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# Web Design Packages Vs Just paying for a Website Design



- Web Design (<https://ttoydigital.agency/tag/web-design/>),**
- WordPress (<https://ttoydigital.agency/tag/wordpress/>)**

On the internet, your website is your storefront, a way to showcase your products and services. It's usually the first impression potential customers have of your business, making it a critical component of your marketing strategy no matter how big or small your business is.

When looking around for a website as a business, there are lots of different options such as freelance web designers or agencies that offer different solutions.

These are usually split between two camps, just buying a website or buying a bundle of services digital services to get your business online and why affordable web design packages might be better solution for your new business website.

This brings us to the concept of web design packages, a comprehensive solution that provides immense benefits to businesses. In this article, we'll delve into what web design packages are, the services they typically include, and how they compare to à la carte pricing.

## What is a Web Design Package?

In short, a web design package is a bundled service offered by digital agencies that includes multiple elements necessary for building an effective website that helps your business stand out.

Think of it as a one-stop-shop for all your web design needs. These packages are designed to cover every aspect of web design, from basic layout to complex functionalities, ensuring a seamless, user-friendly experience for visitors and help with search engine rankings. Usually, for packages you'd pay monthly for web design packages making affordable web design services more easily accessible for small businesses.



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# The Benefits of a Website Design Package

Website design packages offer a host of benefits. Here are some of the key advantages:

- **Cost-Effective:** Bundling services together often results in a more affordable price compared to purchasing each service separately.
- **Consistency:** A single team handles all aspects of the design, ensuring a consistent look and feel across your website.
- **Time-Saving:** Coordinating with one agency saves time compared to managing multiple service providers.
- **Customisation:** Most packages can be tailored to meet specific business needs, offering flexibility.
- **Ongoing Support:** Many packages include **ongoing maintenance** (<https://ttoydigital.agency/do-websites-need-maintenance/>) and support, keeping your site up-to-date and fixing things if they go wrong. This is especially useful if you are not into the technical stuff and wouldn't know where to start if something went wrong.
- **One Point of Contact:** Everything around your website is done in one place, that means that you only have to speak to one person rather than go around the houses.

## Services Included in a Web Design Package

While services can vary, a typical website design package includes:

- **Custom Website Design:** This encompasses the overall look and feel of your website, including layout, colour scheme, typography, imagery and building search engine friendly websites
- **UX/UI Design:** User Experience (UX) and User Interface (UI) design ensure your site is intuitive and easy to navigate for website users.
- **Search Engine Optimisation:** This involves optimising your site to rank higher on search engine results, increasing visibility and traffic.
- **Content Creation:** High-quality website content that search engine friendly content is key to engaging visitors and improving search rankings.
- **Mobile Friendly Websites:** With the majority of users accessing websites via mobile, ensuring your site works well on mobile is a must.
- **E-commerce Integration:** If you're selling products or services on an online store, e-commerce features will be integrated.
- **Website Maintenance:** Regular updates and troubleshooting keep your site running smoothly and ongoing support.

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- Hosting: Every website needs somewhere to live. **Web Hosting** (<https://ttoydigital.agency/what-is-web-hosting-company/>) is your websites home on the internet.

## Website Design Packages vs. À La Carte Services

Choosing between a web design package and à la carte services depends on your needs and budget.

À la carte allows you to pick and choose specific services, providing more control over costs. You'll be decide yourself on if you want to buy in search engine optimisation services or web hosting else where meaning you are not reliant on one provider.

However, this may require coordinating with multiple providers, which can be time-consuming and ultimately, more expensive.

On the other hand, affordable web design packages offer convenience and cost-effectiveness, particularly for complex sites requiring a range of services that a business website may need.

It's also beneficial for those who prefer a hands-off approach, as the agency will handle everything.

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In conclusion, a web design package is a comprehensive, convenient, and cost-effective solution for businesses seeking to build an effective online presence.

By understanding the components and benefits of these packages, you can make an informed decision that best suits your business requirements.

As with any purchase you need to do your research to find out the best solution for your small businesses that suites your budget but delivers you a bespoke solution that works for you and look at a companies reviews before making a

decision.  
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From our website, you can probably see that we use WordPress as our content management system of choice to build all of our websites. The

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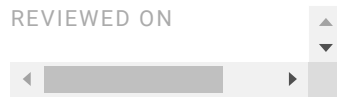
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