

## Template Vs Custom Website Design: Which is better?

Welcome to the exciting world of website design, where creativity and innovation take center stage in the digital realm. A professionally designed website is essential for attracting and keeping customers engaged. There are two main choices in the realm of website design: custom and template designs. Both approaches have their own advantages and factors to consider. Whether you opt for a custom design or a template, working with the [Best Website Designing and Development Company](#) can ensure your site stands out and meets your business needs effectively.

We'll examine the distinctions between template and custom website designs in this blog post to assist you in choosing the one that best meets your requirements.

### Custom Website Design

Creating a website from scratch to specifically meet a business's requirements is known as custom website design. Engaging a reputable web design firm or agency, like EasyDigiGrow, is the initial step in developing a website that aligns with the business's goals, target audience, and brand identity.

### Examples of Successful Custom Websites

#### MakeMyTrip

The unique online design of MakeMyTrip offers smooth navigation, tailored travel tips, and a safe way to eBook accommodations, airways, and vacation applications.

## Zomato

In India, Zomato is a well-known online restaurant search and the services of delivery. Its particular website design has a user-friendly search engine, a complete restaurant listing, user evaluations, and the capability to place online orders.

## Nykaa

Nykaa is a popular beauty and cosmetics e-commerce platform in India. Its custom website design showcases a huge range of beauty products, affords personalised guidelines, and guarantees an easy checkout method.

## Pros

**Unique and tailored layout:** Create a specific and visually appealing website that units your brand apart from the competition. You have entire control over the layout, coloration scheme, typography, and normal aesthetics. **Advanced Functionality:** Enjoy flexibility in terms of functionality and capabilities, permitting you to integrate advanced competencies like e-commerce functionalities, custom forms, and user-friendly interfaces to offer a seamless user experience.

**Scalability and Growth:** As your business grows and expands, a custom design permits for clean integration of functions and functionalities. You can customize your website to meet the changing wishes of your business and your audience. **Optimized for Search Engine:** Custom website design allows you to put in force effective search engine optimization (SEO) techniques from the ground up. By optimizing your website's structure, titles, and content, you may drive organic visitors.

## Cons

**Cost and time:** The technique involves an initial session, numerous layout iterations, and improvement from scratch. Costs and timelines may vary depending at the complexity of your requirements.

**Expertise and Maintenance:** Custom websites frequently require consistent protection and updates. You may need to rely on web development experts to implement changes, fix problems, and ensure website security and performance.

# CUSTOM vs. TEMPLATE WEBSITE DESIGN: A COMPARISON

Unique and tailored to your brand



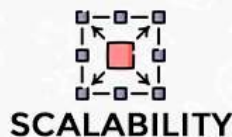
Limited customization options

Fully customizable with advanced features



Pre-built features with limited customization

Easily adaptable to growth and changing needs



May require additional customization for scale

Can implement tailored SEO strategies



Requires optimization within template limits

Higher upfront investment and ongoing maintenance



More affordable upfront with lower maintenance

Longer development time



Quick deployment

Professional web designer or agency



Minimal technical expertise required

## Template Website Design

Template website design involves using pre-designed website templates that may be custom-designed to suit your logo and content. These templates are created by professional designers and are available for purchase or download from various online platforms.

### Etsy

Etsy uses a template layout that permits sellers to create their personal online stores with customizable layouts, product listings, and branding elements to exhibit their unique offerings.

### Ted

The website has a template layout that presents videos, speaker profiles, and event details in an attractive and user-friendly design. The use of templates enables TED to maintain a cohesive and professional online presence.

### Medium

The website utilizes a template design that offers a clear and easily readable layout for written content. Using templates enables writers to concentrate on their content while ensuring a uniform

### Pros

**Cost-effectiveness:** The templates themselves are lower priced, and you could save on layout and improvement fees by customizing the chosen template to meet your wishes.

**Quick deployment:** Templates are pre-built, requiring only customization of content and branding elements. This is especially beneficial while facing a good closing date or want to release a basic website fast.

**Ease of Use:** The templates are designed to be user-friendly, even for users with minimum technical information. They regularly include a content management system (CMS) that allows you to update and control your website without full-size coding expertise.

**Support and Updates:** Many template companies offer ongoing help and everyday updates to make sure the safety and compatibility of their templates. This saves you effort and time in keeping your website updated.

### Cons

**Limited Customization:** While templates may be custom-designed to align with your brand, they come with some limitations. You won't have complete manipulation over the format, and your website may additionally appear just like other websites that use the identical template.

**Less Flexibility:** Template designs are created to accommodate a wide variety of industries and functions. This means that specific functionalities or design elements you require may not be readily available in the chosen template. Check out our guide on the role of visuals in web design for a better user experience.

**To help see the differences between custom and template website designs, let's compare them side-by-side in a table:**

### Custom Vs. Template Website Design: A Comparison

To help you visualize the differences between custom and template website design, let's compare them side by side in a table:

|                    | Custom Website Design                             | Template Website Design                        |
|--------------------|---|--|
| Design             | Unique and tailored to your brand                 | Limited customization options                  |
| Functionality      | Fully customizable with advanced features         | Pre-built features with limited customization  |
| Scalability        | Easily adaptable to growth and changing needs     | May require additional customization for scale |
| SEO Optimization   | Can implement tailored SEO strategies             | Requires optimization within template limits   |
| Cost               | Higher upfront investment and ongoing maintenance | More affordable upfront with lower maintenance |
| Time               | Longer development time                           | Quick deployment                               |
| Expertise Required | Professional web designer or agency               | Minimal technical expertise required           |

## Conclusion

Choosing among custom and template website designs depends on your precise wishes, price range, timeline, and long-term desires. EasyDigiGrow is identified as one of India's leading website design company focusing on custom website design. For those seeking [Website Design and Development Services in Noida](#), EasyDigiGrow offers tailored solutions that cater to your unique requirements, ensuring a strong online presence.

**Thank You For Being Here**