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# Terms of reference for copywriting

## Custom Website Design vs Theme

## and Templates: Which One to

## Choose?

**duck.design**

### The task:

According to the terms of reference, it is necessary to write an article on the topic:

**Custom Website Design vs Theme and Templates: Which One to Choose?**

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**Sources of information (examples of competitor websites):**

- <https://www.ignytebrands.com/custom-website-vs-template-website/>
- <https://www.seattlenewmedia.com/blog/custom-website-design-vs-template-pros-cons>



## General requirements for the article:

1. **Text volume: 2600-2700 words. (not more)**
2. The text should be as useful as possible for the user, we write just for him.
3. Text to be written briefly and to the point, we write only useful information; it is unacceptable to write part of the text for the sake of volume: if it is not possible to achieve the optimal volume in accordance with the TOR, we leave as it is.
4. Enumeration lists should be at least 300 characters from the beginning and end of the text, and the distance between enums should be at least 450 characters.
5. The text should be with no grammatical, spelling, punctuation, syntactic, typographical, semantic, or other errors;
6. "Thematic words" and "Words highlighted in the search results" are recommended to be used in the text in an arbitrary word form and as many times as specified in brackets.
7. The uniqueness of the text is not less than **85-90%** (can be checked in the service <https://www.check-plagiarism.com/> or some other service).
8. The density of words in the text is not more than 3%, optimally 2% (can be checked in the service <https://istio.com/en>).
9. **No more than 20-25% AI at <https://www.zerogpt.com/>. The 20-25% AI limit is to account for the tool's margin of error, not permission to generate part of the content using AI. Make sure your writing is genuinely human.**
10. **Use at least some bulleted/numbered lists, at least one table, and other structured data.**
11. **It is necessary to insert 5-6 links to authoritative sources (facts, studies, etc.)**

## Structure of the article for the guidance:

**Important!** You need to write the text strictly in accordance with the structure.

Headings h1-h3 should not be corrected:

**H1 – Custom Website Design vs Theme and Templates: Which One to Choose?**

A brief introduction to the topic is needed here; you can also include some useful statistics. And briefly describe what the article will be about.



Please take an original approach to the introduction. It should captivate the user from the very beginning of reading the article.

## **H2 – What is Custom Website Design?**

Give a general definition and write about the main features that distinguish such a website from a template-based solution. Don't go into too much detail, as the topic will be covered more deeply in the following sections. Support the information with clear statistics.

## **H2 – What is Template Website Design?**

Write about it briefly along the similar lines of the previous paragraph.

## **H2 – Custom Design vs Templates: Key Differences Explained**

Create a detailed comparison table of different criteria for both types of website design. Write as simply as possible so that even non-designers can understand the differences.

Here's what features to be sure to compare on:

- Design
- Functionality
- Launch speed
- Cost
- Customization
- Updates
- Adaptiveness
- Security
- Support
- Integration with tools

## **H2 – Pros and Cons of Website Templates vs Custom Builds**



The brief states that visuals need to be proposed for the article. In this section, it's best to briefly explain the main idea and create 2 design briefs for the designer to create images. Write clear pros and cons for each:

- **Pros and Cons of Custom Web Design**
- **Pros and Cons of Template Web Design**

## **H2 – How to Know If You Need a Custom or Template Website Design?**

Here it's necessary to describe the cases when custom web design is needed, and when a template solution is enough. Write a list of questions for readers to ask themselves before making a final choice.

## **H2 – Duck.Design: We Bring Out the True Essence of Your Brand with Custom Web Design**

Highlight the benefits of Duck.Design's web design services

<https://duck.design/website-design-services/> and subscription plans

<https://duck.design/pricing/> as a cost-effective and comprehensive solution for businesses. Also, describe our other services.

Focus on real facts about the agency, using as few general phrases as possible. The description should grab the potential client's attention and be concise and clear.

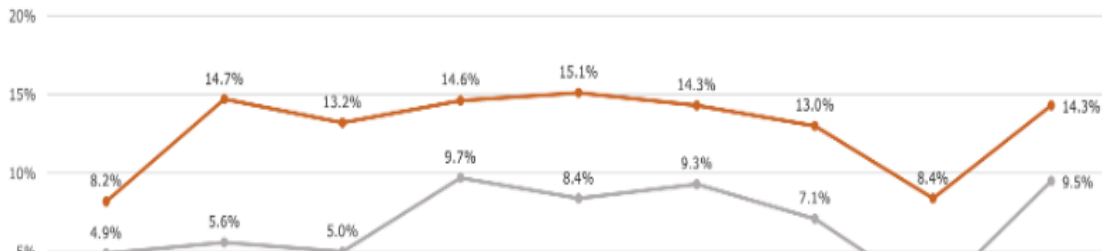
**Add useful images to the article in the form of graphs, facts, research, with a link to the source. For example:**



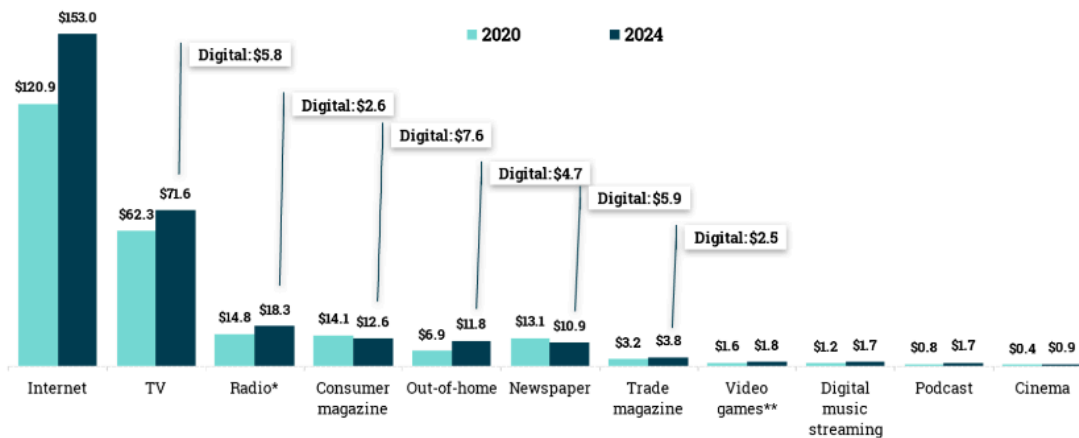
## All marketing spending expected to rise in the next year

Relative to the prior 12 months, note your company's percentage change in spending during the next 12 months in each area.

**Firm and industry  
breakouts on next slide**



## US Advertising Media Market Sizes (\$B), 2020 v. 2024



Published on MarketingCharts.com in September 2020 | Data Source: PwC

Traditional media figures include online equivalents (e.g. \$11.8 in OOH advertising includes forecast \$4.7B in digital OOH)

\*Figures include advertising in Canada \*\*Excludes e-sports

Screenshot from Marketingcharts.com, September 2021

Additionally, please suggest what unique and user-friendly visuals we could create based on your text. Briefly describe what each image should show and how it could be best visualized (e.g. chart, graph, table, infographic, etc.)

Highlight key findings, quotes, etc. in a separate block. For example:



## Why Is Digital Marketing Important?

In the performance section of the CMO [Survey](#), recipients were asked, “To what degree has the use of digital marketing contributed to your company’s performance during last year? (1=not at all, 7=very highly)”

The results?

**“Across all sectors and firm sizes, this cannot be overstated with the average reporting a contribution of 5.5 (on a 7-point scale) to their companies’ success.”**

**Give short answers to these questions for FAQ block:**

**FAQs:**

- **What is custom website design?**
- **What are the main benefits of custom web design?**
- **How much does custom website design cost?**
- **How long does it take to build a custom website?**
- **Why does your business need a custom web design?**

**It is necessary to write five unique CTA forms that motivate the user to order a call / send a request. The text of these forms should be related to the most relevant Duck.Design service in the article - Custom website design services**

**4** CTA forms should consist of three parts

- catchy title (6-8 words)
- description (50-70 words)
- button

**One** bulleted CTA form should consist of two parts



- catchy title (6-8 words)
- 4-6 bullet points (25-40 words)

### example of CTA forms:

- Duck Design offers a dedicated team of outsourced designers from around the world who collaborate across different time zones to provide an always-on graphic design solution.
- Their subscription model provides access to a wide range of outsourcing graphic design capabilities with transparent pricing.
- Their outsourcing experts are trusted by over 400 high-growth and enterprise companies, including Amazon, Puma, and Facebook, for quality and scalable outsourced design services.

#### Elevate Your Visual Identity

Outsource graphic design to Duck Design and elevate your branding to new heights. From logo to infographic creation, our outsourced designers are experts in crafting visuals that resonate with your audience. [Book a call](#) to give your company the attention it deserves.

#### Case Studies:

- [TopFund](#): Their team helped TopFund create a new UI kit for enhanced company visibility.
- [Legko](#): They created the entire corporate identity for Legko, including a geometric and

#### Experience Duck Design - Your All-in-One Design Experts

##### With our team, you get:

- Speed: Our outsource graphic design assistance has a turnaround time of as little as 12 to 24 hours.
- Quality: Access top-tier graphic artists from around the world who deliver quality work consistently.
- Diversity: Our outsourced graphic artists collaborate across different time zones, providing a diverse range of styles and ideas.
- Transparency: Enjoy a simple and transparent subscription model

**Lets Get Started**

#### Speedy, High-Quality Graphic Design

Need high-quality graphic design at lightning speed? We have you covered. Say goodbye to outsource graphic design delays and hello to a streamlined project completion process. [Learn more about our rapid corporate identity creation services.](#)

**Use the following key phrases and words in the text:**



Use all the keywords in this list, as close as possible to the specified number of keys.

Write the keywords in direct entry, you may use articles. If the key should be modified, leave a comment for an expert.

- custom web design - 10-12 route(s) **including other keywords containing custom web design**
- custom website design - 13-15 **including other keywords containing custom website design**
- custom website design vs template - 1 route(s)
- website templates and custom design - 1 route(s)
- custom website vs template - 1 route(s)
- website templates and themes - 1 route(s)
- template website design - 3-4 route(s)
- website theme(s) - 2 route(s)
- custom web design services - 2 route(s)
- custom website design services - 2-3 route(s)

## Keywords for Internal Linking

Follow these essential rules:

- **Use the exact anchor text as provided** – Do not modify the wording, order, or form of the anchors. They are specifically chosen for SEO and internal linking strategy.
- **Integrate anchors naturally** – The surrounding text should seamlessly lead into the anchor, making the link feel like a natural part of the sentence rather than an afterthought.
- **Ensure contextual relevance** – The text around the link and the anchor itself must align with the content of the linked page. This improves user engagement and makes internal linking more effective.
- **Avoid excessive links in a single paragraph** – Too many links in one place can look spammy and disrupt readability. If multiple links are necessary, distribute them logically throughout the text.
- **Make the anchor add value to the content** – Don't just insert a link—guide the reader toward it. For example:
- **Maintain smooth sentence structure** – If the anchor is long, structure the sentence so it flows naturally without awkward breaks or forced phrasing.



- web design services - 1 route(s) (Will be an anchor for the link <https://duck.design/website-design-services/> ) not in CTA forms
- custom web design company - 1 route(s) (Will be an anchor for the link <https://duck.design/best-custom-web-design-companies/> ) not in CTA forms
- lead generation website - 1 route(s) (Will be an anchor for the link <https://duck.design/how-to-build-a-lead-generation-website/> ) not in CTA forms
- user-centered design - 1 route(s) (Will be an anchor for the link <https://duck.design/user-centered-design/> ) not in CTA forms
- marketing design - 1 route(s) (Will be an anchor for the link <https://duck.design/marketing-design/> ) not in CTA forms
- advertising design - 1 route(s) (Will be an anchor for the link <https://duck.design/types-of-advertising-design/> ) not in CTA forms
- interaction design - 1 route(s) (Will be an anchor for the link <https://duck.design/interaction-design/> ) not in CTA forms
- accessible website design - 1 route(s) (Will be an anchor for the link <https://duck.design/expert-tips-for-accessible-website-design/> ) not in CTA forms
- brand design - 1 route(s) (Will be an anchor for the link <https://duck.design/brand-design/> ) not in CTA forms
- website conversion - 1 route(s) (Will be an anchor for the link <https://duck.design/what-is-website-conversion/> ) not in CTA forms
- website improvements - 1 route(s) (Will be an anchor for the link <https://duck.design/how-to-improve-a-website/> ) not in CTA forms

### Additional keywords:

Use in the text **all the words** in the list the number of times necessary to cover the topic, without overspam and fanaticism :)

- website optimization
- website enhancement



- website traffic
- bespoke design
- custom features
- specification
- unique layouts
- personalized sites
- handcrafted websites
- brand-focused design
- scalable structure
- adaptive design solutions
- responsive customization
- exclusive interface
- individualized web design solutions
- dynamic website structure
- one-of-a-kind
- interactive elements
- UI
- UX
- user-first approach

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