

A guide by SquareKicker

A Guide to Presenting Templates to Your Clients

Many clients believe "custom-built" websites are the only professional option. This guide helps you communicate why template-based design is a smarter, more strategic choice — allowing you to save time, maximize budgets, and deliver high-quality results.

These scripts provide professional designers with effective ways to communicate the value of template-based design to clients. They focus on positioning templates as strategic foundations rather than shortcuts, emphasizing the business benefits and enhanced creative possibilities this approach enables.

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Initial Project Discussion

Set expectations early by framing templates as a smart design strategy.

Key Benefits to Highlight:

- Proven UX patterns ensure a high performing site.
- More budget is spent on brand customization.
- Faster turnaround without compromising quality.

Sample Script

"At [Studio Name], we've developed a sophisticated design process that combines proven structure with custom creativity. We start with professionally-crafted foundations that ensure your site has rock-solid architecture and user experience, then apply our custom design expertise to make it uniquely yours.

This approach gives you three major advantages: First, you benefit from tested user experience patterns that we know work well for your industry. Second, we can focus our creative energy on the truly distinctive elements that will set your brand apart. And third, this process allows us to deliver a higher quality result more efficiently, which is reflected in our timeline and pricing."



Premium Squarespace Template – \$599

- A professionally designed, high-quality Squarespace template to serve as the foundation of your website.
- Speeds up development with a pre-designed, fully responsive layout, allowing for a faster launch without compromising on design quality.
- Fully customizable Easily adaptable to your brand with the flexibility to modify sections, colors, and layouts.
- User-Friendly for future edits: Built on Squarespace’s intuitive platform, enabling easy content updates without ongoing developer costs.

Website Design and Build – 10hrs

Custom Styling & Responsive Build:

- Implement site-wide styling, including typography, colors, and layout adjustments, to align with your brand.
- Update responsive elements across all devices for custom elements.

Design & Integrate Content into the Website Template:

- Populating brand, copy, imagery and other elements to the site.
- Optimize image placements, section spacing, and calls-to-action for user engagement and conversion.
- Ensure consistency in design elements to create a cohesive and professional look.
- Customize sections of the template to better match your business needs while maintaining flexibility for future updates.

Customizations with SquareKicker Extension - 5hrs

- Apply custom design elements as needed using SquareKicker’s design tools.
- Implement brand-specific interactive features or animations to enhance user experience.

Website Launch - 1hr


- Configure DNS settings and connect necessary services such as Google Analytics and Google Search Console.
- Conduct final pre-launch checks to ensure the site is optimized and ready for visitors.

Project Management - 4hrs

- Point of contact throughout the project for feedback, revisions, and content gathering.
- Streamline the website build process with clear communication and structured milestones.

Premium Squarespace Website Template Build


15hr x \$80 = \$1200
Premium Template = \$599
Total = \$1799

 **Pro Tip: For a polished presentation, create an unlisted page on your website for your client. Include your quote, samples of their imagery, logos, and color palette, a downloadable contract, and a button to accept the quote.**

** Costs and time estimates are provided as a sample only. When setting your pricing, consider your experience level, client demographics, and market demand. To see what fellow designers charge for their services: [Squarespace’s State of the Web Design Industry Report 2024](#).*

Addressing Clients Questions About Templates

Clients may worry that using a template means sacrificing originality or quality. This script helps reposition templates as professional-grade design foundations that enhance efficiency and creativity. By comparing them to industry-standard frameworks used by architects and top designers, you can **emphasize that templates are not shortcuts but strategic tools** that allow for high-level customization and tailored branding.

 **Pro Tip: Show before-and-after examples to demonstrate how a base design transforms into something completely unique.**

Sample Script

"Yes, we do utilize premium design foundations as starting points - it's similar to how architects often begin with established structural systems rather than redesigning physics for each building. The template is just the beginning - the real value comes from our strategic customization, where we apply our expertise to transform that foundation into something that uniquely represents your brand.

What makes our approach different is that we've carefully selected professional-grade templates that are specifically designed to be customized. These aren't the limited templates you might find in DIY website builders - they're sophisticated starting points created by expert designers that give us tremendous flexibility."

Value-Focused Explanation

Shift the conversation from 'custom vs. template' to 'best use of budget'.

How This Benefits the Client

- ✓ More time is spent on branding & user experience.
- ✓ No budget is wasted on rebuilding standard components.
- ✓ A higher-quality site is delivered in less time.



Sample Script

"We've found that by starting with these professional foundations, we can invest more of your budget into the strategic elements that truly matter for your business goals. Rather than spending hours building standard navigation systems or contact forms from scratch, we can focus our expertise on creating distinctive visual elements, optimizing your customer journey, and ensuring your content truly connects with your audience.

This approach allows us to deliver a more comprehensive solution within your budget, rather than having to cut corners on the strategic elements that directly impact your results."

Post-Template Selection

After selecting a template, some clients may worry that their website will look generic. This script reassures them that the template is just a foundation, carefully chosen to align with their needs. By emphasizing customization — such as brand colors, typography, imagery, and layout refinements — you can reinforce that the final product will be a unique, high-quality representation of their brand while benefiting from tried-and-tested user experience patterns.

Customization Checklist

- ✓ Colors & typography update
- ✓ Custom imagery & icons
- ✓ UX & layout refinements

Sample Script

"I recommend this particular design foundation because it already incorporates several elements that align perfectly with your brand requirements - the navigation structure, content layout, and responsive behavior are all optimized for your industry. This gives us a substantial head start.

From here, we'll apply your brand colors, typography, imagery, and content, then use our advanced customization tools to create those distinctive touchpoints we discussed. The final result will be completely aligned with your brand while benefiting from proven user experience patterns."

Transparency with Clients

For design-savvy clients, explain why even top agencies use frameworks.

Sample Script

"Part of our efficiency comes from not reinventing the wheel on standard website components. We've invested in premium design foundations that handle the standard website architecture, allowing us to focus our creative energy and your budget on the strategic customizations that will make your site truly effective.

Many of the world's top design agencies work this way now - using systems and frameworks rather than starting from scratch - because it delivers better results more consistently. The differentiator is knowing how to customize these foundations effectively, which is where our expertise comes in."



Exquis Template by Square Design

"Working with the Exquis template was such a seamless and enjoyable experience." - David

Implementation Tips

- **Customize to your voice:** Adapt these scripts to match your usual communication style and terminology.
- **Practice beforehand:** Rehearse these explanations so they sound natural and confident.
- **Use visual aids:** When possible, show before/after examples of templates you've customized.
- **Focus on outcomes:** Always bring the conversation back to how this approach benefits the client's specific goals.
- **Address objections proactively:** Incorporate elements of these scripts into your proposals and marketing materials.
- **Emphasize your expertise:** Consistently highlight that your professional judgment and customization skills are the true value.

These scripts are designed to help shift your client's perception of templates from "cookie-cutter shortcuts" to "strategic foundations that enable higher-quality, more creative outcomes."

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