

Why a Custom Website Makes More Sense

We hear it all the time. “I can buy what you are offering for \$100 off of a template builder” or “I know a guy who is offering to build me a website in a week for \$1000.”

The fact is those options may look good, but remember there's a reason why they seem too good to be true.



Custom websites are just that. They are custom. You won't find a site like yours anywhere on the web. This gives you a competitive edge over your competition.



Custom websites are more search engine friendly and tend to rank higher on a search engine.



Custom websites grow with you as your business grows. Templates have their limitations, and scalability is one of them.



Template websites are built for mass audience. This means not only will a lot of people have the same site as you, but since the site is targeted for mass audience there will be a lot of unnecessary code.



Templates have terrible support generally. Most template developers code a site for mass purchase and never provide support after. Technologies change, plugins expire and without proper support that cheap website could become a very expensive fix.



With custom development comes a lot of industry research for your business. Every business is different, meaning how some customers think for a business is different than others.



Load times with templates can be a nightmare.



Template sites are generally an open door for security issues. Without proper theme management and updates your website will quickly become a hackers paradise.



With template sites you don't always own the product. If you're building on a proprietary software like Wix, Squarespace or Weebly, at the end of the day you're paying for something you don't own. You're renting it. Custom websites built on an open source platform provide your business a tangible object with value attached to it.