How to Choose a WordPress Theme for Your Company Site: Design, Speed and Language Support

Programming and design · https://www.hyyat.com/en/knowledgebase/how-to-choose-a-wordpress-theme/

In short Do not choose a WordPress theme from its demo screenshot. Choose it with nine questions: does it **truly support Arabic and right-to-left** if you need it? Is it **light and fast**? Does it work with the editor you will use? Is it **updated regularly**? Is there support? Is the licence in your name and from the official source? Then test it with your real content on a staging copy before building on it.

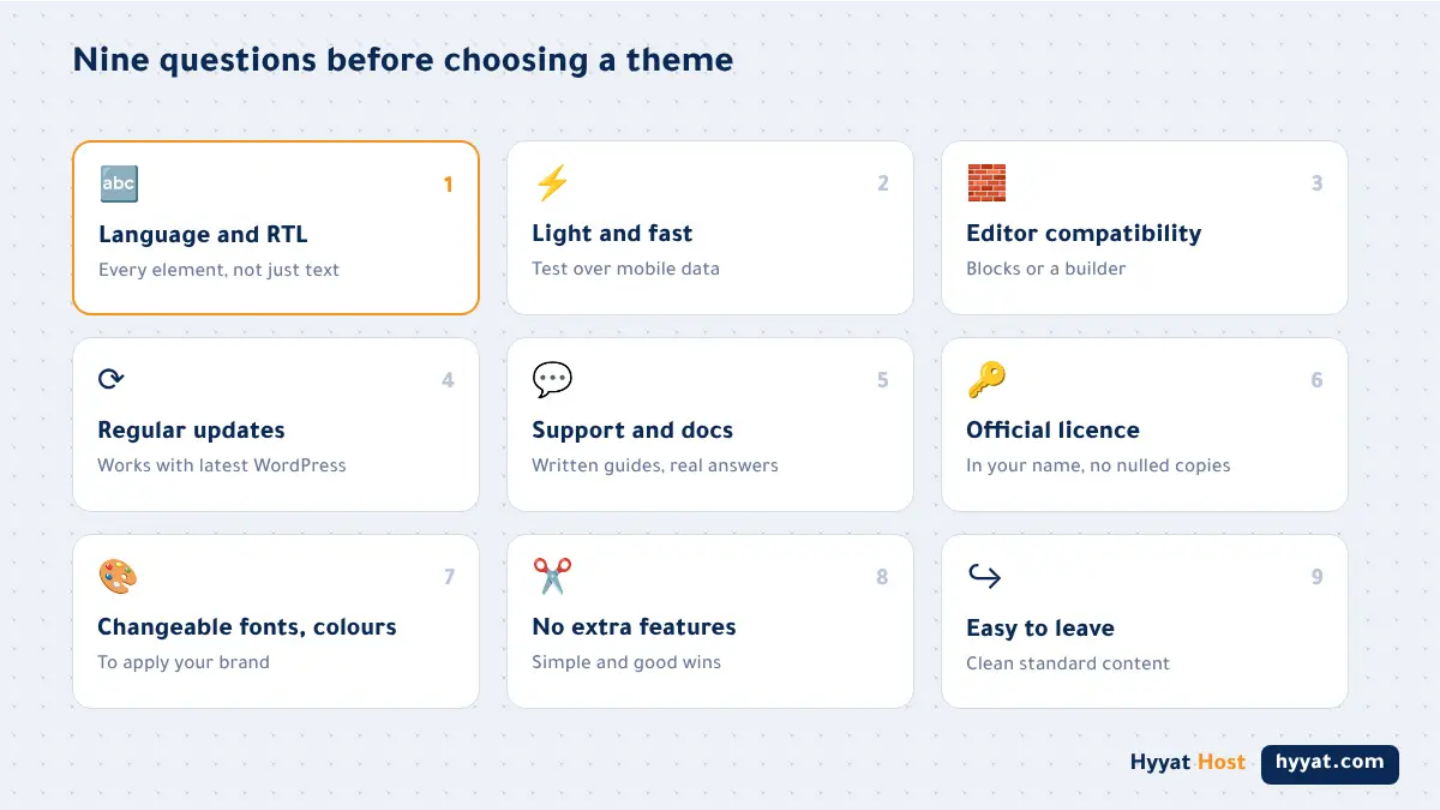
Embedded media: https://www.hyyat.com/wp-content/uploads/2026/11/hyyat-ds-theme-en.mp4?_=1

A theme demo page is designed to sell: professional photos, short tidy text and matching colours. Your site, however, will carry your own content, possibly in Arabic, and will mostly be viewed on phones. A theme that looks perfect in the demo can let you down at the first long paragraph of real text.

This guide is about **choosing a theme** from a design and performance point of view. Installing it is covered in installing a WordPress theme, and security has its own guide in choosing a safe plugin or theme. If you have not yet decided whether you need a theme at all or a custom design, start with ready-made template or custom design.

Before you start

- Decide which pages your site needs before you look for a theme.
- Decide which editor you will use: the block editor or a page builder.
- Prepare a real paragraph of text and a photo from your company to test the theme with.



1) Arabic and right-to-left support

The first criterion for an Arabic or bilingual site. A theme that "supports RTL" must mirror the whole layout: menu, icons, arrows, forms and footer, not just the text. Many themes claim RTL support and then show flipped or overlapping elements. More on this in Arabic website design.

2) Lightness and speed

Open the demo on your phone over mobile data, not Wi-Fi, and notice how quickly it appears. Be wary of themes that require dozens of plugins and ship dozens of page styles and animated sliders: all of it loads even if you never use it.

3) Compatibility with your editor

Some themes are built for the block editor and support full site editing; others are built around a specific page builder. Choose the theme to fit your decision in Elementor vs Gutenberg, not the other way round.

4) Regular updates

Check the date of the last update and whether the developer states compatibility with the latest WordPress version. A theme that has not been updated for a long time may break with WordPress updates or keep a security flaw unfixed.

5) Support and documentation

Is there written documentation for the theme settings? Does the developer answer questions? Paid themes usually include support for a set period, so find out how long and what it covers.

6) An official licence in your name

Never use "free" copies of paid themes. They may contain malicious code and they do not receive updates. Buy the licence in your name or your company's, not the designer's, so updates and support stay with you.

7) Changeable fonts and colours

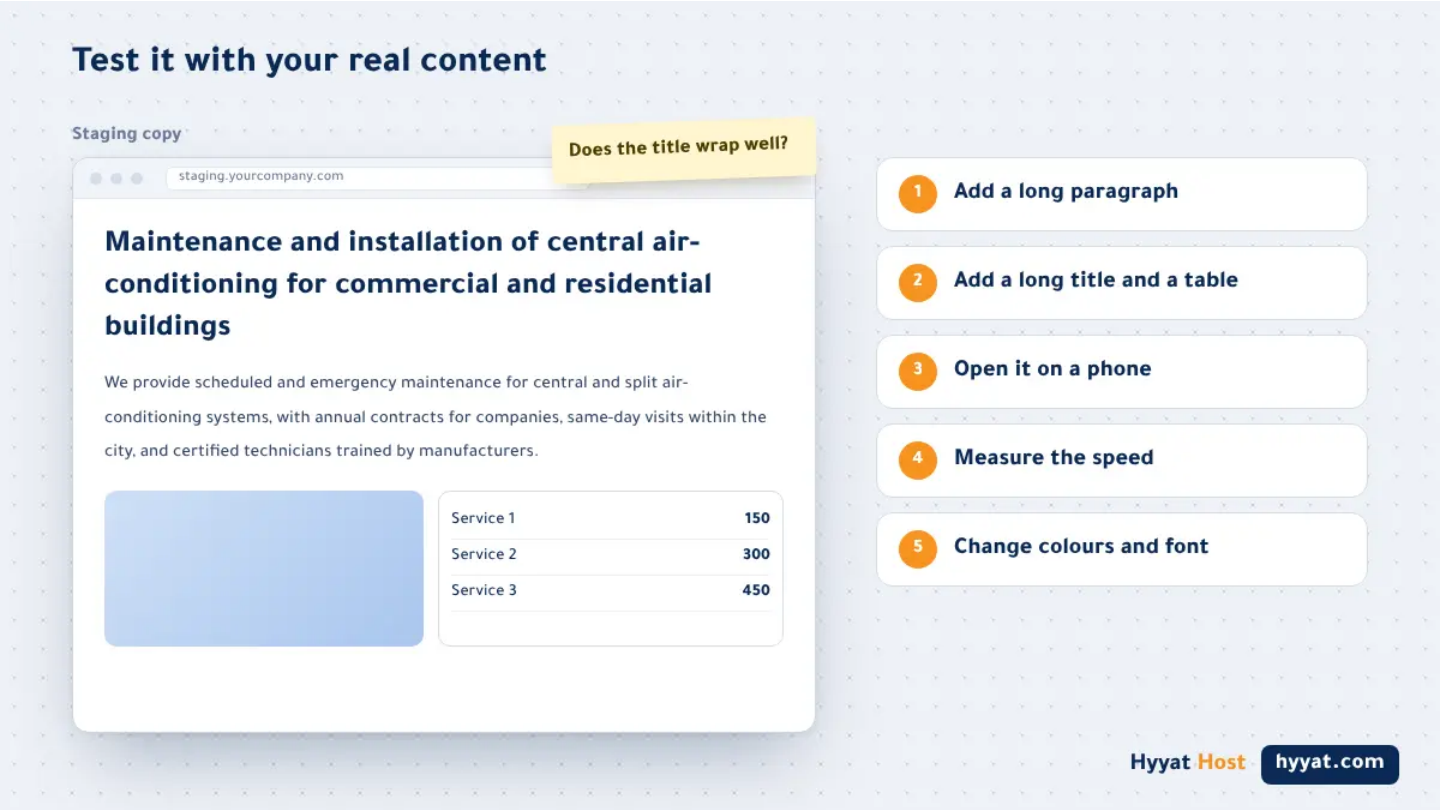
Make sure you can change colours and fonts from the theme settings, so you can apply your company's visual identity without editing code, and that your chosen font works well with the theme's headings and sizes.

8) No features you do not need

A "multipurpose" theme with hundreds of options can look like a bargain, but it is heavier and more complex to configure. A good, simple theme that does what you need beats one that does everything.

9) Easy to move away from later

Ask: if I change theme in two years, what will remain? Themes that store content in their own shortcodes or custom content types make switching harder. Themes that rely on standard WordPress blocks leave your content clean.



How to test a theme before relying on it

1. **Test it on a staging copy** not on your live site. See WordPress staging sites.
2. **Add your real content** a long paragraph, a long headline, a photo from your company and a table.
3. **Open it on a phone** and check the menu, buttons, font and spacing.
4. **Test the speed** with a performance tool and on your phone over mobile data.
5. **Try changing colours and fonts** to see whether you can apply your brand easily.

Rule of thumb: If you need more than three plugins just to fix what you dislike about a theme, it is probably not the right theme.

Free or paid theme?

The official WordPress theme directory has excellent free themes that are reviewed before publication. Paid themes usually offer more support and settings. The deciding factor is not price but the nine criteria above. A light, up-to-date free theme beats a heavy paid one that has not been updated for a while.

Example: A transport company chose a multipurpose theme because the demo looked good. When tested with Arabic content, the arrows were flipped, the sidebar was on the wrong side, and the theme asked for several plugins. We moved to a simpler theme with full RTL support, and the site became lighter with fewer settings.

Parent and child themes

If the designer will edit the theme's own files, for example adding code or changing a page template, it must be done in a **child theme**, not the original. The reason is simple: when the parent theme updates, all its files are replaced, and any edits written in them are lost. A child theme inherits everything from the parent and keeps your changes separate, so the theme stays safe to update.

Ask your designer: will you edit theme files? If yes, will it be in a child theme? Changing colours and fonts from the theme settings does not need a child theme, because those are stored in the database.

Summary

- Language and direction support first, then lightness and editor compatibility.
- Regular updates, support and an official licence in your name.
- Test with real content on a staging copy before committing.

We choose the right theme and customise it to your brand as part of WordPress website design. For a fully custom look, see our website design service.

Frequently asked questions

What matters most when choosing a WordPress theme for an Arabic site?
Full Arabic and right-to-left support in every element, not just the text, followed by lightness and speed.

Is a free theme good enough for a company site?
Yes, if it is from the official WordPress directory, light, up to date and supports your language well.

How do I know a theme is updated?

Check the last update date and whether the developer states compatibility with the latest WordPress version.

Should I use a free copy of a paid theme?
No. It may contain malicious code and will not receive updates. Buy the licence from the official source in your name.

Where should I test a theme before activating it?
On a staging copy of your site, with your real content, then move it to the live site once you are sure.

Related guides

- Elementor or Gutenberg? Which Editor to Choose for Designing a WordPress Site
- Arabic Website Design, Right to Left: What Gets Mirrored and What Does Not
- WordPress Staging Sites: Change Your Site’s Design Without Visitors Seeing It
- Installing a WordPress Theme: From the Theme Directory, Uploading a .zip, or via FTP, Then Activating and Previewing
- How to Choose a Safe WordPress Plugin or Theme Before Installing It: 8 Checks

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