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design*

FIVE

TIPS TO ELEVATE

*your website from
MEDIocre to MAGIC*

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TIP #1

YOUR AESTHETIC

Are your colors congruent? Do your fonts align? Is your text legible and spelled correctly?

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

Are you trustworthy?

Do you look premium or generic?

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-songwriter
JOAN BAEZ has been a prominent
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
activism was when I was 17 years old. It was the
Vietnam War. I was at high school in
New York. I had to do an air-
raid drill. Everyone was as a*

Photography by Bjorn
Fashion editor Lilli M...

TIP #2

YOUR RELATABILITY

Who are you? What do you stand for? What are your values? Does your audience feel like you get them, like you understand their pain? 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.

TIP #3

THE USER EXPERIENCE

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

TIP # 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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Have you ever
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Adam Neuman
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concept of the
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BONUS TIP

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 know. You're probably thinking isn't that what a logo does? 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.

A high-angle, slightly blurred photograph of a workspace. A silver laptop is open on a dark wooden desk. To the left, a black lamp with a white ring is partially visible. To the right, a brown ceramic cup sits on a white saucer. The background is a light-colored, textured surface. The entire image is overlaid with a semi-transparent dark brown filter.

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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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