

Kurbatov Dev Advocates for Custom Web Development as Businesses Move Beyond Website Templates

The Belgrade-based digital agency highlights how performance, scalability, security and tailored user experiences are reshaping the way businesses approach website development.



Vojvodina, Serbia Aug 18, 2026 ([Issuewire.com](https://www.issuewire.com)) - As businesses increasingly rely on their websites as an essential part of sales, communication and customer acquisition, Kurbatov Dev is highlighting the growing limitations of template-based websites and the role of custom web development in building digital platforms prepared for long-term growth.

Template-based website builders can provide businesses with a fast and accessible way to establish an online presence. However, as a company grows, predefined layouts, functionality and technical limitations can make it more difficult to create a website that accurately reflects the brand, delivers a strong user experience or adapts to changing business requirements.

Kurbatov Dev advocates for a more tailored approach, combining [custom web development](#) with strategic digital design to create websites around the specific goals and requirements of each business. This approach allows functionality, content structure, user experience and technical architecture to be considered together from the beginning of a project.

“Templates can be an effective starting point for some businesses, but they are not always the right long-term solution,” said Aleksandr Kurbatov, Founder of Kurbatov Dev. “When a website becomes an important part of a company's business operations, it needs to be designed around the business rather than forcing the business to adapt to a predefined system.”

According to Kurbatov Dev, performance is one of the key areas where custom development can provide greater control. A website's loading performance can be influenced by its code, assets, third-party integrations, content structure and hosting environment. Addressing these factors during the design and development process can help create a more efficient digital experience.

The agency also emphasizes scalability. Businesses often add new services, languages, integrations and functionality as they grow. A website built around a company's specific architecture can provide greater flexibility when new requirements emerge, reducing the need for major structural changes later.

Design is another important part of this approach. Kurbatov Dev's [digital design services](#) focus on creating interfaces and user experiences that are aligned with a company's brand, audience and business objectives rather than simply adapting existing templates.

The agency works with businesses across different industries and develops websites ranging from landing pages and corporate websites to e-commerce platforms and custom digital solutions. Its [industry-focused approach](#) allows project requirements to be considered in the context of each company's market and target audience.

"Custom development does not necessarily mean building everything from scratch," added Kurbatov. "It means having the freedom to choose the right structure, technologies and functionality for a particular business instead of being limited by a generic template."

Kurbatov Dev is continuing to expand its presence in Southeast Europe following its launch in Belgrade, Serbia, while working with businesses across European markets.

More information about Kurbatov Dev and its [custom web development services](#) is available at <https://kurbatov.dev/>.

About Kurbatov Dev

Kurbatov Dev is a web development and digital design agency based in Belgrade, Serbia, specializing in custom websites, e-commerce solutions, UI/UX design and SEO. The agency combines design and development to create fast, secure and scalable digital experiences tailored to the individual needs of businesses.

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