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PSD to HTML conversion is essential to gain a fully functional website. However, with the widespread utilization and commercialization in the same field, the users have started using the automatic software to convert PSD to HTML. In this article we will discuss the three vital reasons which make the software markup conversion ineffective. Take a look to know more.

- Aesthetics of the PSD file are compromised - It is a highly technical process to convert PSD to HTML, and if one makes use of Software to carry out the same markup conversion, the aesthetics of the design file are compromised. The reason for the same is because the software works on conditions which are previously set. Unlike manual conversion, the automatic PSD to HTML converter cannot adjust to the individual requirements of the project and hence fails to provide a customized look to the website. The software conversion is not flexible enough to yield out bespoke results, as per the users. They have previously installed libraries and functions and hence the versatility in nature and scope of the design software is very much limited. On the other hand, when you opt for hand coded PSD to HTML conversion, not only you receive a well crafted professional looking website, but also a website customized for your own requirements. If you are looking out for a competitive web application, which is empowered enough to survive and thrive in the online world, the better solution is hand coded PSD to HTML conversion.

- Dysfunctional code and functionality of the website - If you are using an automatic PSD to HTML converter, you should be really wary about the quality of the same. It is more likely to happen that the website has bugs and errors in its functionality and does not perform optimally, as per the expectation levels. The automatically generated codes are heavy, sloppy and unorganized. This makes the website heavy, it takes more time for the website to get loaded on the web browsers (which, quite honestly is lethal for the performance of the website.) As far as the search engine optimization of the website is concerned, a website developed via software fails to perform well and lags behind in the search engine result pages. The search engine crawlers read the website, instead of viewing it, and if the codes of the website are heavy and unorganized, its performance on the search engine result pages is adversely affected. On the contrary, professional PSD to CSS/HTML conversion offers high search engine ranking and early appearance in the search engine result pages, owing to the SEO semantic coding. Semantic literally means relating to understanding a particular language. Thus SEO semantic coding aims at making the coding meaningful and "readable" to the search engine crawlers.

- Automatically generated websites are not expandable - if you wish to add any extra feature in the website, modify its scope and functionality, you will not be able to do the same with an automatically generated website, as easily as you can perform the same if you have opted for professional markup conversion.

Thus, for superior quality web applications, always opt for professional PSD to XHTML/HTML conversion.

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