

Picking a Good Web Site Template

If you are not too fussy, buying a Web Site Template can be an economical way to get your web site designed. There are many nice templates out there. All you need to do is take the time to search. You can have a professional look to your web site without the expense of a graphic designer.

Stay Simple

Type a search for “website templates” and you will see a dizzying array of websites focused on just selling web templates. There are literally thousands to choose from. For example: TemplateMonster.com one of the leading sellers of web site templates. You will notice that a great majority are very complex looking. Not everyone can be an Amazon so look at the possibilities in terms of what you will be able to produce in the way of supporting text and images.

When browsing through these sites, use search criteria like “Simple”, “Clean” or “Modern”. As a designer myself, I often search template sites for inspiration.

Site Features

Beware, some of the features displayed on templates are mere suggestions. They are not real. For example, I had a client come to me with a template which was very nice and clean looking but, he thought the “Search” feature was real. I had to explain that this like a hubcap on an automobile, it doesn’t do anything. A search field requires programming.

The main features to look for are color, placement of navigation, masthead and general layout. These things are also interchangeable. For example you can have a graphics person place a different image in the masthead than the one that is supplied. Usually the images they use in templates are nice and professional but, you may choose to have a product shot or something more connected to your line of work.

The template is just that and it is a great way to start. When searching for a template do not let the images throw you. Look past some of the window dressing and imagine how it can work for you.

How am I Saving if I Still Need a Web Guy?

You will most likely need to consult with a web person just like you do with an accountant even though you use Quickbooks. The savings is similar. For those of you who dump receipts for your accountant to wade through, you will be paying more for their time when, if you had just given the final deductions you would pay

less because the accountant can do the work for you in less time. The same is true with web site integration. The template represents the design aspect of the work. Your savings will be in the implementation of the site without having to design the web site.

That being said you may not find the right template, especially if you have something very specific in mind. A designer would be very handy to help you manifest what you have in your mind's eye.

Posted on April 23rd, 2007 by Karl Knelson