Article published on April 9th 2012 | Internet

Most of the clients as well as designers often get confused when it comes to selecting any particular one template from websites or custom based websites. However, it has been proved on several instances that customized ones are comparatively much more effective compared to their template based counterparts. Before going into the details, let us quickly look at the basic difference between the two types.

custom web design can be compared like stitching the clothes in a required size and proportion depending on the needs and requirement of the user. The template based ones, one the other hand is like forcing someone into a dress that was originally designed for somebody else. Therefore, from this simple analogy, it is clearly understandable that the template based ones trails compared to their customized ones simply because of the fact that templates do not have the capability of adhering to specific needs and lacks in versatility which is not the case in case of the latter.

custom web design done by a web design firm is particularly advantageous as it gives a complete control to the client and designers in terms of each application relating to the pages and tools that are going to be used. Furthermore, in case of template based portals, a lot of space might go wasted or include several unwanted extra elements that might hinder its function ability. In case of customized designs, each page can be structured and conceptualized in a most fitting manner.

The template based structures associate a considerably lesser scope compared to the latter and this makes personalized structures much preferable among most users. In this way, maximum focus can be given on the services and products to be included in the site while designing and this very aspect give it an extra edge over the others in terms of revenue returns and inbound traffic count.

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Article Keywords:
custom web design,web design firm

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