

Get them to  
“**Yes!**”

A complete guide + templates  
that turns your website into your  
**full-time sales machine**



*Written by:*  
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DESIGNFILES CEO

**If you're anything like the dozens of other designers I've spoken to lately, the thought of creating your website makes you feel as though you just want to crawl back into bed.**

I get that — creating a website is a **Big. Deal.**

So to help you out we've produced this guide. In it, we're going to break up a website for you, page by page, and show you what to include in each.

Why?

**Because your website is your online storefront, your main touchpoint, your showcase!!!**

I want you to create a website that attracts the kinds of clients you want to work with. And once they're on your website, I want them to become desperate to work with you.

But in order to do that, we first need to understand what the main goal of a website is.

And that is conversions.

That means, in simple terms, that you want everyone who lands on your website to think “Wow, I would love to work with this designer. In fact, this is the **ONLY** designer I'd like to work with.”  
(Sounds good, right? 😊)

Then, you want them to take action, or convert.

This guide will show you how to create a website that does exactly that.

So jump in, don't look back, and get those clients flowing! You've got this! 🎉

All my best,

*Sheilah*

If there's **ONE THING** your website needs to do, it's to get prospects hooked enough that they'll actually **ACT**.

# So how do we get prospects to that place of “OMG YES”?

- 1 Copy
- 2 Design
- 3 Social Proof

We'll go through each of these in depth so you get a good understanding of each one's role and importance.

Are you ready? Let's do this! 💪



Copy

1

Copywriting means writing to sell. And copy that is meant to sell needs to be focused on your prospect — *not you*.

**When people land on your site, they have three critical questions in mind:**

- 1 What's in it for me?
- 2 How are you better or different?
- 3 Why should I care?

Think about it — even when you consider purchasing something simple, like laundry detergent, you have these three questions in your subconscious mind. If you feel that the detergent checks out on all three, you'll buy it.

So you want to put yourself in your prospect's shoes. What are their pains, problems, hesitations? What are the benefits of working with you?

*Go deep.*

Understand that although on the surface, it might seem like the pain your client faces is an ugly room, it goes much deeper.

**Here are some deep pains your clients may be facing:**

- They're embarrassed to host guests in their house
- They hate coming home to a house that feels uninviting
- Their home feels cluttered and claustrophobic

Understand that although on the surface, it might seem like the benefit of working with you is getting a professionally designed space, it goes much deeper.

**Here are some benefits your clients might get:**

- They become proud of their home
- Their home becomes a place where the family wants to spend time
- They're able to express their style and show their unique self

See? The greatest pains your clients face are *emotional*. And the greatest benefits of your services are the *emotional benefits*.

When your web copy goes deep into the emotional side of things, you get more people to resonate and say “OMG YES!”



# Design

2

## **Your website is hands down your most important marketing tool!**

It's your prospective client's first impression of you and the design of your website could mean one of two things for your business.

Designed right - it can be your 24/7 salesperson, filling your voicemail and inbox with high quality leads.

Designed wrong - it can turn away clients faster than having no website at all.

So quick question for you — If you were a client, what would your first impression be of your website?

Be honest with yourself.

If you're feeling less than impressed, you can bet your clients are feeling the same way.

In this guide you'll learn simple tactics you can use to ensure your website projects the image and vibe you want to impart to your potential customers.



66

# Social Proof



We humans aren't as unbiased as we sometimes like to think we are. Our buying decisions are hugely influenced by what other people think and say.

Ever heard everyone raving about a new product on Facebook ... and then decided you just had to try it? Ever go to a website with raving testimonials and then feel more confident about purchasing the product or service? It happens to all of us — it's simply human nature.

When creating your website, you want to take full advantage of any social proof you have. If you have testimonials from past clients, you're doing great.

If you don't have testimonials, send a quick email to your favorite clients, letting them know that you are creating a new website and asking them to send you a quick 3-4 sentence quote about their experience working with you. Ask them for headshots as well so your prospects see a smiling human next to the testimonial. (It's been proven that smiling faces boost conversions! 😊)

Boom! You've got social proof.

Another way to show social proof is to highlight any instances where you won awards or had your work featured in magazines or blogs. These are great credibility indicators and help potential clients see that you are a designer whose work is recognized and valued.

We'll speak more about how to best utilize social proof further on in the guide.

**Note:**

*If you don't have access to social proof yet, don't stop reading! Remember, every designer had to land their first client without being able to rely on a glowing list of testimonials, a massive presence online or a solid portfolio. Create your website and focus on showing your prospects that you are someone who truly understands them and the problems they face.*

*Show them that you, more than anyone else, are capable of delivering the exact outcome they're looking for. When you can achieve this, it won't matter how many testimonials or years of experience you have. They will hire you! Then, as you build up your business, you will add in the social proof to make your website even more powerful.*

## A quick note on the importance of ‘specializing’

You are a unique human with a unique personality and a unique design style. You’ve got to show that to the world!

Without a specialty, you look just like every other designer. And when you look just like any other designer, here’s what happens:

- 1 Clients have no idea why they should work with you as opposed to anyone else
- 2 Clients don’t view you as an expert — and therefore don’t want to pay expert prices.

That means that you get a lot less clients ... and the ones you do get don’t want to pay that much.

Not fun. 😞

But here’s the good news: You can change this story!

The secret lies in SPECIALIZING.

When you specialize, you are viewed as a professional expert. People associate your name with your speciality, and they’re much more likely to reach out to you if they want your style.

Plus, they’re willing to pay good money for expert services.

Overall, instead of chasing low-quality clients, high- quality clients come to you. Sounds good?

Here are some designers who were once in the spot you’re in now ... but by specializing, they positioned themselves as experts — and charge the premium prices that come along with that.

**Emily Henderson** – It says right on her website: specializing in eclectic styles on moderate budgets.

**Joanna Gaines** – Known for her simple, fresh and timeless design preference. Her specialty is making old things new and preservicing and highlighting the character of the home.

**Maria Killam** – Known for color, color, color. Her passion in life is to transform the way you see color through her classic and timeless aesthetic

**Shea McGee** – A few semesters into design school and her bright and clean aesthetic had attracted a wait-list of clients and she had no idea how to handle the workload.

Once you have your niche, all of the content you create and share through your social channels, website, blog, and emails must consistently focus on this niche. By doing this, you'll quickly build an image of yourself as an expert in your particular area of design and the clients will come running to you.

To learn more about the importance of specializing check out this article:  
<https://blog.designfiles.co/how-to-charge-more-attract-all-the-clients-you-want/>

And now ... to the templates! 💪

# Homepage Template:



## *Homepage*

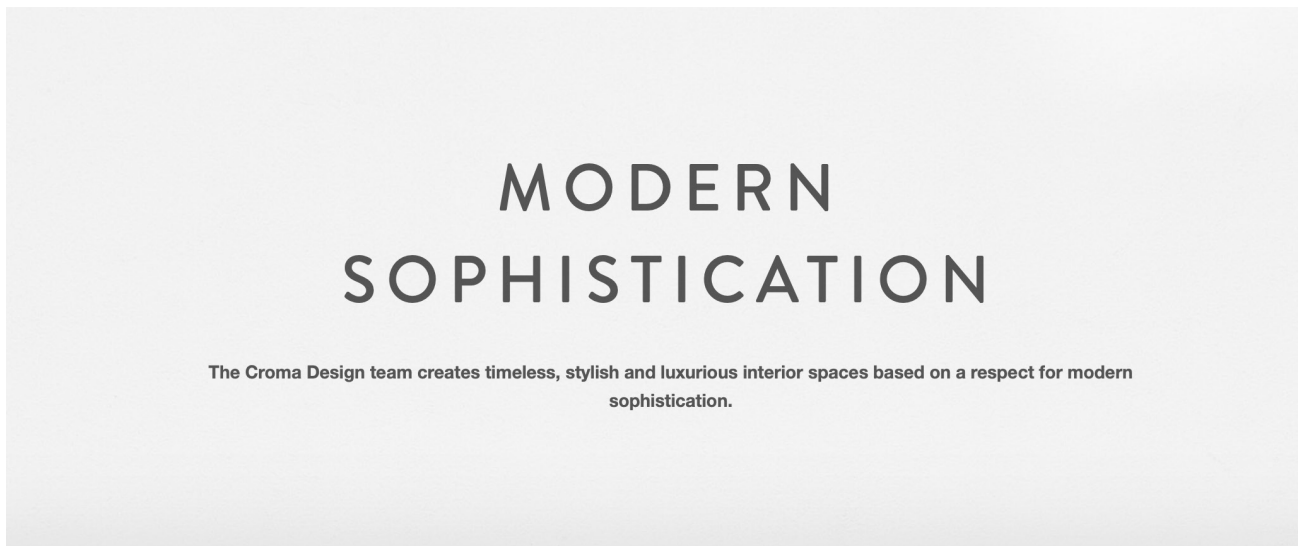
Your homepage is where it's at. It's your first point of contact, your online storefront, your brand's "home." With the human attention span averaging about 8 seconds, you've got to "get people hooked — and fast." On this page, you want to go for extreme CLARITY. Don't try to be too creative or spunky. You want people to quickly and easily understand what you do, who you do it for, and why it's so valuable. Let's dig in!

### 1 **Hero Banner**

The hero banner is the very first thing people see when they land on your site. In this section, you want a headline and subhead that clearly explains what you do for your clients and touches on the benefits of your services.

Remember, clear wins out over clever — especially on the hero banner. You need to make it super clear to prospects what it is you do and for whom you do it. If you're an eDesigner for single Moms, you'll want to say that here.

[Croma](#) has a great example of a super-clear hero banner that highlights their specialty — modern design.



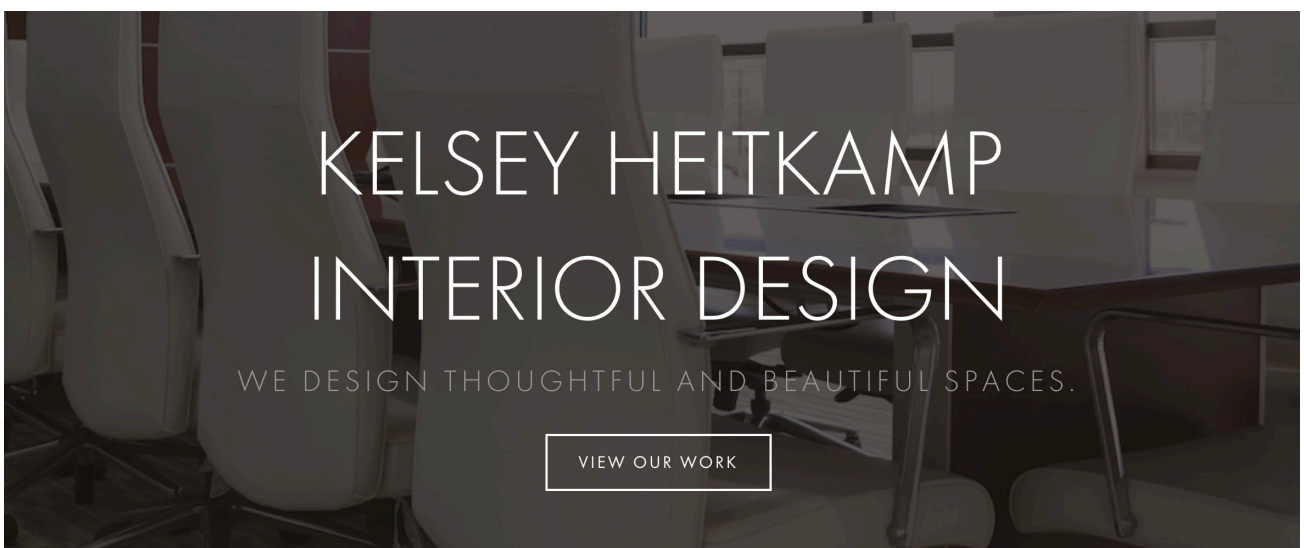
Here's another example, from [Bella Tucker](#). Her headline clearly shows that she specializes in kitchens and cabinets.



## 2 The CTA's

- a. The CTA, or call-to-action, is perhaps the most important part of your page. It's what prospects click when they want to convert and take your desired action. The text of the CTA button should very clearly show what action they'll be taking by clicking the button. For example, your CTA button might read, "Book a call."

This example, from [KHID](#), has "View Our Work" as the CTA. Not a bad idea, right? Nobody is going to land on your page and immediately be ready to hire you. If you have a solid portfolio, you may want to push your clients over there so they can start fantasizing about the possibilities for their own home.



- b. Put one CTA on the hero banner, then place them intermittently throughout the page.
- c. Make sure you put a final CTA on the bottom of the page.

3

### Pain Points

- a. After explaining what it is you do, you want to delve into the pain points of your prospects. Like we spoke about earlier, make sure that you make this about the *emotional*, core-level pain they're experiencing.
- b. Consider having the pain points come along with icons or photos to bring out pain even more.


Here's a great example from [Youthful Nest](#) of how this is done:

SAVE TIME, MONEY & YOUR SANITY


Our completely virtual interior design process allows for designer/client collaboration from anywhere, at any time on any device. Conveniently get it all done from anywhere, even from home at your office, on the couch, or in bed.

Besides saving you dozens and dozens of hours, our e-design services will save you hundreds even thousands of dollars compared to traditional interior design services. See our price comparison chart on the [services page](#).

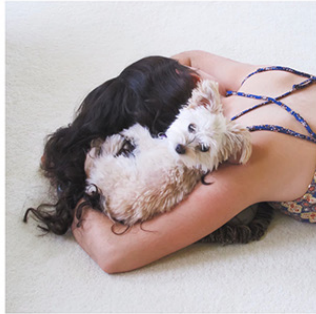
We also save you from the these common pitfalls when doing it all yourself:



Discouraged with the results after trying to do it all on your own.



Dizzied from all the research & decision making.



Disappointed after hiring a non-baby or child design expert the first time.

Another great example of customer pain points from [Homzie Designs](#).



## DOES THIS SOUND LIKE YOU?

- You've been trying to decorate for months but can't seem to make it past searching on Pinterest?
- You're not quite sure of how to make it all "go-together" and create a cohesive look?
- You have an idea of what you want/need but don't feel confident enough to go through with it?

### 4 The Turn Around

Give a one or two-liner that explains that by hiring you, these pain points will be solved.

### 5 The Solution

- a. Here, you'll want to show how your solution is the answer to their pain points. You'll want to give them some more information as to how exactly their pain will be solved.

Here's a great example from [Tobi Fairley](#):

*A beautiful home is just the beginning...*

*I believe interior design is about  
making your life better from the inside out*

The home of your dreams looks amazing. Even more importantly: The home of your dreams makes you feel amazing. It should be the place where you and your family can work and play and relax. Home is where you are meant to be yourself and express yourself.

Your home should foster personal growth and help you focus on your entrepreneurial pursuits. Your home is meant to be your foundation and your haven. It's where you should find peace and recharge. When you live in spaces that support the life you want to live, stress melts away and dreams find a way of coming true.

**YOUR HOME IS A REFLECTION OF EVERYTHING YOU ARE  
AND EVERYTHING YOU WANT TO BE.**

- b. Keep the copy short and compelling, and make sure to utilize graphics and white space (i.e. paragraph returns) to keep your content interesting to the eye.

People will NOT read large blocks of copy so if you choose to not utilize visuals, follow Tobi's lead and consider using different fonts and sizes to highlight key points you want your prospect to take note of.

## 6 The Benefits/Differentiators

- a. Here, you want to show the specific benefits of working with YOU, as opposed to another designer. Is it the WAY you deliver your work? Is it the specific style you have? What is it that makes you unique?
- b. You'll want to highlight your specialty or "niche" so that you can stand out as an expert in your field.

Again, Tobi is nailing the message in this example:

*What you'll get:*

- 1

The goal is so much more than just a pretty house. We make design choices based on who you are and what you really want out of your daily life. As your home comes together, so do your aspirations.
- 2

Thanks to my innovative design process, your relationship with your home will shift dramatically. You're going to spend so much less time cleaning and looking for things... And you'll be amazed to realize just how much your house will start working for you, rather than the other way around.
- 3

Good design takes time, and we will lavish our attention on the way you want to live. But we'll take the hassle out of everything else, with our organized system for purchasing and installation that makes your experience efficient and enjoyable.
- 4

Technology plays a big role in our designs. We'll help you be savvy about how electronics impact your life when it comes to everything from screen time to security systems and you'll be empowered to "unplug" too.
- 5

We're supported by a system for managing deadlines and expectations to make the design, renovation, and/or construction process more joyful and less stressful.

## The Social Proof

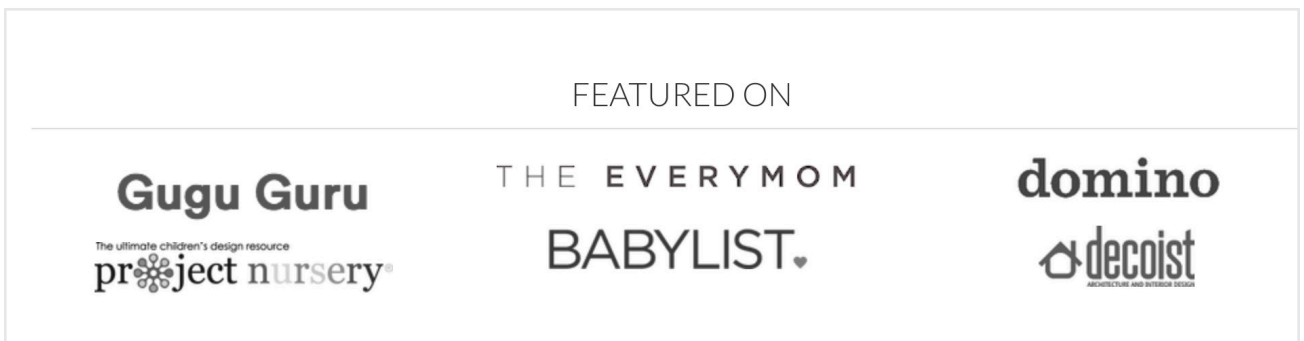
- a. It's great to include a social proof section after you highlight the benefits of working with you, as you want to immediately back that up with the words of clients.
- b. If at all possible, get headshots from the clients that give you testimonials — it's been proven to boost conversions.

### Note:

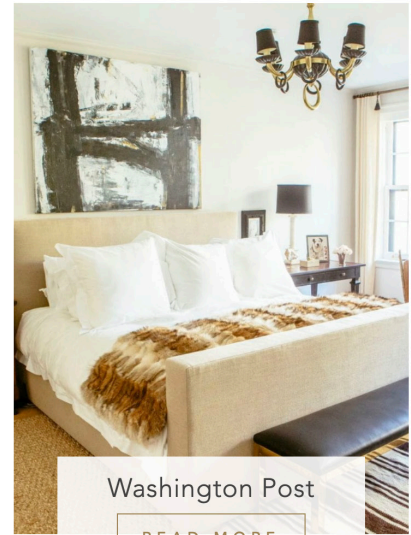
*You may feel weird asking your client for a photo, but don't let that stop you. Clients are often more than happy to do what they can to help you succeed.*

- c. Social proof can also be sprinkled into other sections of the page. If you'd like, you can put a testimonial right after the hero banner, after the "Solution" or any other place you think is appropriate.
- d. Another form of social proof is the "featured on" section. If you've been given an award, or were featured in magazines or blogs, add those logos to your page to enhance your credibility.

See examples below from [YouthfulNest](#) and [Nate Berkus](#).



## IN THE PRESS



8

### A Final Push to Act

At the end of the page, you want to make a final push for the sale. There are a few ways you can do this:

- You can compare what a client will experience if they hire you vs. don't hire you.

Here's an example from the [DesignFiles](#) homepage:

## What's your next step?

### Exit this page

- ☒ Coordinate multiple softwares
- ☒ Waste lots of time
- ☒ Keep your low rates
- ☒ Burn yourself out
- ☒ Show up as a frazzled freelancer

OR

### Give DesignFiles a test run

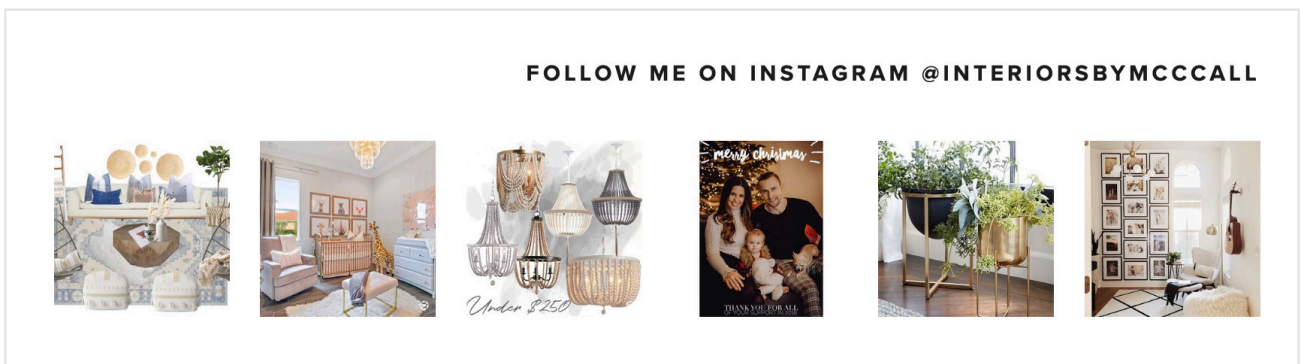
- ☒ *Simplify* your process
- ☒ *Save hours* each day
- ☒ *Charge more* for your services
- ☒ Create *happy clients*
- ☒ *Show up as a professional business owner*

- b. Or you can ask a question that makes them think, “YES!” For example, you can ask, “Are you ready to create a home you absolutely love living in?”
- c. Be sure to include a call to action button which could say something like: ‘Get Started Today’ to link your prospect to your contact page where they can contact you for more info.

## 9 Encourage Them to Follow You

Don’t forget to give your potential customers the chance to follow you on social! Many prospects won’t be ready to hire you, but they would love to follow you. Get these prospects over to social so you can keep hitting them with beautiful designs + helpful tips. Keep giving value, value, value! And keep getting in front of them. ;)

[Interiors by McCall](#) does this well in the example below:



# About Page Template:



## About Page

This page is fun! It's the place where you get to show off your inner awesome. Your clients come to this page thinking "I'd love to get to know this person better. Is he/she the type of person I'd want to work with?" So don't be afraid to show your YOU. Be honest, be real, be sincere. It can be hard to feel like you're "bleeding out" onto your website, but the emotional connection you create with your prospects is so worth it. So go ahead, you have my permission. You're amazing — show it to the world! 🥰

### 1 **Headline + Subhead**

On your header, show your prospects that you relate to them and resonate with them.

### 2 **Your Profile Pic**

People give their business to people they like. They want to relate to you, they want to sense they can trust you. Put up a picture that shows your YOU — your personality, your vibes. Consider getting a little playful.

This picture of Maria Killam gives off super fun, cool vibes — and I immediately feel that she's going to be amazing to work with.



### 3 **Your Story**

People want to know your story — it makes them connect to you, human to human. You don't have to dump your entire life on the page — just give them enough information so that they feel they got to "know the real you." If you'd like, you can speak about a challenge you had that makes you relatable.



Be sure to include any major accomplishments and just briefly touch on your education.

**One final note:** Make it personal! Write in a casual way instead of with a formal “business tone.” Take a look at these two options — which one feels more approachable and friendly to you? Which one makes you feel excited to work together?

Option 1: *Sheilah MacSporran is an interior designer from...*

Option 2: *Hi! I’m Sheilah. Here are a few things you’ll want to know about me...*

An informal approach to writing helps you connect on an emotional level and makes you far more relatable in the eye’s of your prospects.

Here’s a great example from [Hanin Smith](#) that gives insight into the designer as a fellow human, instead of simply highlighting credentials:

## HANIN SMITH



Hi! Thanks so much for stopping by. I’m Hanin (pronounced “ha-neen”). I describe myself as a “creative rebel”, wife, mom-of-two and a passionate interior designer. I believe our surroundings have the ability to alter our mood and affect our interactions with others, so I aim to create spaces that foster love and positive energy while serving as a backdrop for happy, healthy memories. My backstory? I am obsessed with creating living spaces that make people feel happy at home. It’s in my bones, I think! Ever since I was little, I’ve had a love for creativity, arts and making things beautiful. I also value security and shelter to a strange degree. It could be because my name in Arabic literally translates to “longing for home” (what were my parent’s thinking?) or the fact that I am a first generation immigrant who found refuge in this new country. Either way, the importance of a beautiful home has been a fixture in my life as long as I can remember, and as the creative one in my family, I’ve had the unofficial role of interior designer all along.

When I became a mom, the “nesting” instinct kicked in and took my obsession for creating cozy spaces to a whole new level. It dawned on me that I *must* create a home that serves as the backdrop for safe, healthy and happy memories for my children. It started with the





#### 4 **Benefits Section**

- a. Below your story, include a benefits section that highlights how you are different from other designers (it's ok if you also put this on your homepage — just word it a little differently here so your client can be reminded of the benefits they get by working with you).
- b. Consider including visual elements for this section, whether icons, illustrations, or drawings.

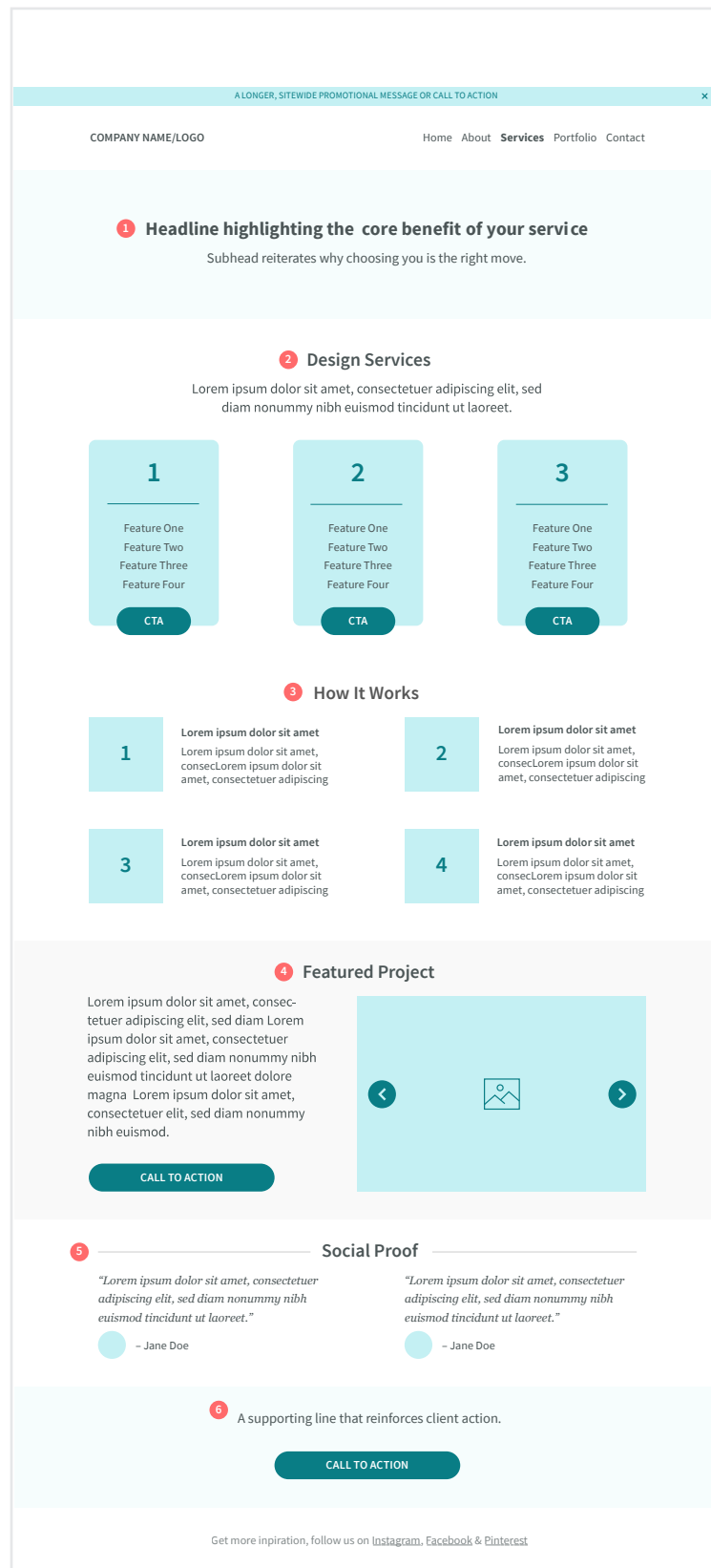
#### 5 **The Social Proof**

It's great to add some fresh testimonials to the About page. Since you're showing your personality on this page, try to include testimonials that show how clients appreciated your personality or how easy you were to work with.

#### 6 **A Final Push to Act**

End with a strong one-liner and add a CTA button.

# Services Page Template:



## Services Page – Traditional Design Services

On this page, you'll be showing your services and/or packages. It's the page for selling! If someone comes to this page, it means that they're interested in hearing the details. Yay! Now's the time to knock out any hesitations they may have and make sure they clearly understand your packages/services and pricing.

- If you offer both full service design and eDesign packages, consider having a separate service page for each — because they are very distinctive services, each one with its benefits and value.
- If you offer both kinds of design, you want to make sure that your eDesign page doesn't cannibalize your full service offering. To prevent this, it's important that you clearly define the difference between the two services. That way, clients can understand that with traditional design services, they're buying a "done-for-you," luxury service, whereas with eDesign, they're getting access to your expertise, but doing a lot of the legwork on their own in order to keep down costs. If clients clearly understand the differences between your offerings, they'll be able to choose the one that best fits their needs and budget.

### 1 **Headline + Subhead**

Highlight the core benefit of your service. You want to remind customers why they should choose you over any other designer. You also want to minimize risk and calm their minds so they feel confident about moving forward. Here's an example of how we do that on our own Plans + Pricing page:

**Great software. Great service. GREAT price.**

What's there not to love? ❤️



Get started **RISK-FREE** with our 90-day money-back guarantee

#### **Note:**

*You do not need to offer a money-back guarantee at all. However, there is likely something you can offer that will help calm their "buyer's anxiety" and make them feel secure in deciding to work with you.*

As an example [Foster Decor](#) offers a 100% satisfaction guarantee



Extra props to Amanda for using imagery that gets across her style and personality in every section of her site.

## 2 Services

Whether you are offering flat rate design packages, color consultations or full service interior design, you want to very clearly define what's included in these offerings so your client can quickly and easily understand which option is the best fit for their needs.

If you are offering flat rate design packages (or e-design packages) it's a great idea to list them side by side so your client can easily compare the options and price points.

Here's a great example from [Havenly](#). See how incredibly clear their design packages are:

## havenly mini

~~\$99~~

\$79

Update your space or  
add finishing touches

**Havenly Mini** is a great way to bring magic to your home, we can revamp a blah space or add the final touches that will bring your room to life.

GET STARTED WITH A MINI

MORE DETAILS ^

Choose your **personal Havenly Designer** >

**1:1 time** your designer via online messaging, SMS or phone calls >

**3 initial ideas** to help capture your style, delivered within **2 days** >

**A final design concept** with curated design picks and a **shopping list** >

**Multiple design revisions** until it's perfect >

Access to **hundreds of brands** and a **personal ordering team** >

## havenly full

~~\$179~~

\$129

Complete makeovers  
or a blank canvas

**Havenly Full** is your secret weapon for a total room transformation. Collaborate with a Havenly designer to redesign a room or decorate a space from scratch.

GET STARTED WITH A FULL

MORE DETAILS ^

Choose your **personal Havenly Designer** >

**1:1 time** your designer via online messaging, SMS or phone calls >

**3 initial ideas** to help capture your style, delivered within **2 days** >

**A final design concept** with curated design picks and a **shopping list** >

**Multiple design revisions** until it's perfect >

Access to **hundreds of brands** and a **personal ordering team** >

+ **Layout visualizations** so you don't have to imagine the design >

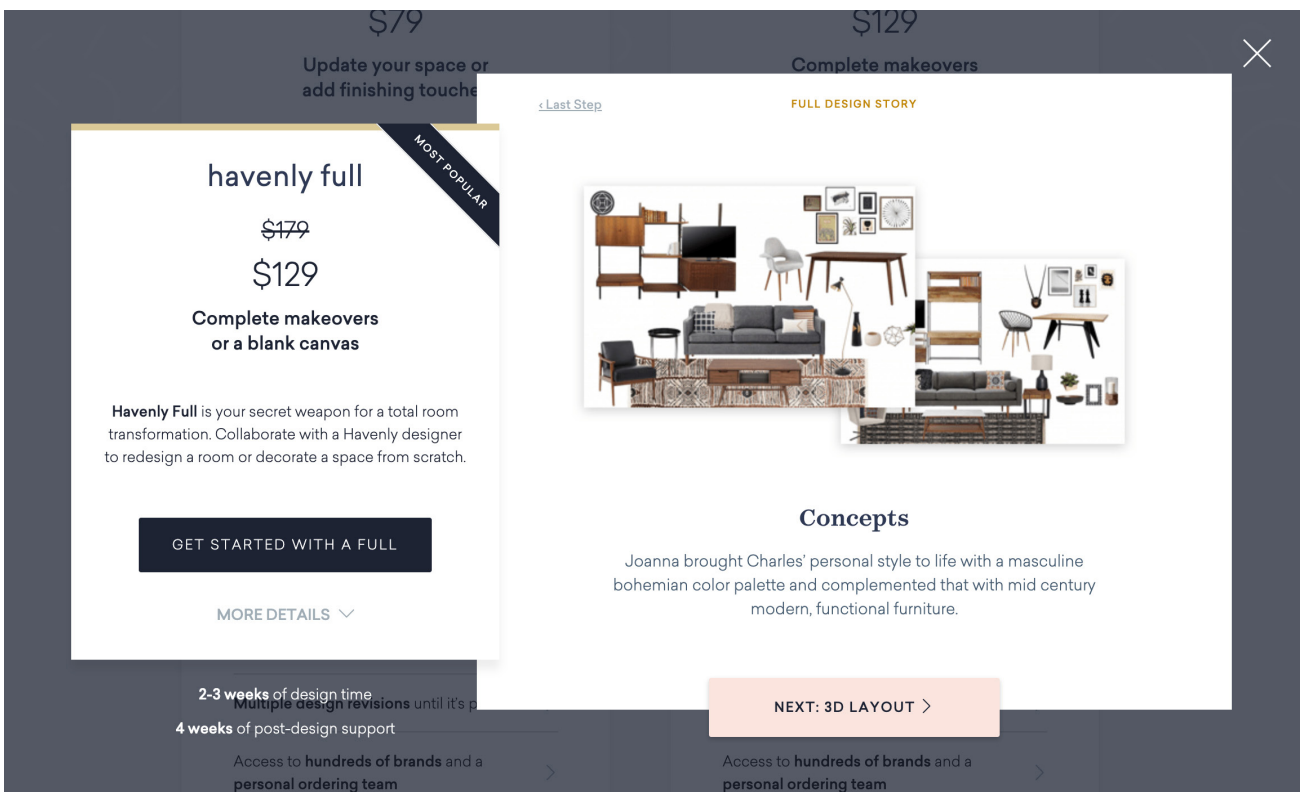
+ **Custom floor plan** to take the guesswork out of layouts >

MOST POPULAR

Note the “Most Popular” band on the Havenly Full package encouraging clients to lean towards the more expensive option. It’s a subtle hint that you are missing out if you go for the “lesser” package.

Also note the silver and gold bands at the top of the packages indicating that you are buying into a more premium package with Havenly Full. This is what smart design is all about. You’re dropping subtle visual cues that push people to take the actions you want.


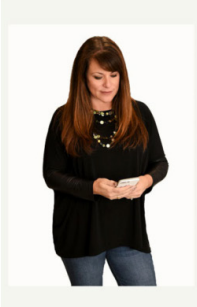
While this next point is not a need to have for your packages, it’s still a pretty cool feature and worth mentioning. See the arrows to the right of each deliverable. If you go to this page: <https://havenly.com/pricing> and click on one of those arrows you will see that it opens up and shows you an example of that deliverable, providing even more insight into what the client can expect to receive.



**A quick clarification** – While I am using Havenly as a great example for how you can layout your design packages, I by no means am suggesting that you should price your packages at these rates. Pricing your services like this will not help you build a sustainable design business. If you have questions about the correct way to price your design packages, [you can learn more about that here](#).

If you are offering different kinds of services like consultations, full service interior design, or ‘designer on call’, you will again want to lay these options out on your services pages in a manner that helps the client understand which option is going to best fit their needs.

Here’s a very cool example from <https://www.detailsfullserviceinteriors.com/services>.

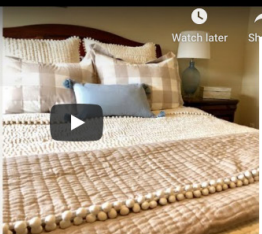
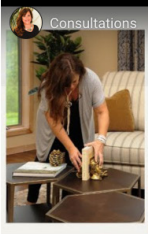


### FREE 15 MINUTE PHONE CALL

Our **FREE** information phone call is perfect for **YOU** if:

You've **never** worked with an interior designer before. You're **not** sure which **service** is right for you. You don't know what you need but you know you **don't like your house the way it is**. You know you need help, but you're not sure where to start. Book a **FREE** 15 minute chat so that **you can decide what works best for you**.

[Find Out More](#)

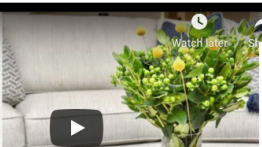
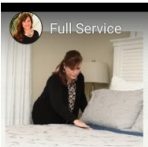


### CONSULTATIONS

A consultation is perfect for you if:

**You're frustrated** with trying to furnish & decorate your home. **You don't know where to start**, where to shop, or what to buy. **You're trying to choose the right paint color** but none of them look quite right. **You don't have time** to deal with furnishing and decorating your home. **You want to work on your home yourself** but you need a plan. **You don't know what the heck** you need but you know you don't like how your home looks now!

[Find Out More](#)



### FULL SERVICE DESIGN

Full Service Design is for you if:

Each one has a short description that touches on the pain points that her client might be dealing with and how these options will solve those problems. AND... drum roll please, she went the extra mile to create a short video for each, explaining 'one-to-one' what you will get by purchasing that service.

If you're not comfortable being on camera that is totally fine. Use photos instead.

The reason I reference the videos here is because video can be an incredibly helpful tool to connect with your prospects on a deeper level.

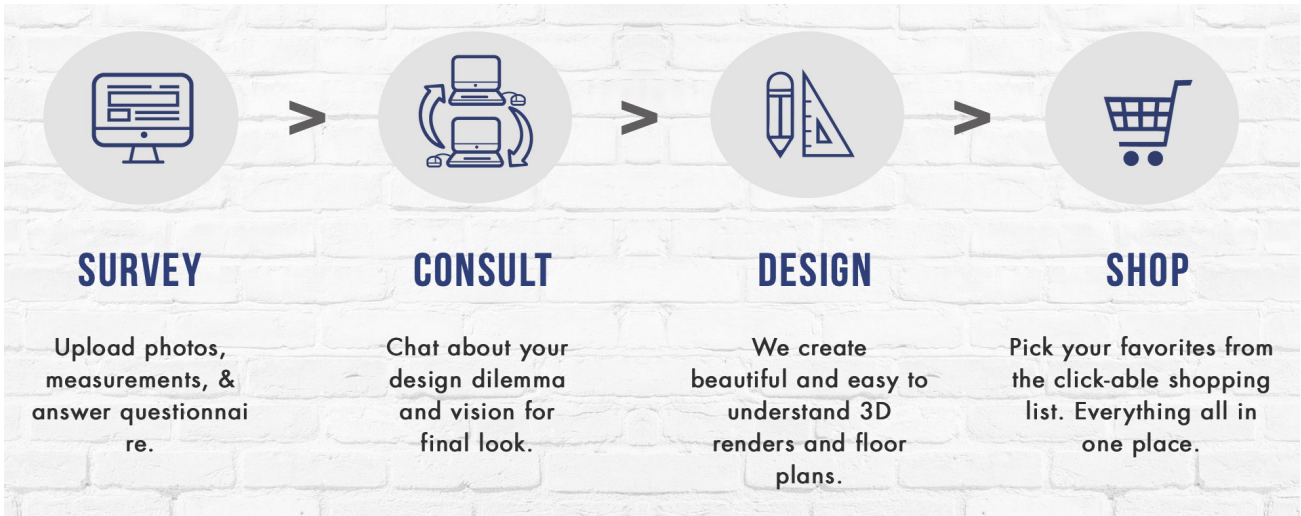
- a. It's important to make sure that you have a CTA directly under your services. That way, any prospect who is interested and wants to convert has an easy way to do so. If it's an e-design package and you want the client to be able to purchase the package, include shop buttons. If it's more of a traditional design service, include a button to contact you for pricing and details.
- b. For prospects who need a little extra help, it's great to include a line below your services that encourages them to reach out. For example, "Not sure which service/package is right for you? We'd love to help. Give us a call and let's discuss your project in more detail (include phone number)."



### How It Works

If prospects have never worked with a designer before, they'll want to understand how it all works. Lay it out in a very understandable way that makes the whole process feel light, fun, and stress free. Don't bore them with every little detail. The whole point of this section is to get them pumped up about how easy it will be to work with you.

Here's a short and sweet eDesign process from [FosterDecor](#) that's clearly laid out together with icons:



Here's another example from the DF design team on how you can lay out your "How It Works" process.

What's great about this design is that it clearly walks the client through the key steps in the process and provides large visual examples of what they can expect to receive at each and every step.

# How it Works

5 simple steps to home happiness!

1

What space are you designing?

Living Room (selected)

Bedroom Dining Room Family Room Office

Kid's Bedroom Nursery Bathroom Kitchen Main Entrance

Patio Mudroom Other

Why are you redesigning your space? (select all that apply)

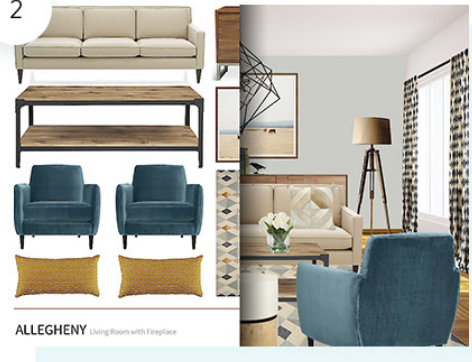
## Step One: Fill in the design questionnaire

Our questionnaire makes it quick and easy for you to share images and dimensions of your space, your style preferences and requirements as well as your budget and timeline is for the project.

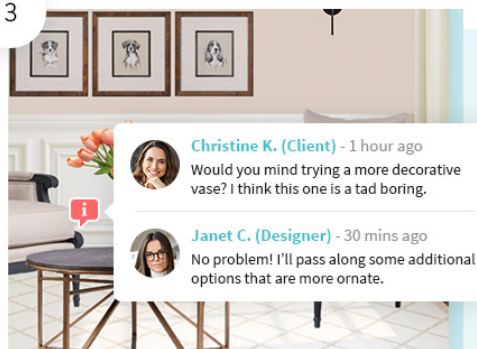
## Step Two: Receive design concepts

Now it's our turn to get to work! We'll source the perfect products to match your style and share gorgeous design boards so you get a clear vision of what your space will look like.

2



3



## Step Three: Leave feedback & iterate

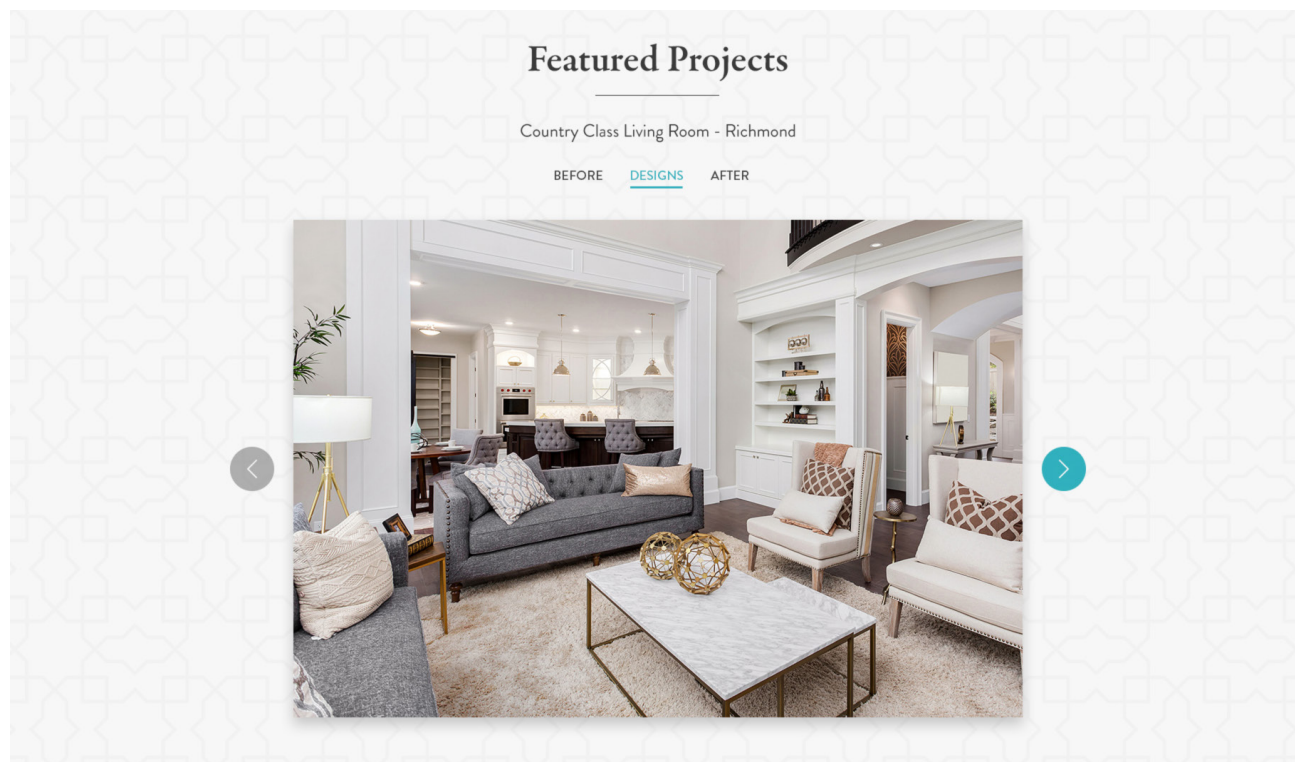
You tell us what products you love and what you don't and we'll iterate on the designs until you are 100% in love with your new space.

To see all five steps [click here](#).

## 4 Featured Projects

Even though you have a separate portfolio page, you may want to consider showcasing a particularly eye-catching piece of work on this page, to knock out any hesitation people may have around price.

Here's a great example where a client can flip through to see the before image, the design boards, and the after shots.



## 5 The Social Proof

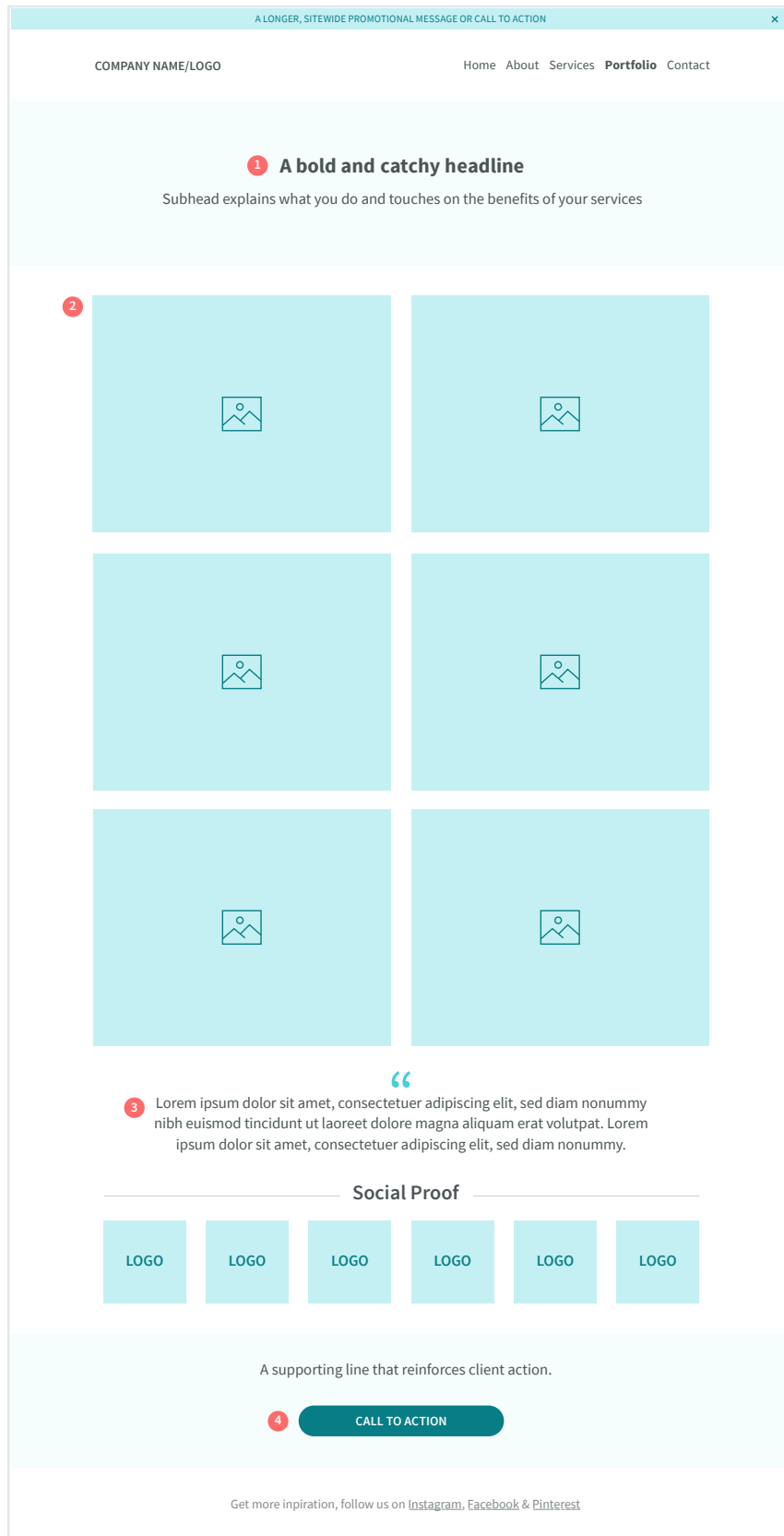
Add some more social proof here. The best would be if you can get social proof that relates to the two ideas you spoke about on this page — your services and your process.

- If you can get any testimonials that speak about how the investment of working with you paid off or was so worthwhile, it would be great to include that.
- You also want to include testimonials that directly speak about the process of working with you — how seamless, easy, and enjoyable it is.

## 6 A Final Push to Act

End with a strong one-liner and add a CTA button

# Portfolio Page Template:



## Portfolio Page

Clients come to this page when they're potentially interested in working with you. They want to get a sense of your style and the quality of your work before taking the next step. You want to absolutely WOW your prospects here so that they take the jump and reach out!

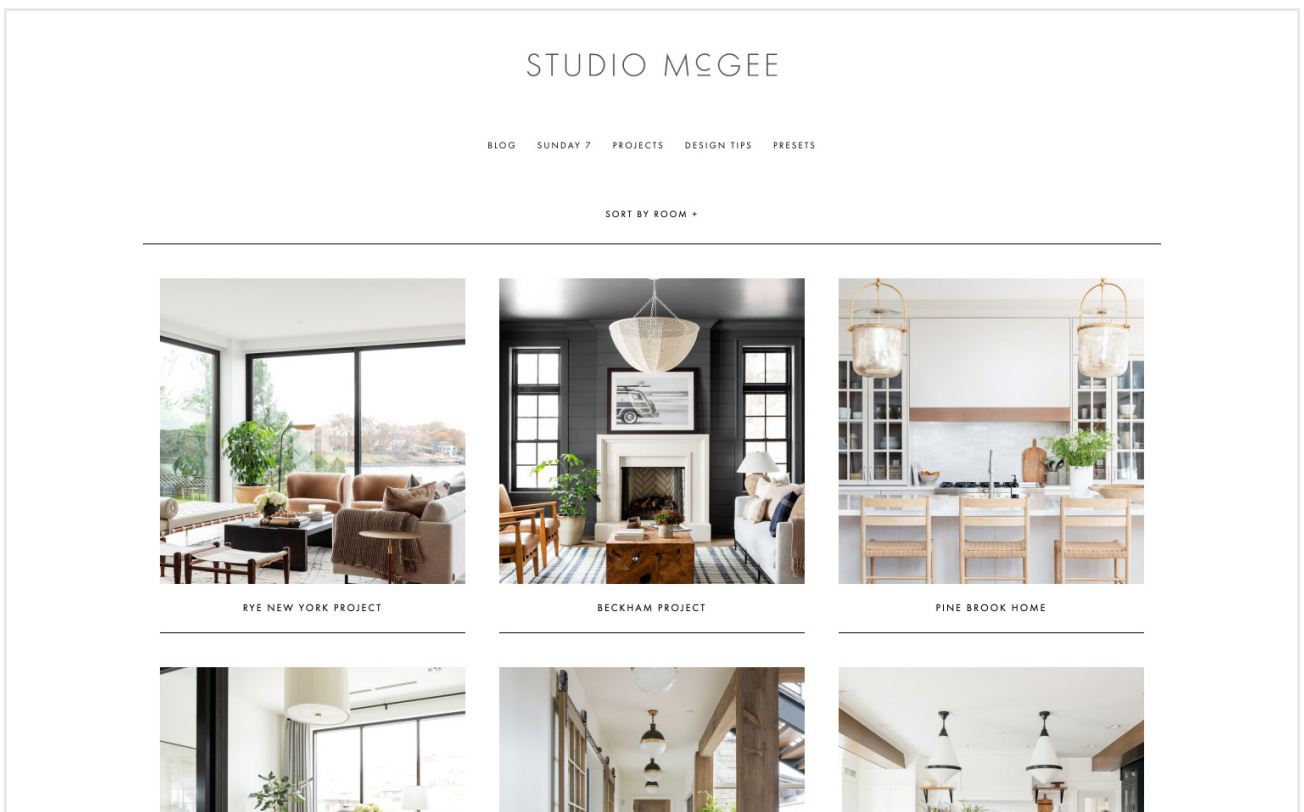
### 1 **Headline + Subhead**

Highlight the core benefit of your service as it relates to the portfolio.  
For example, "Yes, mudrooms CAN be beautiful"

### 2 **Featured Projects**

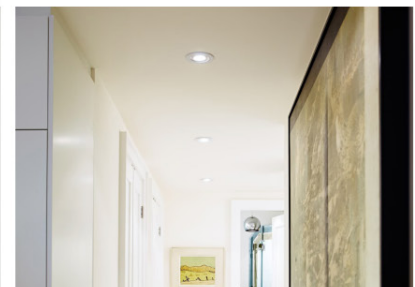
- a. Bigger is always better when it comes to portfolio pictures! Think of your portfolio as your museum. You want it to be big, spacious, and inviting. In fact, you want it to be so inviting that your prospect actually feels giddy about what's possible for their home when working with you.

[Studio McGee](#) does a great job at including large gorgeous images that right away showcase their bright and clean design style.





- b. Or instead of having all your portfolio images the exact same shape and size, you could opt to get a little creative with the layout like [Sarah Richardson](#).



Here, she incorporates huge images of her work in various shapes and sizes, saving the largest images for her best work. Be sure to click the link above to really get the full effect. You can see how the large image size allows the client to dive in and appreciate the finer details of the designs.

- c. You want your portfolio to highlight your specialty. At least 80% of the projects in your portfolio should be ones that clearly show your niche.
- d. Only include your best work — You don't want to turn potential clients off by including spaces that you aren't particularly proud of. Aim to show at least 5-6 samples.
- e. In order for your portfolio to make people think "Yes, I want to work with this designer!" you need the images to be high-quality and professional. Having blurry or poorly lit rooms showing in your portfolio will make you come off as an amateur.
- f. If possible, hire a professional photographer. If you don't have the funds for this, here are some tips for shooting the photos yourself:
  - Shoot from the hip height — that'll keep everything in proper perspective
  - Use a tripod to keep everything level and even
  - Add blankets, books, and plants — arranged neatly! — to give the space an inviting look
  - Use a wide-angle lens. 24 or 35 mm lenses will be wide enough to get a broad shot without being so wide that perspective gets distorted
  - For natural lighting, shoot at the brighter times of day – ie. 10am - 3pm

**Note:**

*If you don't have a portfolio yet, don't stress. Even the big name designers in the industry had to start out with no portfolio.*

*Spend some time to create beautiful 3D renderings and moodboard designs that you can showcase on this page to help potential clients see your killer design style.*

3

### **The Social Proof**

Optional: After showcasing each project, include a testimonial from that client so it directly relates to that project.

4

### **Final Push to Act**

End with a strong one-liner and add a CTA button.



## Contact Page Template:

A LONGER, SITEWIDE PROMOTIONAL MESSAGE OR CALL TO ACTION

COMPANY NAME/LOGO

Home About Services Portfolio **Contact**

1

Headline that encourages them to contact you

Lorem ipsum dolor sit amet consectetur adipiscing elit.

Company Name

Street Address  
City, State, ZIP  
Country  
-

3

(555) 123-4567

email@domain.com

2

Name

Email

What service are you interested in?

Message

SEND

Get more inspiration, follow us on [Instagram](#), [Facebook](#) & [Pinterest](#)

41

designfiles

## Contact Page

If a client reaches this page, you know they're serious about working with you. On this page, you want to make things super simple and easy so that the prospect will follow through - and you'll land the job! (Cue the happy dance 🎵)

### 1 **Headline**

Create a headline that invites them to contact you if they have any questions at all or would like to get some more information

### 2 **Contact Form**

Ask for only pertinent information. You don't want to ask unnecessary questions, because that will add unnecessary friction. You want to make it as easy as possible for someone to start a conversation.

### 3 **Phone Number**

I see that many designers don't include a phone number on their websites. Bad mistake. If someone is interested in working with you, you want to be easily available. Many clients will want to talk to you instead of leaving a message and having to wait for a response. So include your phone number — it can go a long way in the eyes of a potential client.

[CromaDesign](#) does a great job on their contact page. There's a short form with essential information, and a phone number clearly displayed.

CROMA DESIGN INC.

In The Burroughes Building






Mon - Fri by appointment

639 Queen St W, Suite 404

Toronto, ON M5V 2B7

Tel. (416) 366 9003

[studio@cromadesign.com](mailto:studio@cromadesign.com)

Your name: \*

First NameLast Name

Your email address: \*

What are you most interested in? \*

☐ E-Design services

☐ An in-studio or virtual consult (one-off design session)

☐ Engaging a designer (to be involved in an ongoing project)

☐ Employment

☐ Just saying hi

☐ Something else

Leave us a message: \*

SUBMIT

# You did it!

You've read the book, so you're good to go. Right? Wrong!

SO MANY PEOPLE read guides ... and stop there. If you really want to see a huge uptick in your business, it's time to put it into action!

If you need accountability, hop on over to our [private FB group](#) where you can share your website journey, bounce ideas off other designers like you, and get personalized feedback and recommendations from the team.

[Click here to join!](#)

See you there,

—

*Sheilah*