



CHEAT SHEET FOR HIGH-CONVERTING 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](https://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.

RAYBACK RESIDENCE

PROJECT CHALLENGES

When **Modera Studio** was contracted to redesign the **Rayback Residence**, the interiors were dated and the layout wasn't functional for the new owners. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

DESIGN DECISIONS

In collaboration with the new owners, **Modera Studio** explored several options. The first option involved turning the previous living room into a dining room and moving the kitchen location. Ultimately, the owners decided to open up the layout and add an addition to expand their living space. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

THE NEW SPACE

The new layout provides ample counter space for cooking, a beautiful island for entertaining, and an open floorplan to bring it all together. Large windows let in natural light and frame the surrounding landscape. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



**YOUR FUTURE HOME
STARTS NOW.**

GET IN TOUCH —

COOPER RESIDENCE >

MODERA STUDIO

in o i f

GET STARTED
PORTFOLIO
SERVICES
HOW WE WORK
ABOUT
TESTIMONIALS

STAY IN THE LOOP

Email Address

SUBSCRIBE

Demo images from Unsplash and Pexels.com

Template designed 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

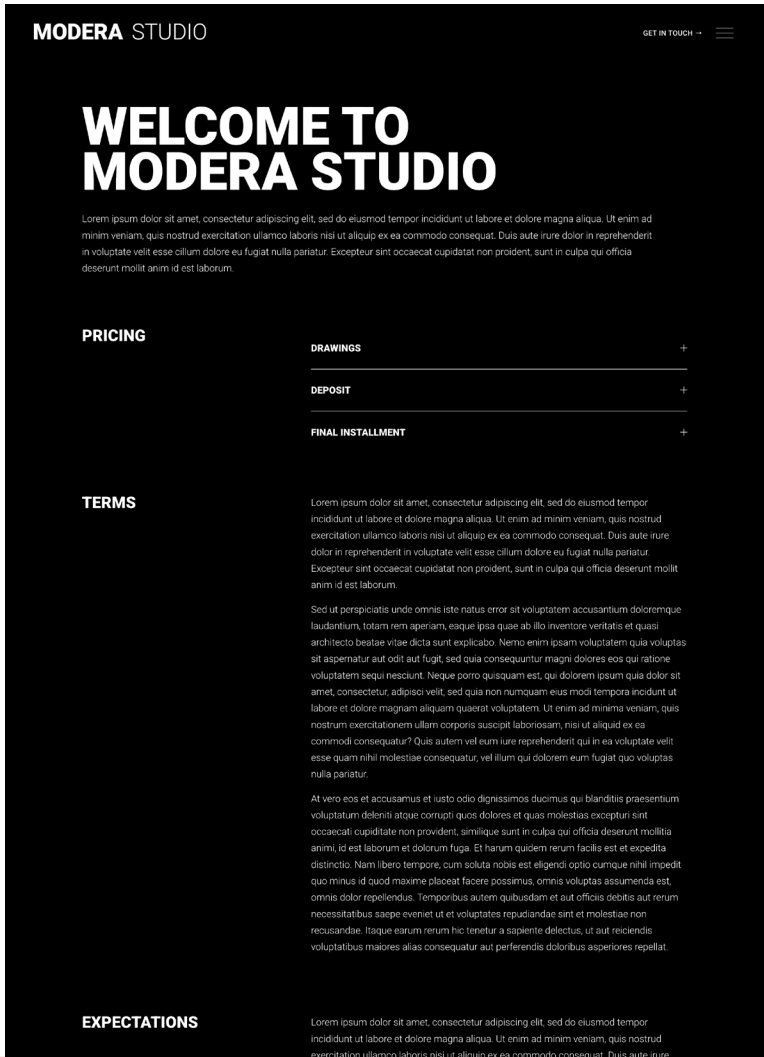
SUBMIT

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.



A HIDDEN PAGE FOR ONBOARDING

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 CHECKLIST

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

FEELING 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:

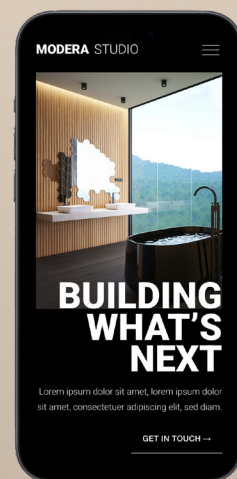
- Instagram post templates
- Business card + letterhead design
- Text-logo template
- Customization assistance and full customization options

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



The **STUDIO STARTER KIT**

FULLY CUSTOMIZABLE SQUARESPACE TEMPLATE + MORE



GET IT NOW

PAGES INCLUDED

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



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.

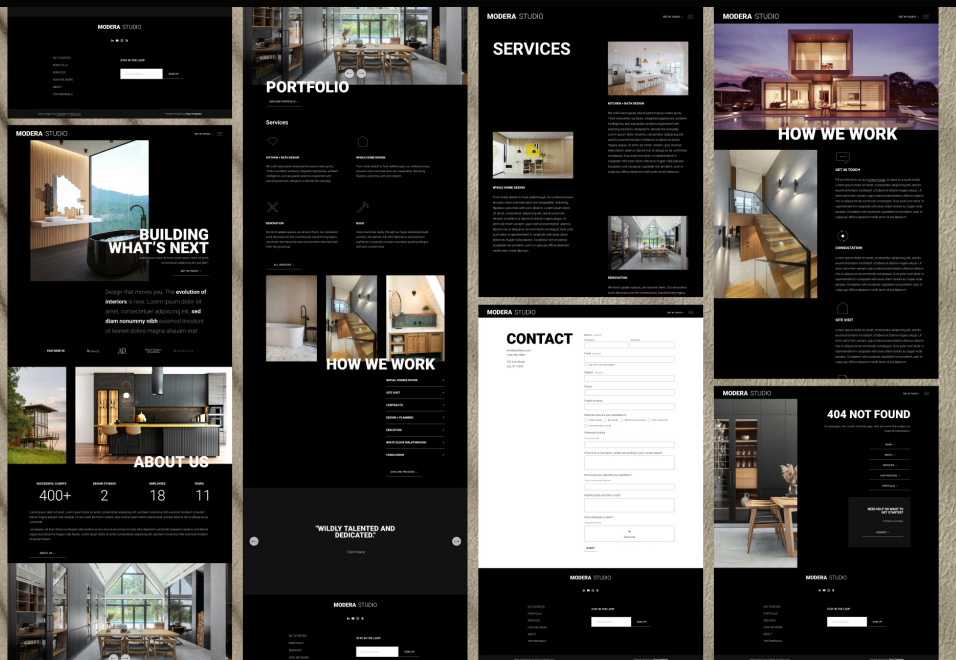
Designed with interior designers, home builders, architects, furniture makers, and woodworkers in mind.

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

NO SQUARESPACE EXPERIENCE? NO PROBLEM.

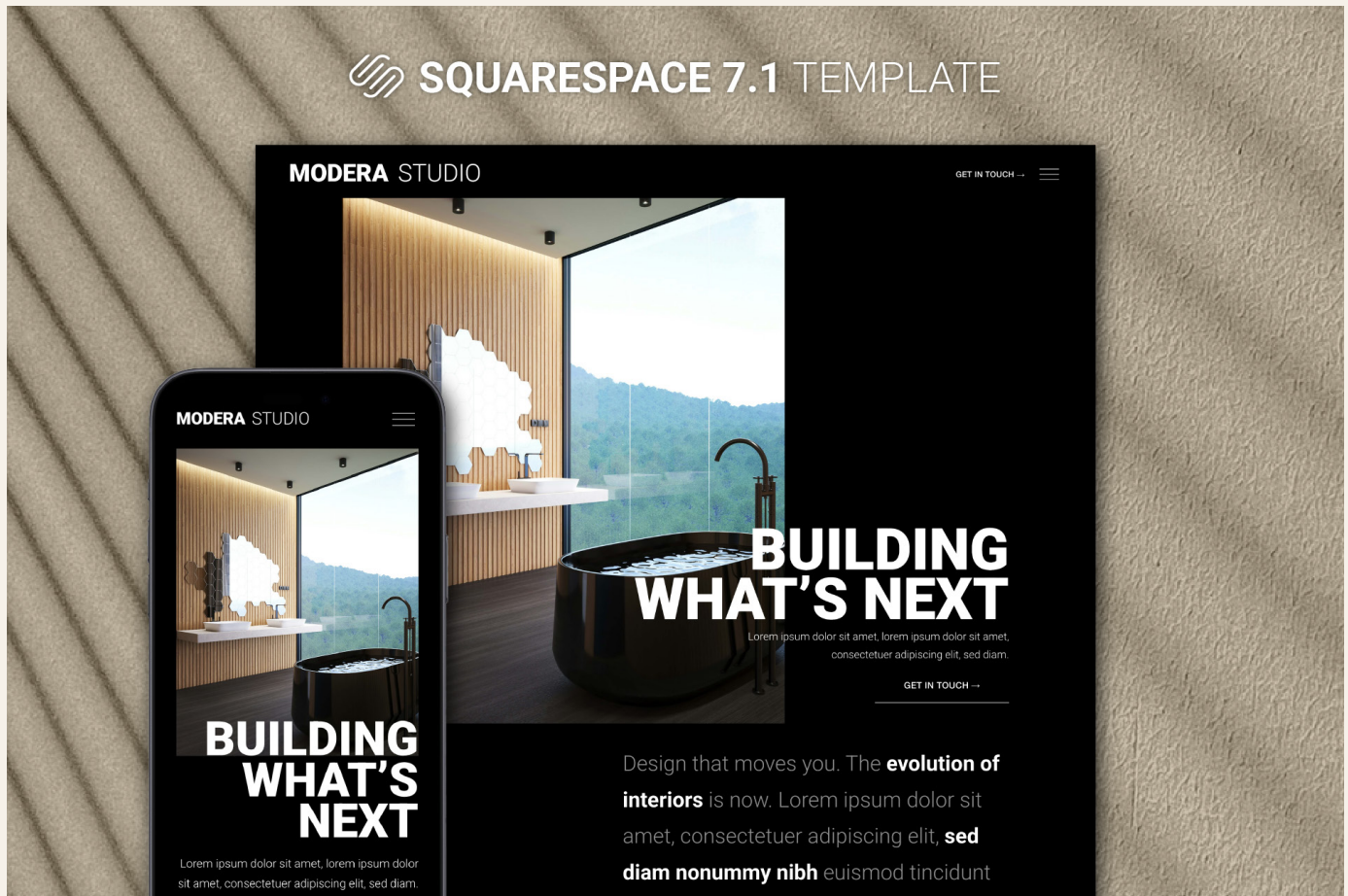
Detailed video tutorials walk you through every aspect of customizing the template and adding your own text and photos.

You got this.



MATCHING BUSINESS CARD + LETTERHEAD TEMPLATES





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