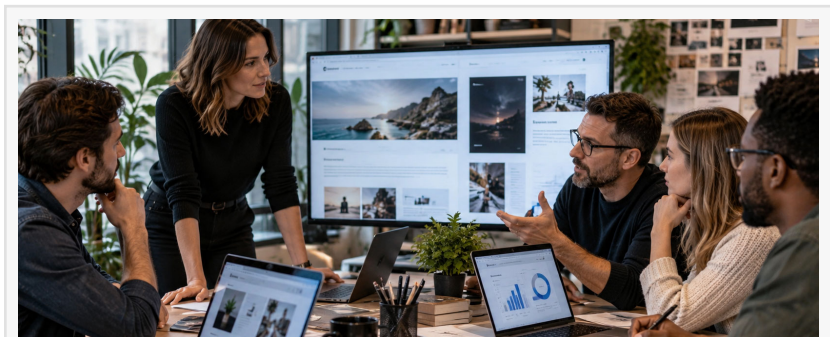


Bless Web Designs Study: Speed and Communication Are Top Client Review Themes

Analysis of 235 unique client experiences across 10 review platforms found speed, communication and professionalism mentioned more often than design.

DALLAS, TX, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- [Bless Web Designs](#) has published the [2026 Web Design Client Experience Study](#), an analysis of 265 review records from 10 public review platforms. After removing four rating-only records, consolidating cross-platform duplicates and excluding eight records with material attribution conflicts, the final study included 235 unique usable written client experiences.



What 235 Client Experiences Reveal About Choosing a Web Design Agency

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The review data showed that clients were not talking only about the final design. They were also talking about response time, deadlines, communication and how the project was handled.”

Nibin Varghese, Co-Founder & Creative Director, Bless Web Designs

Speed, Communication and Professionalism Were Mentioned Most

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Timeliness and speed appeared in 46.8% of the final dataset. Communication and responsiveness appeared in 46.4%, while professionalism and reliability appeared in 41.7%. Design and creativity appeared in 36.6%, ranking fourth. Technical expertise and development appeared in 31.9%, and an easy or smooth process appeared in 31.5%.

“The review data showed that clients were not talking only about the final design. They were also talking about response time, deadlines, communication and how the project was handled,” said Nibin Varghese, Co-Founder and Creative Director of Bless Web Designs. “That gives agencies a practical view of what clients remember after a project is completed.”

The study used multi-label qualitative coding, which means one review could be counted under more than one theme when the text supported it. The percentages therefore describe how often

each theme appeared and are not intended to add up to 100%.

24.3% of Client Experiences Reported a Business or Operational Outcome

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The analysis also separated comments about the service experience from comments about business results. Fifty-seven of the 235 unique experiences, or 24.3%, described a business or operational outcome.

Traffic growth and engagement improvement each appeared in 10.6% of the final dataset. Operational efficiency or reduced friction appeared in 8.5%, conversions, bookings, orders or registrations in 7.7%, leads or inquiries in 7.2%, improved search visibility in 5.1%, and sales or revenue growth in 5.1%.

These outcomes were reported by clients in their review text and were not independently audited as part of the study.

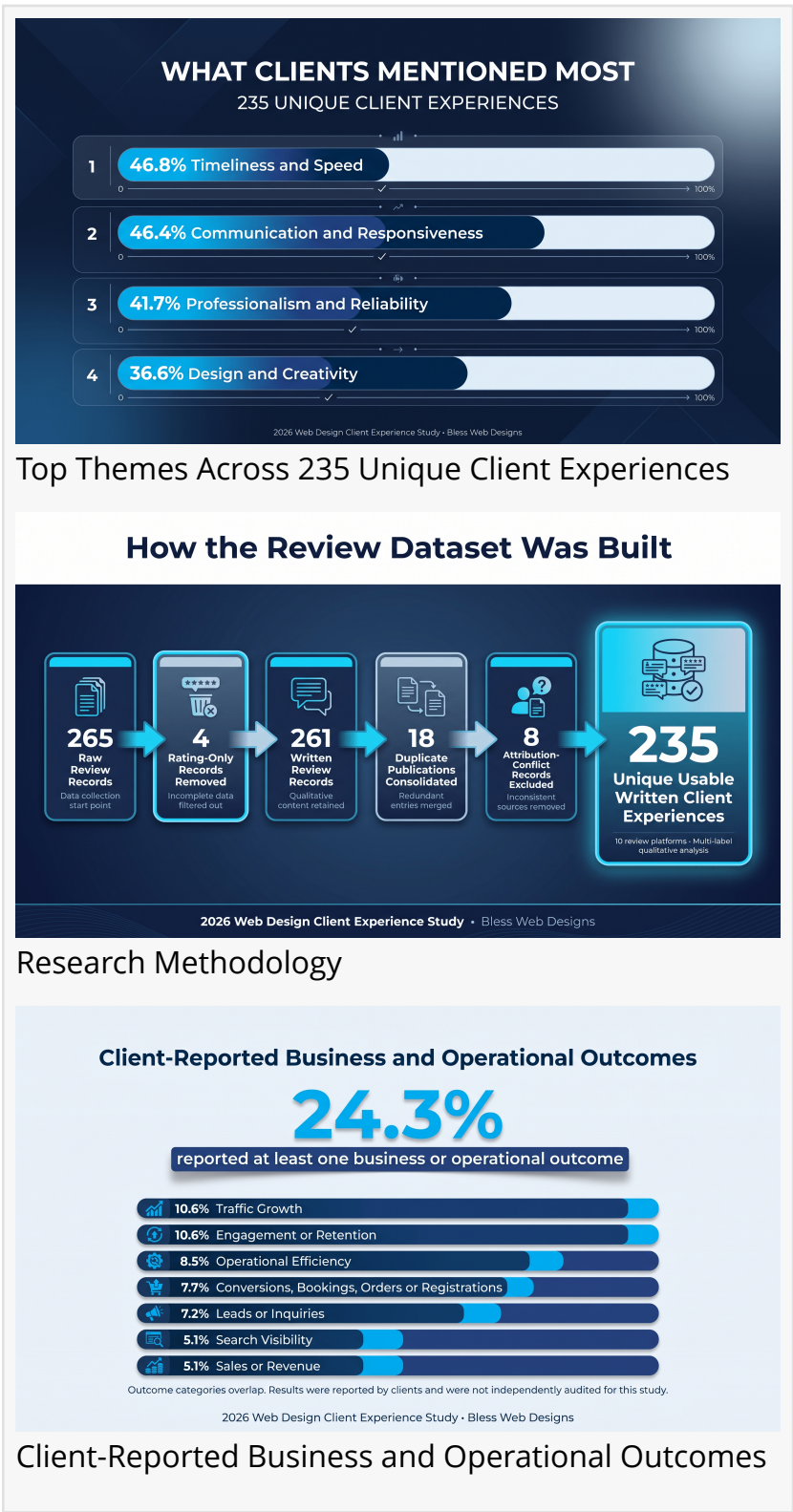
Review Platform Format Changed the Amount of Detail

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The research also found a large difference in review length between platforms. The median Clutch review in the source archive was about 262 words, compared with 151 words on GoodFirms and about 30 words across the written Google reviews from Dallas, Garland and Mesquite.

Structured B2B review platforms ask clients about project goals, results, project management and areas for improvement, while Google reviews are usually open-ended. The study therefore analyzed the 132 written Google reviews separately rather than treating all review platforms as

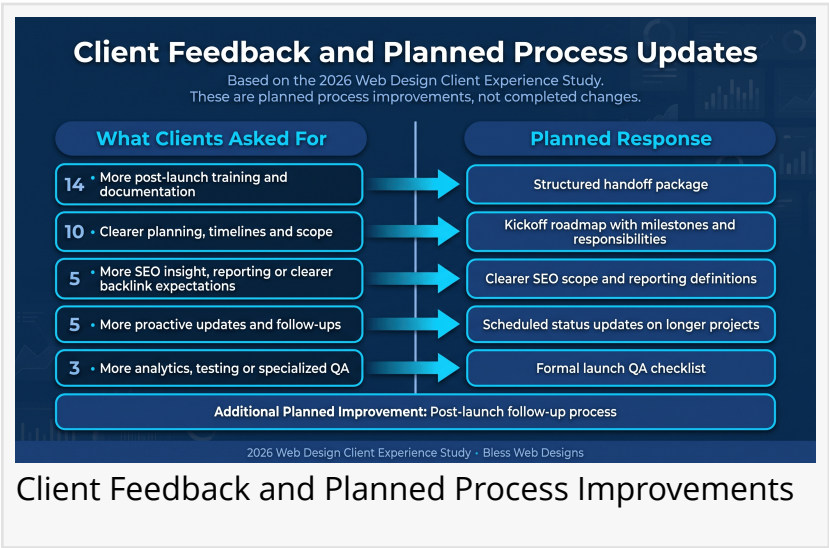


directly comparable.

Why Clients Selected the Agency

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Clutch also provides structured information about why clients selected an agency. Among the 54 Clutch reviews analyzed, good value for cost was selected in 53.7%, high ratings in 46.3%, referral in 33.3%, and company values alignment in 27.8%. Geographic proximity appeared in 5.6%.



The figures apply only to the Clutch subset because other platforms do not collect the same selection data.

Constructive Feedback Included in the Study

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The report also reviewed comments about what could have been handled better. The most common requests involved more post-launch training and documentation, clearer project timelines and scope, more proactive progress updates, clearer SEO reporting and backlink expectations, and additional testing or analytics.

Bless Web Designs says the findings will be used to guide planned process changes, including a more structured handoff package, clearer kickoff milestones, regular status updates on longer projects, more detailed SEO scope definitions, a formal launch QA checklist, and a post-launch follow-up process.

The company notes that the study covers reviews associated with one agency and should not be treated as an industry-wide benchmark. Reviews are voluntary, platform formats differ, and reported business outcomes were not independently verified for the research.

The full 2026 Web Design Client Experience Study includes the methodology, theme tables, Google-only analysis, reported business outcomes, agency selection factors, review-platform comparisons, constructive feedback and research limitations.

About Bless Web Designs

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Founded in 2012, Bless Web Designs is a Dallas-based web design and digital marketing agency serving businesses in Dallas-Fort Worth and other markets. Services include custom web design,

WordPress development, UX and UI design, search engine optimization, e-commerce development, branding, digital marketing, automation, hosting and website maintenance.

PR Team

Bless Web Designs

+1 (214) 396-6276

[email us here](#)

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