

FREE RESOURCE

HOW TO CHOOSE THE *perfect* WEBSITE TEMPLATE

Simplify your website journey and find the template that *works for you and your business.*



TPCTEMPLATESHOP.COM



Welcome, Friend

Building a website is a big step for your business. It's where potential clients get their first impression of your brand. Choosing the right website template can feel overwhelming with so many options, but it doesn't have to be! This guide is here to help you make a confident, informed decision. By the end, you'll have all the clarity you need to pick a template that works beautifully for your business goals.

After completing this guide, be sure to check out our curated Squarespace template shop, designed specifically for entrepreneurs like you!

[VIEW THE TEMPLATES](#)

TPCTEMPLATESHOP.COM

STEP 1:

DEFINE YOUR WEBSITE'S PURPOSE



Before choosing a template, it's essential to know *why* you're building a website.

Ask yourself:

- Is your goal to generate leads and inquiries?
- Are you showcasing a portfolio or case studies?
- Do you want to sell products or services directly online?

When you're clear on your purpose, you'll know exactly what features to prioritize in your template.

ACTION STEP:

Write down your primary website goal in the space below.

STEP 2:

KNOW YOUR TARGET AUDIENCE

Your website needs to resonate with the people you want to attract. Think about:

- Who is visiting your site? (e.g. busy moms, local business owners, creative professionals)
- What do they want to achieve when they visit? (e.g. book a service, learn about you, find resources)

ACTION STEP:

Write three key characteristics of your ideal audience:



STEP 3:

LIST YOUR MUST-HAVE FEATURES

Every website has unique needs. Create a list of features your website must include, like:

- Appointment scheduling
- Gallery for showcasing work
- Blog for sharing insights
- E-commerce functionality

ACTION STEP:

Use the checklist below to identify your must-haves:

- Appointment Booking
- Contact Form
- Blog Section
- Photo/Video Gallery
- Testimonial Section
- Other _____



TIP: Look for a template that already has the features you need built-in to make your editing and customization much easier.

STEP 4:

CHOOSE A PLATFORM THAT FITS YOUR NEEDS

Not all website platforms are created equal. And depending on your needs, one platform may be a better choice for your business. Here's a quick overview of popular platforms:

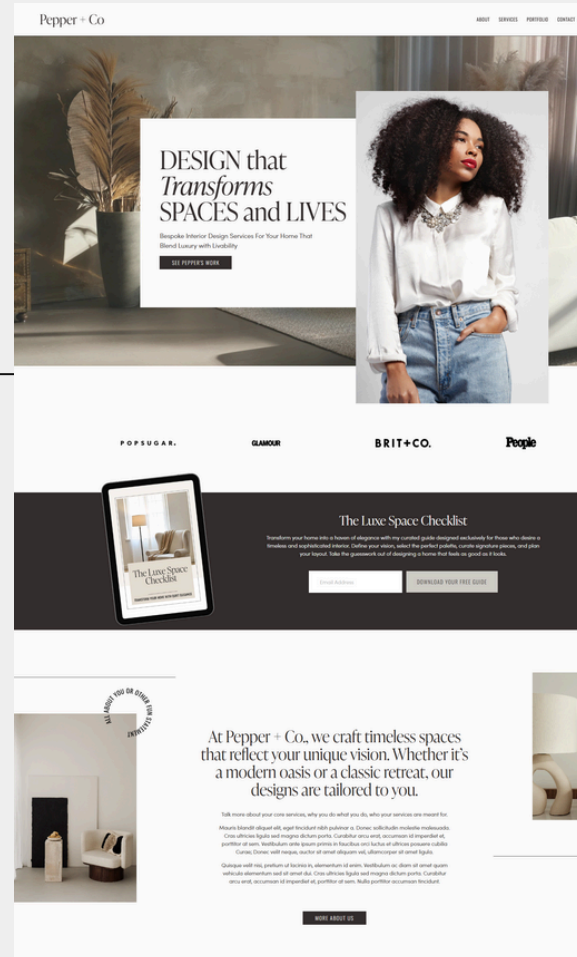
- **Squarespace:** User-friendly, visually stunning templates, and all-in-one hosting
- **WordPress:** Highly customizable but may require technical know-how
- **Wix:** Drag-and-drop ease but limited for advanced SEO
- **Showit:** Great for creatives, but less versatile for e-commerce

Action Step:

Jot down your must-haves in a platform:

Example: Easy to use, built-in SEO tools, responsive design

Our templates are built on Squarespace because it's perfect for entrepreneurs who want beautiful designs without the hassle of coding.



STEP 5:

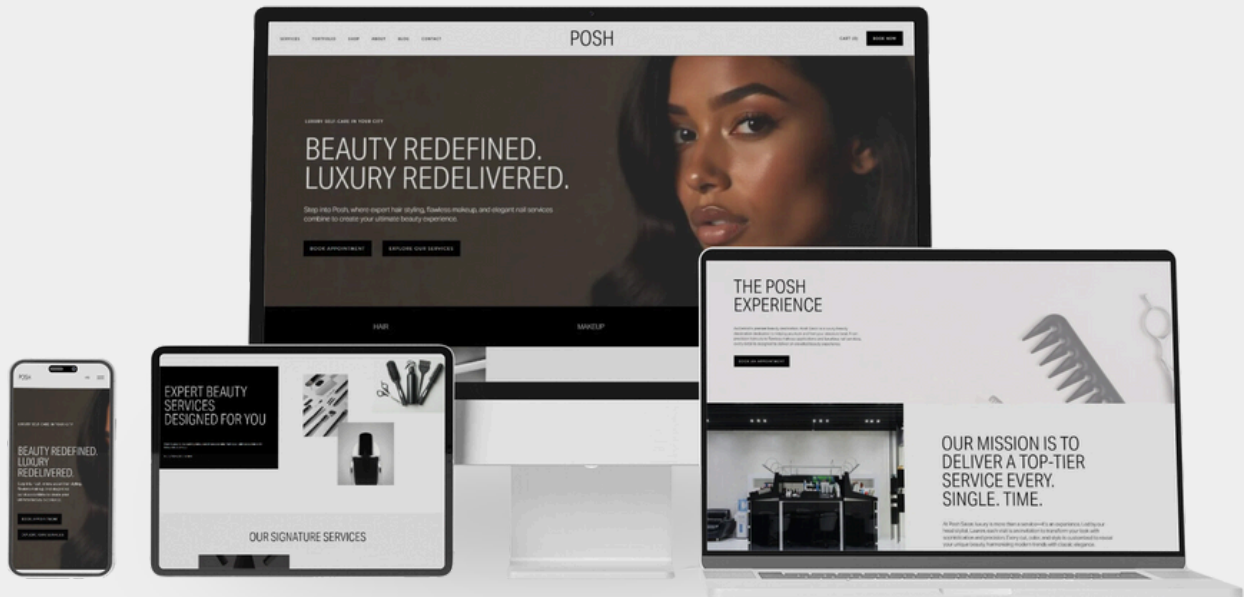
FIND INSPIRATION

It's easier to choose a template when you see real-life examples. Explore:

- Live demos of templates for a variety of industries → [VIEW HERE](#)
- Examples of websites that align with your style and goals.

TEMPLATE SPOTLIGHT

Our **Posh Salon Template** is perfect for beauty professionals. With a sleek layout and built-in booking functionality, it's designed to make scheduling appointments effortless.

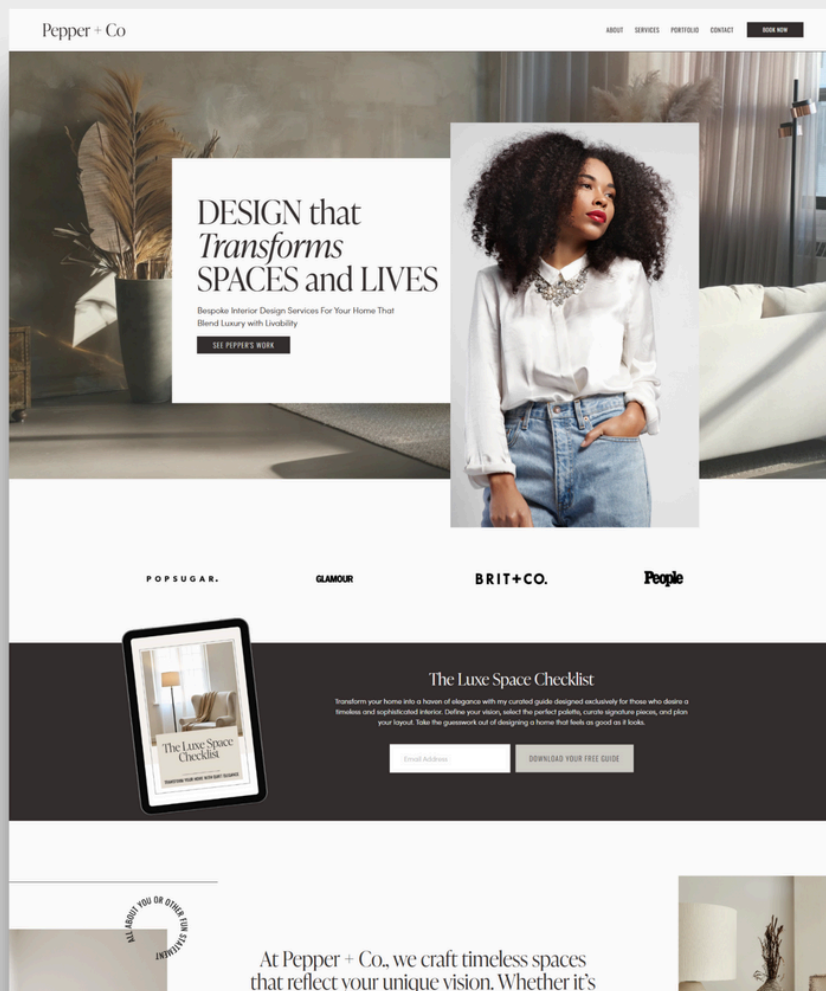


[VIEW THE TEMPLATES](#)

MAKE YOUR CHOICE

When it's time to decide on a template design and a platform, use this quick checklist:

- Does the template support my website's purpose?
- Does it include all my must-have features?
- Is it visually appealing and user-friendly?
- Does the template align with my branding?
- Does it provide the right experience for my users?
- Does my chosen platform support the functionality that I need?

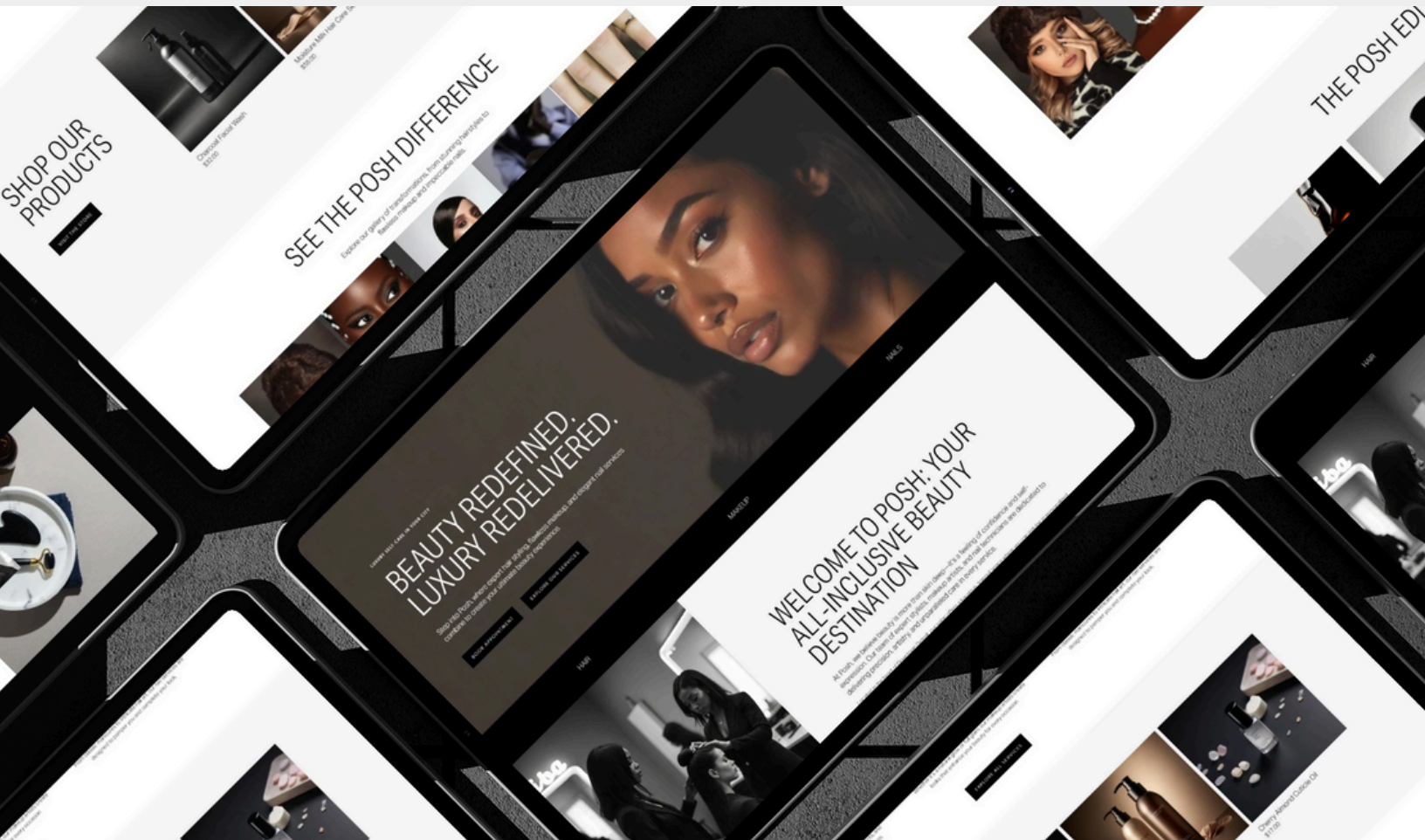


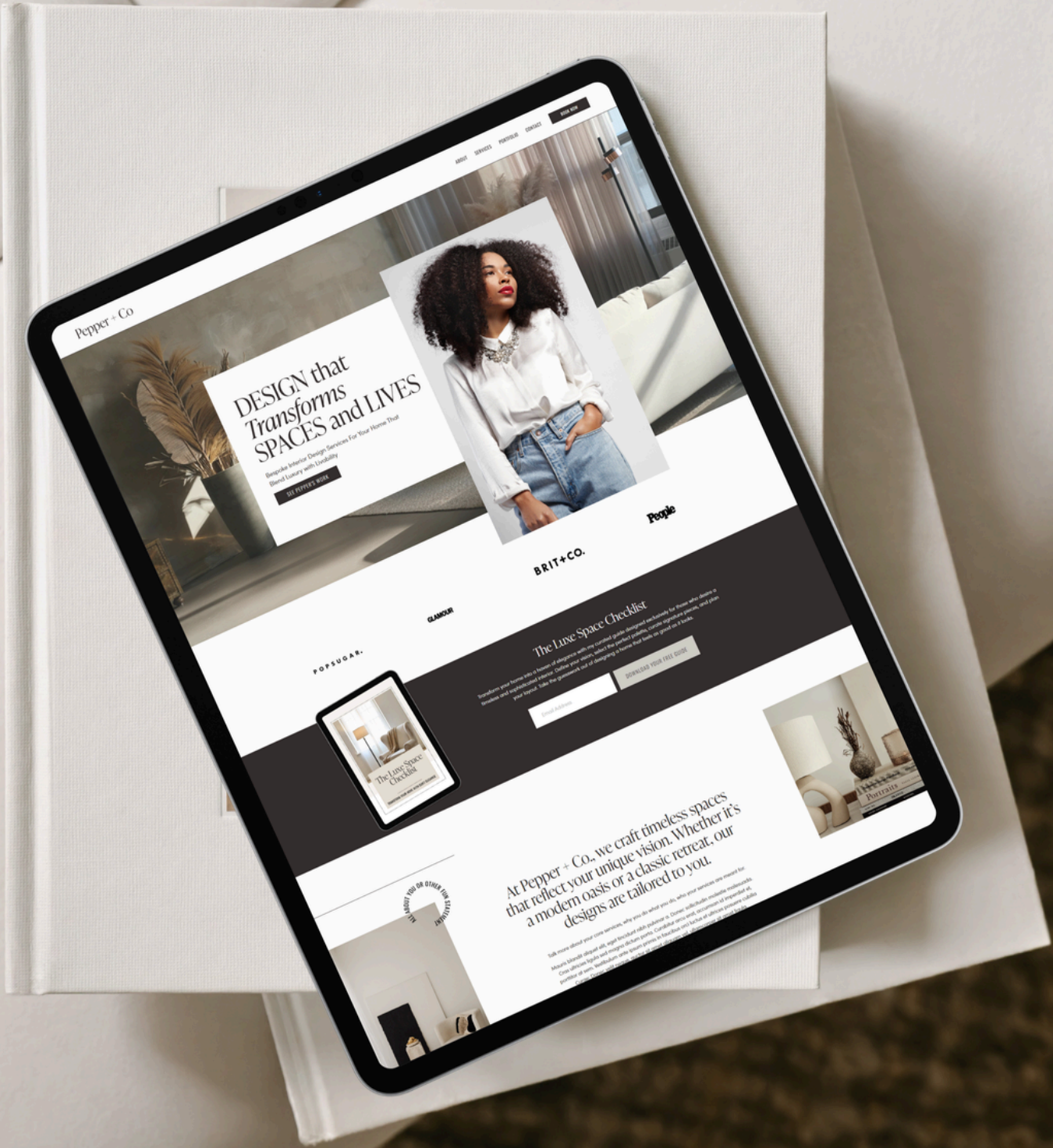
FINAL THOUGHTS

Your website is the face of your business. With the right template, you'll not only look professional but also create a space that works hard for your goals. I'm excited to see what you create!

As a thank you for downloading this guide, enjoy 10% off your first template purchase. Use code **PERFECT10** at checkout!

SHOP THE TEMPLATES NOW





Pepper + Co

ABOUT SERVICES PARTNERS CONTACT BOOK US

DESIGN that Transforms SPACES and LIVES

bespoke interior Design Services For Your Home That Blend Luxury with Usability

THE PIPER'S BOX



People

BRIT+CO.

GLAMOUR

POPUGAR.

The Lane Space Checklist

Transform your home into a haven of elegance with our curated guide designed exclusively for those who desire a timeless and sophisticated space. Define your vision, select the perfect palette, curate your art pieces, and give your friends the green light on a home that has you craft on a table.

DOWNLOAD YOUR FREE GUIDE



THE SPACE YOU OR OTHER YOU WANT

At Pepper + Co., we craft timeless spaces that reflect your unique vision. Whether it's a modern oasis or a classic retreat, our designs are tailored to you.

Not more about your company, who you do what you do, who your services are meant for. Make it all about your client, your customer, your partner. Create a space that is not just a space, but a lifestyle. Create a space that is not just a space, but a lifestyle. Create a space that is not just a space, but a lifestyle.