

Templates, Templates, Templates....aren't you tired of hearing about them?....yeah, I thought so.

Templates have been around for eons.....whatever an eon is. There are many different types of templates, used extensively in day to day business.....by all kinds of businesses.

With reference to WEB Site design and development, templates are simple starting points to set the design in motion. They help keep uniformity.

Let's discuss an example of a 5 page WEB Site. Each page has a wide rectangle at the top, some content (images, text and so on) in the middle, and a horizontal line at the bottom with links below it. And we will require the top and the bottom to be exactly the same on all 5 pages. The middle section can change from page to page.

Here's where a template comes in. The template is a file that allows you to use it on every page as a starting point. Thus all items on the pages are the same. Although each section can be changed, our example will only require us to change the middle portion.

All the programmer would need to do is change the content area with the content relevant to that particular page.

Template use is simple and time-saving. Thus, it costs less to design a site with a template.

Although templates are already designed and ready to go, some of it can be modified if desired.

As a small business for small businesses, we use templates to save a whole lot of money. An example is a large 50+ page WEB Site that uses a template. If you would have it custom designed from scratch, you could pay thousands of dollars, as the designer would have to spend a lot of time to design a site like that. By using a template, which is actually designed by somebody that does just that and nothing else, you can get a "pre-designed" template that is much less expensive.

Although he/she would spend time on the template, it sells for much less, as it can be sold over and over again. These templates range from free on up.....usually an average of \$40.00 per template, which can be used on as many pages as we wish. Now that's the way to go!

In the end, using a template just makes sense.....right? It saves a boat-load of \$\$\$\$\$. Instead of paying thousands of dollars for a WEB Site, you could spend just hundreds. Of course it all depends on the size of the site you want, and what features you want.

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