

CHEAT SHEET FOR

HIGH- ONVERTING WEBSITES

Everything you need to launch your own

interior design or home build Squarespace website.

Also perfect for architects, furniture makers, and custom woodworkers.



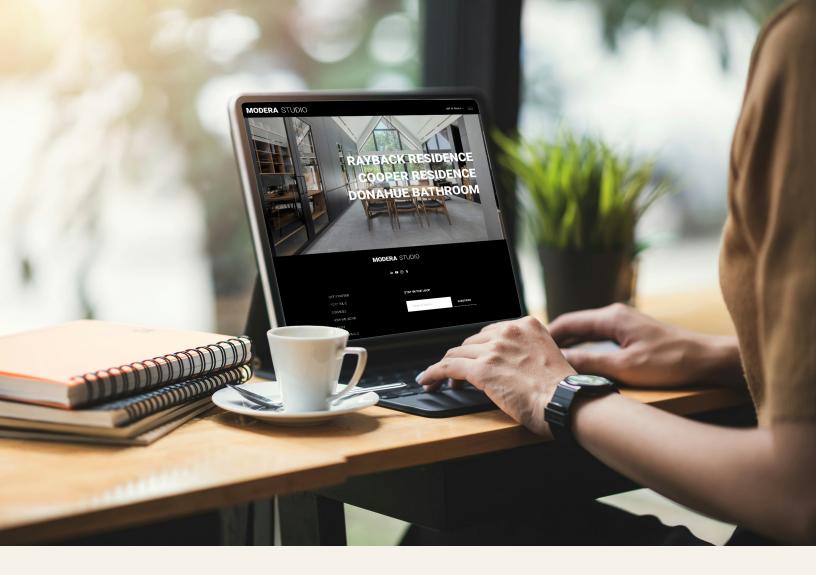
If you're a newer studio or don't have a huge presence just yet, it can feel intimidating to stand out, especially without a big portfolio or a huge budget. But here's the good news: a polished, strategic website can go a long way in helping you look established, even while you're still growing.

Your website is your first chance to show your value. When you approach it with intention, your site can help build trust, communicate your process, and give potential clients the confidence to hire you.

You don't need dozens of projects to start booking the kinds of clients you want. You just need to present what you do have in the right way.

HERE ARE SOME SMART, SIMPLE WAYS TO GO BEYOND A BASIC PORTFOLIO AND MAKE YOUR WEBSITE WORK HARDER FOR YOUR BUSINESS.





USE PHOTOS, BUT GO BEYOND.

Here are a few things to keep in mind for photos:

- High quality photos are important, but make sure to optimize them for the web so your site loads faster. Our favorite is TinyPNG.com.
- If possible, include photos of spaces in use, not just staged.
- Include alt text so people with visual impairments can still understand your content. Alt text is a description of the photo's contents. This also improves SEO.

In addition to photography, we recommend our clients include video as well. This adds an experiential element to your website, letting your potential clients feel your work. If high quality video is out of budget, consider creating a 3D interactive digital walkthrough of your space with an app like Matterport.



MODERA STUDIO

GET IN TOUCH -

RAYBACK RESIDENCE

DESIGN DECISIONS

PROJECT CHALLENGES

When Moders Studio was contracted to redesign the Reglack Readiners the interiors ware dated and the loyout wasn't uccient plant means and the studies uccent plant adores at amet, one means the studies of the studies means of tempor incident at above e stoker megana allows. Ut getting at means waiting, gas and the studies of the studies of the studies of the commode consequent Dusi auto at obsist in specimendent in voluptate set estimation. THE NEW SPACE

The new layout provides ample counter space for cooling, a benutiful layer of cententarian (and an open foloplan to bring it all togethet Large windows kin in natural light and frame the surrounding layer windows kin in matural light and frame the adaptioning list cells consected adaptioning list cells consected tempor incideduit to labore et dotter magnes alique. It em ad minim veniamo, quia nostrat exercitation ulamoto labora niai ut allaque et a commodo







YOUR FUTURE HOME STARTS NOW.

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		tigned by Onyx Templates		

CASE STUDIES

Photos and videos look nice, but they can't always properly convey your ability to solve problems. Case studies provide a space to detail what the client was initially struggling with in their space, how you collaborated to solve the problem, what decisions shaped the final design, and how their day-to-day life improved as a result.

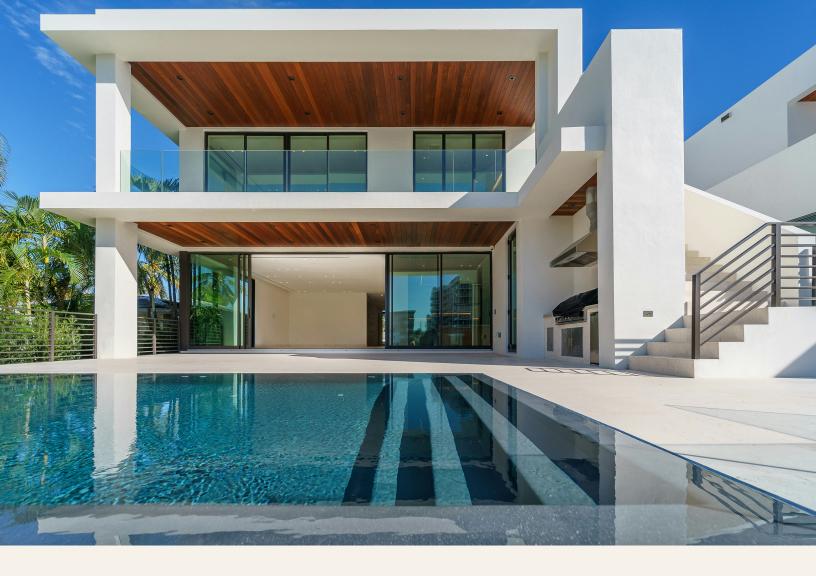
This is your opportunity to show prospective clients what it feels like to be supported, heard, and understood throughout the process, and why that's worth investing in.



USE YOUR PORTFOLIO TO ATTRACT YOUR IDEAL CLIENT

We encourage home designers and builders to be selective of the types of work they feature in their portfolios, even if they're just starting out. Why? Because the type of work you show in your portfolio will determine what kinds of clients you attract. So, choose portfolio pieces that represent the type of work you want more of. As the business expands, you can help it grow in the right direction.





LET VISITORS FILTER BY STYLE OR SPACE

Tag your projects by style (modern, minimalist, traditional), space type (kitchen, living, full home) or even emotional tone (calm, vibrant, cozy). When someone sees that you "do" their style, and do it well, they're more likely to reach out with enthusiasm and an eagerness to pay what you're worth.



Name (required)	
First Name Last Name	
Email (required)	
Sign up for news and updates	
Subject (required)	
Phone	
Project location	
What services are you interested in?	
Kitchen design Bath design Whole house renovation New construction	
Commercial reno or build	
Preferred timeline	
(If you have one)	

If this is for a renovation, what's not working in your current space?

How would you describe your aesthetic?

If you're not sure yet, that's ok

Anything else you'd like to add?

Have drawings or plans?

Upload them below

+ Add a File

SUBMIT

A CUSTOM INTAKE FORM TO PRE-SCREEN CLIENTS

A custom intake form can quietly go to work for your business, even while you sleep. When crafted intentionally, it sets the tone for the client relationship, screens for alignment, and becomes a seamless part of your process. A custom intake form can collect valuable information, signal your professionalism, and build trust by showing your ability to confidently lead a project from start to finish.

+ INCLUDE A QUICKER WAY TO START THE CONVERSATION

Not everyone's ready to fill out a full form. Offer a "Start Here" button, lead magnet, or even a Calendly consult link so there's no barrier to connecting.



WELCOME TO MODERA STUDIO

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PRICING	DRAWINGS	+	
	DEPOSIT	+	
	FINAL INSTALLMENT	+	
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MODERA STUDIO	
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STAY IN THE LOOP	
Email Address	SUBSCRIBE
	Template designed by Onyx Templates

A HIDDEN PAGE FOR ONBOARDING

EXPECTATIONS

List your terms, pricing, timeline, and other details for current clients on a hidden page you only share during onboarding. Keeping it as a page on your website means it's always up-to-date, and outdated copies are never floating around out in the world.





REMEMBER SEO

What should people type into Google to find you? Think: what you do, what kinds of clients you help, and what locations you cover. Structure your content, especially headings and page URLs, around these keywords.





FINAL THOUGHT

Great home design and build isn't just visual: it's emotional, personal, and strategic. It's about creating spaces that feel like home, and build a relationship along the way.

If your website can reflect that, you'll not only attract more inquiries, you'll attract the right ones: clients who value your expertise, trust your process, and are ready to invest in your full capabilities.



WEBSITE *F*HECKLIST

Keep this checklist handy as you build your website.

USE VIDEOS

INCLUDE CASE STUDIES

FEATURE THE KINDS OF WORK YOU LOVE DOING IN YOUR PORTFOLIO

LET VISITORS FILTER YOUR PORTFOLIO

BUILD A CUSTOM INTAKE FORM

INCLUDE A QUICK CONTACT OPTION

CREATE A HIDDEN ONBOARDING PAGE

REMEMBER SEO



ÆELING OVERWHELMED ABOUT WHERE TO START WITH YOUR WEBSITE?

THE GOOD NEWS: YOU DON'T HAVE TO BUILD IT FROM SCRATCH.

Our Studio Starter Kits were made just for home designers and builders–complete with a beautifully crafted, strategically structured Squarespace template that's fully customizable to your brand.

You'll also have the option to purchase add-ons like:

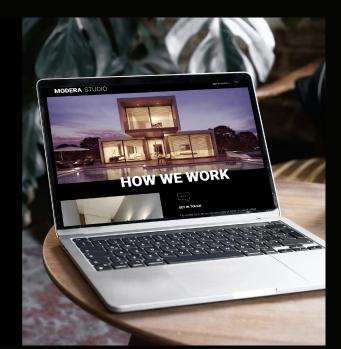
- Instagram post templates
- Business card + letterhead design
- Text-logo template
- Customization assistance and full customization options

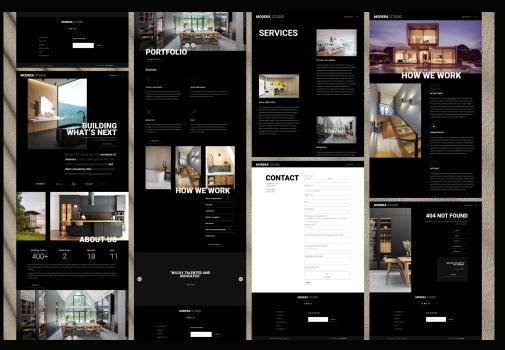
Import your colors, fonts, and content and launch your look with confidence.



PAGES INCLUDED

HOME ABOUT W/FAQ SERVICES PORTFOLIO PROCESS CONTACT BLOG SHOP 404 ERROR





MATCHING BUSINESS CARD + LETTERHEAD TEMPLATES



YOUR FAST TRACK TO LOOKING POLISHED & BOOKING NEW CLIENTS, ALL WITHOUT THE CUSTOM PRICE TAG OR MONTHS-LONG TIMELINE.

Featuring a premium Squarespace 7.1 template & everything you need to launch or grow your home design/build studio in style.

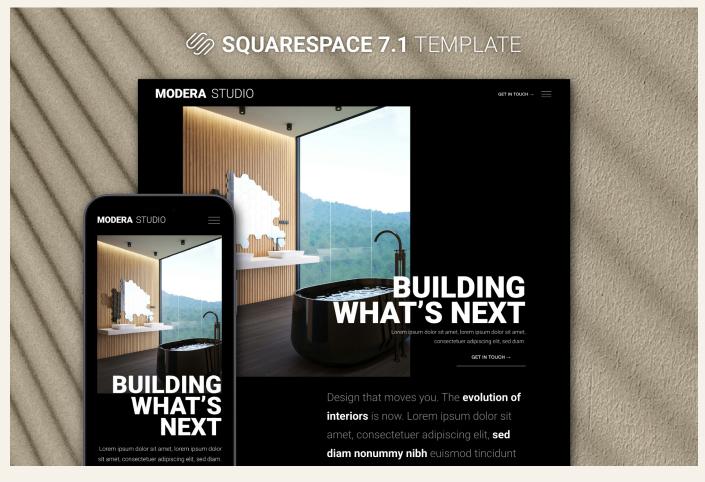
Designed with interior designers, home builders, architects, furniture makers, and woodworkers in mind.

Look like you paid thousands for a custom website and brand, all for under \$500.

NO SQUARESPACE EXPERIENCE? NO PROBLEM.

Detailed video tutorials walk you through every aspect of customizing the template and adding your own text and photos.

You got this.



WHAT'S INCLUDED:

- A premium Squarespace website template designed to showcase your work and fast-track you to more high quality clients
- Layouts for Home, Services, Portfolio/Case Studies, a custom Intake Form, About, Blog, Shop, and a custom 404 Error page.
- Easy customization for your brand colors, fonts, and logo
- Built-in mobile responsiveness
- Video walkthroughs to help you launch with confidence

OPTIONAL ADD-ONS:

- Matching social posts: Instagram feed and reel templates
- Print collateral: Business card and letterhead designs
- Custom branding: logo templates for stacked & horizontal orientations, as well as brand marks
- Full template customization by a pro: for those looking for the most efficient option

GET YOURS TODAY