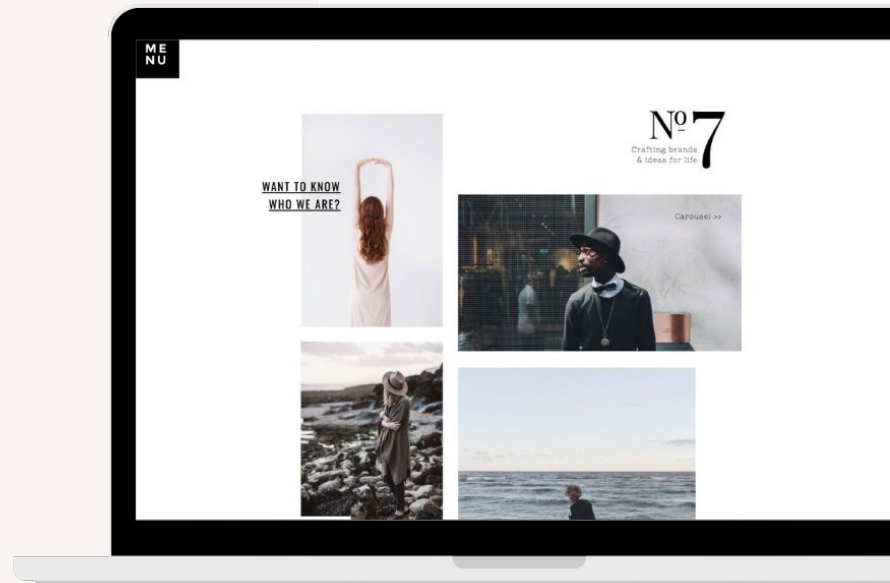


# The Website *Makeover*

DIY WITHOUT THE DIY LOOK

MELISSA LOVE

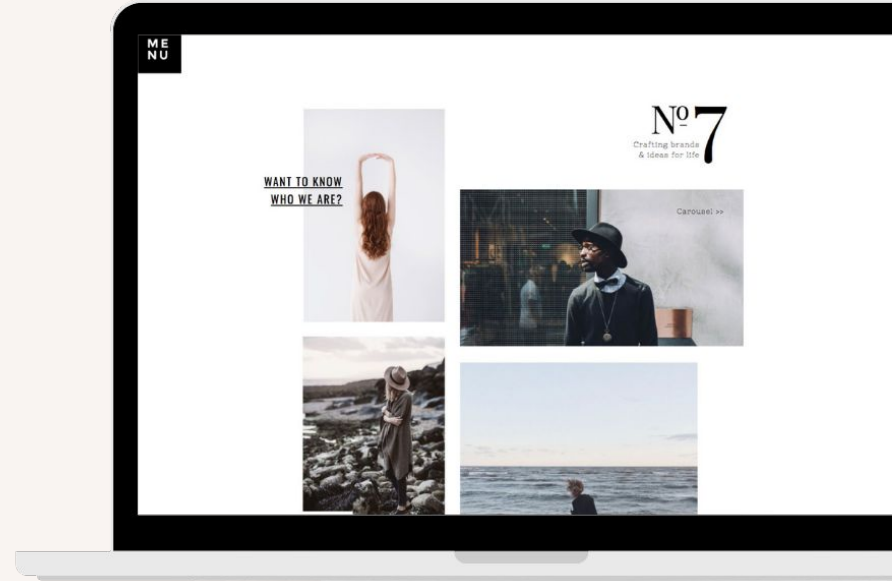


LIVE BONUS:

[themarketingfix.co/live-bonus](https://themarketingfix.co/live-bonus)

# The Website *Makeover*

- Explore my BOOM framework
- Do some design challenges together
- Your resources & next steps





**NOT MY ACTUAL MUM**



**ALSO NOT MY ACTUAL DAD**

Design skills are learned  
and not innate.

I've made all of the website  
mistakes so you don't have to.

**CONFIDENCE + FREEDOM**

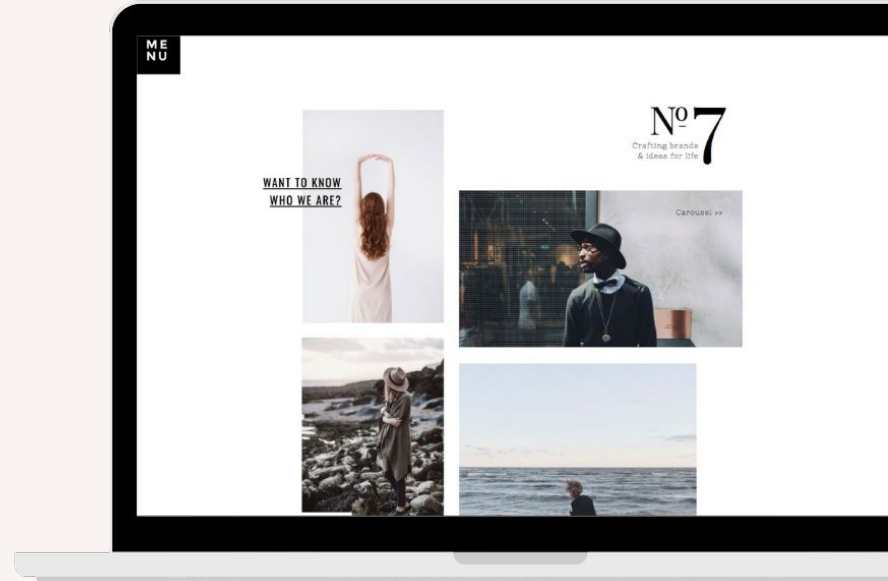


# Reasons you don't really like your website.

- You went brand shopping
- You installed a theme and just started designing
- You planned your content around your theme
- You didn't know when to stop
- You started panic designing
- You got bored

# How to audit your own website

- Purpose & brand proposition
- Visual impact (above the fold)
- Navigation
- Typography
- Colour
- Mobile usability

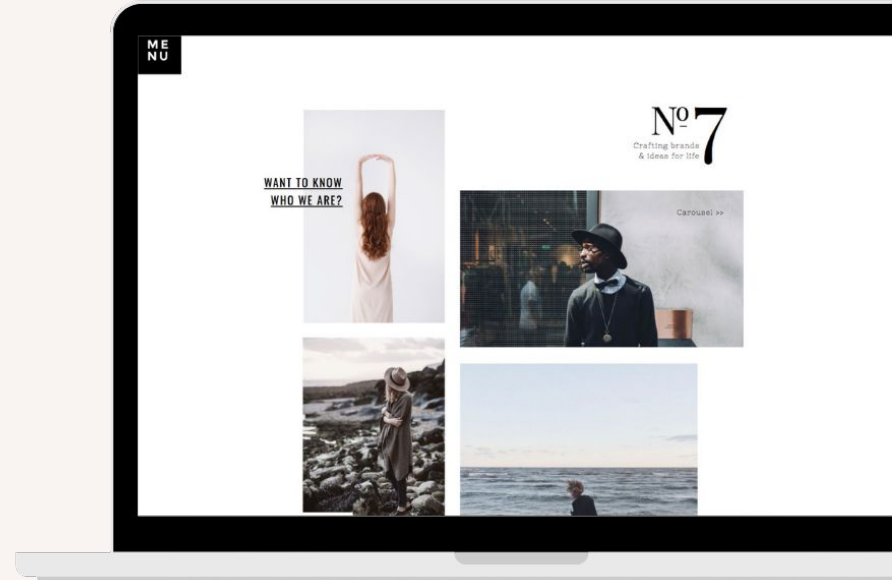


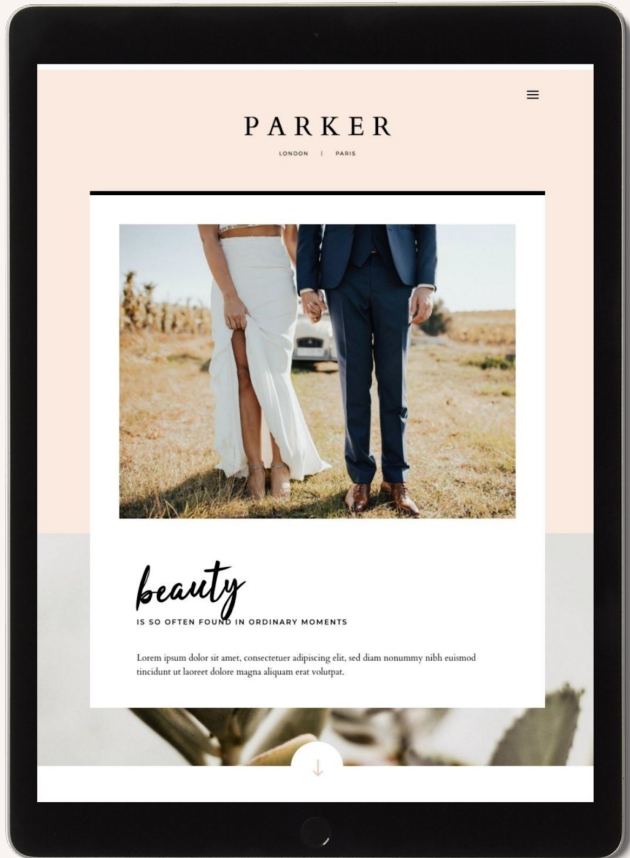


# Challenge #1

## The Website Audit

Type 'bingo' in the comments  
as soon as you find something





Brand  
Organise  
Outline  
Modify

# BRAND



Create a comprehensive brand guide to use as a roadmap before you even think about re-designing your website.

*Consistency*

# Your brand guide



THE DESIGN SPACE.CO

#### COLOUR REFERENCES



#### MOOD BOARD AREA

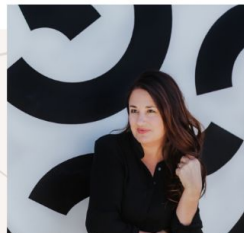
This is a *heading*

A SUBHEADING

Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

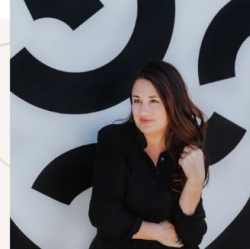
CALL TO ACTION



Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

CALL TO ACTION



## How it *works*

- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS

CALL TO ACTION

#### FONT REFERENCES & DESIGN ELEMENTS

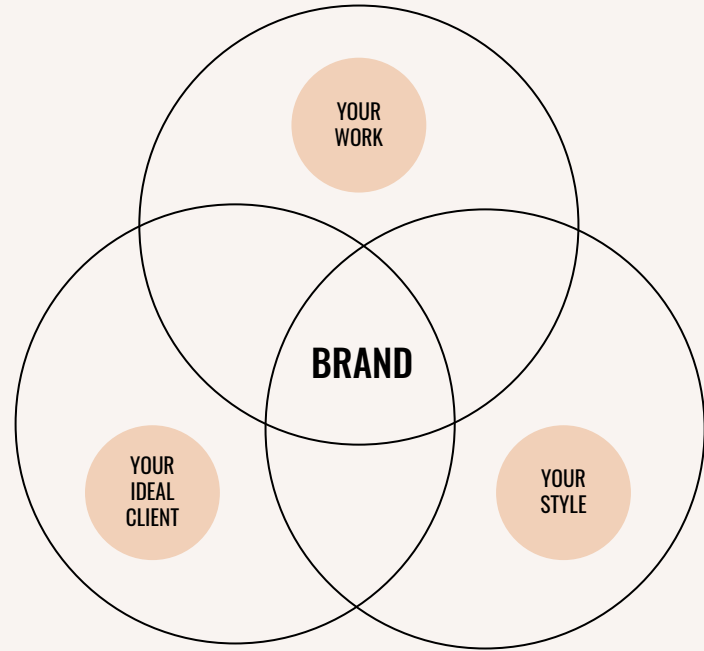
Freight Big *Pro*

A MONTSERRAT

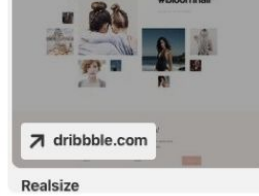
Nunito Sans

© THE DESIGN SPACE

# The process before the brand guide



# Get pinning!



- Colour
- Pattern / shape / icon
- Fonts
- Style / your work
- Website inspiration

# Choosing Colours

- Anchor colour
- Background colour
- Accent colour
- Neutral colour (white)



# Your brand guide



## THE DESIGN SPACE.CO

### COLOUR REFERENCES



### MOOD BOARD AREA

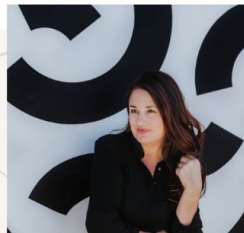
This is a *heading*

A SUBHEADING

Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

CALL TO ACTION



Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

CALL TO ACTION



## How it *works*

- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS

CALL TO ACTION

### FONT REFERENCES & DESIGN ELEMENTS

Freight Big *Pro*

A MONTSERRAT

Nunito Sans

© THE DESIGN SPACE



# Top down typography

- Always driven by your logo
- 3 fonts max (unless you really know what you're doing!)
- Use weights & styles for variation before adding a new font
- Keep an eye out for default fonts



# Your brand guide



THE DESIGN SPACE.CO

#### COLOUR REFERENCES



#### MOOD BOARD AREA

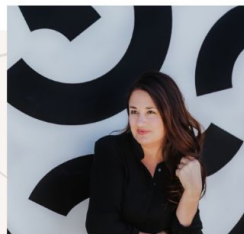
This is a *heading*

A SUBHEADING

Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

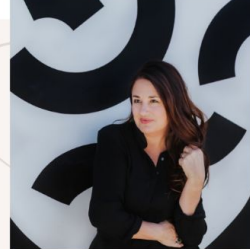
CALL TO ACTION



Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

CALL TO ACTION



## How it *works*

- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS

CALL TO ACTION

#### FONT REFERENCES & DESIGN ELEMENTS

Freight Big *Pro*

A MONTSERRAT

Nunito Sans

© THE DESIGN SPACE



# Logotype.

---

## **A Subtitle**

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

**Read more...**

# LOGOTYPE

---

## A SUBTITLE

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

*Read more*

*Signature*

---

## *Subtitle*

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

*Read more...*



## Logotype.

---

A SUBTITLE

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

[READ MORE](#)

## LOGOTYPE

---

A SUBTITLE

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

[READ MORE](#)

## Signature

---

A SUBTITLE

Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

[READ MORE](#)

# Case study

CLAIRE MORRIS PHOTOGRAPHY



## COLOUR

Organise



Nude and Fragile

[Claire Morris Photography](#)

♥ Reply



modern nostalgia | mood-board by breanna rose

[Claire Morris Photography](#)

♥ Reply



MONDAY MOOD BOARD | CHIC GREY

[Claire Morris Photography](#)

♥ Reply



Say it with a Box brand board.

[Claire Morris Photography](#)

♥ Reply



Brand and Blog Launch :: This Renegade Love

[Claire Morris Photography](#)

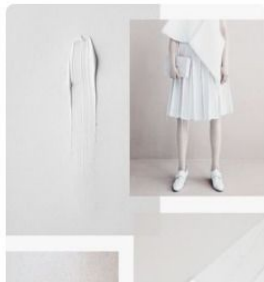
♥ Reply



Danielle Jade Windsor: Mood - A Hundred Silent...

[Claire Morris Photography](#)

♥ Reply



Zara trf: the reworked princess

[Claire Morris Photography](#)

♥ Reply



Parallel Worlds

[Claire Morris Photography](#)

♥ Reply



Privacy

Reply



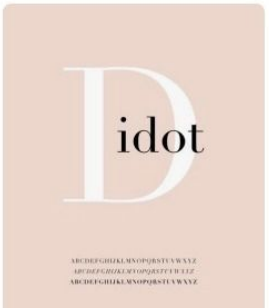
Glamor - Chic & Modern Free Type Family on

+ ✎ ⚙



27: Under Construction | typography / graphic...

Claire Morris Photography  
Reply



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



possible chapter opening  
Melissa Love Design  
Reply



French Chic  
Claire Morris Photography  
Reply

### FONTS



#Typographie Alsace récompensée aux ED Awards...  
Claire Morris Photography  
Reply



Unfluff and Erase - James...

### Organise



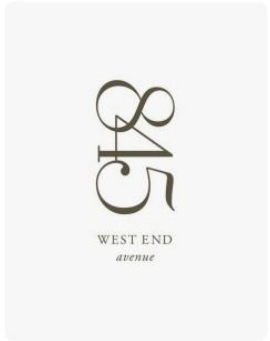
Horse Magazine Typography  
Claire Morris Photography  
Reply



Photography: Alexandra Lattion



Vogue Australia  
Claire Morris Photography  
Reply



845 West End Avenue - Logo  
Claire Morris Photography  
Reply

Privacy

# CLAIRE MORRIS

PHOTOGRAPHY



CM

IF YOU  
ARE LOOKING  
FOR THIS



LET ME SHOW YOU

Every part of the planning process is *important to me.*

I'm Claire and sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit.



JEN + PETER

CLAIRE MADE  
US FEEL  
*amazing*

”

claire + dan  
in Paris







I WANT YOU TO LOOK & FEEL amazing

High-end photography of your luxury wedding.

LUXURY WEDDING PHOTOGRAPHER  
PARIS | LONDON | LAOS & SIAM

When you invest in my wedding photography, you're investing not only in an exceptional photographer with a great eye, but in the kind of creative direction and unconditional assistance that take years to learn.

My work tends to be focused on golden light, intimate poses and the sweeping luxury that exudes a truly magical wedding day. Carefully balancing timeliness with meticulous attention to imagery, with a focus that your time will always be spent enjoying the day's romantic bliss.



Hi, I'm Claire

LET ME TELL YOU MY STORY

YOUR STORY  
PLANNING FOR THE YEAR

E + D's luxury wedding in Paris

VIEW THE FULL WEDDING



ABOVE ALL THINGS ...I BELIEVE IN LOVE

VIEW SOME FULL GALLERIES

PRE-WEDDING & ENGAGEMENTS



ELOPMENTS & WEDDINGS



PAUSE & EDITORIAL



”

E + D

WHAT A MAGICAL RECAP OF SUCH A SPECIAL time in our lives



follow on instagram



CLAIRE MORRIS PHOTOGRAPHY



# Your brand guide



## THE DESIGN SPACE.CO

### COLOUR REFERENCES



### MOOD BOARD AREA

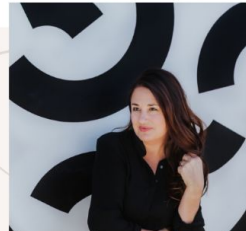
This is a *heading*

A SUBHEADING

Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

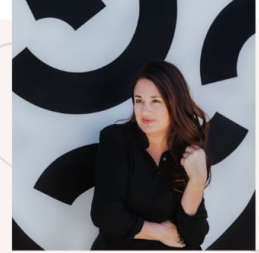
CALL TO ACTION



Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

CALL TO ACTION



## How it works

- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS
- ✓ INCLUDES THIS

CALL TO ACTION

### FONT REFERENCES & DESIGN ELEMENTS

## Freight Big Pro

A MONTSERRAT

Nunito Sans

© THE DESIGN SPACE



# ORGANISE

## *your content*

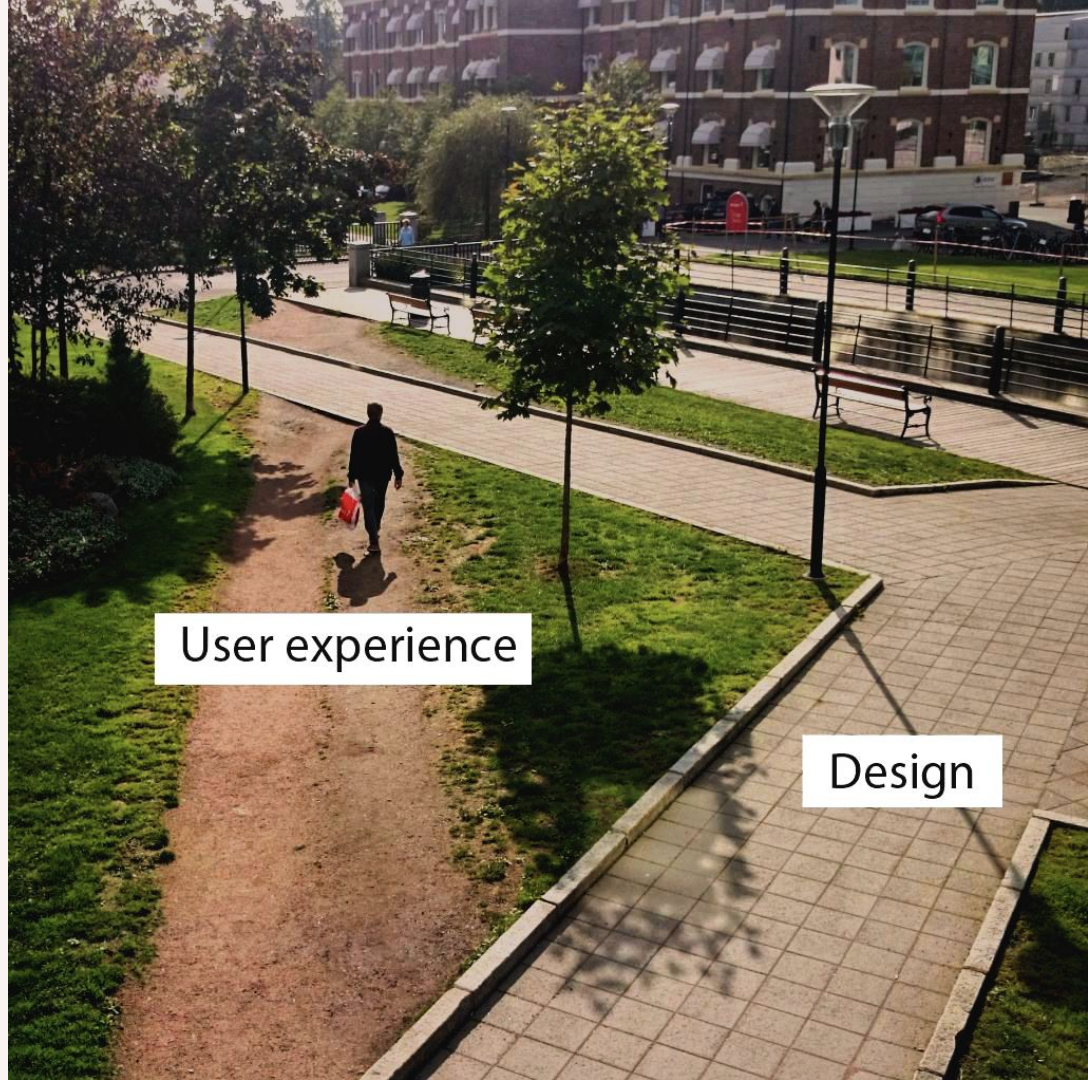
**Truly understand the visitor journey and design for conversation, THEN conversion.**

- UX (user experience)
- UI (user interface)
- Carve up your content
- Craft your calls to action

# User experience (UX)

**User experience is how a person feels when interacting with a system.**

- Mouseflow or Hotjar
- Try My UI (real user testing)



# Your portfolio UX

Who is REALLY doing the  
selling?



- One killer gallery
- Niched blog posts



I have been lucky enough to shoot in the most incredible places and work with the FABBEST of couples... from ruined castles to teepees in a field... in the middle of zoos to race horse stud farms... hand fasting in the rain to sunny towers in Italy. Each as

does your dream day look something

like this?



### A LAID BACK LONDON PUB WEDDING

CAT & PAUL | THE ASYLUM

I know I am normally of good chipper happy if I can raise a smile off you my lovely blog readers ( all two of you lol ) I have typed this



### A RELAXED BACK GARDEN WEDDING

LARISA & CHRIS | A MIDSUMMER WEDDING

Love displays itself in many ways... sometimes obvious... loud...triumphant and filled with utter joy... and sometimes... it can be the



### THE CHILLED OUT CASTLE & BEACH WEDDING

SARAH & MATT | PEMBROKESHIRE

I am slap bang in the middle of full on wedding season and to say my eyes are



# User interface (UI)

User interfaces are the points where users interact with a designed system.

UI



Better UI



UX





# User interface (UI)

- Font size / readability
- Common sense navigation
- Buttons that look like buttons
- Hover states
- Contact form

**(check and check again)**

UI



Better UI



UX





## Carving Up Content

- Divide content into small chunks (Miller's Law)
- 5-9 pieces of information
- Credit cards

# Carving Up Content

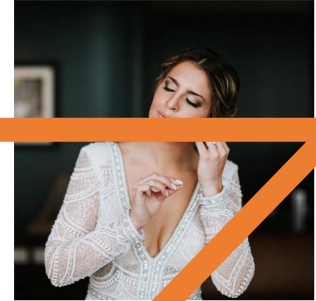
- One idea per section
- Understand how the human eye works
- F & Z patterns

## Editing.

### Your style, not ours

Your style matters, that's why we take the time to learn it – at Freedom, we won't just slap on a preset and call it good. Each catalog is given the

Consistency has never been easier. Or faster! From cull to delivery in just a week, we own the part of our job that makes you look good. And delivering a completely edited catalog well ahead of schedule to your client that makes you look damn goood.



## Culling.

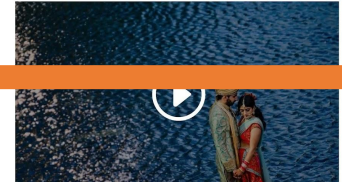
### Editorial meets emotion

The Freedom team is known for our sentimental side (after all, we built a business based on spending more time with those we love) – we are experts at culling your weddings for emotion, as well as selecting your best work.

## Portfolio Slideshows

### Drop your Insta handle like a pro.

Portfolio slideshows are your best hero images, artfully displayed to the beat of a song. WOW your ideal clients with an on brand custom made slideshow that will pull on their heartstrings and leaving them ready to book you!



# Carving Up Content

- Pattern interruption
- Data signposting

The screenshot shows a checkout process with three stages: "Order Submitted", "Special Offer", and "Order Receipt". A progress bar indicates the current stage is "Special Offer". A pop-up message reads: "Wait! Your Order Is Almost Complete... I have a special one-time offer for you." The offer is a "50% Off Any Design Space Template" for £75.00 (reduced from £150.00). The offer includes a "Design Space Template Voucher" image with a "BUY NOW & CHOOSE LATER" button. Below the offer is a large orange button that says "Yes, Add to My Order!" and a smaller link that says "No, thanks".

Order Submitted      Special Offer      Order Receipt

Wait! Your Order Is Almost Complete...

I have a special one-time offer for you.

**50% Off Any Design Space Template**

£150.00 £75.00

Did you know I sell beautiful Wordpress themes over at The Design Space? [\(Check them out right here\)](#)  
Buy a voucher now and choose later. No time limit!

**Yes, Add to My Order!**

[No, thanks](#)

JOIN NOW

# Case Study

## Tackling copy-dense websites

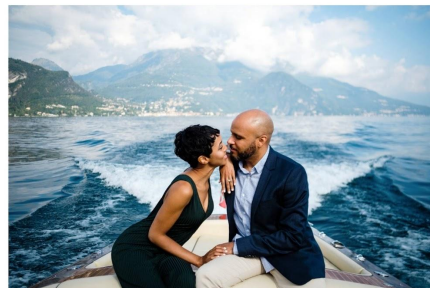
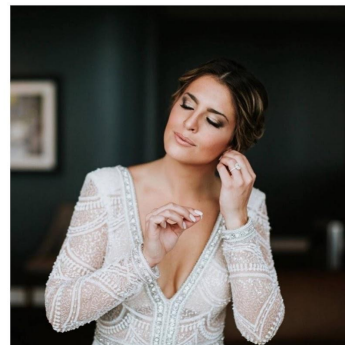
FREEDOM EDITS

### Editing.

#### Your style, not ours

Your style matters, that's why we take the time to learn it – at Freedom, we won't just slap on a preset and call it good. Each catalog is given the same attention as you would provide.

Consistency has never been easier. Or faster! From cull to delivery in just a week, we own the part of our job that makes you look good. And delivering a completely edited catalog well ahead of schedule to your client that makes you look damn goooood.



### Culling.

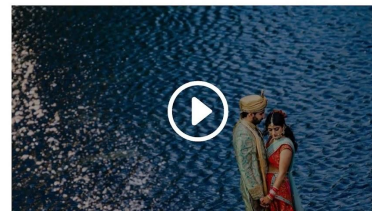
#### Editorial meets emotion

The Freedom team is known for our sentimental side (after all, we built a business based on spending more time with those we love) – we are experts at culling your weddings for emotion, as well as selecting your best work.

### Portfolio Slideshows

#### Drop your Insta handle like a pro.

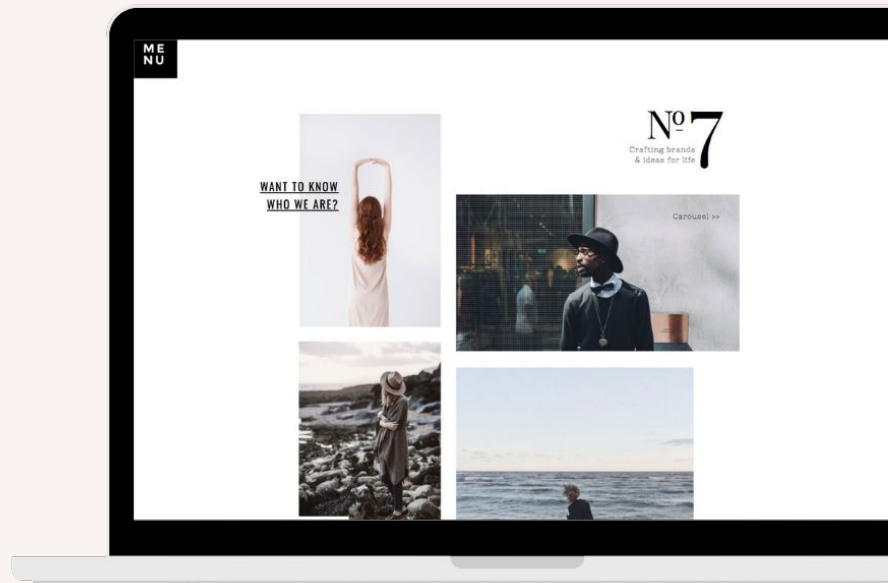
Portfolio slideshows are your best hero images, artfully displayed to the beat of a song. WOW your ideal clients with an on brand custom made slideshow that will pull on their heartstrings and leaving them ready to book you!



# Challenge #2

## Content Organisation & Layout

- One idea per section
- Vary content widths
- Vary tones and backgrounds
- Use negative space
- Know when to stop





# OUTLINE

Your home page is the foundation for all that follows.

- What it should contain
- How copy & design intersect



## Set the tone

**Everyone needs a positioning statement  
(unless you are actually Madonna)**



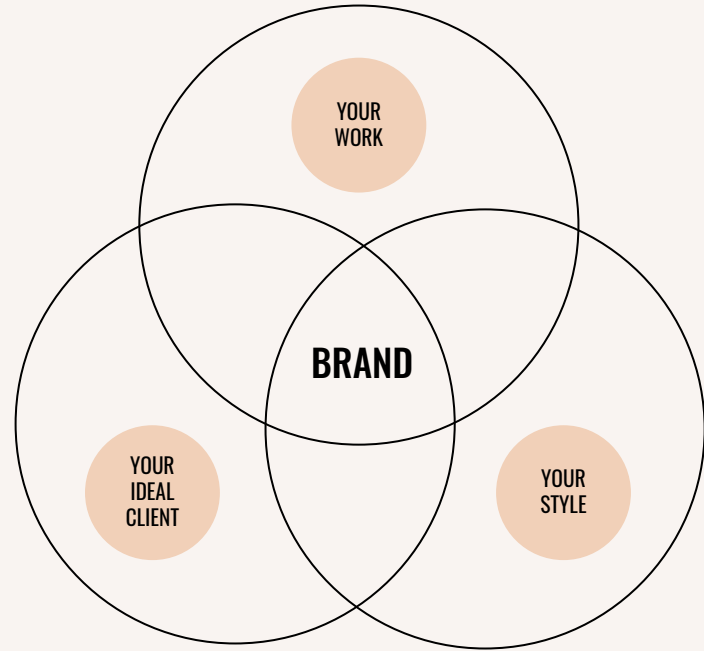
# Creating your positioning statement

**A brand positioning statement explains what your brand does, who you target, and the benefits of your brand, in a short, concise statement.**



- What you do
- Who you do it for
- How you do it

Remember  
this?



## Positioning statement exercise

“

- What do you offer?
- Who do you offer it to?
- How do you do it differently?

## Positioning statement vs. strapline

“

To bring inspiration and innovation to every athlete in the world. We believe that if you have a body, you are an athlete.

- **JUST DO IT**
- **BE LEGENDARY**
- **BELIEVE IN SOMETHING, EVEN IF IT MEANS SACRIFICING EVERYTHING**

## Positioning statement exercise

“

Stunning, easy-to-use website templates  
for small, creative businesses  
with unlimited support and an amazing community

- **BUILD YOUR OWN BEAUTIFUL WEBSITE**
- **BE THE BOSS OF YOUR OWN WEBSITE**

Positioning  
statement  
exercise

I  
WANT  
YOU  
TO LOOK  
& FEEL.  
*amazing*

---

Let's capture the next  
chapter of your *love story*:

Whether I'm taking your photo before, during or after your wedding, I promise a magical experience like none other. I want you to feel like you're starring in a Vogue cover shoot or walking the catwalk in Milan with perfect hair and make-up, wearing the dress of your dreams. I'm inspired by beauty, high fashion principles and utter transformation.

Let's capture you at your very, very best.

*Hi I'm Claire*

XOX



LET ME TELL YOU MY  
LOVE STORY >

HOME PAGE

# CONTENT + STYLE



**Your content is driven by your positioning statement.**

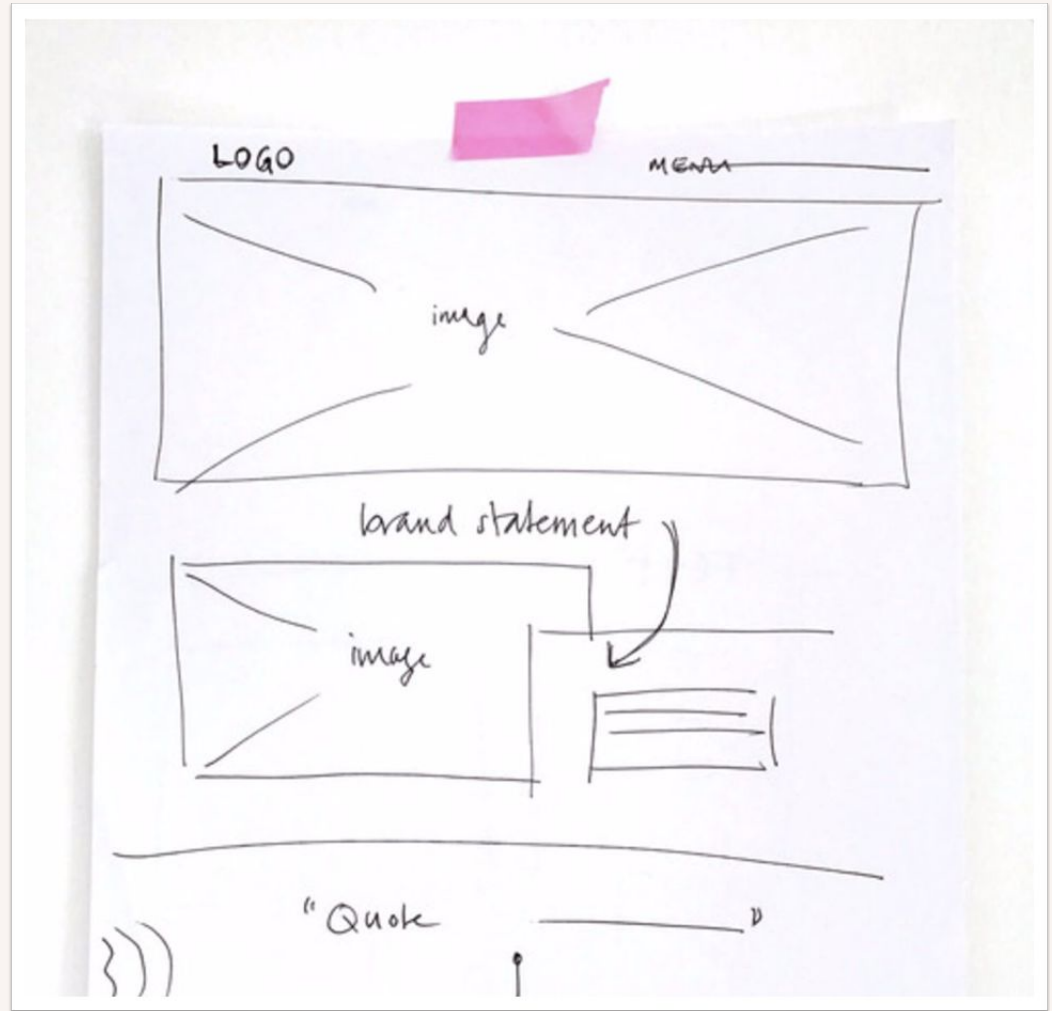
- Show your 'what' and describe it.
- Speak to / describe your ideal client
- Your unique offer or belief system

**You design style is driven by your brand guide.**

- Colours
- Fonts
- Design elements

# Putting it all together.

- Start with a pen and paper
- Vary content widths
- Vary tones and backgrounds
- Don't forget your top-down typography
- Embrace negative space
- Calls to action in every section
- Cull your copy - not all messages are for right now

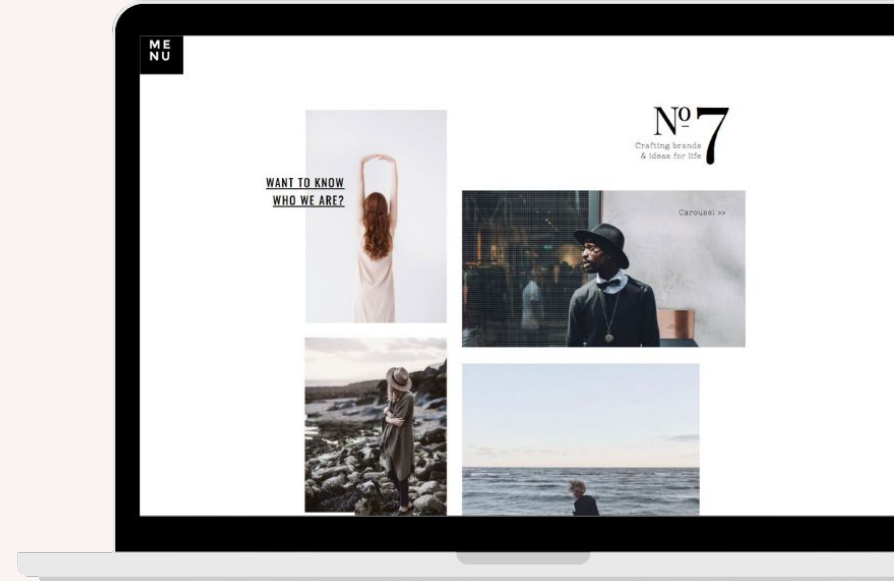




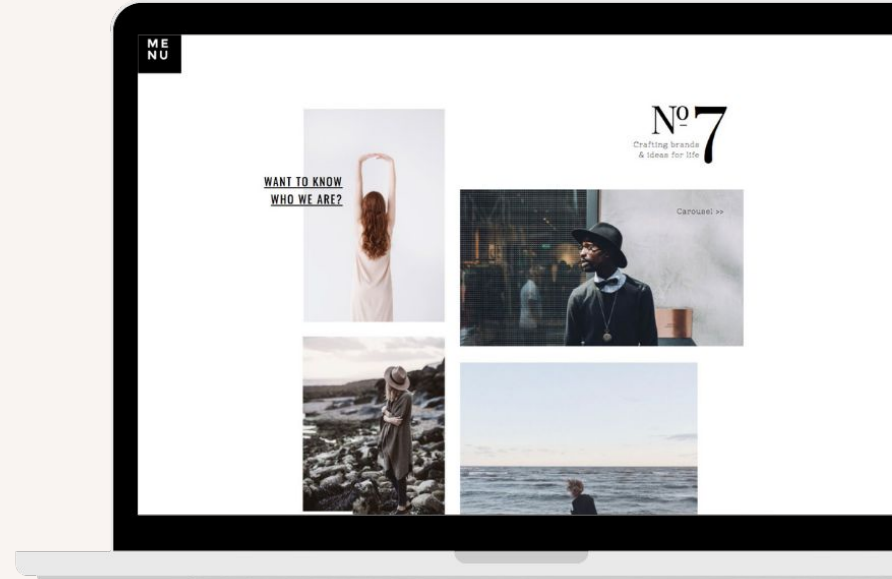
# Challenge #3

## Outline your home page

- What is the product?
- Who is it for?
- How do you do it differently?



# Demo





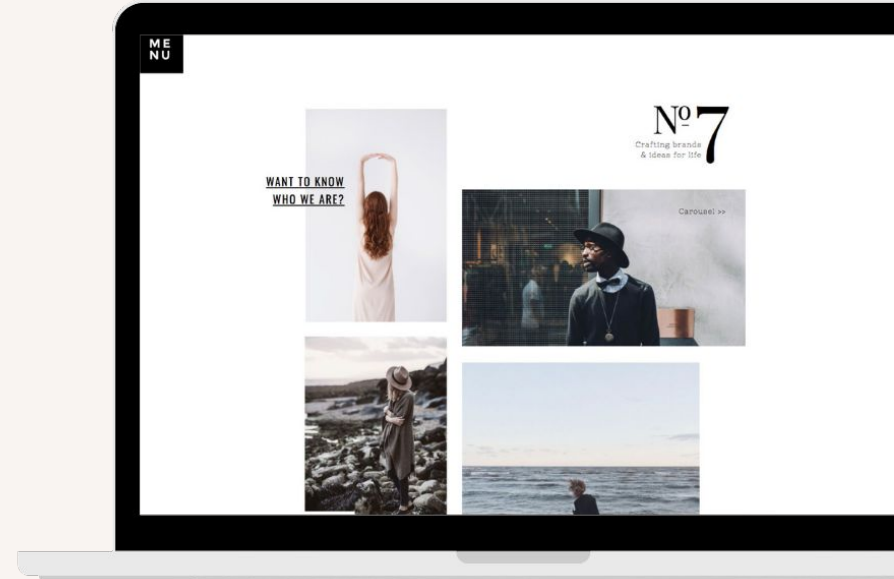
# MODIFY

**Making your house a home that you actually want to live in.**

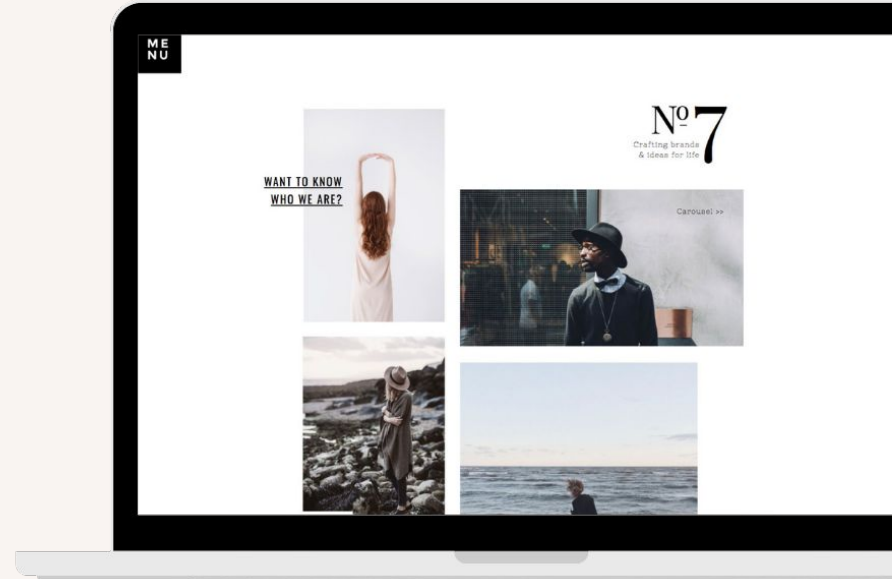
- Ask yourself what you love about the template and why you love it (carry out your own 'fire sale')
- Re-use, repurpose & extend sections that work
- Don't be tempted to 'cram it all in'
- Understand how image choice shapes a site

# Challenge

#4 Give yourself permission to play



# Demo



# Designing *for mobile*

- Does the tool you are using give you the freedom you need?
- Consider how columns stack on mobile
- Use responsive measurements wherever possible
- Test across devices
- Bonus: mobile workflow video



Brand  
Organise  
Outline  
Modify

## Things to do right now

- Audit your website
- Brand guide
- Positioning statement
- Home page outline
- Content 'chunk' sanity check
- UX/UI testing and planning

Design skills are learned  
and not innate.

**Don't be scared to DIY. You've got this.**

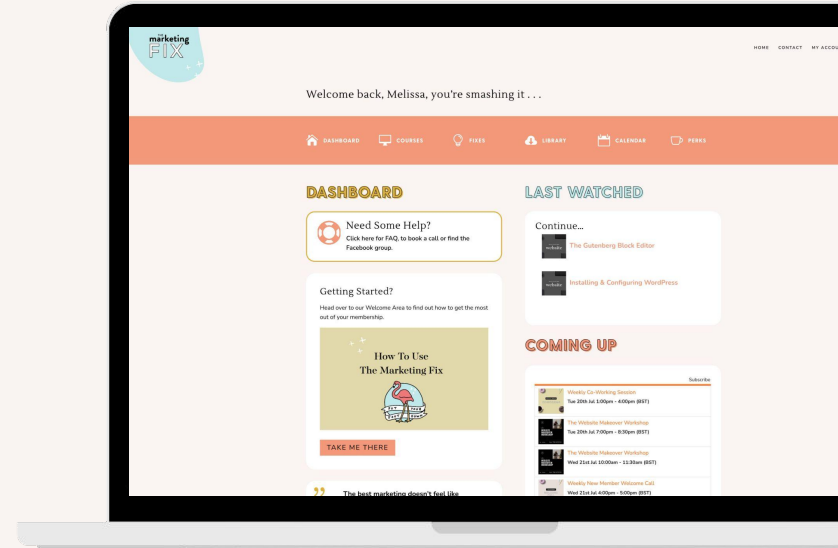


# Next steps

- Access the recording & mini course at [themarketingfix.co](http://themarketingfix.co)

## BONUSES

- Q&A Session
- Designing For Mobile Walkthrough
- Recorded Website Critique
- DIY Website Checklist





▼ **The Website Makeover**

- ✔ How To Audit Your Own Website
- ✔ Creating A Brand Guide For Your Website
- ✔ Organising & Styling Your Content
- ✔ Outlining Your Home Page
- ✔ Modifying A Website Template
- ✔ The DIY Your Website Checklist

▼ **MEMBERS: Choosing & Sizing Images For Your Website**

- ✔ Selecting Images That Work
- ✔ How to Format Your Images For Speed & Quality

▼ **MEMBERS: SEO Basics**

- ✔ Why does Google Look For?
- ✔ On Page SEO
- ✔ Off Page SEO
- ✔ Setting Up Your SEO Plugin
- ✔ SEO When Redesigning
- ✔ Basic Keyword Research

[Open All](#) · [Close All](#)

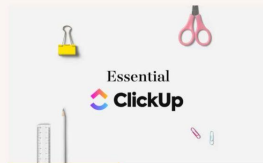
## YOUR COURSES



Plan B: Pivot Your Business



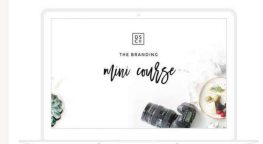
Bring Your Business Online



Essential ClickUp



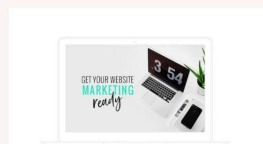
First Steps to Facebook Ads



Branding Mini Course



SEO Mini Course



Get Your Website Marketing Ready

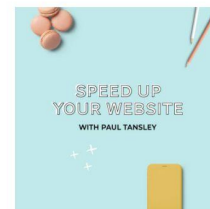
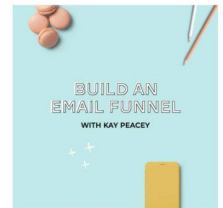
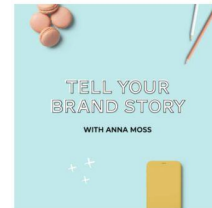


Launch Your Lead Magnet

## MONTHLY FIXES

ALL MINDSET PLANNING CONTENT CREATION SOCIAL MEDIA SEO PAID ADS EMAIL MARKETING COPYWRITING BRANDING

WEB DESIGN





# What is The Marketing Fix?

A membership for small, creative businesses who are ready to get serious about their marketing and who need expert help, strategy, accountability & feedback.

# What's inside?

- Our core courses
- Monthly 'fixes' with expert guests
- Live mastermind calls
- Weekly live co-working & coaching
- Social events
- Resource library
- Incredible community

## What does it cost?

~~£350 per year~~

**£321 forever**

- 2 months free
- 4 Quarterly Planning Sessions

**£35 per month**

- Spend it on your first month



# Your Questions