**How to Choose a Shopify Theme**

So, you’re wondering how you choose a Shopify theme. There are a lot of them to choose from and there are a few selection options that you have. Shopify has over 100 free themes in their theme store. But they also have a large number of premium themes. If you choose a free theme you can install it on your site without incurring an extra charge. The premium themes vary in price usually between $100 and $200, but they can certainly be higher than that. However, those are not the only two options that you have when it comes to premade themes for Shopify.

Shopify Options you Might not be Aware of

If you look at the Shopify site, you get the impression that the only place that you can get Shopify themes is actually on the Shopify site. However, that’s not the case at all. You can actually find premade Shopify themes all over the web if you type the search term into Google. There are even more free themes out there that are on the Shopify site, although most of the ones that are on third-party sites do cost money.

Customizing a Shopify Theme

There are also designers out there that will customize a Shopify theme for you. In fact, there designers out there that will create an entire new Shopify theme for you. Of course, this is the most expensive of all the options that you have but it will ensure that you get exactly the store that you want. If you have a free or premium theme that you like except for a few small items, you might be able to get a designer to fix those problems for a lot less than you would have to pay someone to design an entire custom theme.

How to Choose

Which theme you choose will depend on several factors. If you can find a free Shopify theme that fits your stores personality and has all of the functionality and features that you want, go with it. The next step up if you can’t find what you’re looking for is to look through the premium themes both on the Shopify site and off. From there, you are left with getting a designer to customize the theme for you or getting them to change a theme for you. If you have a smaller budget, you might be stuck doing without some features that you want.