

## From Concept to Site

### Organic web design vs. conventional <sup>1</sup>

	<b>Organic</b>	<b>Conventional</b>
<b>Start</b>	Start with a concept (yours).	Start with a template (others').
<b>Goal</b>	To create a fully custom website that is an organic expression of your brand's unique identity and value (from concept to site)	To adapt another person's site—a template—to your needs (from site to concept).
<b>Content</b>	Organically developed from your concept to serve your visitor's goals.	Artificially developed by replacing dummy content in a template.
<b>Design</b>	Form follows function. Design elements are added organically to develop your concept and increase the clarity of its presentation.	Form follows convention. Cliché design patterns and gratuitous design elements are adapted from a template.

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<sup>1</sup> <https://www.organicweb.design/>