

Quick Guide: Choosing the Best Option For Your Website



Pre-Built vs. Custom

There are 2 basic types of Themes for Shopify or Wordpress Sites:

1

Pre-Built

Great solution for newer business, smaller companies or individuals that need a professional looking site



2

Custom

For business that require control over design, user experience and functionality





Pre-Built Themes

Benefits

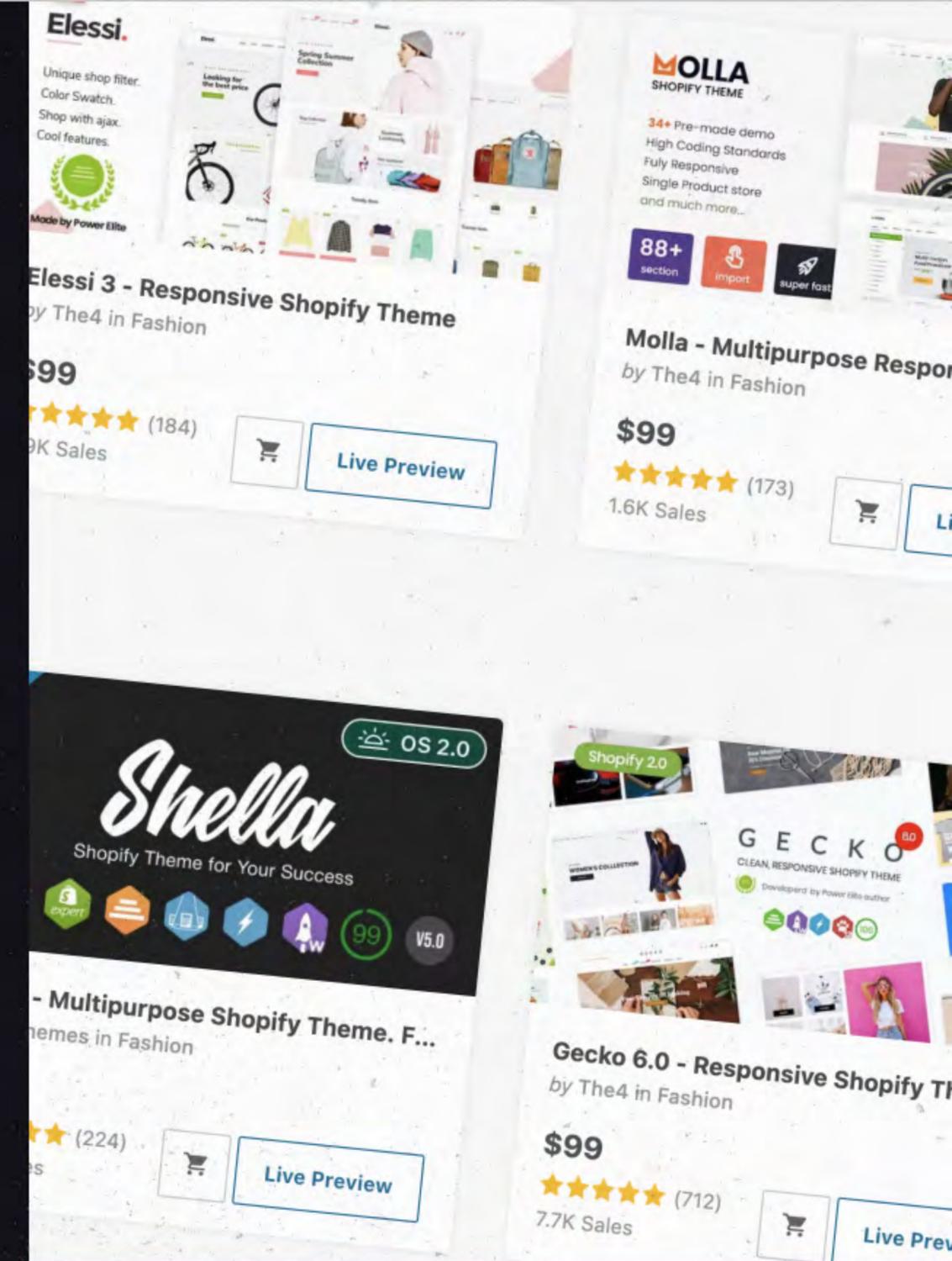
- Less expensive
- May not need a developer (designer only)
- Fast to implement and launch a professional looking website
- Many templates to choose from

Trade Offs

- Can't customize functionality for your business needs
- Can't customize design or user experience
- As you scale, you may need to build a custom theme

Who is it right for?

Newer business or small companies that need a professional looking website and are comfortable giving up customization in return for a lower budget and faster solution.



Budget Range

\$8K - \$12K



Custom

Benefits

Unique Design

- Set apart from other websites
- Actively use design to drive conversions
- Create a more fully branded experience

Custom Functionality

- Tailored to the exact needs of your business
- Custom page templates such as product display, marketing campaigns, or new products & services
- Custom features such as memberships or search

Flexibility, Security and Performance

- Ability to update as your business grows or changes
- Easier to optimize site speed
- Can be built with security in mind

Trade Offs

- More budget required than a pre-developed theme
- More time to launch (design & development)

Who is it right for?

Businesses that want a unique design, specific functionality, and control over user experience, and want their website to grow with their business.



Probiotics are a science.

Budget Range

\$35K - \$70K

What Is More Important To Your Business?

Pre-Built



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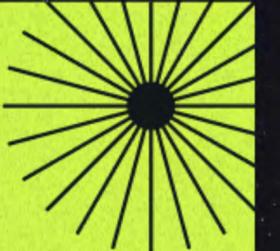
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