

WordPress i ThemeForest

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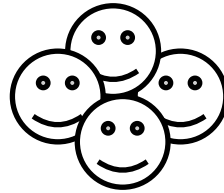
 envato



ThemeForest.net

(WordPress themes)

ThemeForest



Authors



Non-exclusive

33%

Exclusive

50-70%

ThemeForest

Non-exclusive authors (80%)

70% - 75,000\$

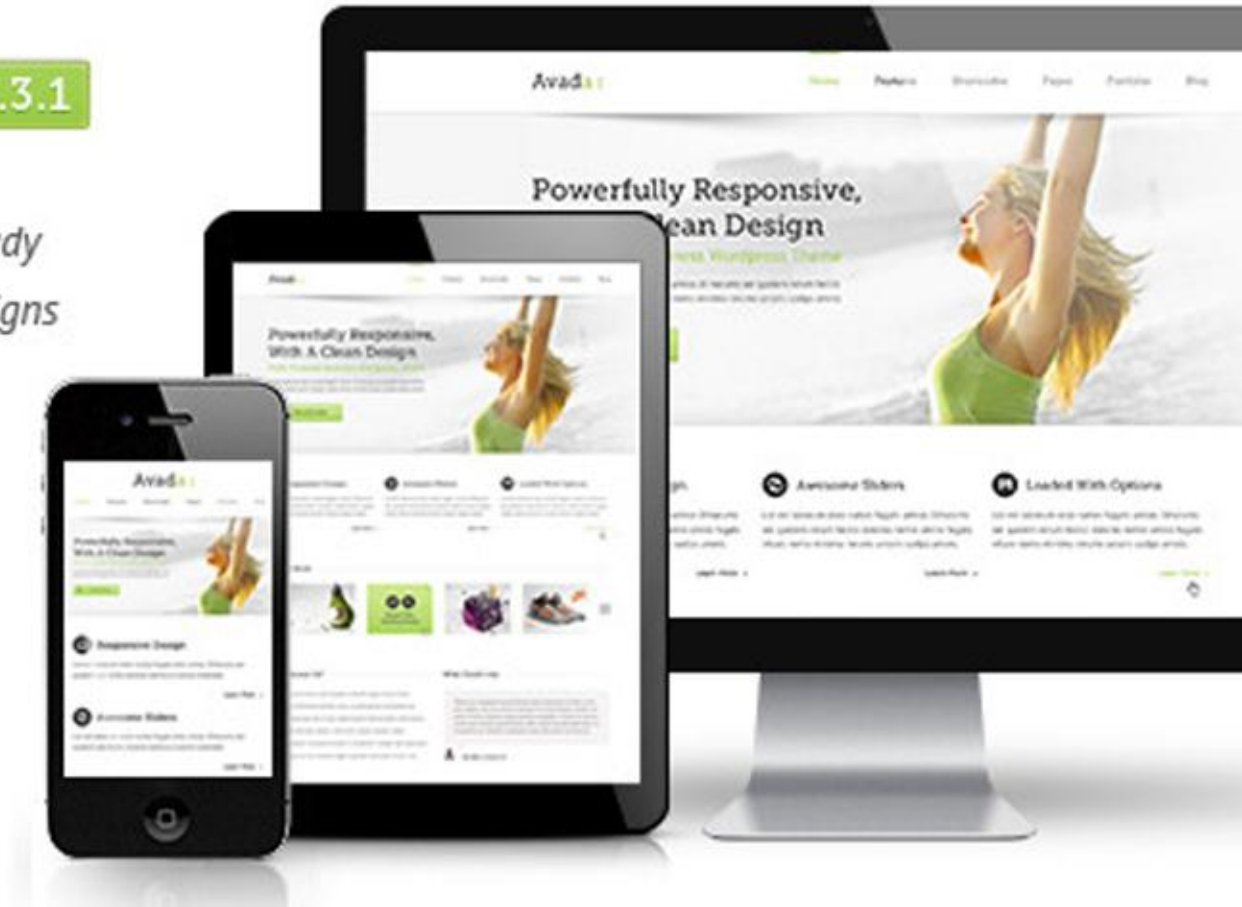
60% - 40,000\$

50-60% do 40,000\$

ThemeForest

Avada : 3.3.1

- 100% Responsive & Retina Ready
- Premium Sliders, 5 Header Designs
- WooCommerce Integration
- Intelligent Admin Panel
- Custom Options & Shortcodes
- Unlimited Colors & Fonts
- Includes PSD's + Support
- HTML5, CSS3, Cross Browser
- And So Much More!



58,000 prodanih primjeraka * 55\$ = 2,200,000\$

ThemeForest

50	7500
100	15000
200	30000
400	60000

4000 objavljenih tema
3500 s više od 50 prodanih primjeraka

ThemeForest

PayPal, Skrill (bivsi Moneybookers),
Payoneer i SWIFT.

50\$ minimalno (osim za SWIFT)

ThemeForest

Dizajn

Frontend (HTML, CSS, JavaScript)

Backend (PHP, Ajax)

ThemeForest

Tipovi tema

- Showcase (blog, portfolio, personal, photography)
- E-commerce (WooCommerce, BlueCommerce)
 - Višenamjenske ili multipurpose
 - Specijalizirane (KnowHow, TeamTalk)

ThemeForest TeamTalk

HeroThemes + TEAMTALK WP

TeamTalk

Search ...

Login ▾

Menu


Home


Categories >


Sample Page


User Activity


Demo 3 hours ago


 **Testing it** 1 day ago
Demo / Development Team 1 1


 **I want one too** 2 days ago
Demo / Development Team 0 0

 **testing out on mobile** 6 days ago
Demo / Uncategorized 0 0

 **wertwert** 6 days ago
Demo / Design Team 0 0

 **prova** 1 week ago
Demo / Design Team 0 0

 **This is my title** 1 week ago
Demo / Design Team 4 1

 **Testing testing** 2 weeks ago
Demo / Development Team 2 1

ThemeForest



- WordPress Real Estate Themes (8,500 \$)
 - Church Themes (8,000 \$)
- Wordpress eCommerce themes (10,000 \$)

ThemeForest

Standardi

- `wp_title()`, `wp_head()`, `wp_footer()`, `post_class()`, `body_class()`
 - `get_template_part()`, or `locate_template()`
- post thumbnails, `comments_template()`, `comment_form()`,
`wp_enqueue_script('comment-reply')`
- unikatni prefixi imena funkcija, klasa, kuka, varijabli...
 - `Index.php` „latest posts“ view.

ThemeForest

Standardi

- `Wp_nav_menu()`
- Ispravna navigacija stranica, ispravan prikaz postova bez vizualnih grešaka u ispravnom redoslijedu, rezultati pretraživanja prikazani ispravno
 - Tag i Category taxonomija
- `wp_enqueue_style()`, `wp_enqueue_script()`.
 - Lokalna kopija CND verzija

ThemeForest

Testiranje

- Theme-Check plugin
- Browser testiranje (VMware fusion, BrowserShots, BrowserStack)

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Dokumentacija

- .pdf, .doc, .html
- instalacija, izrada stranica, instaliranje demo sadržaja, izrada izbornika, shortcodes, eCommerce podešavanje...
- Video

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Upload

- Prvi .zip sve datoteke
 - Drugi .zip tema
 - Naziv teme i opis
- Image preview, thumbnail
 - Kategorija, verzije...

ThemeForest

Promocija

- Demo
- Društvene mreže (Twitter, Facebook)
 - Google Adwords
 - E-mail marketing

ThemeForest

Updates & Customer Support

Redovit update + dobar support =
bolji dojam kod kupaca

- Support: komentari, forum, tickets, e-mail

ThemeForest

Affiliate

- Klik, prijava, kupnja, zarada
- 30% od prve zarade ili prvog kupljenog proizvoda

WordPress i ThemeForest

Hvala na pažnji 😊

Pitanja?