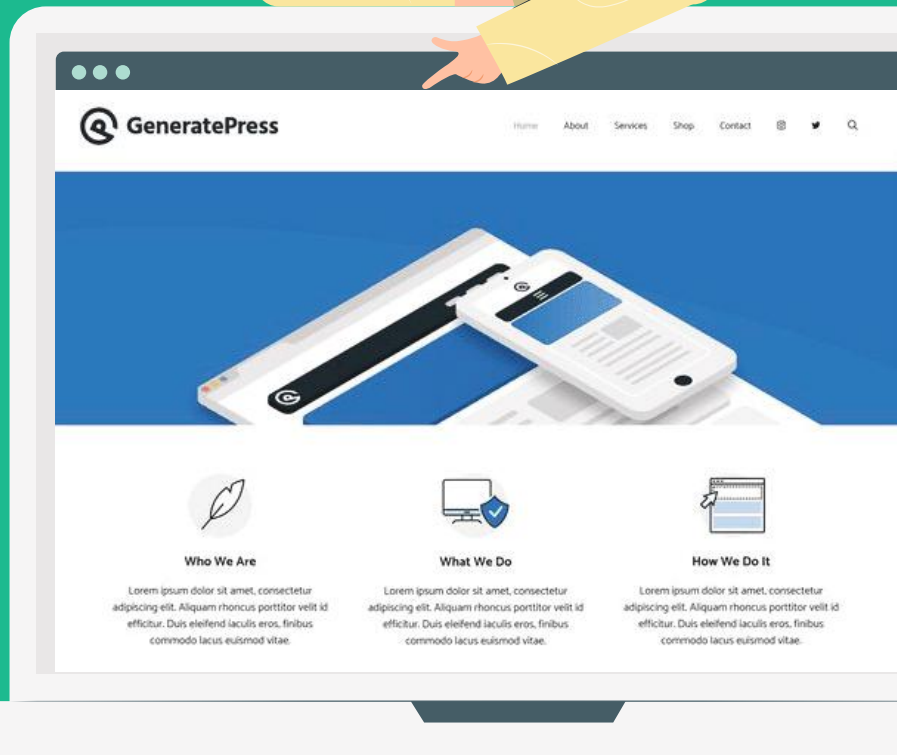
- Limited layout options
- Takes some time to understand the features and make use of them



9. Generate Press

I Overview

Generate Press has been gaining popularity over the recent past. It currently has over 200,000 installs and the reviews on the WordPress repository are excellent, over 97% of the reviews are 5-star. Clearly the theme has a trick or two up it's sleeve.

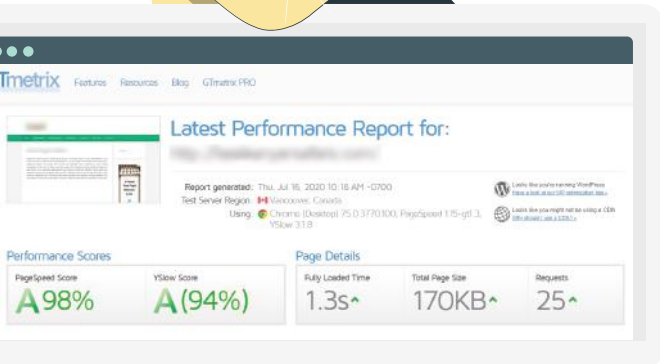
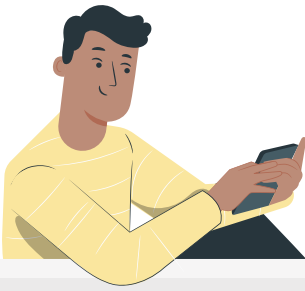


Main Features

- Lightweight
- Secure and stable
- Excellent site library
- SEO optimized
- Support page builders such as Elementor and Beaver builder
- Extremely fast and well coded theme

Customization

The free version of the theme has some limited customization options. However, the premium version has customization options for each visible element on your website. Theme colors, typography and layouts are easy to customize with the WordPress customizer. You will also have full control of your website's layout, paddings, margins, sidebars and much more. You can easily switch between full-width and boxed layouts. There are widget areas in the top bar, sidebar and footer.



Pros

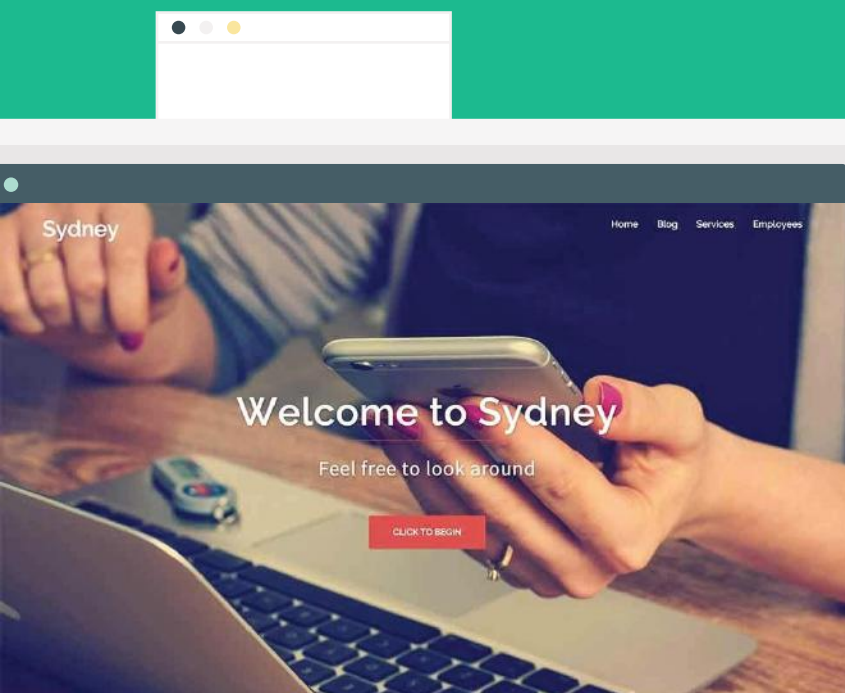
- Easy to use, simple to install and start using
- Excellent speed and performance, even with all features activated
- Comes with high-quality site templates
- Excellent customization options

Speed

One of the main reasons behind the popularity of Generate Press is the speed of the theme. Many users have said they are yet to come across a faster theme. Here are the results of our speed test of the demo website.

Cons

- Free version has limited features
- There is a sole developer this comes with some risk



8. Sydney

I Overview

Sydney is another popular free WordPress theme. It comes with premium features and excellent support. It stands out as a premium business theme that is well coded and has a great set of features. The theme has an elegant design and is easy to use.

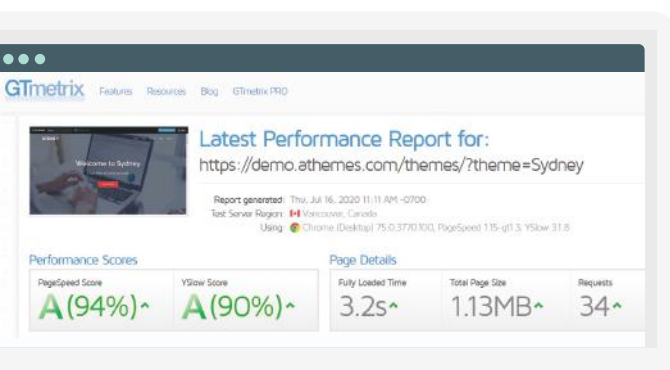
Main Features

- Business focused theme
- Fully responsive
- Excellent theme options
- Custom Elementor blocks
- Parallax backgrounds
- Social media integration
- Homepage slider



Speed

Here are the results of the speed test on the demo website of the theme. The results are great for a free theme. The website loaded in 3.2 seconds, however the page size is over 1mb. It could be further optimized with some tweaks here and there. This does not mean the theme is slow, you still get decent speed out of the box.



Customization options

One of the reasons for the popularity behind the theme is the customization options. You get plenty of them and they are easy to configure. You can access Google fonts, you get full color control, layout customization options, logo customizations, full screen sliders, header customizations, sticky navigation and much more!



Google Font

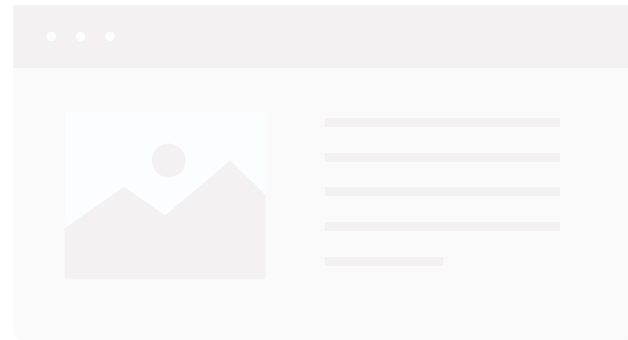
Pros

- Recommended by Elementor
- Creative header
- Custom widgets
- Excellent community support via the support forum
- Built-in support for Elementor page builder
- 16 custom widgets including: timeline, latest news carousel, contact widget, etc.
- Parallax background effects
- Ready-made multiple page templates



Cons

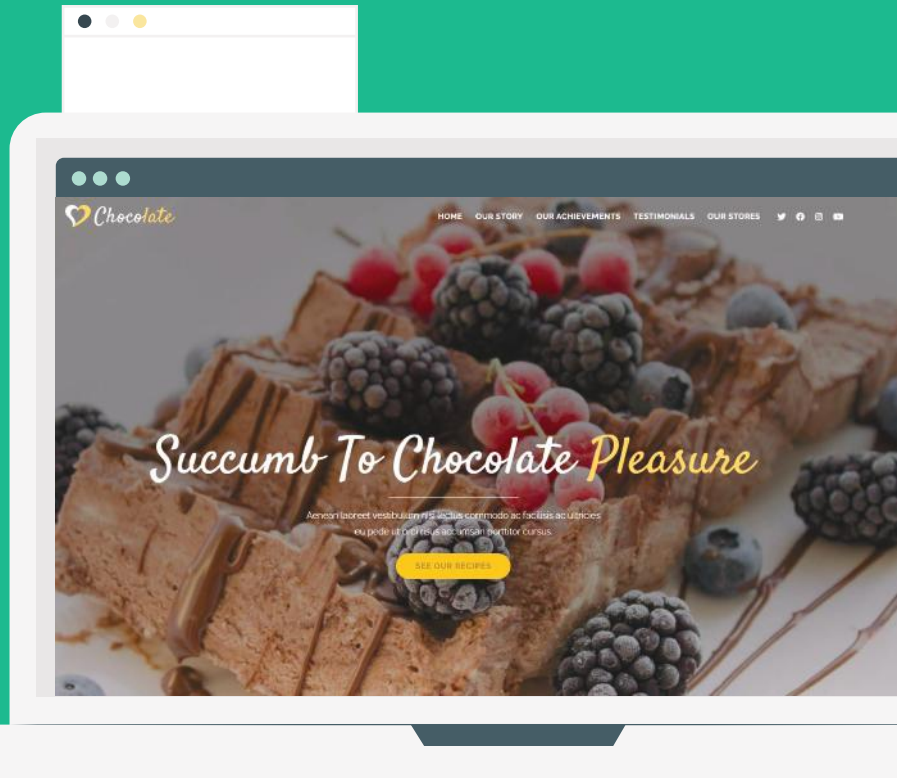
- Free version lacks some essential features such as WooCommerce compatibility
- Design is basic
- Does not work well without the recommended plugins: Sydney toolbox and the page builder by site origin



7. Ocean WP

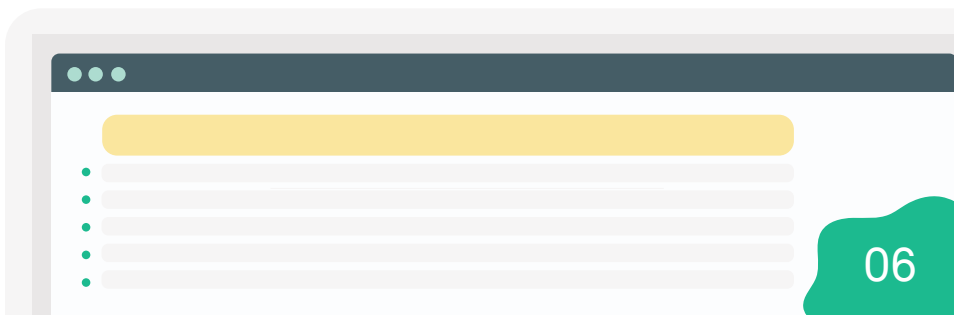
Overview

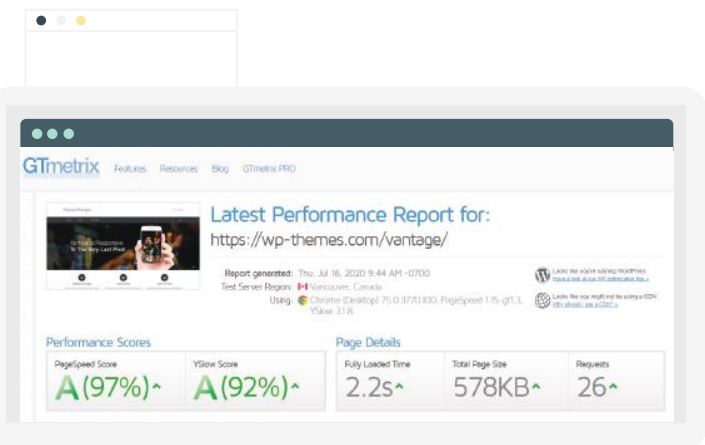
Ocean WP has over 2.7 million downloads! It's a lightweight theme that is highly customizable and extendable. It's a multi-purpose theme that can be used to build any kind of website such as a small business website, portfolio website, eCommerce website, a blog, etc.



Main Features

- Fast, lightweight and responsive
- SEO optimized
- WooCommerce optimized to increase conversions
- Developer friendly with an extensible code base
- Multi-page builder support (Elementor, Divi, Visual Composer, Beaver builder, King composer, Site origin, Breezy and Thrive architect)



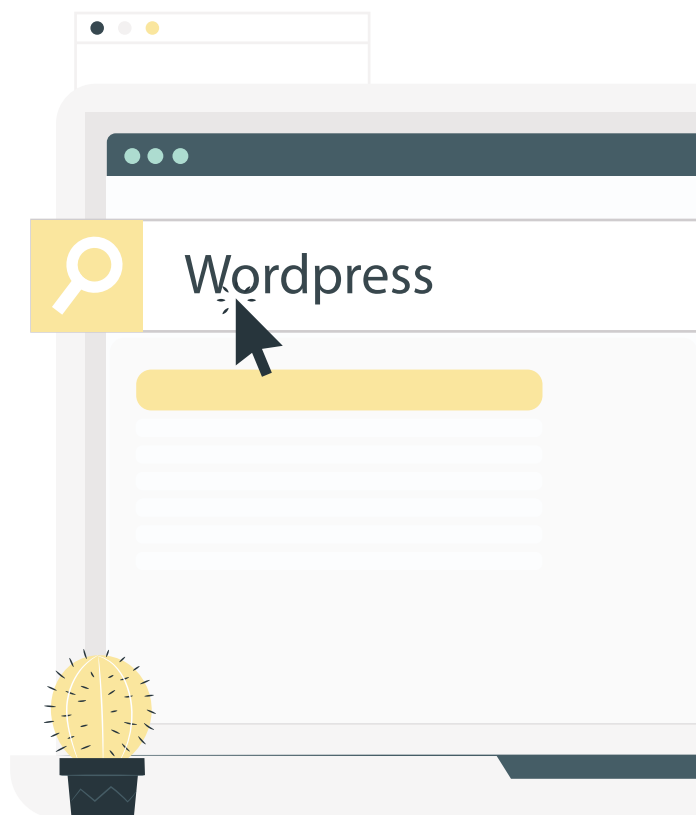


Speed

Here are the speed test results of one of the demos. The page speed score is 99% (A-grade) and the website loaded in a mere 1.4 seconds! That is excellent speed for any website.

Customization options

Another area where the theme scored an A-grade is the customizations. It provides user-friendly intuitive customization options via the WordPress customizer. Below is a screenshot of the various sections of your website that you can customize when using the OceanWP theme. The configurability of these options is way beyond what you would get with most other WordPress themes. You have the flexibility to customize the header, blog, typography, colors, individual post controls, etc. You even have the option to enable or disable specific CSS and JS scripts.



Pros

- Deep support for WooCommerce
- WooCommerce conversion boosters
- Several built-in extensions
- Simple to use and install
- Excellent page speed
- Quality demos
- One-click demo imports
- Extensive integrations

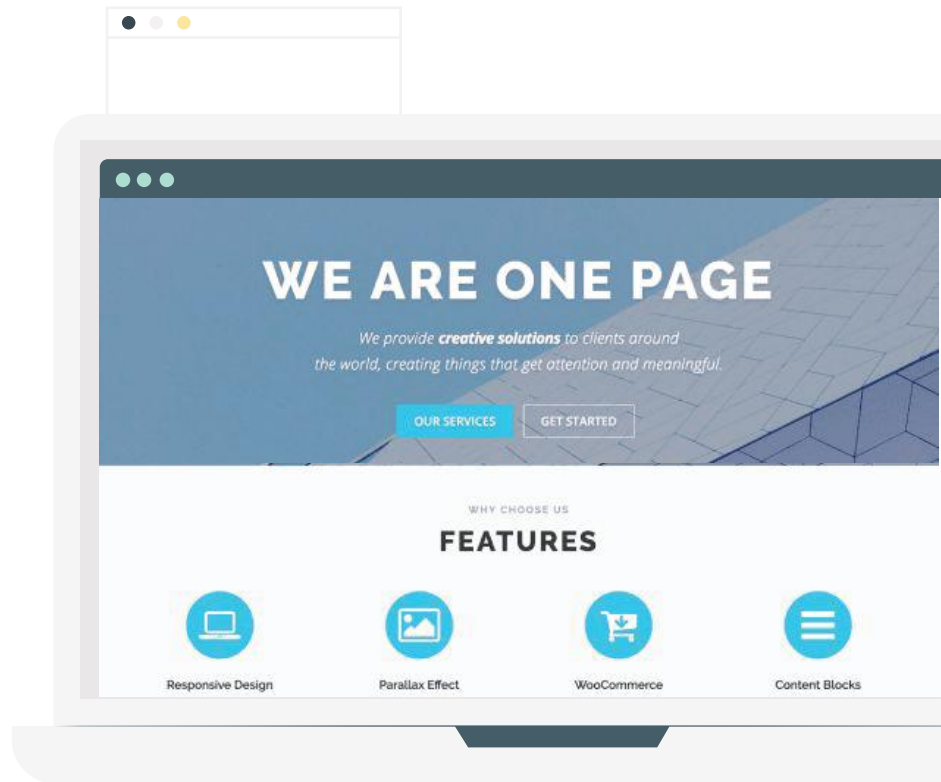
Cons

- The checkbox and selection method of creating pages is not ideal
- Unknown developer – The feedback and reviews of the theme are excellent. However, not much is known about the developer and this carries an inherent risk.

6. OnePress

I Overview

OnePress is an inspiring and flexible one-page WordPress theme. It can be used to create several different kinds of websites including, business websites, portfolio sites, mobile app sites, product launch sites, freelancer portfolio sites, etc. The theme is elegantly design and almost pixel perfect. It has

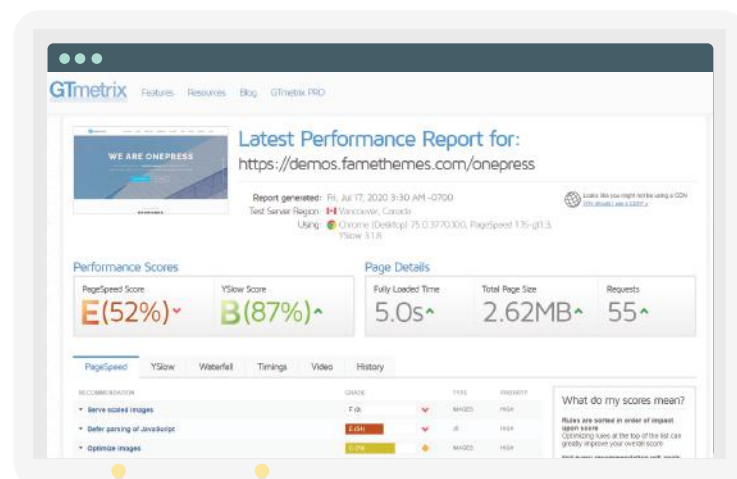


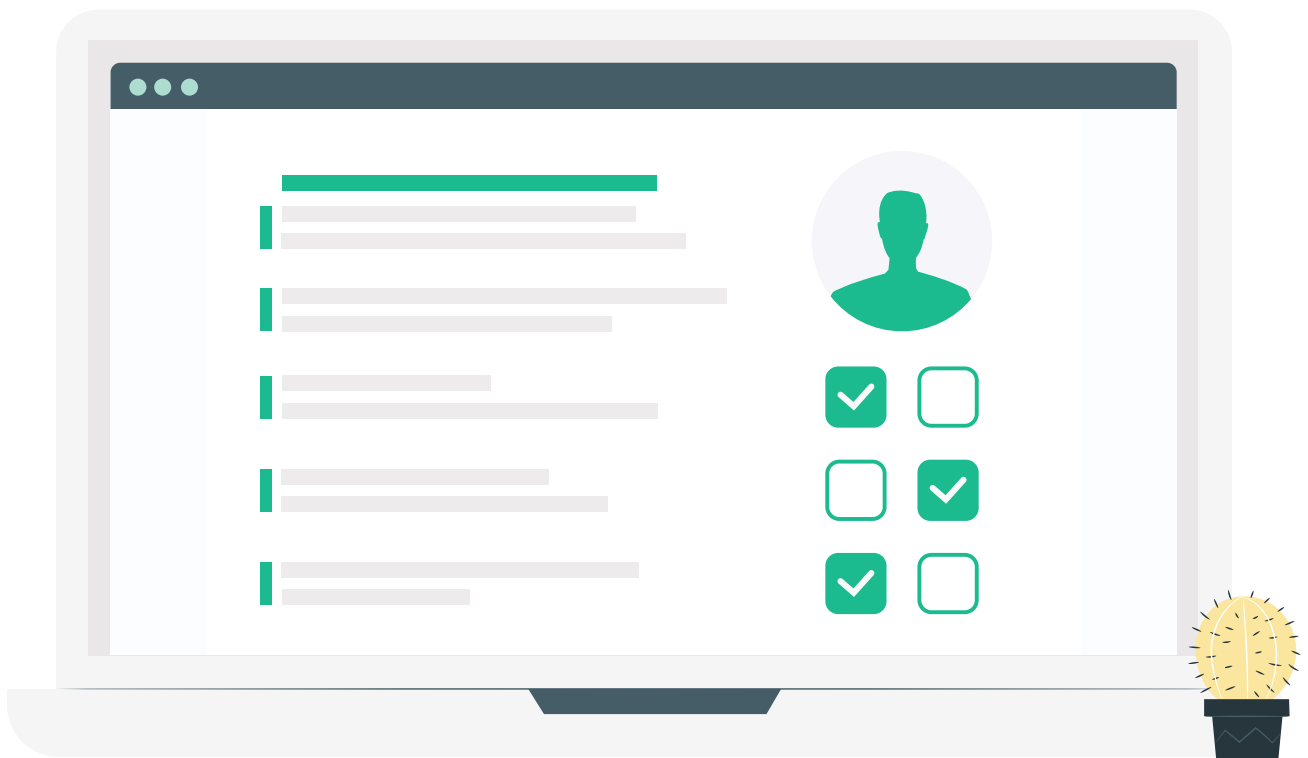
I Main Features

- One-page theme
- Responsive design
- Content blocks
- Smooth page animations
- Parallax effects

I Speed

We tested the demo of the theme and here are the results. There are a number of issues with the speed of the theme. The demo loaded in 5 seconds and the page size was a huge 2.6mb. If you choose to go with this theme, there are several optimizations you will have to perform. However, if you are not too focused about the speed as 5 seconds load time is still reasonable, it might still be an excellent choice.





Customization options

The theme comes with a built-in drag and drop section ordering feature. This allows you to arrange the various sections of the theme in the order that you wish. Each of the sections of the theme can easily be customized via the WordPress customizer. There are also advanced styling options in the theme. They allow you to control the background color of a section, the background image, videos, parallax effects, section paddings and dark styles.



Pros

- Well-designed modern and neat theme
- Built on bootstrap 4
- SEO optimized
- Multi-lingual

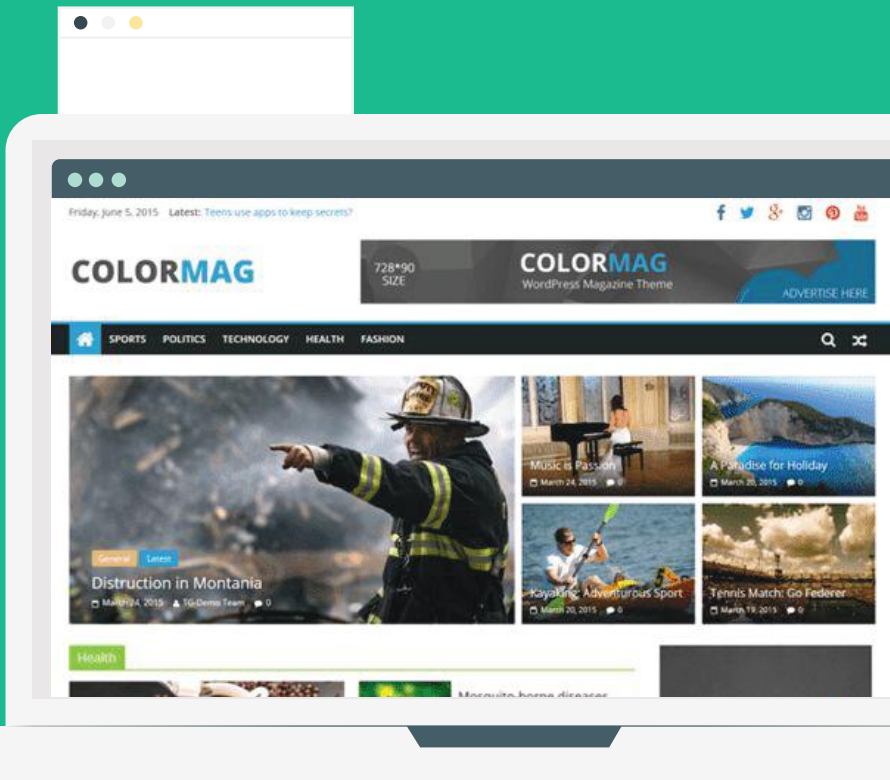
Cons

- Free version lacks essential features such as section re-ordering and adding new sections
- Customization options can be overwhelming for new users

5. ColorMag

I Overview

ColorMag is a responsive blog/magazine style WordPress theme. It is suitable for blogs, news, magazines and any kind of publication websites. It currently has over 100,000 active installations.

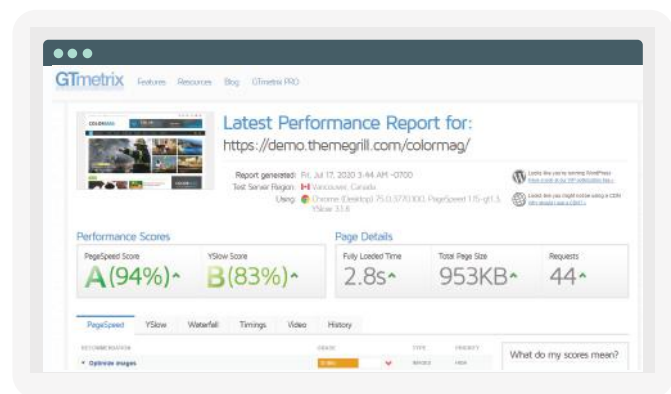


Main Features

- Responsive magazine style design
- Highly customizable
- Homepage sliders
- Social media integration
- Excellent customization and support

Speed

Here are the results of our speed test on the demo. The demo website loaded in under 3 seconds.



which is the most commonly used threshold. Major improvements could be made on the speed by using optimized images. Clearly from the test the demo does not have optimized images.



Customization options

ColorMag can easily be customized without any coding. There are several sections of the theme that you can easily change. There are plenty of color and font options in the WordPress customizer. You can also configure the header image, background image, header image position, breaking news, sticky header menu, logo, favicon, related posts and lightbox effects from the customizer.

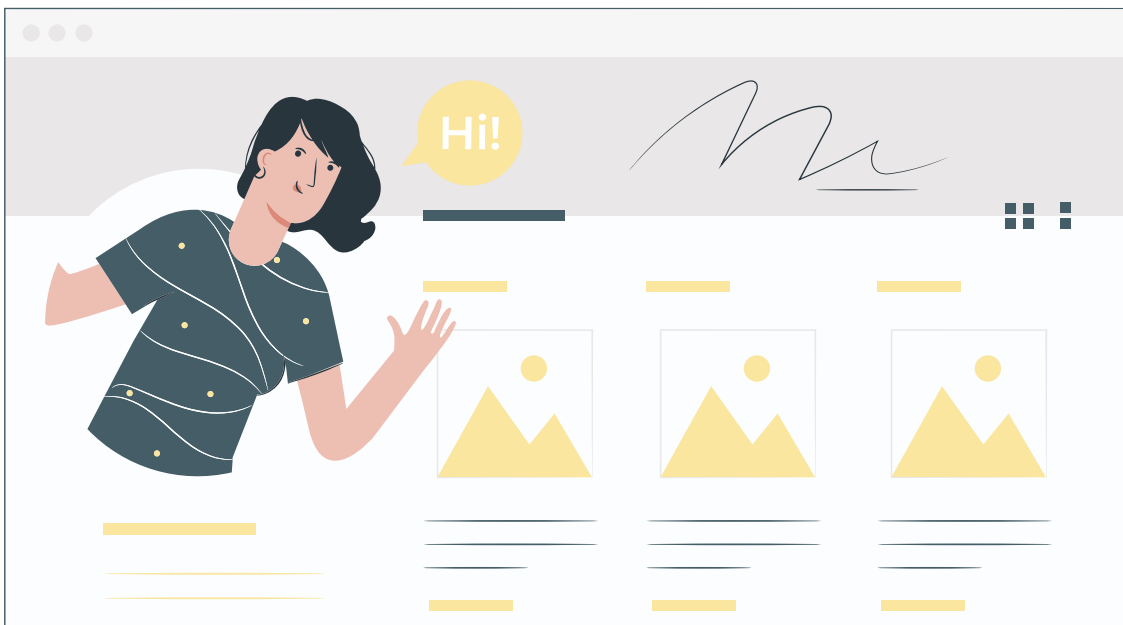


Pros

- Excellent design for publishing websites
- Decent customization options
- 16 widget areas and custom widgets
- Easy to configure front page with multiple post categories
- Grid layout builder makes it easy create stunning layouts

Cons

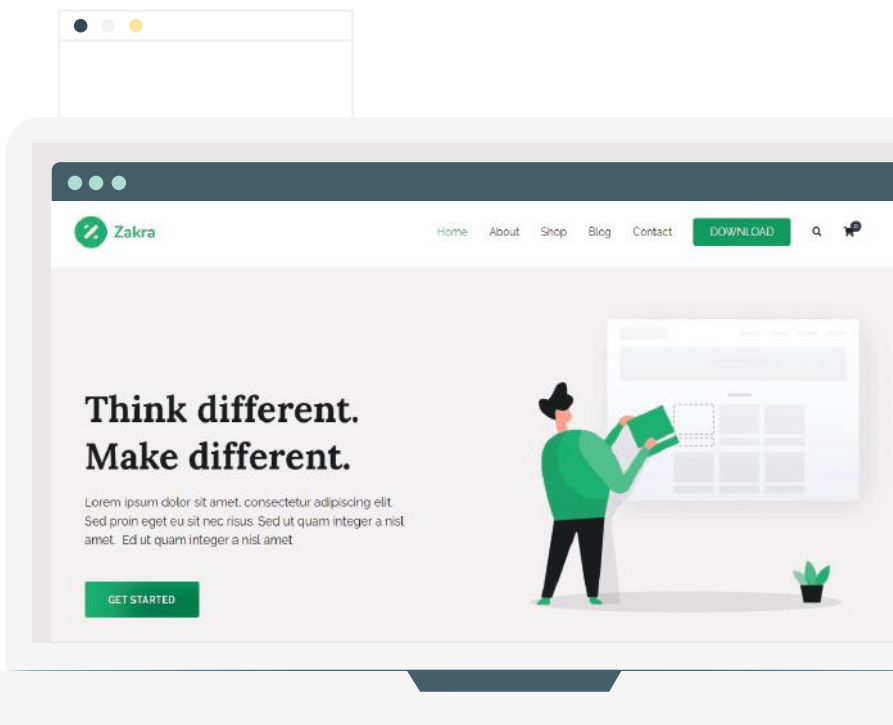
- Sidebar layouts are not consistent
- UX can be lacking at times



4. Zakra

Overview

Zakra is another powerful multipurpose theme. It gives you unlimited options to create any kind of website within a limited amount of time. The theme is fast, secure and SEO friendly. Let's have a more detailed look at it.

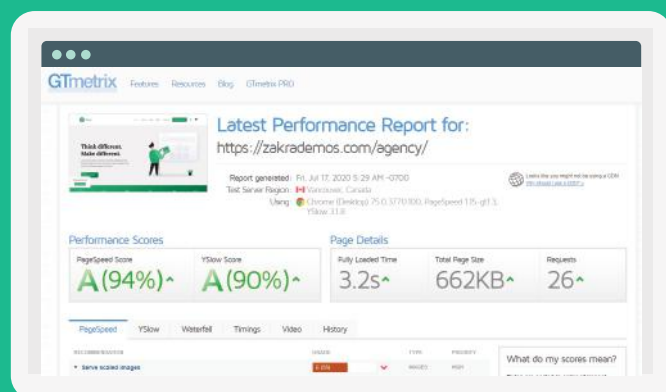


Main Features

- Seamless WooCommerce integration
- Full width header
- Lightweight and SEO optimized
- Multiple widget areas
- Custom footer layouts
- Easily customizable header
- Multipurpose responsive theme suitable for any kind of website

Speed

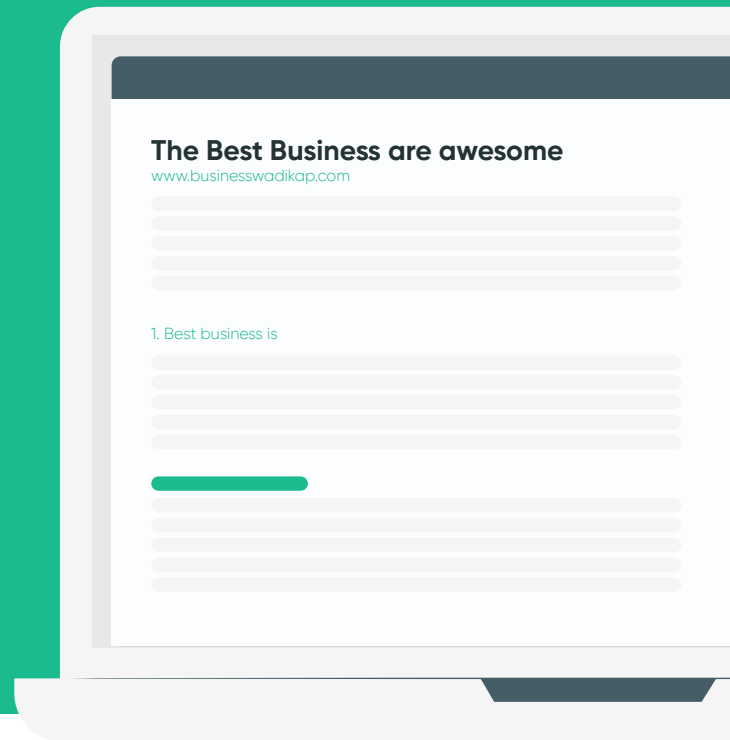
Here are the speed test results from one of the theme's demos. The demo loaded in just over 3 seconds. One of the main issues with the demo is not using optimized images. If you use optimized images on your website, you should easily achieve better results.



Customization options

The menu, typography, header, footer, colors, logo, favicon, page sections, side bars, spacings, paddings, margins, etc, can all be customized easily from the WordPress customizer.

The theme is compatible with popular page builder plugins such as Elementor and visual composer. This allows you to easily build creative layouts by using drag and drop techniques.

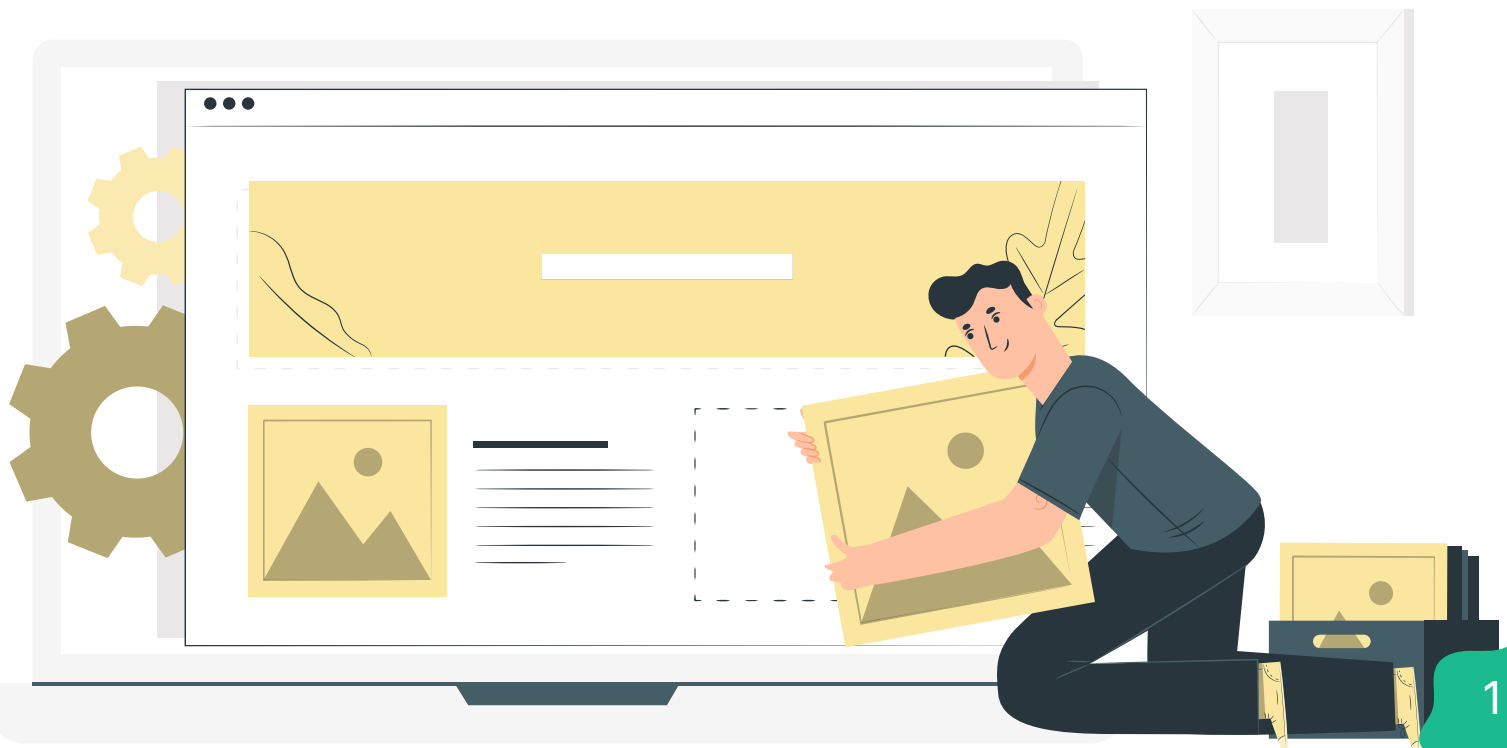


Pros

- Spectacular responsive design
- Excellent customization options
- Support for page builder plugins
- AMP ready
- Ready-made demo websites that can easily be imported

Cons

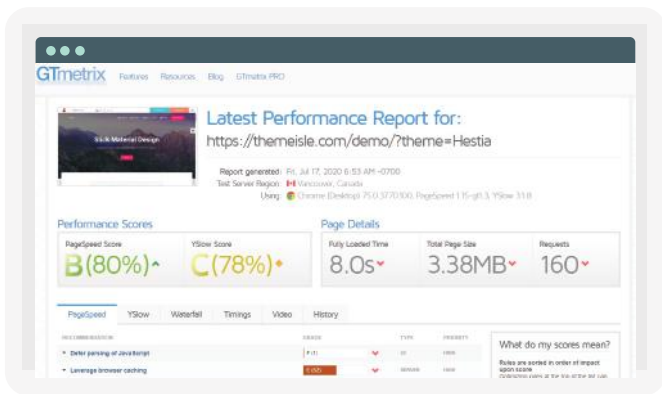
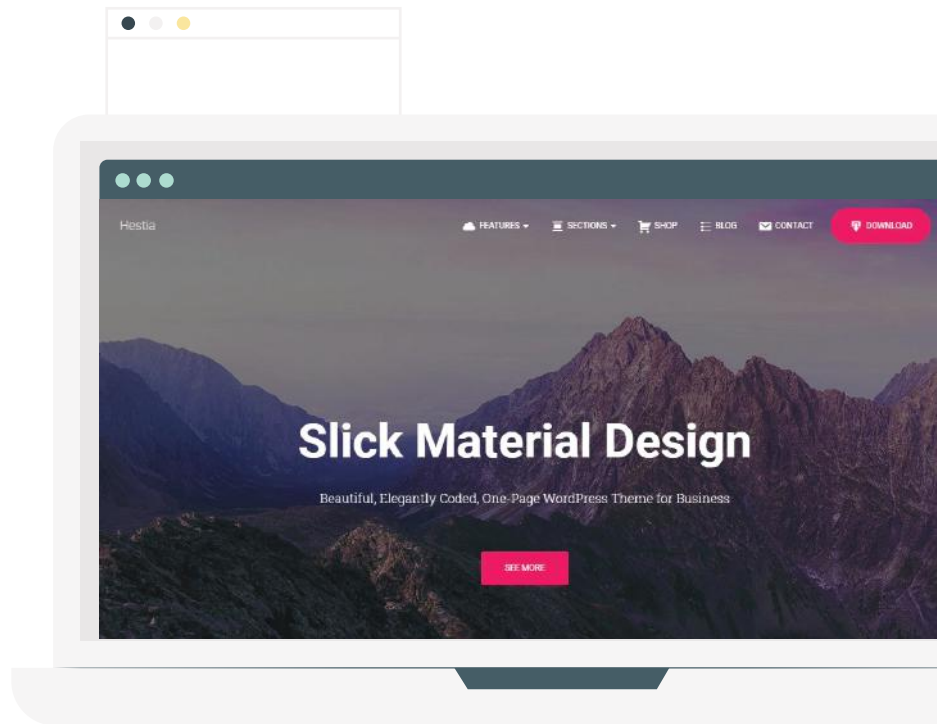
- Free version lacks some requires features such as drop-down menu styling
- Users have reported slow support at times



3. Hestia

I Overview

Hestia is a modern one-page theme that is built for professionals. It can be used for creating many kinds of websites including, small business websites, agency website, portfolio websites, wedding sites, freelancer sites, etc. It has a like Neve this theme is also created by the



I Main Features

- Multi-purpose one-page design
- Clean modern look
- Parallax slider
- Photo galleries
- Travel Maps
- Elementor page builder compatibility
- Responsive and retina ready
- SEO friendly

I Speed

Here are the speed test results of one of the demos. Unfortunately, the developers have put a lot of effort into the design and features of the theme but very little in the performance of the theme. The demo loaded in 8 seconds and the page size was a heavy 3.38mb. This is the slowest theme that we have tested amongst our list of top 10 free WordPress themes.



Customization options

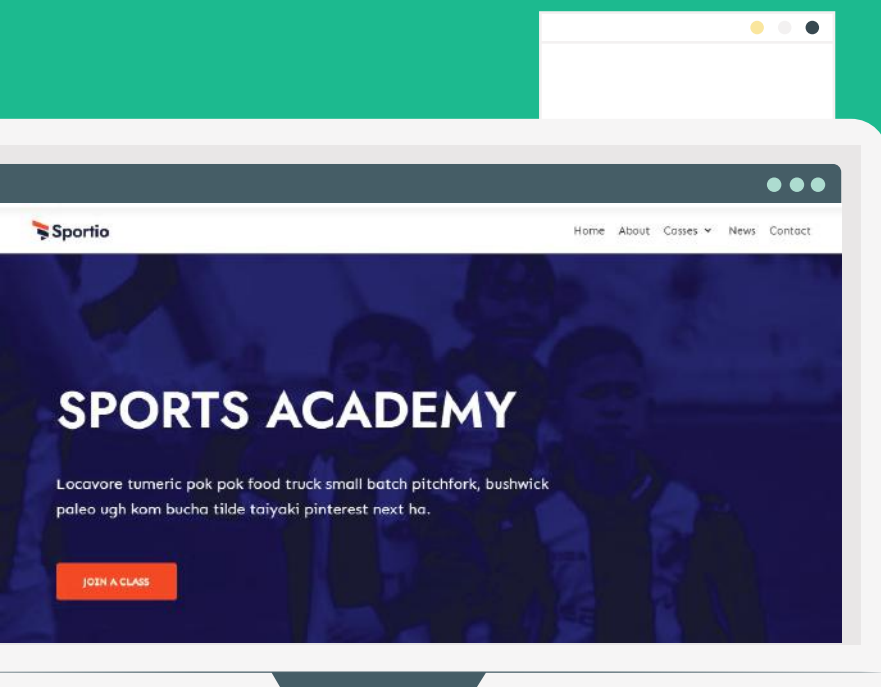
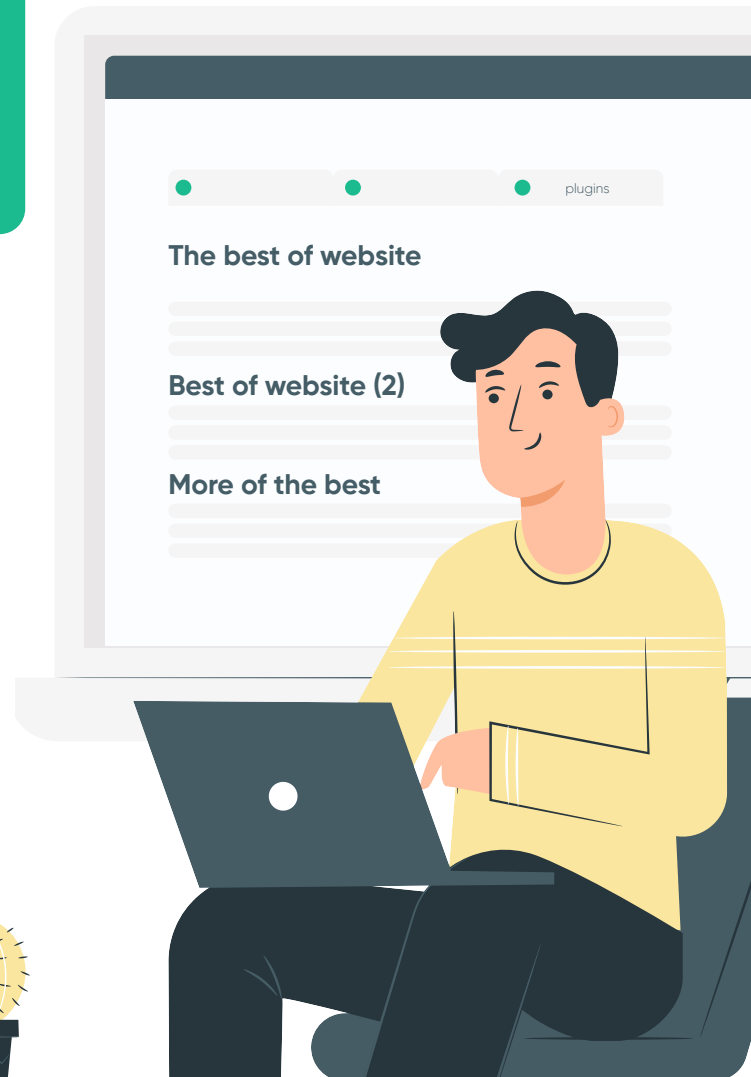
Like most free WordPress themes, Hestia also makes use of the WordPress customizer to allow users to customize the theme. As it is a one-page theme, there is not much to customize. However, common elements such as typography, colors, sections, blog pages, menus, etc, are all taken care of.

Pros

- Excellent design
- Centralized customization
- Live editing
- Advanced customization with Hestia hooks

Cons

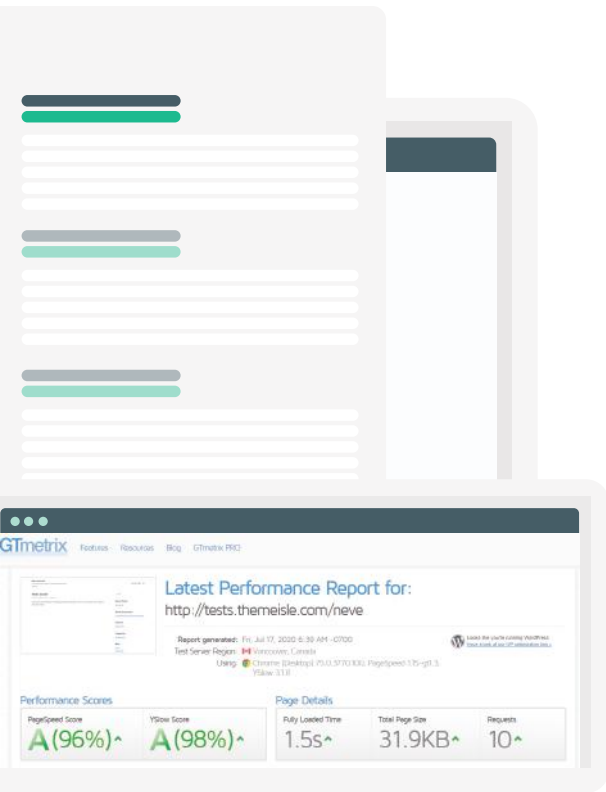
- Site library has limited templates
- Front page section text editor is clunky



2. Neve

Overview

Neve is a theme designed with a mobile-first approach. It's compatible with Google's AMP and popular page builders. It's another lightweight theme that has a spectacular design. It is suitable for building any kind of website.



Main Features

- Lightweight performance optimized
- Header and footer builder
- Importable site demos
- Compatible with page builder plugins
- Several layout options
- Deep WooCommerce compatibility

Speed

Here are the speed test results from one of the demos. The website loaded in just 1.5 seconds and the page speed score is an A-grade 96%!

Clearly the developers of the theme have put in a good amount of effort into the performance of the theme.

Customization options

When it comes to customization options, we are yet to come across a free theme with more customization options.

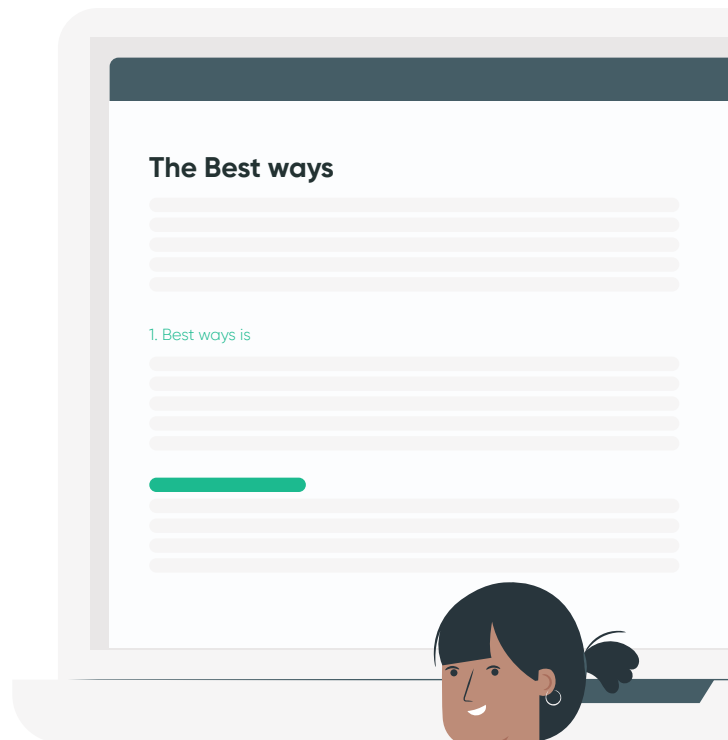
Typography, headers, footers, colors, layouts, etc, are all highly customizable. The theme makes it a breeze for anyone looking to customize their website to suit their

Pros

- Lightweight and highly customizable
- Excellent design
- Ready-made demo websites
- WooCommerce conversion booster features
- White-label options
- One of the best on-boarding processes

Cons

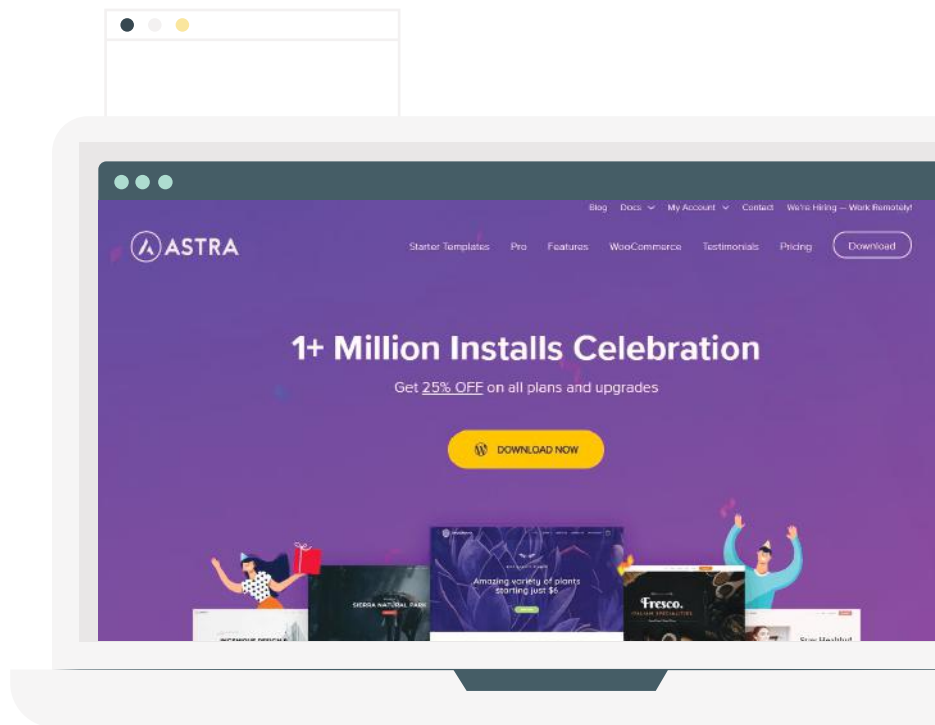
- Free version has limited color customizations



1. Astra

Overview

From our list of the top 10 free themes, the Astra theme is the only one that has crossed over 1 million active installations. It is therefore the most popular theme on our list. It's an excellent responsive, lightweight and highly customizable theme. Let's have a look at some of the features.



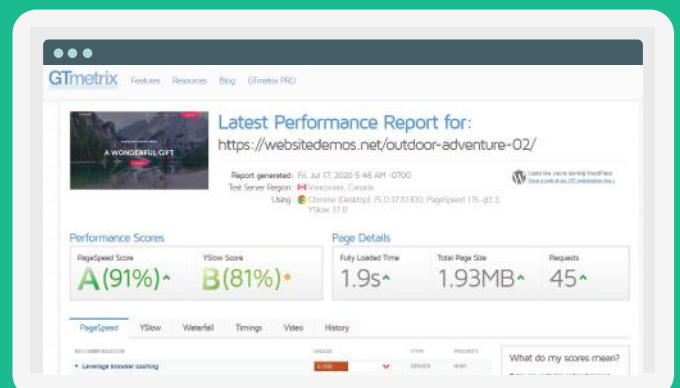
Main Features

- Huge number of pre-built websites
- Customization without coding
- Support for page builders
- Lightweight and fast offering unparalleled performance
- Seamless WooCommerce integration



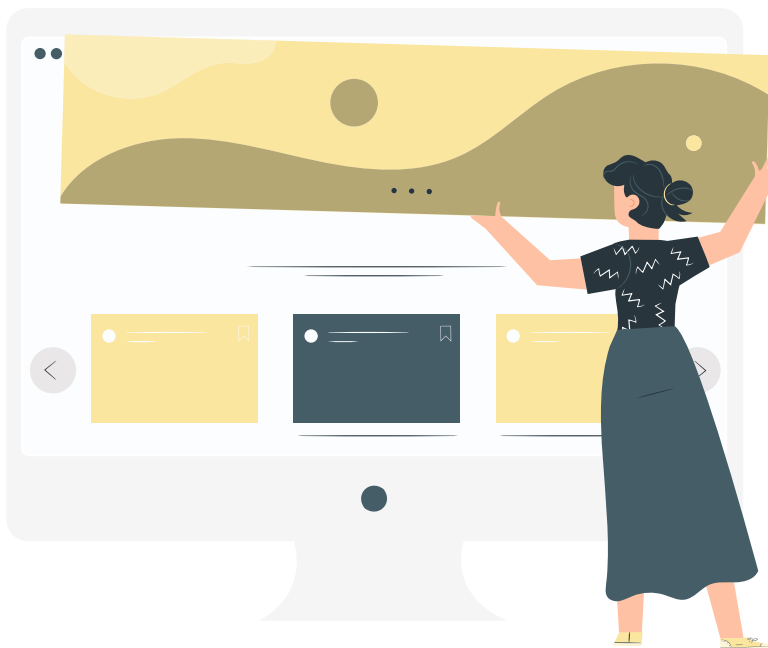
Speed

Here are the speed test results from one of the demo websites of the Astra theme. Astra is a theme that is popular for its speed and optimizations. The demo website loaded in 1.9 seconds only even though the demo had plenty of images and animations, which often tend to slow down websites.



Pros

- Superb designs and great customizability
- Extremely lightweight only 50kb
- Bundled plugins
- One-click demo imports
- User-friendly interface
- 100% open source
- SEO friendly markup
- No JQuery it uses vanilla JavaScript instead
- Unlimited number of demos for almost any kind of website
- Less than 0.5 seconds load time for optimized websites



Cons

- Pro version is a little pricier than most premium themes
- Only 3 header styling options
- Archiving page and blog page style is basic
- Support response time is slow

Conclusion

That's it for our collection of the 10 best free WordPress themes. So which theme should you choose?

For today's world, considering all the Three factors in choosing a theme. We feel **Astra Theme** will be a good option for any kind of website. However, if you are more inclined to a better design then the Hestia theme might be more suitable for you.

Let us know which you chose from the list ? and Why ?



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