

Creative Starter Website Outline – Handmade Brands

A simple, flexible structure designed for creators who want ease, clarity, and room to grow.

The Purpose of Your Website (Right Now)

Your website does **not** need to do everything.

Its job is to: - Show your work clearly - Help the right people understand what you make - Make ordering feel easy and human

Page 1: Home

What This Page Should Answer

- What do you make?
- Who is it for?
- Why is it special?

Simple Structure

- One clear headline (what you make + feeling)
- 1–2 sentences about your handmade approach
- A few strong photos
- A button: *Shop* or *View the Collection*

Tip: Write the headline like you're talking to one person, not the internet.

Page 2: Shop / Collection

Keep This Light

- Start with **5–10 items max**
- Group items by type (bags, accessories, clothing)
- Avoid too many options or variations

Each Product Page Should Include

- Clear photos
- Short description (what it is + who it's good for)

- Size / material notes (simple)
 - Price
 - What makes it special (handmade note)
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Page 3: About

What This Page Is *Not*

- A resume
- A long brand story

What It Is

- A human introduction

Simple Prompts

- What do you love making?
- Why handmade matters to you
- What people can expect when ordering from you

This page builds trust — not perfection.

Page 4: Custom Orders / Contact

Keep the Process Clear

- One short form
- Ask only what you truly need

Suggested fields: - Name - Email - What are you looking for? - Is this a gift? - Timeline

Optional Page (Later): Markets & Updates

- Where you'll be selling in person
 - Upcoming markets
 - How to follow you
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What to Skip (For Now)

- Blogs
- Email funnels

- Complex inventory systems
- Multiple sales channels

You can add these later — when it feels supportive, not stressful.

Final Reminder

A calm website supports a calm creator.

Build something you won't dread maintaining.