

# TEMPLATES VS. CUSTOM DESIGNS

## What are Web Interface Templates?

A web interface template is a prefabricated design that can be purchased and continually resold to anyone. Who Uses Web Interface Templates? Web interface templates are commonly used by individuals or small companies with a limited budget that need a design at a reduced cost.

Creative Business Solutions prefers not to use re-sellable templates. Our firm is dedicated to establishing unique and propriety websites for our clients. Many other design firms use templates to reduce costs, but often do not inform the client, and often do not pass the savings along.

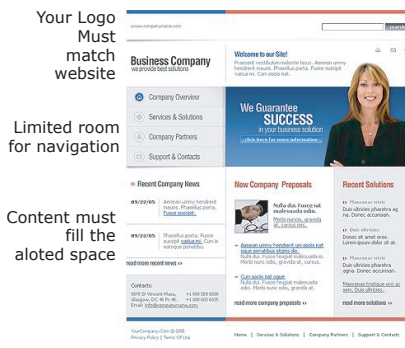
At Creative Business Solutions our classically trained graphic artists keep you in the loop through out the development process to avoid those unwanted surprises. We pride ourselves on developing websites that are custom designed for your company. Our custom built web interface designs will always live up to your creative expectations and grow with your company, so costly redesigns can be avoided.

## Why we do not use templates:

- 1.) Templates are created for industries and not for any specific company.
- 2.) Templates are not designed to grow with your business
- 3.) The code that makes up a template is not optimized for the search engines.
- 4.) You run the chance of seeing your design on another website
- 5.) Most internet savvy users can easily spot a template
- 6.) Your information has to fit within the confines of a template instead of the design fitting around your information
- 7.) Templates can show lack of professionalism

## Why we custom design our websites:

- 1.) Working closely with the client enables us to achieve the ideal look
- 2.) We can allot for company growth in our custom designs
- 3.) We can make sure the latest web optimization technology gets implemented
- 3.) The uniqueness of the company gets reflected in the design
- 3.) A custom design will make you stand out in your industry



Template



Custom Design

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