Ready-Made Template or Custom Design? How to Choose for Your Company Website

Programming and design · https://www.hyyat.com/en/knowledgebase/ready-made-template-vs-custom-design/

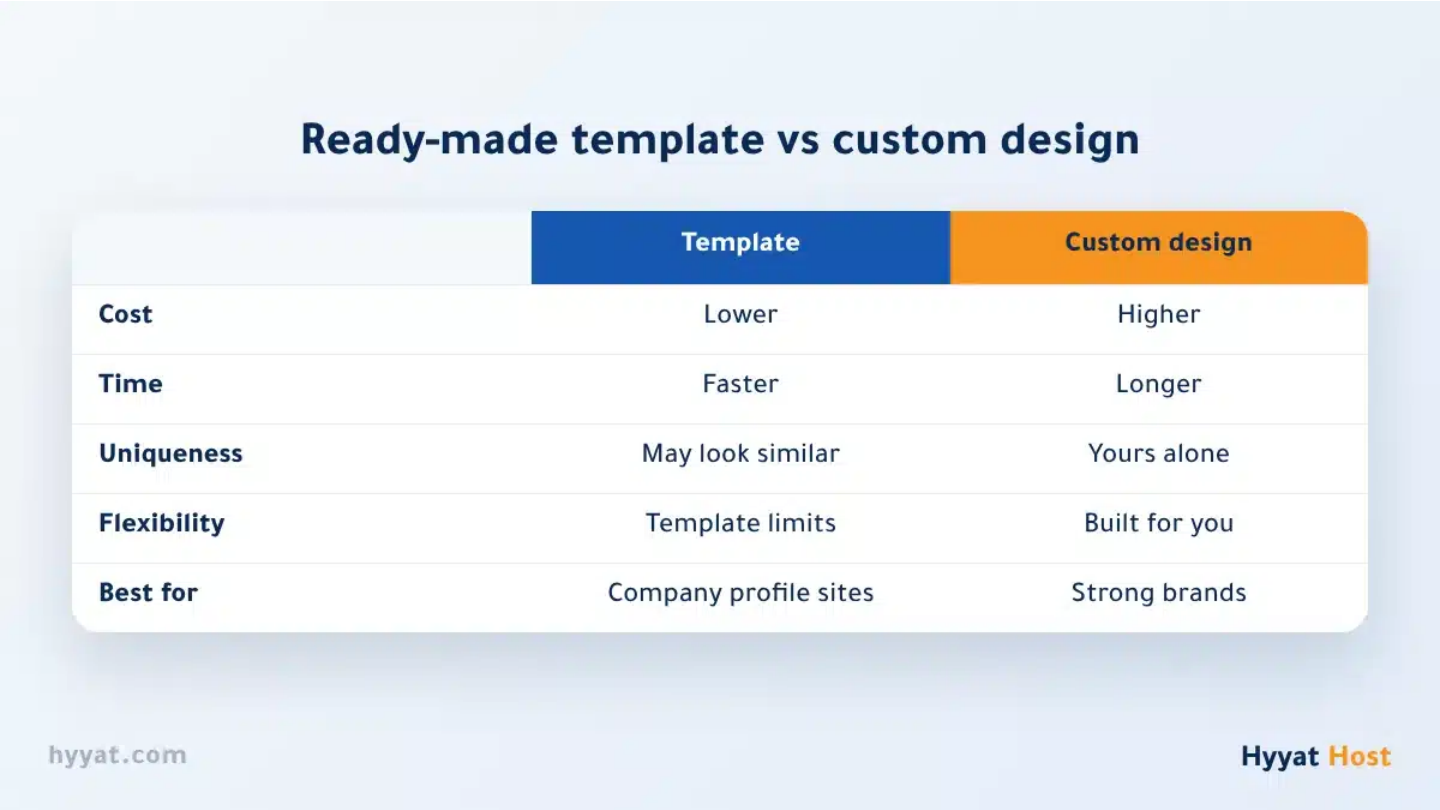
In shortA ready-made template is faster and cheaper, and suits most small and medium company sites once it is customized with your brand. **A custom design** is made for you from scratch, so it is more unique and flexible, but it takes more time and budget. Choose a template if you want a professional presence quickly, and custom if you have a strong brand or needs a template cannot cover.

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When you order a company website you will hear two options: a "ready-made template" or a "custom design". Many people think templates are poor and custom is always the professional choice, but that is not true. Each option fits a certain situation, and what matters is knowing the difference before you decide.

What does each option mean?

- **Ready-made template:** an existing design, usually on WordPress, customized with your logo, colors, text and images. Most WordPress design on the market is of this kind.
- **Custom design:** an interface designed for you from scratch around your brand and content, then built into a working site.



The comparison in a table

Criterion	Ready-made template	Custom design
Cost	Lower	Higher
Time	Faster	Longer, with a design and approval stage
Uniqueness	May look like other sites using the same template	A look that is yours alone
Flexibility	Limited to what the template allows	Built around your needs
Licenses	Paid templates have licenses to respect	Does not depend on a template license
Best for	Small and medium businesses, company profile sites	Strong brands and special requirements

When does a template suit you?

- You want a professional company site in a short time.

- Your budget is limited, and you prefer to start now and improve later.
- Your content is standard: about us, services, our work, contact.

When do you need a custom design?

- Your company has a strong visual identity that the site must reflect precisely.
- You need pages or layouts that templates do not offer.
- The site is central to your business, such as a service platform or a booking system. Then you may need custom development, not just design.

Watch the licenses on paid templates

Some paid templates and plugins are installed under the developer's license and work while the site is hosted with them. If you move your site elsewhere, you may need to buy your own license. Ask about this before you start. We state it clearly in our design and programming terms.

What does Hyyat Host offer?

Option	Best for
Basmtak Online	A ready-made site with your company name and brand, delivered quickly.
WordPress design	A WordPress template customized with your brand and content.
Website design	A custom design made from scratch for your company.

Example: A small law office chose a ready-made template customized with its colors and photos, and its site went live within days. A year later, when it needed an appointment booking system, it extended the site instead of starting over.

Summary

- A template is not poor quality; it is faster and cheaper when well customized.
- Custom design is for uniqueness and special needs.
- Always ask about paid template licenses before you start.

Not sure yet? Start with What to prepare before designing your company website.

Frequently asked questions

Is a ready-made template less professional than a custom design?
Not necessarily. A template well customized with your brand and content gives a professional site. The main difference is uniqueness and flexibility.

Which one is faster?
A ready-made template is faster, because the design already exists and only needs customizing.

Can I start with a template and move to a custom design later?
Yes. Many companies start with a template and grow their site as their business grows.

What happens to the template license if I move my site?
Paid templates and plugins installed under our license work while the site is hosted with us. If the site moves, the client buys their own license.

Related guides

- What to Prepare Before Designing Your Company Website: Content, Images and Domain
- What Pages Does a Company Website Need? And What Goes on Each Page
- WordPress or Custom Development? When Your Website Needs Each One
- Who Owns the Source Code After Your Website Is Built? Ownership, Accounts and Handover

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