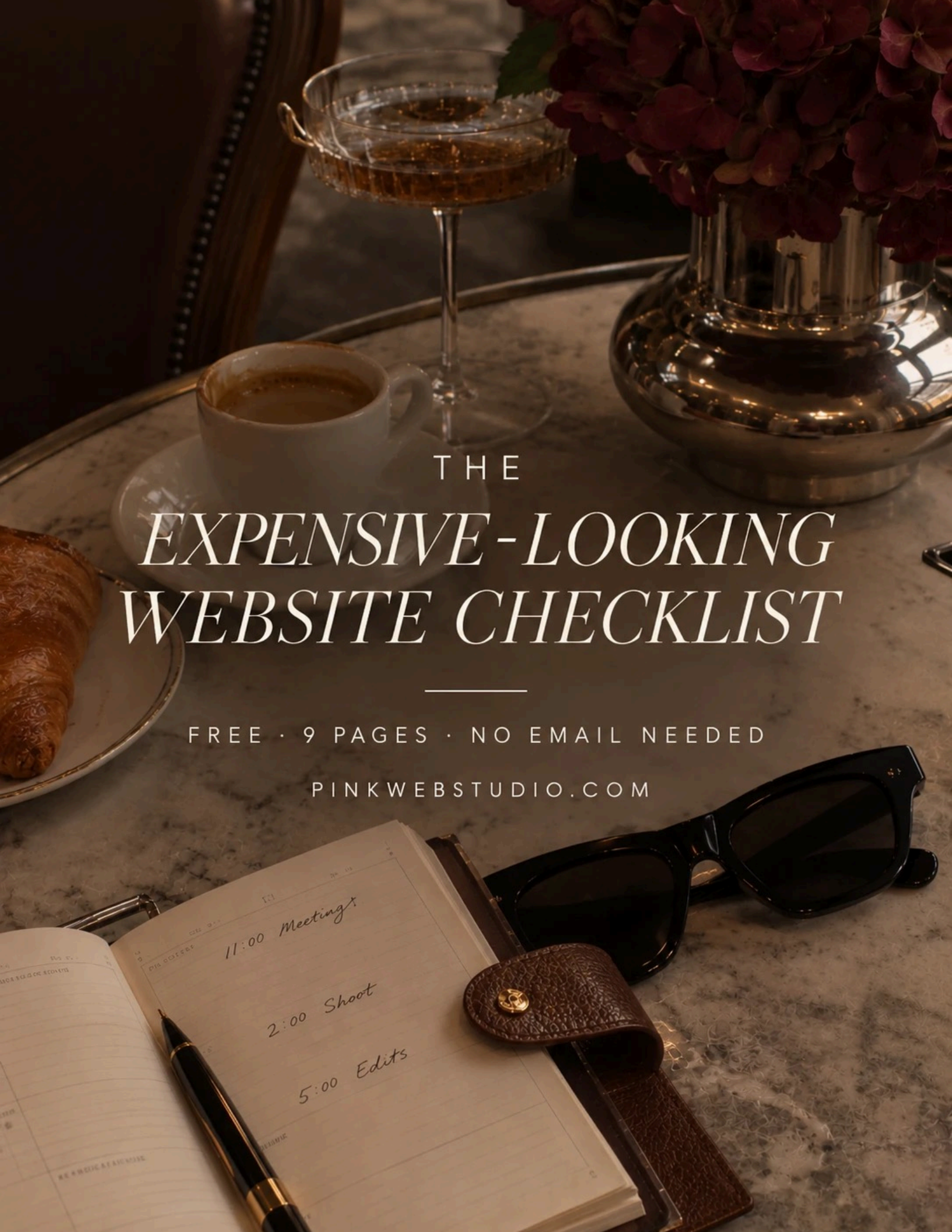


THE

EXPENSIVE-LOOKING WEBSITE CHECKLIST

FREE · 9 PAGES · NO EMAIL NEEDED

PINKWEBSTUDIO.COM

BEFORE YOU BEGIN

EXPENSIVE ISN'T ABOUT BUDGET. IT'S ABOUT RESTRAINT.

The sites that feel high-end usually have less. Fewer colors, fewer fonts, fewer things asking for attention.

Open your website on your phone or your laptop and read each point, then tick the box only if it's honestly true. Anything you can't tick is where to start!

01 *A PALETTE OF THREE COLORS*

02 *TWO FONTS THAT ARE USED ON PURPOSE*

03 *PHOTOS THAT BELONG TOGETHER*

04 *ROOM TO BREATHE*

05 *ONE CLEAR NEXT STEP*

06 *A FIVE-SECOND HOMEPAGE*

07 *FAST AND FURIOUS*

08 *DESIGNED FOR THE PHONE!*

09 *DETAILS YOU CAN FEEL*

10 *NO TEMPLATE IS OBVIOUS.*

NO. 01

A PALETTE OF THREE COLORS

Pick one main color, one neutral and one accent, then use them everywhere, in your buttons, links, and backgrounds. Expensive brands repeat themselves. Sites look cheap when there are multiple colors involved.

Tip #1: three is plenty.

- [ ] My site uses three colors or fewer, consistently.

NO. 02

TWO FONTS THAT ARE USED ON PURPOSE

One font for headlines, one for everything else. Give the headline font some room, set it bigger and use fewer words.

Tip #2: a third font almost always makes a site look busier, not richer.

- [ ] I use no more than two fonts across the whole site.

NO. 03

PHOTOS THAT BELONG TOGETHER

Same light, same mood, same edit across every photo. One great photo does more than five average ones, so cut the ones that don't match, even if you like them.

Tip #3: one great photo beats five good ones.

- [ ] My photos look like they came from the same shoot.

NO. 04

ROOM TO BREATHE

White space is what makes things feel premium. Give each section space above and below, and keep paragraphs short. If a page feels busy, take something away before you add anything.

Tip #4: when in doubt, take it out.

- [ ] Every section has generous space around it.

NO. 05

ONE CLEAR NEXT STEP

Each page should ask for one thing and when two buttons look equally important, people often choose neither. Make the main one obvious and let the rest be quiet links.

Tip #5: one page, one ask.

- [ ] Each page has one main button.

NO. 06

A FIVE-SECOND HOMEPAGE

In five seconds a visitor should know what you do, who it's for, and why you.

Tip #6: show a friend your homepage for five seconds and then ask them to describe your business.

- [ ] A stranger can explain my business after five seconds.

NO. 07

FAST AND FURIOUS

A beautiful site that loads slowly feels anything but expensive. Aim for under three seconds on your phone. Large photos are the usual cause, so resize them before uploading.

Tip #7: resize your photos before you upload.

- [ ] My homepage loads in under three seconds on my phone.

NO. 08

DESIGNED FOR THE PHONE!

Most visitors arrive on a phone. Check that text is easy to read, buttons are easy to tap, and nothing is squeezed, cut off or sliding sideways.

Tip #8: it should feel designed for the screen, not shrunk to fit!

- [ ] My site feels designed on mobile and not shrunk.

NO. 09

DETAILS YOU CAN FEEL

A second photo when you hover, a zoom on the fabric, a checkout that stays calm. Customers rarely notice these one by one, but together they read as quality sites.

Tip #9: the little things are the big things.

- [ ] My product or service pages have at least one intentional detail.

NO. 10

NO TEMPLATE IS OBVIOUS.

Things like stock icons, arrows on every link, a dozen font sizes and words like “elevate” and “create”. They are small details but together they make a site look like everyone else’s. Make it yours.

Tip #10: if it came with the template, question it.

- [ ] I’ve removed anything that looks like a template default!

YOUR SCORE

HOW DID YOU DO?

8 TO 10 TICKS

Your site already looks the part. Keep it that way. Every new section, photo or font should earn its place.

5 TO 7 TICKS

Start with the unticked points nearest the top of this list, they will make the biggest difference.

4 OR FEWER

Your site is underdressed or overdressed for your brand. That's fixable, and usually faster than people expect. A focused refresh often changes everything.

PINK WEB STUDIO

WANT A SECOND PAIR OF EYES?

I design websites and online stores for fashion, retail and creative brands. If you'd like to know exactly what to change on yours, start with an Audit.

THE AUDIT

$199

A full review of your site, with a written plan you can act on right away. Credited toward a Refresh or Signature Site within 60 days. <3

PINKWEBSTUDIO.COM