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Reap the Rewards of Custom WordPress Themes Created for eCommerce Website Design, Websites and Blogs by Jeo Spelman

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Youâ€™re an online business owner or entrepreneur and are feeling lost as to how to compete with your countless competitors. This informative article will help you to recognize precisely how a custom WordPress website developed from a WordPress theme could be your ideal solution.

Let's presume you definitely comprehend the numerous benefits of custom WordPress for your website, blog, sales landing page or eCommerce website design: customizable plugins, reasonably priced, web conversion modules, massive WordPress theme selections, simple with easy access to your market via search engine marketing.

An important fact to consider is that there are hundreds of thousands of men and women who seem to prefer to access the web through mobile devices such as smart phones and tablets. These individuals will quickly search, locate what theyâ€™re looking for, bookmark and purchase from mobile devices, and then post it on Facebook. Unfortunately, they will quickly click away from a site if the eCommerce website design is unable to let them easily view content from their mobile phone. Websites that are mobile friendly are being overlooked by this expanding and distinct market of mobile device users. The wonderful news for you is that most of your rivals haven't figured this out either. That leaves an entire field of untapped consumers available for the taking. This is your opportunity to get ahead of your competition â€“ but this window wonâ€™t be open for long.

Mobile Website Design and Custom WordPress

There are two good options in custom WordPress development for accessing this select market of mobile customers. Custom WordPress applies to custom created WordPress designs or more commonly, customized WordPress themes. Whenever feasible, it makes good sense to develop from customized themes with integrated elements such as slideshows, portfolios, testimonials, block quotes, drop caps and others that use short codes to improve formatting of subject material. These themes could be substantially more effective with integrated WordPress web conversion modules and income generating plugins, but that's a topic for another article. The two possibilities for WordPress mobile website design include WordPress mobile conversions and WordPress responsive themes.

Mobile Conversions and WordPress

This is the best choice for an existing WordPress website that meets current Internet development standards and is effective in acquiring visitors and conversions. When this is the scenario, producing an additional WordPress mobile website for display in mobile devices only, tends to make a great deal of sense. The first component of developing a mobile website design is carried out with software that converts the existing site to a format that conveniently displays in mobile devices. Unfortunately, mobile conversions are not without their issues. A few restrictions in WordPress mobile conversions include:

â€¢ Menus are shortened and don't support sub-page visibility from flyout menus. This limits the number and type of pages except in cases where they are added through custom WordPress development.

â€¢ Short codes for special formatting isn't supported. This means that quite a few content items will not end up being available or display properly. In order to see them, the visitor has to click on a link

that sends them to the desktop website version. After that, they can return to the mobile version by clicking another link.

â€¢ As new content is added through the WordPress admin, proper display and functionality has to be validated in the mobile version and adjustments made if necessary. This may add considerably to the costs of maintaining a powerful web presence.

â€¢ Telephone numbers, conversion buttons, and other features may need to be added which require more customization.

Responsive WordPress Themes for Mobile Websites Including eCommerce Website Design

Thankfully, WordPress theme developers recognized the trend toward mobile marketing and developed a clever and affordable solution. They created responsive theme designs that automatically modify in dimension and display for just about any monitor resolution and form of device. Responsive themes are appropriate for business and corporate websites, blogs and eCommerce website design. Development using responsive themes implies that only one version of the website is needed. This decreases costs and allows an exceptional visitor experience as all content displays properly on every single device. Since responsive development is rather new however, there are some disadvantages. There are limited responsive themes available for purchase and components in these themes could be somewhat restrictive. But in general, with accurate custom WordPress enhancements, a responsive theme for websites, blogs, sales landing pages and eCommerce website design is really a sensible approach, considering the huge trend toward use of mobile devices. This trend will continue to grow without a doubt. Those who are prepared will benefit through greatly enhanced profits as they tap into this enormous market of mobile shoppers and buyers.

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