

Your Homepage Step by Step

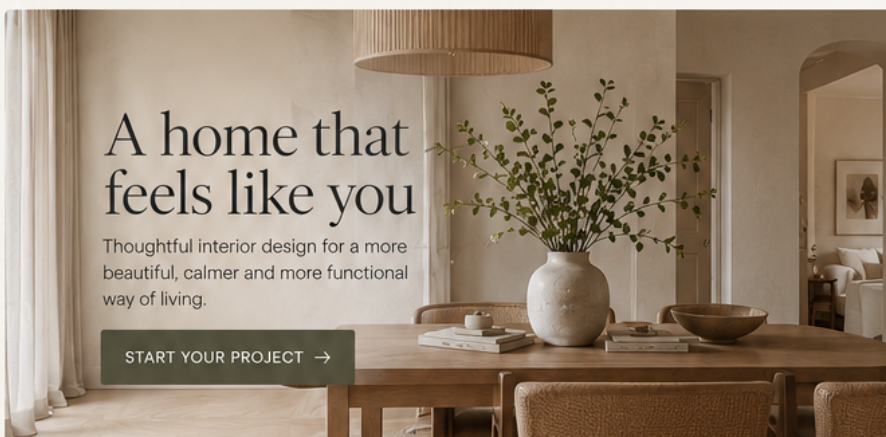
A PROVEN STRUCTURE TO ATTRACT YOUR IDEAL CLIENTS

Use this blueprint to plan your homepage. Each section has a clear purpose and builds on the next to guide your ideal clients from interest to inquiry.

01 HERO SECTION

The transformation

Lead with a compelling headline about the outcome your ideal client wants, supporting copy and one clear call to action.



02 THE STRUGGLE

Show them you understand

Address the frustrations, challenges and desires your ideal clients recognize.



You love your home, but it doesn't feel like you.



You're overwhelmed by choices and don't know where to start.



You want a timeless interior that feels right, without the stress.

03 THE DESIRED OUTCOME

Paint the picture

Show what life or their space could look and feel like after working with you.



A home that enhances how you live, every day

Calm, functional and beautifully considered spaces — designed around you and the life you want to create.

04 SELECTED PROJECTS

Show relevant work

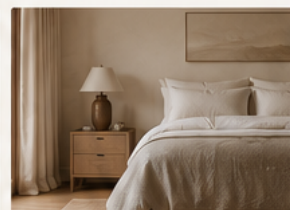
Only include projects that attract the type of client and work you want more of.



PROJECT TITLE



PROJECT TITLE



PROJECT TITLE



05 YOUR BRIDGE / APPROACH

Why your approach works

Explain your distinctive perspective and how you help clients reach their desired outcome.



A CONSIDERED PROCESS
Thoughtful, structured and personal from concept to completion.



A TIMELESS APPROACH
Natural materials, layered details and interiors that age beautifully.



A COLLABORATIVE EXPERIENCE
You feel supported, inspired and confident at every step.

06 CLIENT TESTIMONIALS

Build trust

Include two or three genuine, relevant testimonials that reflect the experience or transformation.

"Ingrid completely transformed our home. She listened so well, understood how we live and created a space that feels calm, warm and truly ours."

— CLIENT NAME



07 THE NEXT STEP

Make it easy to take action

End with a clear invitation and call to action, addressing any final hesitation.

Let's create a home that feels like you

Book a complimentary consultation to discuss your project.

LET'S TALK ->

