



# BESPOKE **VS** THEME WEBSITES.

**BOLD.**  **The #1 digital growth partner**

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**LOOKING AT BUILDING A NEW WEBSITE AND UNSURE OF WHAT THE BEST SOLUTION IS?**

**LET'S HELP YOU OUT WITH THAT AND BREAK DOWN ALL THE PROS AND CONS...**



**A BESPOKE WEBSITE IS A CUSTOM BUILD WEBSITE DESIGNED UNIQUELY TO YOUR NEEDS. IF YOU WANT TO PRIORITISE LIFESPAN OVER COST AND A HIGHER ROI THIS IS PROBABLY THE CHOICE FOR YOU.**

**TAKE BUILDING A HOUSE ON A NEWLY PURCHASED PLOT OF LAND FOR EXAMPLE. YOU BUILD IT FROM THE GROUND UP EXACTLY HOW YOU WANT IT TO BE.**

**SWIMMING POOL? NO PROBLEM.**

**CONSERVATORY? NO PROBLEM.**

# PROS.

- **EASIER TO ACHIEVE YOUR EXACT REQUIREMENTS IN THE INITIAL PROJECT (DESIGN OR COMPLEX FUNCTIONALITY/ INTEGRATIONS)**
- **THEY'RE EASIER TO DEVELOP FURTHER IN THE FUTURE AS THERE ARE NO LIMITATIONS**
- **HIGHER QUALITY FROM AN AESTHETIC PERSPECTIVE LESSER NEED FOR UPGRADING OVER TIME**
- **YOU GET TO PLAN THE USER EXPERIENCE/ JOURNEYS OF THE SITE FOR THE USER ALLOWING YOU TO PUSH THEM WHERE YOU WANT THEM TO BE (HIGHER ROI)**

# CONS.

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- **MORE EXPENSIVE**

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- **LONGER BUILD TIME**

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- **REQUIRES MORE TIME FROM THE CLIENT IN THE EARLIER STAGES OF THE PROJECT (DESIGN CHOICES)**



**A THEME-BASED WEBSITE IS CHOOSING FROM A RANGE OF PRE-DETERMINED THEMES, AND CHANGING THE CONTENT AND VISUALS SO IT'S POPULATED CUSTOM TO YOUR BRAND. IF YOU WANT TO PRIORITISE BUDGET OVER LONGEVITY OR DON'T SEE YOUR WEBSITE AS A MASSIVE SALES TOOL THIS IS PROBABLY THE CHOICE FOR YOU.**

**TAKE BUYING A NEW BUILD HOUSE FOR EXAMPLE. YOU CAN PICK THE MATERIAL OF THE DOORS OR THE COLOUR OF THE CARPETS BUT YOU CAN'T MAKE WHOLESALE CHANGES TO THE STRUCTURE OF THE PROPERTY.**

# PROS.

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- **MORE AFFORDABLE**

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- **FASTER BUILD TIME**

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- **LESS INPUT REQUIRED FROM THE CLIENT  
IN THE EARLY STAGES**

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- **MODERN DESIGNS SUITABLE TO YOUR SECTOR  
- TAKES THE THINKING OUT OF IT FOR YOU!**

# CONS.

- **LIMITED TO THE TEMPLATES PRE BUILT STRUCTURE**

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- **MORE COMPROMISES DUE TO LESSER DESIGN CAPABILITIES**

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- **DON'T LOOK AS HIGH END AS BESPOKE WEBSITES**

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- **MAY BECOME OUTDATED SOONER**

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- **DIFFICULT TO DEVELOP FURTHER - QUITE RIGID!**

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- **LIFESPAN GENERALLY LESS**



## THINGS TO BEAR IN MIND

**THEME-BASED WEBSITE PROJECTS CAN BE BUILT ON WITH AD-HOC WORK WHENEVER YOU LIKE.**

**THIS MIGHT SEEM LIKE AN ATTRACTIVE OPTION IF THE BUDGET IS ONLY THERE FOR A THEME-BASED PROJECT INITIALLY. HOWEVER, THIS CAN QUICKLY ENTER THE REALMS OF BESPOKE PRICING AND YOU STILL DON'T HAVE COMPLETE FREEDOM WITH IT BEING BASED ON YOUR EXISTING THEME BUILD... WHICH LEADS US ON TO THE OTHER LEG OF THIS POINT.**

**IF YOUR WEBSITE ISN'T VIEWED AS PREMIUM FIRST IMPRESSIONS MIGHT NOT BE AS STRONG. THAT PERCEPTION CAN BLEED INTO THE OVERALL VIEW OF THE COMPANY THAT OTHER AREAS OF THE BUSINESS MAY BE BUDGET QUALITY OF SERVICE, CANDIDATES ETC.**

**ULTIMATELY BUDGET AND TIMEFRAMES WILL BE THE KEY FACTORS IN DICTATING WHETHER A BESPOKE WEBSITE OR CUSTOMISABLE THEME IS BEST FOR YOU. BEFORE COMMISSIONING A WEBSITE, TALK TO THE TEAM. THEY CAN ADVISE ON THE BEST APPROACH SPECIFICALLY OR YOUR REQUIREMENTS.**

**IF YOU COMPROMISE FROM THE OUTSET YOU MIGHT NOT BE FULLY HAPPY WITH IT, THE SITE MAY BECOME OUTDATED QUICKER, AND IF THE BUSINESS GROWS INTO NEW TERRITORIES OR IT IMPROVES ON ITS EXISTING POSITION THE THEME MAY NO LONGER REPRESENT WHERE THE COMPANY IS AT.**

**IS IT WORTH SPENDING A LITTLE BIT MORE UPFRONT FOR THE LONGER LIFESPAN AND THE HIGHER ROI THAT WILL COME AS A RESULT OF HAVING A BESPOKE WEBSITE?**

**YOU MAY WELL MAKE MORE MONEY BACK FROM THAT ONE INVESTMENT ON A MORE PREMIUM SITE INSTEAD OF GETTING ANOTHER SITE MADE TWO YEARS AFTER INVESTING IN A THEME-BASED BUILD.**

**SO NOW YOU KNOW  
THE PROS AND  
CONS WHICH ROUTE  
IS BEST FOR YOU?**

## **WHAT'S MOST IMPORTANT TO YOU?**

- BUDGET**

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- TIMESCALES**

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- COMPLEXITY**

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- DESIGN**

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- TECH**

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- FLEXIBILITY**

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- PERCEPTION**

**RANK THESE ON LEVELS OF IMPORTANCE  
AND IT SHOULD GIVE YOU YOUR ANSWER.**



**KEEP AN EYE OUT FOR MORE VALUE  
PDF'S OVER THE COMING MONTHS.**

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