



How Pro Designer Barbara Donithan Creates a Website for \$99 in Two Hours Using BoldGrid.

*Jim Jarmusch once told me "Fast, Cheap, and Good... pick two."
-Tom Waits*

When Barbara Donithan, Web Design expert at InMotion Hosting, was asked to work on a new product designed to reduce new-customer cancelations, she was understandably concerned by the constraints of the product.

Donithan, who has over 20 years of experience developing websites for clients of all kinds, knew the axiom that you can pick two out of the three– “Fast, Cheap, and Good.”

But now she was being asked to deliver all three.

The Challenge

InMotion Hosting’s Business Intelligence team had identified a disturbing trend. A study of customers who had canceled in their first 30-90 days– and had mentioned that [creating a website](#) with WordPress was too

complicated— found that these customers were moving to proprietary Website Builder Software-as-a-Service Companies.

To combat this trend, a new product was developed— InMotion’s team of Web Designers would use BoldGrid to create a professional design and a Home Page— and they would do it for less than \$100. What’s more— they would deliver it to the new customer in less than 2 days.

In order to meet these requirements as well as keep up with demand, Donithan calculated she had to be able to finish these designs in *less than two hours*.

How She Does It

“To hit that deadline, [we] created several [pre-made blocks](#) for a Call-To-Action, Featured Products, About Me, and a Contact Form Block,” Donithan said.

“The biggest challenge is lack of content and photos supplied by the customer. Since we don’t have an interview, I have to make the design just from their [survey] responses.”

Donithan fills the gaps in content by taking the first few minutes of her time to skim the customer’s existing website, social media, and then by using a [powerful stock image library](#) to make a beautiful finished product.

“Once the blocks were pre-made, we just add the content and styling and images. The block library really helps. [I] go in and take what they’ve given me a create a nice looking site.”



Why BoldGrid?

In her 20+ year career as a Design Pro, Donithan has used many different tools— starting from the basics like Notepad and FrontPage to DreamWeaver and finally adopting WordPress as her primary tool around 10 years ago. Naturally, during that time, she’s had the opportunity to try many different Page Builder plugins and themes. So why is she sticking with BoldGrid?

“BoldGrid is a viable product that’s very competitive... [it] gives much more than a blank canvas, something that you can build upon rather than coming up from scratch. Blocks are a great thing... especially since you can save a block to use later. Saving blocks is the best feature.”

Once these designs are delivered to the customer, they get to keep on building using the same powerful [Website Builder](#) to make new pages and grow their business.

The Results

Since the product was released, Donithan and her team have completed nearly 150 of these designs. Of these, **98.7% of clients** reported satisfaction with their new website. This is an astounding statistic— considering the

websites are delivered without any process for revisions– the customers take the keys to their new site and happily build more of their own content.

“[This product] has been quite a challenge. I love to go back and look at the sites I’ve created and see that the client has taken my design and really built it out with their content. The [BoldGrid] development team is extremely responsive.”

Your Turn

Do you think you can [create a website](#) in 2 hours with BoldGrid? Give it a test drive today– no credit card required– using our [free website builder](#) together with our Cloud WordPress platform today!

