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FIVE

TIPS TO ELEVATE

*your website from
MEDIocre to MAGIC*

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TIP #1

YOUR AESTHETIC

Are your colors cohesive?

Do your fonts effectively convey your brand's story?

Is your text legible and error-free?

How you show up online says everything about what you have to offer as a business and how your customers expect to be treated.

Does your brand look trustworthy?

Does it project a sense of premium quality, or does it feel generic and forgettable?

Are your offerings of good quality and appear valuable or beneficial?

did you know?

It takes your audience just 3 seconds to determine if you're a viable brand and someone worthy of doing business with?

The inside
stories
of inspiring
women

American singer
JOAN BAEZ has been
voice in folk music and activism since
the 1960s. To mark the release of her
new album and her last ever tour, the
76-year-old explains why the current
wave of protests is quite unlike those
that have gone before, and shares
her lessons for affecting change

I began at an early age - my first political
opinion was when I was 17 years old. It was the
Vietnam War. I was at high school in
London and we had to do an air-
raid drill. Everyone was as a

Have you ever
Love Moment
and it's made t
years. Partners
Adam Neuman
Paltrow Neum
concept of the
workspace, wh
start-ups and c
world over. At
in New York, A
rock'n'roll coup
the way we live

Photography by Bjorn
Fashion editor Lilli Mi

T I P # 2

YOUR RELATABILITY

Who are you? What does your business stand for?

What are the value your business stands by?

Does you audience know what you stand for or why you do
what you do?

Does your audience feel connected to you - like you get them
and understand their struggles?

People buy from people, not businesses. Your customers want
to feel like you can relate. It makes them feel seen and heard.

did you know?

Making your audience feel seen and heard is the best way to
cultivate the know, like, trust factor? When you do this
effectively, your customers feel connected to you as a brand.
Your competition becomes irrelevant.

T I P # 3

THE USER EXPERIENCE

What is your website like for users when they try to navigate it?

Is there an easy flow that takes them from one thing to the next?

Do you have a call to action button to direct them to what you ultimately want them to do? Book a call or buy from you?

truth bomb

Lack of website functionality like broken links or no call to action can leave your audience confused and unsure of what direction to go in because there are either too many choices or no clear path that directs them to an action you want them to take.

T I P # 4

SOCIAL PROOF

Do you have social proof like testimonials, reviews or a portfolio where they can see your work? Your audience needs to know they don't just have to take your word for it. They need proof of how you've helped others and the transformation or results they've experienced.

did you know?

Written testimonials are efficient but image reviews like before and afters, case studies & video testimonials pack a powerful punch. Consumers love them!

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TIP # 5

YOUR PROCESS

What is the experience like for a new or existing customer when working with you? Have you laid out a clear process to show them how you'll take them from frustration to solution by providing the tools to get them to the next level?

truth bomb

Having a clear cut path/process from problem to solution doesn't just benefit your customers. It's great for your business too. It helps you to streamline and outsource certain tasks and makes it that much easier to scale!

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B O N U S T I P

YOUR UVP

What's your secret sauce that makes you different from everyone else?

With hundreds of businesses out there who are potentially selling exactly what you sell or offer the exact same services that you offer, what is your unique value proposition? How do you set yourself apart and stand out from the crowd?

truth bomb

I get it—you're probably thinking, isn't that the job of a logo?

Ready for truth bomb time? Your logo and aesthetic increases brand recognition but it's not reason enough for a consumer to choose your business over the next. Only your UVP can do that by giving them a reason to choose you."



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*Feel like you're in way over your
head and in need of some guidance
to steer you out of the rut you're in
& get you branded for success?.*

Click the link to email us :

HELLO@CLUBREVERIEDESIGN.COM

*for a free brand +/- website
consultation*

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