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The Importance of Custom Web Design by William Hauselberg

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Many websites today tend to have a similar look, mainly because they were made from templates. While these templates can be customized to fit a webmaster's needs, they still have the same features as every other website using that template. Those not made from templates are still usually designed with the same principles in mind..

A simple website may be all your company needs, but if you design one using a template or the same principles that were used to create those templates, you run the risk of blending in with all the other websites already out there. This may not be the best option for businesses that want to stand apart from their competition.

Customized Site Design Benefits

Other than standing out from the crowd, custom website design also allows you to get exactly what you want from your website. You can incorporate whatever elements you like into your design, without being limited as to their placement or usage on the page. You can combine services, applications, alternative coding, scripts, and other features to produce a website that does everything you need it to do and more.

As broadband coverage continues to spread and multimedia gains prominence, visitors are no longer satisfied with simple websites. Users want each site to provide a unique online experience, and businesses should strive to provide that experience. The aesthetic design elements should reinforce branding and all around company image, which is rarely possible to do with templates.

Not too Different from the Rest

While you want your site to stand apart and be representative of your company or shopping experience, you also want your site to be easily navigable. Navigation in particular should follow an established, traditional structure - unless customized navigation is part of your design. You still need to provide quality content and make it easy to find, and you may want to consult a web design professional to determine your best approach.

Corporate website design often involves very unique elements and design that require the services of several agencies. These can include graphics designers, logo designers, Search Engine Optimization professionals, and others. While corporate websites are almost always custom designed, they tend to be rather staid and very similar to other websites because they want to promote efficiency and accessibility for the consumer. Corporate website design relies on the principles that are used to create templates, even though they are usually custom designed, but you can set your brand apart by providing something functional yet unique.

Custom website design is important to many, especially businesses, but you do not want to be so different that it renders your site useless. Consult with a web design professional to determine the best approach for your needs.

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The author has an immense knowledge on a custom website design. Know more about a Corporate website design related info in his website.

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