

Dallas Web Design Agency Launches Pro Bono Program for Businesses Facing Hardship

Dallas agency reserves production capacity each year to build professional websites, valued at \$3,000 or more, at no charge for qualifying businesses

DALLAS, TX, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- DALLAS, TX – August 11, 2026 – Bless Web Designs, a Dallas-based web design agency serving the DFW Metroplex since 2012, has opened applications for its [pro bono website program](#), which provides professional websites at no charge to a

limited number of qualifying small businesses in Dallas County facing genuine financial hardship. The program reserves production capacity each year to design and build websites normally valued at \$3,000 or more for owner-operated businesses that cannot currently afford professional web design services.

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A barber whose shop survived a rent increase but cannot be found on Google. A taqueria that depends on regular customers because new customers do not know it exists. These are viable businesses.”

Nibin Varghese, Creative Director, Bless Web Designs

Program Addresses Gap Facing Small Businesses Without Web Presence

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Small businesses without a functioning website face a measurable disadvantage in a market where most customers research providers online before making contact. According to the agency, this gap disproportionately affects owner-operators experiencing slow seasons, recovery from illness, or margins too thin to

cover the typical \$3,000 to \$10,000 cost of a custom-built professional website.

"We regularly meet business owners who are otherwise thriving but invisible online," said Nibin Varghese, Creative Director and Co-Founder of Bless Web Designs. "A barber whose shop survived a rent increase but cannot be found on Google. A taqueria that depends entirely on



Dallas - The Community Impact

regular customers because new customers do not know it exists. A cleaning service losing bids to competitors with more professional websites. These are viable businesses held back by one missing piece."

Bless Web Designs reports having completed more than 2,000 website projects for businesses throughout Dallas, Garland, Mesquite, and the wider DFW area since 2012. The pro bono program is structured as a not-for-profit initiative separate from the agency's paid services, with recipients under no obligation to purchase additional services, provide testimonials, or host their completed website with the agency.

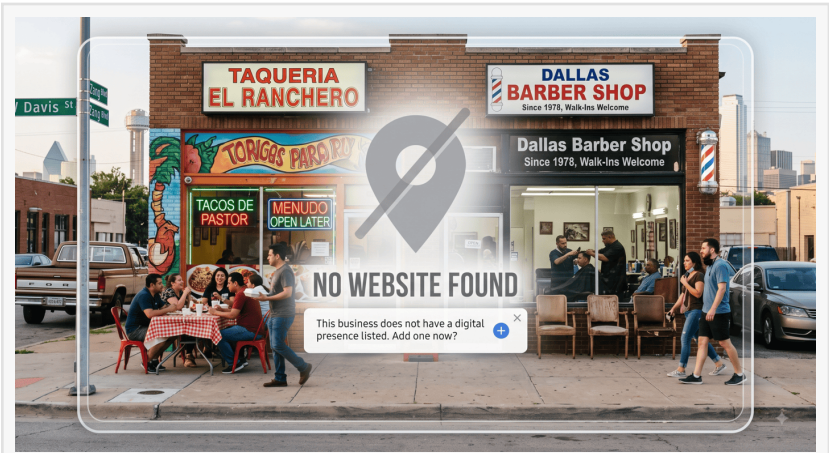
Eligibility Requirements and Selection Process

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The program is available to owner-operated, for-profit small businesses that operate in Dallas County and are actively run by the applicant. Eligible businesses must be experiencing genuine financial hardship, lack a functioning website, and require a standard business website rather than an online store, booking system, or custom web application. Applicants must be prepared to provide the business information, photographs, and feedback required to complete the site.

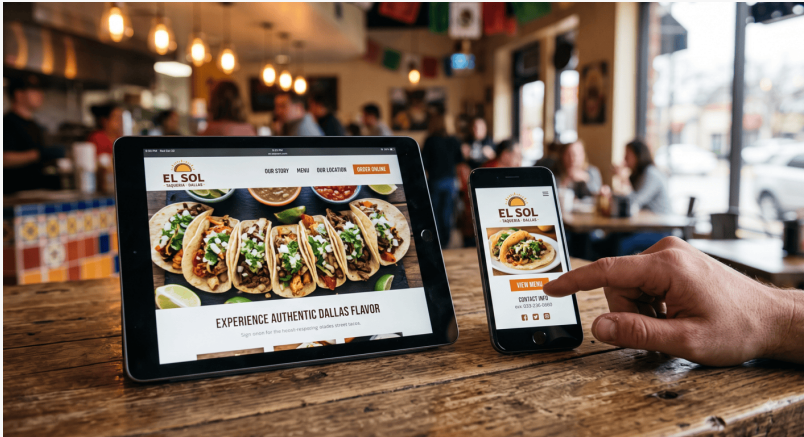
The program is not intended for franchises, chains, marketing agencies, nonprofits, churches, or businesses that can reasonably budget for professional website services. Applications are reviewed individually by the agency's team, which considers business location, current website status, financial need, potential benefit, and the owner's readiness to participate in the design process. Selected applicants may be asked to complete a short phone conversation before a



The Online Gap in Dallas



A Community Connection in Dallas



The Completed Website for Dallas

final decision, and the agency states that every applicant receives a response regardless of outcome.

Program Deliverables Match Paid Service Standards
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Selected businesses receive a website of up to five professionally designed pages, built using the same production process the agency applies to paid client projects. Deliverables include mobile-responsive development, basic search engine optimization including page titles, meta descriptions, headings, and local business schema markup, assistance setting up or improving a Google Business Profile, and a contact form with click-to-call functionality.



Domain registration, typically costing about \$20 per year, remains the recipient's responsibility and is registered in the business owner's name. Recipients may choose to host the completed website with Bless Web Designs at standard rates or move it to another hosting provider at no additional cost, with full ownership of the domain, content, and completed website transferring to the business owner upon completion.

"The websites in this program follow the identical process we use for paying clients," Varghese said. "Professional design, mobile-responsive development, SEO setup, testing, and launch support. Every website requires dedicated staff time, which is the reason availability is limited each year."

Program Positioned Within Broader Options for Dallas Small Businesses
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The agency has also published guidance for Dallas County businesses that do not qualify for or are not selected through the pro bono program, outlining several additional paths to establishing an online presence. These include creating a free Google Business Profile, which the agency notes is available to any eligible business and can display hours, photos, reviews, and location information in local search results. Free website builder platforms are cited as a temporary option for new businesses, though the agency notes that free plans often carry platform branding or a platform-provided web address rather than a standalone domain. The agency also points to existing Dallas-area resources, including SCORE Dallas's free business

mentoring and Dallas College's continuing education courses in web design, as sources of guidance for business owners building their own web presence.

Selection Timeline and Application Process

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Applications are accepted on a rolling basis and reviewed as production openings become available throughout the year. Business owners submit information about their company, services, and years in operation, along with details about their current website situation, the nature of their financial hardship, and how a new website could help the business reach more customers. Applicants not selected for the current opening remain under consideration for future production slots. The agency notes that participation in a testimonial or being featured as a success story requires the recipient's written permission and is never a condition of receiving a website.

About Bless Web Designs

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Founded in 2012, Bless Web Designs is a family-owned, faith-based web design and digital marketing agency based in Uptown Dallas. The agency operates as Bless Marketing Group Inc and has completed more than 2,000 website and digital marketing projects for businesses throughout Dallas, Garland, Mesquite, and the DFW Metroplex. In addition to its pro bono program, the agency provides custom website design, e-commerce development, local search optimization, and digital marketing services for small and mid-sized businesses across the region. The agency maintains an A-plus rating with the Better Business Bureau and holds recognition from multiple independent B2B review platforms.

For eligibility details or to submit an application for the pro bono website program, visit <https://blesswebdesigns.com/free-website-design-for-dallas/> or call (214) 396-6276.

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