



Development Company Goes In for Web Forms - Key Design Websites

About the business

Key Design Websites LLC is a web design company based in Boise, Idaho. The principle they apply is simple but steady: small businesses which demand a website basically need more than just design. Key Design Websites also offers SEO services, web hosting and even coaching for startups. This approach nurtured an increasing network of web design companies that now develop under KDW banner.

Issue

With a focus on so many points in the life cycle of a website, the company found itself in the middle of a very busy schedule. The team of developers had to become multitasking, as the sales department prompts them with new orders on a daily basis, the maintenance of older websites has its share of time and above all they have to keep their creativity alive. Each element of a webpage demands attention and time — forms nonetheless, as every website needs a contact page. They used to create custom designed HTML forms for each of their clients' websites. All the hand coding became too time consuming, especially when special features and integrations were needed.

123ContactForm solution

Tom Young, the owner and head of Key Design Websites, began searching for a web service for creating and managing online forms. One of the company's clients, a web designer himself, pointed him to 123ContactForm. It was the beginning of a long term collaboration, as the company has since built and styled over 2,000 forms using 123ContactForm. Many of their customers are online merchants and the integration with payment processors, especially PayPal, is a feature of 123ContactForm that Key Design Websites frequently uses.

Tools used and overall payoff

- Contact forms and newsletter subscription
- Order forms with payment integration
- Event registration forms and appointment schedules
- Classified ad forms
- Custom CSS

Form building with 123ContactForm is about 3 times faster than coding, this is what Mr. Young concludes. The solution provided is hassle-free and allows focus on the more demanding daily business tasks.

TESTIMONIAL

"We can build forms ourselves, but 123ContactForm gave us a much faster way to build and install forms. The process became very streamlined and easy. Once we installed the first form, it was so facile to use that we never looked back."

(Tom Young, Owner of Key Design Websites)

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Summary

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ISSUE



2

SOLUTION



3

PAYOFF

Time and effort involved in coding a large amount of forms for clients' websites started to hinder the daily workflow at Key Design Websites. They needed a system for optimizing form management in order to perform faster and eliminate any errors.

Contact forms, event registration forms, order forms—all these made with 123ContactForm are, in short, the ways Key Design Websites automatized the form building process. Less coding, more functionalities.

Hours of working time were saved for developers. They can now prioritize tasks better and give attention to complex details of the to-do list, having cast aside any concern over design and functionality of their web forms.