

THE TEMPLATE STRUCTURE

MOONSHOT

BRANDING STUDIO

Guide



A GUIDE TO HELP YOU BUILD YOUR WEBSITE

SO YOU JUST BOUGHT OUR TEMPLATE?!

Congratulations!

We do understand that jumping in this thing can be overwhelming. But... let us help you with your content and getting organized.

Listen, we made sure the template looks good and you could launch within 24 hours. We also hope you did not think we were going to leave you hanging after you invested?

Grab your laptop, get comfy and set yourselves up with your favorite drink...

Let's get going.



STRUCTURE

Step 1



LET'S LEAVE CHAOS AT THE DOOR

Being a business owner you can not open social media or whatever without seeing a quote like “work smarter, not harder”? It’s a bit cliché but very true none the less. So let’s set this project up for succes from the start. Create a folder on your computer and let’s start organizing.

These are the bare essential folders

- BRAND IDENTITY
- BRAND IMAGES
- STOCK IMAGES
- PAGE DEDICATED FOLDER (HOMEPAGE, SERVICES,...)

Remember these are just suggestions, if you prefer organized chaos then go for it. But we find that these steps really help us during our design processes and cut into the time we need for each build.

Note that these folders will only hold images and other visual elements.



Your Vision
Our Expertise

Made for entrepreneurs

Bold Brands,
Big Impact





BRAND IDENTITY

Step 1



GATHER ALL YOUR VISUAL ASSETS

If you have a Brand Guide take it out and use it. We'll need to gather all logo files, patterns, icons and color codes.

Open up the Brand Identity folder and...

let's go over the list of elements you need, check off as you go.

- .PNG OR .SVG FILES OF YOUR LOGO AND IT'S VARIATIONS
- BRAND PATTERNS
- BRANDING ICONOGRAPHY ELEMENTS
- YOUR FAVICON (TINY WEBICON)
- FONT STYLES
- YOUR COLOR PALETTE (🎨 HEX CODES)

These are the essentials for your brands visual identity. But let's take it a step further

Load up your Brand imagery folder with

Stock images that match the aesthetic of your brand together with your pictures of your business, your team, headshots, etc...

BRAND IDENTITY

Step 1



General images to load in...

If you are planning to showcase past projects with a banner you've undoubtedly have seen on other websites, we suggest loading in the logo files or assets you want to show in black and white and deleting the background if possible. (load them in as .png since .jpg will always show a background)

OPTIMIZE YOUR IMAGES (IF NECESSARY)

The best practice for a strong website is a fast one. With your images optimized you'll be able to build one that loads fast and looks incredible. Make sure all of your images are sized between 1500 and 3500 pixels for the best results. Showit will take care of the optimization on the website.

Need to resize your images?

head over to [TinyJPG.com](https://tinypng.com) if you want to quickly optimize a batch of images.



IMPROVE IMAGES

Step 3

Now that you have all your images in their optimum size and resolution, we'll start by labelling them all for optimal SEO results. Yes even your images possess descriptions that help google find them. Have you noticed whenever you download an image from the internet that they already have names?

Once you've labelled all your images with strong keywords that will help to get found on google, drag them into their appropriate folders (homepage, service,...)

Important for being found online

Search Engine Optimization

Once you have selected all your images - checklist

- Label each and every image, icon and visual element using strong SEO keywords
- If you have not done so before, create folders for each webpage to organize the use of your visual elements easily
- Sort all your images in the corresponding folders for easy acces and fast editing



WRITING CONTENT

Step 4

Now we come to the difficult part (*it was for us*) but let's try to make it a bit easier for you!

So we recommend working in a separate document like Word, Google Doc or your Notes app. That way you can have your template open on the side and work through each page. The visual aid of seeing how your page will look like can help immensely for writing the best copy.

TIP: work through your pages the way you would work your way through a shop. Try to grab the attention of your visitor first, inform them, make it relatable, convince them and then get them to take action. This way you'll be able to build the best possible funnel for your business.

People do not just buy products out of necessities, we are *emotional* beings and act upon those emotions. People buy *relations, stories and experience*

Step 1: Identifying your ideal client



As a business owner we all have amazing ideas, visions of the future and plans to make them come true. We also know that the road to the future is not easy and comes with a lot of obstacles. One of those is relatively well hidden and often overlooked.

Think of it like this, You can have the best product in the world but if you have no customers who want to buy it it's basically trash. Did you know that you don't need to have a product to start selling? Pre-order is the best example of this concept!

So let's start with the beginning!

Determine your ideal client and be specific! We can not emphasise this enough, go so deep you even know what size underwear your ICA wears!

If you come to the point that you actually know who you are talking to, give him or her a name. This will become your Rule of One, whenever you talk about your business, products or anything you talk to that particular client. Because when you are talking to everyone you are talking to no one.

If you are unsure of this please reach out to us and we can help with your brand strategy!



YOUR CLIENT MAKES AN
IMPRESSION OF YOUR
WEBSITE WITHIN 6-8
SECONDS. *You better
make them count.*





Quick Tip
How to attract clients
who actually want to
pay for your worth?



WRITING COPY

Make sure you tell your ICA exactly and very clearly what you can do for them

Remember that 8 second window! Be sure that you answer the question that burns inside your visitors as soon as possible: “What’s in it for me?” - “What can they do for me?”

This has to be embedded deep within your copy and the intro to every page, we want to capture their attention fast and keep it! As for your About Me page or welcoming texts make sure to stick to the main page and not lose yourself in your life story unless this story drives home your point!

We LOVE a certain book that will help you by miles and miles! “Building a Story Brand” by Donald Miller (thank us later) He says (and we can’t agree more), “*You are not the hero of the story, you have to be the guide that helps the hero get what they want.*” So that is exactly what you need to do.

Plan ahead with your SEO tools

There are lots of SEO help apps out there and many are “robots” so they do help but focus on one part of being found organically. Think about your business and what you do, then go back to your client avatar and think about what this person would look for when he needs your help. Sure, “weightloss secret” is simple, effective and will likely drive some traffic but it’s not a very sexy word to use in text is it? Now what if you start using sentences in your copy like “feel sexy in jeans again”, “boss-babe vibes”, “make you man crazy”

Try thinking of what your ICA would type in the search box of google but remember we are writing for our audience and to capture their attention, not only Google.

WRITING COPY

If you confuse, you lose. So let's hook 'em above the fold

Another quote that stuck with us from Donald Miller (seriously the book is amazing!) is "If you confuse, you lose." Knowing this and remembering the 8 second window you have, the most important part of your website is your hero section (appropriate name since this part will make sure your visitors stick around or leave) This is also the part we call "above the fold" since this loads instantly on any screen and is visible from the get go.

So when you are starting to write think clear, clever and to the point. A handy tip is using "I (what you do/make) for (your ideal customer) who (wants this)."

Social proof your product or service is the best marketing ever!

Social proofing are client reviews, DM's and all other testimonials you can think of. Have you bought a lot or stayed loyal to a shop/brand that has NO reviews whatsoever? We've made sure that there is enough space to showcase those raving reviews of your clients in our template. Because it's a fact that people who read great reviews of your product/service are more inclined to take action.

So go out there, contact your clients and ask them some questions (make sure to always ask if you can use their feedback with or without their name/picture. Any answer they give will allow you to use the review anyway.) "What would you tell others about my product/service?", "What was it like working with me?", "How did my product/service change your business?,"...

Between juggling everything, I never had time to make my website look the way I wanted. But your templates changed all that—I finally feel like I have my sh*t together, and it's showing!

Honestly, I was hesitant to spend on a template, but now I'm just kicking myself for not doing it sooner. It's the best investment I've made in my business in a long time!

I always knew something was missing from my branding, but I couldn't figure out what. Your designs filled that gap perfectly, and now everything feels right!

I was always hesitant to put myself out there, but with your templates, I feel like my brand is finally worthy of attention. It's been a total confidence boost!

As a solo business owner, it's hard to let go, but your templates made it so easy. I still feel totally in control, but now everything looks so polished and professional.

I always knew what I wanted my brand to look like but could never quite get there—until now. You immediately understood what I wanted and gave me clarity and direction with incredible designs. Thank you so much!

WRITING COPY



Understand the psychology of reading through content

Imagine yourself reading through a newspaper, magazine or even a website. The thing you read first (and maybe the only thing at all) are headlines! Those big, bold and very eye-catching quotes/one-liners.

That is where your power lies, make those powerful and captivating so you get your visitors to keep reading or wanting more. Hooking your visitors with headlines is awesome, it's even better if you can actually inform them with information they NEED to hear in those headlines. For example to About Me section, what if you start differently and use "I always wanted a successful business and then I made *the* discovery! Hi we are..."

You want to know what that discovery is right?

Answer these questions! Absolute essential information

These answers do not have to be published on one single page or in a single line. Kudos if you can!

But try to give your visitor answers to these 5 questions throughout your website;

- WHAT DO YOU DO? (MISSION/BRAND STATEMENT)
- WHY SHOULD I CHOOSE YOU? WHAT MAKES YOU A BETTER CHOICE THEN OTHERS?
- WHAT'S IN IT FOR ME? CAN YOU DO [THIS]?
- WHAT DO OTHERS SAY ABOUT YOU?
- HOW DOES IT ALL WORK? HOW DO I CONTACT YOU/WORK WITH YOU?



A woman with blonde hair is smiling and holding a black Nikon camera up to her eye. She is wearing a light-colored top and a watch on her left wrist. The background is a soft-focus indoor setting with a green plant on the right. The text is overlaid in white on a semi-transparent dark background.

We hope this guide helps.
Now it's up to *you*

THANK YOU FOR CHOOSING MOONSHOT BRANDING STUDIO.



CLIENT *success stories*



WHAT A FANTASTIC DUO!
WE FELT SO COMFORTABLE WITH THIS DYNAMIC COUPLE THAT
THE DESIGN OF OUR PUBLICITY AND WEBSITE FULLY MATCHED
OUR WISHES.

THEY TRANSLATED THE IDEA WE HAD IN OUR HEADS INTO
REALITY WITH THAT EXTRA BIT OF MAGIC.

I RECOMMEND THIS BRANDING STUDIO TO EVERYONE.
VERY PROFESSIONAL!

Benjamin & Jelle

INTERIOR DESIGN STUDIO

GOT QUESTIONS?

Reach out.



EMAIL

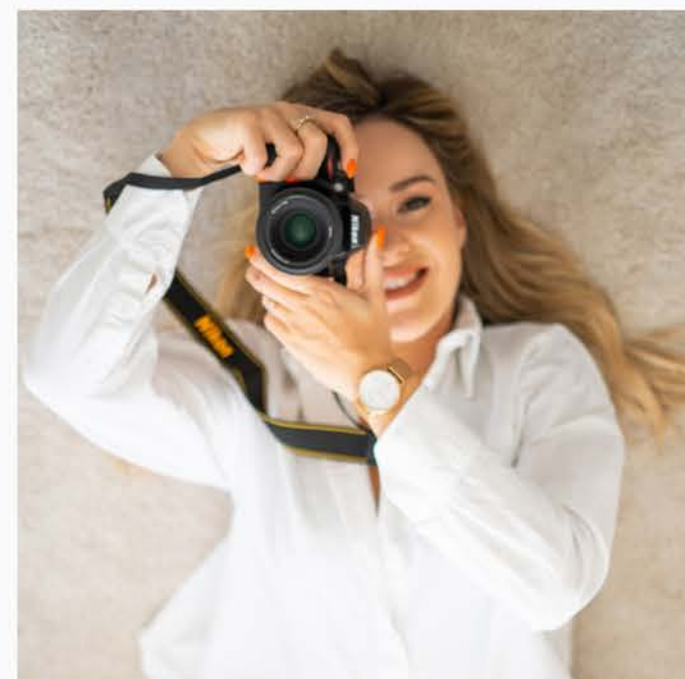
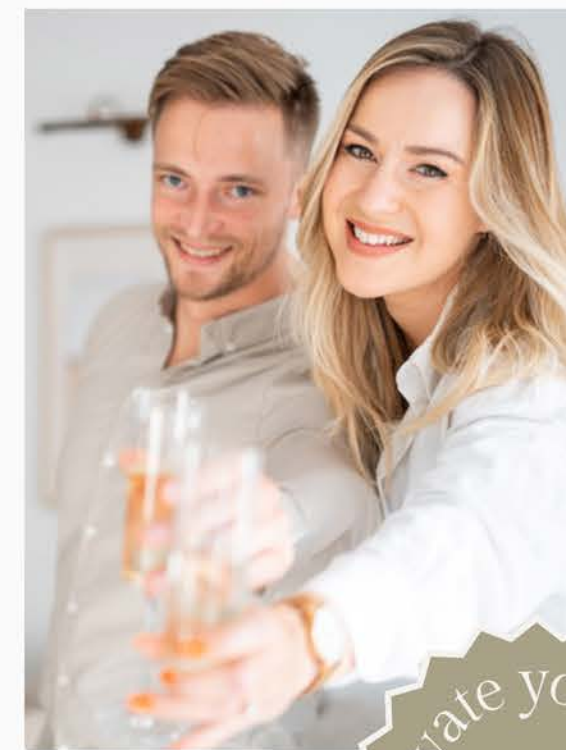
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SOCIAL MEDIA

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WEBSITE

WWW.MOONSHOTBRANDINGSTUDIO.COM



A man and a woman are smiling and looking towards the camera. The woman is in the foreground, wearing a white shirt, and the man is behind her, also smiling. The background is a bright, minimalist studio with a plant on the left and a framed picture on the wall.

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Thank you

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