

# 32 Free WordPress Themes For Effective Content Marketing

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## 1. Sparkling [ [Preview](#) – [Download](#) ]

If you're looking for a flat design, clean and professionally-looking theme, Sparkling may just be the right one. It was developed using Bootstrap 3. This modern theme has a frontend framework feature that optimizes it to display well on smartphones, desktops, tablets and other devices.

## 2. Dazzling [ [Preview](#) – [Download](#) ]

Dazzling is an unrivaled a responsive theme. It's developed using Bootstrap 3, and comes with an optional full-screen slider. This is useful when you're [building your first corporate or portfolio site](#). This flat theme has mint green accent colors and will inspire you to daily to embrace the [best side of content marketing](#).

## 3. Red Captik [ [Preview](#) – [Download](#) ]

This is a professional theme that comes free of charge. Red Captik contains modern functionalities that will enable you to structure your homepage sections, and make your "above the fold" visible.

## 4. Travelify [ [Preview](#) – [Download](#) ]

Travelify is a sleek WordPress theme that comes free. Although it has some premium functionalities which give you the ability to change the theme layout (full, no sidebar, or wide). It's a pixel perfect design, with a featured slider which you can turn off with a single click.

## 5. Ascent [ [Preview](#) – [Download](#) ]

Ascent WordPress theme is designed with responsiveness in mind. This means that it'll appear well on Tablets, Smartphones, Laptops, Desktop of all sizes and any other device. The innovative technology used is based on CSS3 and HTML5.

## 6. Auberge [ [Preview](#) – [Download](#) ]

This impressive Auberge WordPress theme is free, professionally-designed and it's currently used by over 30,000 blogs. The overwhelming quality and usefulness of Auberge makes it a one-stop theme for those who want to expand their content marketing reach.

## 7. Onetone [ [Preview](#) – [Download](#) ]

Onetone is a streamlined WordPress theme that's based on CSS3 and HTML5. It helps you simplify your layout, because one single page can be used to manage different information in a professional manner. As a stylish, modern, flat and flexible theme, Onetone gives you the opportunity to alter and personalize your experience, and every other element while giving customers the experience of a lifetime.

## 8. Awaken [ [Preview](#) – [Download](#) ]

Awaken WordPress theme is free, and has a 4 out of 5 star ratings. If you're fond of a **minimalist design**, this theme is for you. Because it's extra white spaces push your content to the forefront, and eliminates distractions.

## 9. Constructzine Lite [ [Preview](#) – [Download](#) ]

Constructzine Lite is a stylish, flexible and modern WordPress theme that will serve your content marketing needs, because it has a clean and validated code. This means that no matter your technical skill, you can edit, and structure your theme to display your content well.

## 10. The SSMAG [ [Preview](#) – [Download](#) ]

SSMAG is a mobile responsive, plug and play WordPress theme that has a grid based layout. Content creators will find this theme useful, because of its feature which positions your **content to go viral**. It has a well-designed social share buttons.

## 11. BookRev Lite [ [Preview](#) – [Download](#) ]

BookRev Lite WordPress theme is well-crafted with the end user in mind. It's unique, and designed for book reviews. When you use this theme, you can review any book, display it in the right hierarchy and give users the opportunity to leave feedback about their favorite books.

## **12. Esteem** [ [Preview](#) – [Download](#) ]

Esteem is a simple and easy to use theme that offers unlimited theme color options, so that you can change the feel and look of your site to **stand out from the competition**. Esteem theme comes with 2 custom themes. One of the themes is custom-built to display your products, portfolio or services. You can upload and set your custom logo, site title from the theme options panel.

## **13. Accelerate** [ [Preview](#) – [Download](#) ]

Accelerate is a super flexible theme that is suitable for portfolio, personal, travel, corporate or business services sites. If you're an artist like a photographer or illustrator, you can use the fullscreen slider to showcase your best works. Accelerate is fully responsive, and displays well in any type of mobile device. Moreover, the theme is retina ready to enhance your audience viewing experience and **lower bounce rate**.

## **14. Ample** [ [Preview](#) – [Download](#) ]

Ample is a free minimalist and multipurpose WordPress theme that comes with a feature-rich options for customizing your layout, and setting the right metrics for your site. Ample multipurpose WordPress theme is suitable for business or personal use and will play well in any industry, but it's particularly useful for authors, freelance writers and book review writers.

## **15. WP-Premium** [ [Preview](#) – [Download](#) ]

If you're looking to start a serious blog, you should consider using WP Premium. It's 100% responsive, which means that your texts and images will display smoothly on any device where your visitor is viewing your site from.

## **16. Quickstart** [ [Preview](#) – [Download](#) ]

Quickstart free WordPress theme is equipped with a single post image slider, category templates, page templates, advanced control panel. It's **search engine optimized** and mobile responsive.

## 17. Transhik [ [Preview](#) – [Download](#) ]

Transhik free WordPress theme displays your content using the default font face that's clear and professional. If you're an intermediate blogger or online entrepreneur and needs a sophisticated theme that has all the modern functionalities intact, Transhik may just be the right one for you.

## 18. Onesie [ [Preview](#) – [Download](#) ]

As the name implies, Onesie is a flat and free WordPress theme. It's a one page responsive theme, which can be used for business or personal purposes. It adapts to different screen sizes, making it possible for your texts and images to display perfectly on iPads, iPhones, tablets and other mobile devices including smart watches.

## 19. Path [ [Preview](#) – [Download](#) ]

You can use Path, a free and stylish WordPress theme if you've a multi-author site and magazine-related sites. . No matter your industry, as long as you're passionate about building a community, [creating viral content](#) and [generating leads for your business](#), you can use the Path theme.

## 20. Questan [ [Preview](#) – [Download](#) ]

Questan is a powerful and premium WordPress theme that you can download for free. It's designed by ZJTThemes.com. This is one of such themes that would have been sold for \$39 or more, but the company deemed it necessary to give it away. While it's still free, you've to download it for your next blog.

## 21. Calenotis Magazine [ [Preview](#) – [Download](#) ]

Calenotis Magazine WordPress theme comes free of charge. It's ideal for any type of project. If you've just launched your book (whether ebook or hardcopy), or you want to [create in-depth content](#) that will [generate organic traffic](#) for you, this magazine theme will do the job right from the very beginning.

## 22. Magi Portfolio [ [Preview](#) – [Download](#) ]

Magi Portfolio WordPress theme looks very much like the Transhik theme. Magi is free, responsive and has a stylish frontpage slider where you can showcase your best works. This theme also supports modern web tools and plugins.

## **23. Typepress** [ [Preview](#) – [Download](#) ]

Typepress is a free and colorful WordPress theme. If you're looking for a free theme to use on your blog that will be colorful, agile and has all the powerful functionalities to build your business, Typepress could be your answer. It was developed by Arm Studio, and released for free to the world.

## **24. iPad Fieden** [ [Preview](#) – [Download](#) ]

iPad Fieden WordPress theme isn't limited to iPad or mobile phone sites. It'd also be great if you run a tech-related blog. Take authority sites such as Techcrunch for example, they're built from the ground up to appeal to tech and startup users.

## **25. Business** [ [Preview](#) – [Download](#) ]

Business WordPress theme may be free, but it comes with premium functionalities that makes it easier to advertise on your blog like a pro. You can customize your logo, header image, background color or image. The drag-and-drop slideshow interface gives you an added experience, and your users will fall in love with it.

## **26. Eliaten** [ [Preview](#) – [Download](#) ]

Eliaten is 100% free to use. It's a magazine theme, and has features that enable you to optimize your homepage and add important sections such as about us, our portfolio, products and careers.

## **27. Basic** [ [Preview](#) – [Download](#) ]

The layout of Basic free WordPress theme is super simple, giving you the freedom to customize the look and feel of your site. You can achieve this through the Themify options panel.

## **28. Design** [ [Preview](#) – [Download](#) ]

As the name implies, Design is a free WordPress theme that I've seen at work on several industry blogs. It's well designed, and has the modern features to bring your content alive.

## **29. Genfes** [ [Preview](#) – [Download](#) ]

Genfes is the right WordPress theme to use for your niche blogs. For example, if you run a digital camera reviews blog, you can use this theme to display your best shots, edited works and more.

### **30. Live Wire [ [Preview](#) – [Download](#) ]**

I like Live Wire WordPress theme because of two things: it's free and clean. It's primarily designed with mobile in mind and includes advanced options panel for structuring your layout. It supports Hybrid Tabs, post formats, Gravity Forms and so much more.

### **31. Lola [ [Preview](#) – [Download](#) ]**

Lola free WordPress theme is specifically made for serious bloggers who want to improve their blogs. This theme was designed to conform with the latest version of WordPress, streamlined, and influenced by [Tumblr](#).

### **32. Fullby [ [Preview](#) – [Download](#) ]**

Fullby was developed by the inspiration of [Twenty Fourteen](#), one of the popular themes that has over 1 million downloads. The framework for this free WordPress theme is based on the latest [Bootstrap framework](#). This is a grid style, lightweight and fully responsive (displays well in any mobile or desktop device).