**4 Advantage and disadvantage**

**4.1 Advantage**

Dynamic Themes templates are abundant on the internet. You just need to be as descriptive as possible with what you need and what you are looking for.

After that you need to choose the template that you like the most and place the information. It is fast to get your Dynamic Themes up and running as it may take even hours.

You just need to make some additions such as the images you want to use and insert everything else you want to publish.

### *They are easy to use*

A template can be used by any simple mortal that does not necessarily have Dynamic Themes design or programming knowledge.

You just need to spend time adapting it for your needs if you want to add additional elements like for example, galleries, forms, social media buttons, action buttons among others. Usually templates are design friendly for you to drag and drop the elements where you need.

### *You have a variety of styles to choose from*

Nowadays, the templates available in the market comply with the industry standards, meaning that the design is attractive and made for specific business lines.

Remember that you will need a different template if you are [building an e-commerce](https://www.marketingmedia.com.au/blog/how-start-ecommerce-business/) or if you just need one page to display important information.

Some template providers even give you a trial time for you to test if their template suits you according to your style and needs.

## 4.2 Disadvantages of Dynamic Themes themes

### *They lack originality*

Even when the information you provide may be original, the template will be not. Other companies and businesses may be using the same one and for this reason you will have to double your efforts to differentiate from the rest.

***They lack user experience***

Templates are certainly beautiful, but the disadvantage is that they do not take into consideration the [user experience](https://uxplanet.org/the-importance-of-user-experience-design-988faf6ddca2) and everything that this involves. Your buyer persona needs to feel that the Dynamic Themes was created for him or her and be reflected in it.

When you use a template, it is built in a generic form and it lacks the pleasure, efficiency and fun that should be built based on the target users. This may be something negative as your buyer personas may not take the actions that you want them to take that may lead them to a buying decision.

You will have to make a direct change in the coding and in order to do this you need to have a basic knowledge in programming.

As you see, Dynamic Themes templates have their advantages and disadvantages, and you have to choose based on your requirements like time, budget and specific needs. The most important thing is to provide a user-friendly Dynamic Themes where your potential customers feel comfortable visiting.