

# What is the cost for a custom WordPress theme?

If you wonder what the cost of a custom WordPress theme is, this article is what you need. This article will share costs for custom WordPress themes, as well as some tips to save costs.

After the article about the cost of building a WordPress site, some readers have asked for more information about the cost section for a custom website. If you wonder what the cost of a custom WordPress theme is, this article is what you need. This article will share costs for custom WordPress themes, as well as some tips to save costs.

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## What is a custom WordPress theme?

A custom WordPress theme with a unique design, layout and feature set created specifically for the user's business needs.

Since there are thousands of free and premium WordPress themes available, a custom WordPress theme will help your company / brand stand out.

The benefit of creating a custom WordPress theme is that you are not limited by pre-existing template or layout constraints. You have full freedom to customize your website and receive any specific functions built into the theme.

## Factors affecting the cost of a custom WordPress theme



Since each custom WordPress theme is built specifically for each customer, the cost of the project changes accordingly. Here are some factors that will affect the cost of custom WordPress themes:

### **Choose a freelance designer or a professional company**

To create a custom WordPress theme, you'll need a designer and a developer to program that theme.

Depending on demand, you can find an individual who can do both website design and development tasks, but remember that it's hard to find a great person in both design and programming.

When you go to a professional, full-service company, it's a safe option, because these companies are available both for designers and developers. This is also why it is sometimes more expensive to choose professional companies.

In addition, you can hire a freelance designer and individual developer, then manage the project yourself.

## **Experience and expertise**

Design and development is a creative process, so project costs vary based on professional knowledge, experience and creativity.

Prestigious WordPress development companies may cost more than a personal developer or freelancer. However, a famous WordPress developer can sometimes charge more than a professional company.

## **Features, functions and expectations**

More features and functions for custom themes will increase development time and cost. Typically, customers have higher expectations than their budgets.

High quality work with custom features will take longer and therefore it will cost more.

## **Order changes and modifications**

If you change the scope of the custom WordPress theme project in the process, this can significantly increase the cost you pay. While small changes will be no problem, usually freelancers and companies will charge a change of order for major changes.

## **Hosting, maintenance and support**

A custom WordPress theme does not include WordPress hosting, website maintenance or providing support after project delivery.

Some companies and freelancers can provide these services at additional costs.

## **How much does a custom WordPress theme really cost?**

Because there are a number of factors that affect costs, it is extremely difficult to say the exact cost for a custom WordPress theme.

A custom WordPress theme typical for business websites or personal websites can cost from \$ 1,500 to \$ 5,000. A custom WordPress theme with additional built-in features or plugins can cost from \$ 6,000 to \$ 10,000.

If you have a complex project at the enterprise level, the cost could be more than \$ 30,000.

## **How to avoid paying too much money for a custom WordPress theme?**



With over 10 years of experience in the WordPress industry, there are a few tips you can use to avoid paying too much for a custom WordPress theme.

### **Define a clear scope for the project**

When you are building a house, you usually have a list of features you want such as 4 bedrooms, 3 bathrooms, living rooms, etc.

You need to create a similar list for your site and list all the things you want to have like:

1. The home page can be edited with a customer comment slider and service list
2. Contact page with contact form and Google Maps, capable of directions
3. Library area to introduce products
4. Blog section with share button on social network

Having a detailed list makes it easy for companies to give you accurate quotes. It also helps to limit modifications or pay additional orders change fees.

### **Find an example of a specific website for inspiration**

Accompanied by a detailed range, having a list of sources of inspiration will really help the design process.

You can have a list of websites and list out what you like about each of them.

This gives the designer a clear idea of ??what you are looking for, thereby reducing the cost of modification, as well as the overall cost.

### **Use advanced plugins and custom built functions**

Most reputable WordPress experts will always choose a premium WordPress plugin and build it from scratch, as it is more efficient and saves costs.

However, as a customer, you should find out for yourself. Often, the developer you choose may have other suggestions and it is important that you understand why they decided to choose this plugin rather than another one.

## Customize premium theme or build from scratch?

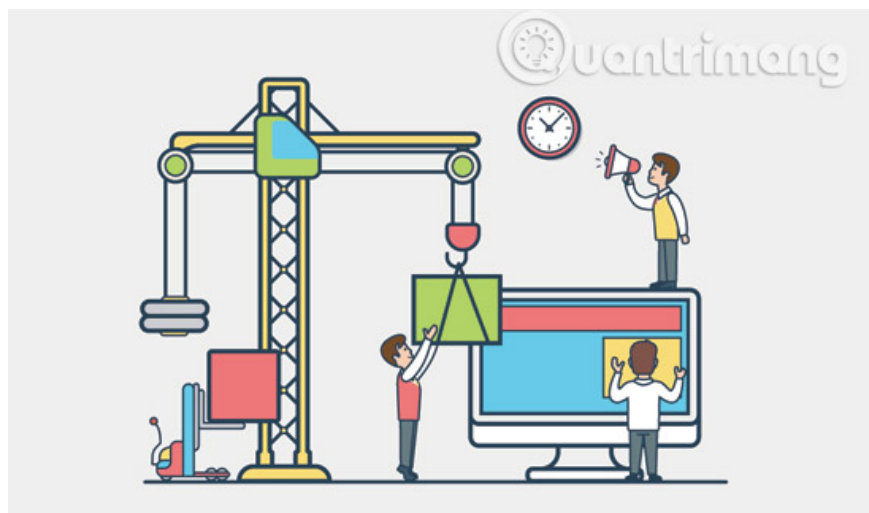
One of the ways to significantly reduce costs while still receiving a "custom" interface is to find a theme that currently has 90% of what you want.

Although this may not seem to be true for the custom theme concept, it can significantly reduce overall costs.

Powerful drag-and-drop page builders in WordPress like **BeaverBuilder** ([wpbeaverbuilder.com](http://wpbeaverbuilder.com)) and **Divi** ([elegantthemes.com](http://elegantthemes.com)) have created a whole new industry 'Website Assemblers' - Assembling websites.

Existing WordPress plugins will be combined with a drag and drop page builder to build you a custom WordPress site for a much more reasonable price.

## How to find the right developer or company to design a custom WordPress theme



Due to ease of use and low barriers, there are many people and companies offering custom WordPress theme services.

Finding a developer or company with appropriate experience and skills can be a bit difficult. Especially because a lot of "assembler websites" also call themselves developers.

Here are some places where you can find experienced developers for your custom WordPress theme project.

1. **Genesis Developers - StudioPress.com** , creator of the popular Genesis theme framework has an introduction section for developers, where you can find experienced WordPress developers working on

custom themes.

2. **WP Engine Consultants (wpengine.com)** - Managed WordPress hosting company, WP Engine, also has a dedicated site listing experienced WordPress developers and companies.
3. **WPHired.com** - This is a job board where you can post WordPress-related jobs to it. Then developers will contact and you can discuss your project with them. You will have to search for developers with experience and related skills.
4. **WordPress Jobs (jobs.wordpress.net)** - Another WordPress specific job table, where you can post jobs and interview developers.
5. **Upwork.com** - An online website for freelancers, where you can post your job and interview developers from around the world. This will allow you to find developers at lower prices. It is a huge community with designers, developing different skills and expertise.

A custom WordPress theme that can make your website stand out with its unique design and custom features. However, not all beginners and small businesses can pay immediately for this.

If you're just starting out, you can use a high-end multipurpose theme and build your website at a more affordable price.

Most modern themes have enough custom options you can use to make them unique.

However, if you can afford a custom WordPress theme, it's definitely worth the investment. Unique brands, custom designs and tailored functions will help you grow your business faster and give you more advantages than competitors.

Hopefully this article has helped you understand how much the custom WordPress theme is and how you can avoid having to pay too much. Good luck!

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