

Your Professional Workhorse Website (Supplement)

One of the easiest ways to start building your workhorse website is to grab inspiration from other sites you like. (Hold on: that doesn't mean copy!) By looking at how other writers and designers use layouts, page elements, art and text, you can apply the same techniques to your web design by tailoring it to your niche.

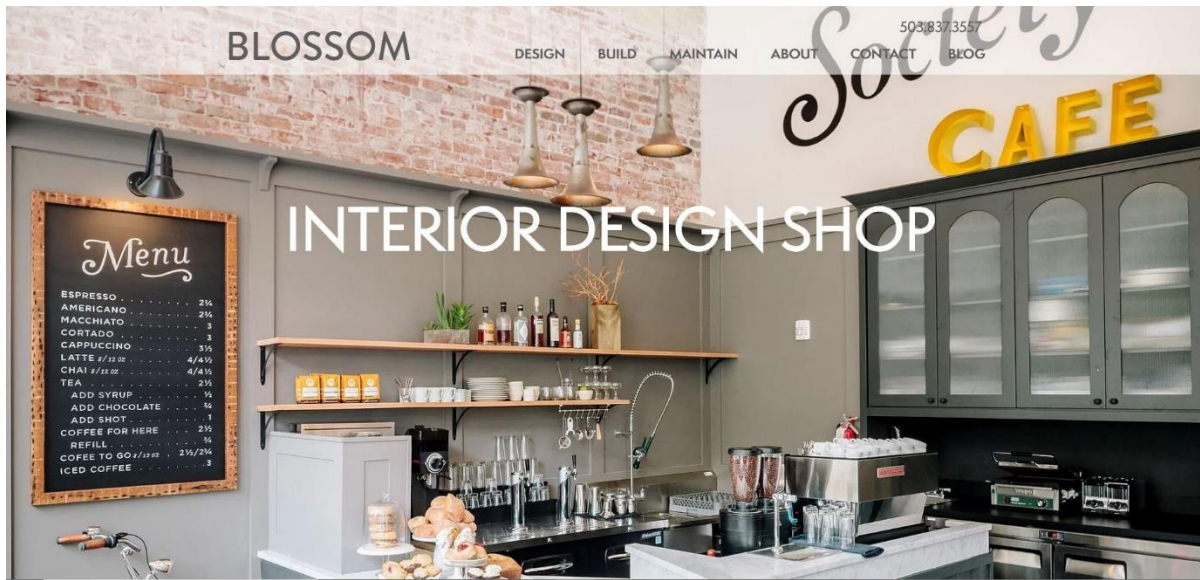
Here's a classy example from one of our neighbors in Portland's Alberta Arts District.

BLOSSOM Interior Design

Take a look at the interior design service description for one of our neighbors here in the Alberta Arts District here in Portland, Oregon: BLOSSOM. You can view the full site at: <https://www.blossompdx.com/interiordesign>.

Similar to coaches, they're offering a highly personal service – reshaping a living space. They've crafted a beautiful and, more importantly, effective description for their interior design consultations.

I've split the full page into two to enable us to see the language and other elements better. We'll start with the top half...



WHAT WE OFFER

The Blossom interior design shop specializes in residential and small commercial renovation. As designers, we know there's not only one solution, but we're here to lead you to the best solution for your space. We are a small team with large attention to detail.

Because we've had the pleasure of working in our local industry for as long as we have, we are lucky to have a trusted circle of craftsmen, artisans, textile masters, architects, and materials providers in our back pocket.

We have the utmost respect for the original intent of an architectural design. We do our best to maintain the integrity of an original space while providing modern comforts and a fresh, timeless take.



SCHEDULE WITH US

OUR WORK



Modern + Airy
Location: Northeast Portland
Scope: Kitchen + Bathroom Remodel



Home For A Young Family
Location: Richmond Neighborhood Portland
Scope: Home Remodel



Traditional Revamp
Location: Ladd's Addition Portland
Scope: Kitchen Remodel



Eclectic + Functional
Location: Laurelhurst Neighborhood Portland
Scope: Kitchen Remodel



The Society Hotel
Location: Chinatown Portland
Scope: Full Hotel Interiors



Maple Parlor
Location: Hawthorne Street Portland
Scope: Full Retail Design

Notice a few things about the top half of this page:

- Strong subheads (highlighted in bold text)
- Appeal to Ideal Client Avatars in the type of projects they accept under “Our Work”
- Call-to-action right up top: “Schedule with Us”
- Strong, thematically appropriate images
- Lots of white space to move the reader through the page

As we move to the bottom half, you’ll notice:

- More airy, conversational copy
- Copy describing the “experience” a client can expect in the “Designing with Blossom” and “Design Process” sections
- Breaking the page up with a strong image
- Bold call-to-action – in fact, the darkened block is one of the strongest elements on the page (especially after all the white space they’ve used)

DESIGNING WITH BLOSSOM

Fun, relaxed, and mindful is the best way for us to tackle any project. We will work with you every step of the way and make sure your project is heading in the direction you're comfortable with. Renovating your home or business can be stressful, but we aim to keep the chaos to a minimum. Many of our clients end up being close friends and we hope you're no exception.


[SCHEDULE WITH US](#)


DESIGN PROCESS

Contract | Proposal | Ideation | Finalization | Implementation | Maintain

After you get in touch with us, we'll set up an initial appointment with you to discuss your needs, wants, and dreams for your space. We'll cover topics like scope, timeframe, and overall project budget. Using the information from this meeting, we will send you a detailed proposal within two weeks.

Once you've accepted the proposal and signed a contract, the fun begins! Our designers will schedule a site analysis to take detailed measurements and document the "before" state. After we've collected a wealth of information, we hunker down and get to work putting plans in motion.

As detail-oriented people, we will walk you through each step of the process. We have your back and we're always happy to explain details or answer questions.

[SCHEDULE WITH US](#)


READY TO REFRESH?

[TELL US ABOUT YOUR SPACE](#)

WE'LL REACH RIGHT OUT TO YOU

503.837.3557

BLOSSOM
design | build | maintain



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Design
Landscape
Interior

Build
Landscape

Maintain
Landscape

Home
Schedule
Contact
About
Events
Blog

Love what our pros are creating? Hop on our newsletter to grab tips & tricks + special invites to our events.

Email Address

Come Along

Three final things to take note of before we move on:

1. How many CTAs do you count on that one page alone? Including the main CTA in the dark block, there are four. Not one of them reads salesy or pushy. Instead, they've opted for elegance – an extension, no doubt, of the brand experience they're trying to cultivate.
2. You'll also find their complete contact info at the bottom of the page (and every other service description page as well).
3. What could they have done differently?
 - a. If you guessed more focus on the client in their copy, you'd be right. While the language is friendly and conversational, it's also focused on their company. In essence, the language is more feature-driven than benefit-driven, at least up top. For example, what do all the items they list under "What We Offer" mean for their clients? How does the client benefit?
 - b. And rather than stating they've been in business for a long time, how about some testimonials from clients who've used their design services?