

# A Calm Guide *to creating a website*

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FOR WOMEN BUILDING BUSINESSES  
ROOTED IN FAITH AND MODESTY



SUNDAY AMBIENCE.COM

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This guide is offered as structured guidance for women-led businesses who want a calm, modest, and functional website that's rooted in faith, and reflects their work without pressure or performance.

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While care has been taken in the preparation of this guide, the information within does not constitute professional, legal, or technical advice. Readers are encouraged to use their own judgement when applying these principles to their individual studios.

A BIT ABOUT ME

## HI, I'M RACHEL,

I'm the founder of Sunday Ambience — a design studio focused on creating calm, modest, faith-led websites built around clarity and structure.

I work with thoughtful, women-led businesses who value simplicity over noise, and function over performance. Businesses that want their websites to feel steady, intuitive and quietly professional — aligned with the way they actually work, without pressure to be louder than they need to be.

This guide was created to share the foundations I return to again and again when building modest websites rooted in faith — not tactics or trends, but the thinking that makes everything clearer, simpler and easier to implement.

*Rachel Hannah*

PRINCIPLES

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## INTRODUCTION

# THE ROLE OF YOUR WEBSITE

Your website is often the first sustained interaction someone has with your business.

Before a conversation begins, before an enquiry is sent, your website is already communicating — through its structure, its language, and the ease (or difficulty) of moving through it.

Over time, many websites become cluttered. Pages are added, copy expands, trends influence decisions. What once felt clear begins to feel heavy — not because the work has changed, but because the foundation supporting it has.

This guide offers a calmer approach.

Not how to build a website — but how to think about one.

Here are eight principles to help you return to clarity, intention, and ease.



PRINCIPLE

01

## PRINCIPLE ONE

# 01 CLARITY

Clarity allows someone to understand the work you do without effort.

When a visitor arrives on your website, they should quickly understand who you are, what you do, and who your work is for. This shouldn't require interpretation or careful reading between the lines.

Clarity is often lost when language becomes too broad or indirect. When copy is written to sound polished rather than understandable, the reader has to work harder — and most won't.

A clear website places essential information early. It uses direct language and thoughtful hierarchy so nothing important is hidden or delayed.

Apply this:

- State who you are, what you do, and who you work with within the first scroll
- Replace vague phrases with specific, plain-language descriptions
- Use headings and spacing to make key information easy to find

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a white, textured knit sweater. The background is softly blurred, showing a white vase with dried, light-colored plants. The overall aesthetic is warm and minimalist. Overlaid on the right side of the image is a large, light green number '2' and the word 'PRINCIPLE' in a dark, serif font.

# 2 PRINCIPLE

## PRINCIPLE TWO

# O2 STRUCTURE

Structure is how information is organised across your website.

It shapes how easily someone can move through your site, and whether that journey feels calm or confusing. Good structure is often felt immediately, even if it isn't consciously noticed.

Each page should serve a clear purpose. Navigation should remain simple. Content should unfold in a logical order that reflects how a potential client naturally thinks and searches for information.

When structure is intentional, the website feels steady and predictable — which builds trust quietly.

Apply this:

- Keep navigation limited to the pages people genuinely need
- Give each page one clear role
- Arrange pages in a natural flow: understand → trust → enquire



# 03 PRINCIPLE

## PRINCIPLE THREE

# 03 FOCUS

Focus is deciding what your website is really for. Trying to show everything often weakens clarity. A focused website highlights what best represents your work now, rather than attempting to include every service, project, or idea.

Focus requires editing. Letting go of content that no longer reflects how you work isn't a loss — it's a thoughtful step forward.

A focused website feels confident, not sparse.

Apply this:

- Choose work that represents where your business is today
- Remove services or offers you no longer want more of
- Write for your ideal client, not for everyone



# PRINCIPLE 4

## PRINCIPLE FOUR

# O4SIMPLICITY

Simplicity makes information easier to absorb. Long paragraphs, crowded layouts, and dense pages increase effort for the reader. When a website feels heavy to read, people disengage — often without realising why.

Simplicity creates space. Content is broken into manageable sections, spacing is intentional, and nothing competes unnecessarily for attention. This isn't about minimalism. It's about clarity.

Apply this:

- Break long copy into shorter sections
- Reduce competing elements on the page
- Allow generous space around text so it's comfortable to read

A woman with long, dark, wavy hair is shown in profile, looking down. She is wearing a light beige, long-sleeved coat that is draped over her shoulders and partially open. She is standing on a set of stairs. The background is a plain, light-colored wall.

# 05 PRINCIPLE

## PRINCIPLE FIVE

# 05 CONSISTENCY

Consistency creates reliability.

When tone, spacing, and layout remain aligned across your website, it feels complete and settled. Visitors know what to expect as they move from page to page. Inconsistency can make even good content feel unfinished. Small shifts in tone or structure force the reader to reorient themselves.

Consistency allows the website to feel calm and trustworthy.

Apply this:

- Keep your tone steady across all pages
- Use consistent headings and spacing
- Repeat familiar patterns, such as layout and call-to-action placement



# PRINCIPLE

## PRINCIPLE SIX

# 06 INTENTIONALITY

Intentionality means every element on your website exists for a reason.

Over time, websites tend to accumulate content. Pages expand. Sections are added. Decisions are made quickly. Intentional websites are reviewed and refined so they remain purposeful.

When something no longer serves a clear role, it creates noise. Removing it restores clarity.

Intentional choices signal care and confidence.

Apply this:

- Ask what each section is doing for the reader
- Remove anything that exists “just because”
- Make decisions slowly, based on purpose rather than trends



07  
PRINCIPLE

## PRINCIPLE SEVEN

# 07 TRUST

Trust is built through clarity and tone, not persuasion.

A trustworthy website explains how you work, what clients can expect, and what matters to your business in straightforward terms. It avoids exaggeration and vague promises.

Calm, direct language allows confidence to form naturally.

Trust begins long before an enquiry is sent.

Apply this:

- Explain your process clearly and honestly
- Avoid buzzwords or claims you can't support
- Write as you would speak in a first conversation with a client

A photograph of a minimalist desk setup. A wooden desk holds a laptop, an open notebook, and a small white bowl. A gold lamp with a white spherical shade stands to the left. A white fur chair is in the foreground. The background features a window with white trim and a wall with a light-colored pattern. The word 'PRINCIPLE' is overlaid in a serif font, with a large teal graphic element behind it.

# PRINCIPLE

## PRINCIPLE EIGHT

# 08 FOUNDATION

Your website should act as a foundation for your work.

Rather than something that needs constant redesign, it should quietly support your work over time. Strong foundations prioritise structure and usability over trends.

When the foundation is solid, updates become simpler — and the website stops demanding attention. It does its job, and steps back.

Apply this:

- Build a structure you can keep, updating content within it
- Prioritise clarity and usability before aesthetic extras
- Set a gentle rhythm for maintenance

# A last Word



# DESIGNING A CALM, FUNCTIONAL WEBSITE

This section focuses on practical design decisions that support clarity — layout, navigation, and page structure.

These are not trends or stylistic preferences, but foundational choices that shape how your website feels and functions.

A well-designed website should be easy to move through, easy to understand, and easy to maintain.

## LAYOUT

Layout shapes how information is experienced on the page. A calm layout prioritises flow over decoration. Content moves in a clear vertical rhythm, with consistent spacing and predictable structure.

When layout becomes overly complex or inconsistent, visitors spend energy orienting themselves rather than engaging with the work. Repetition creates ease.

Design with this in mind:

- Use a consistent layout system across all pages
- Allow generous spacing between sections
- Keep page widths comfortable for reading on large screens

# THE CASE FOR CALM

## VISUAL HIERARCHY

Hierarchy guides the reader's attention. Without hierarchy, everything competes for focus. Clear distinctions between headings, subheadings, and body text allow readers to scan before committing to reading.

Hierarchy should be obvious without being loud.

Design with this in mind:

- Use one clear heading per section
- Keep body text readable and calm
- Avoid styling multiple elements to demand attention

## NAVIGATION & MENU STRUCTURE

Your menu isn't a list of everything you offer — it's a guide.

A calm menu is short, clear, and intentional. Too many options create hesitation. Most websites need only a small number of pages to communicate effectively.

Navigation should feel familiar and predictable.

Design with this in mind:

- Limit your main menu to 4–7 items
  - Use clear, literal page names
  - Avoid or minimise the number of dropdowns.
- Only use if they genuinely improve clarity



A L A S T W O R D

## ESSENTIAL PAGES

Most websites need fewer pages than they expect.

A strong foundation usually includes:

- Home
- Work / Portfolio
- Studio / About
- Services (if applicable)
- Contact

Additional pages should only be added if they serve a clear purpose. More pages don't create more clarity.

Design with this in mind:

- Give each page one clear role
- Avoid repeating content across multiple pages
- Let some pages do more than one job when appropriate

## CALLS TO ACTION

Calls to action should feel calm and obvious, not urgent.

You don't need multiple prompts on every page. One clear invitation, placed consistently, is enough. Overuse creates pressure and distraction. The aim is clarity, not persuasion.

Design with this in mind:

- Use the same call to action across the site
- Place it where it feels natural
- Keep language simple and direct

## PROJECT PAGES

Project pages are where your work should speak most clearly.

They don't need heavy explanation or long storytelling. What matters is pacing, consistency, and restraint. Let images lead, supported by minimal, thoughtful context.

Consistency across project pages matters more than creativity.

Design with this in mind:

- Use the same structure for every project
- Keep written descriptions concise and purposeful
- Allow images space to breathe



A L A S T W O R D

# DESIGNING FOR LONGEVITY

Design decisions should reduce future work, not create more.

A calm website is easier to update, easier to refine, and easier to live with over time. When design relies heavily on trends, complex effects, or constant adjustment, the website begins to demand attention instead of supporting the studio behind it.

Longevity comes from choosing structures and systems that can be reused and trusted. From making decisions that still feel right once the initial excitement has passed.

Design with this in mind:

- Choose layouts you can return to and reuse
- Avoid effects that require ongoing maintenance
- Prioritise clarity and usability over novelty

When design decisions are made with care and restraint, the website stops asking for attention — and simply supports the work.

from our sunday journal library

# INSPIRING ARTICLES

## 01 PHOTOGRAPHY TIPS

Website Photography Tips for Your Business

How to prepare, capture, and curate photography that makes your website truly shine.

[Read more...](#)

## 02 WEBSITE PLATFORMS

Choosing the Right Website Platform for Your Business

A calm, practical guide to website platforms for women-led businesses.

[Read more...](#)

## 03 WHITE SPACE

Why Your Website Needs Room to Breathe

The case for white space and intentional layouts. Learn how generous spacing helps your message .

[Read more...](#)

## 04 CLEAN MINIMALISM

The Case for Calm: Why Minimalist Websites Serve Your Clients Better

Why simple, uncluttered website design help attract better clients.

[Read more...](#)



## *A Calmer Way Forward*

Creating a website that truly reflects your work isn't about doing more. It's about making clear, steady choices — and having the confidence to stop when enough is enough.

Over time, even thoughtful websites can become crowded. The structure grows heavy. The message becomes blurred. The site begins to compete with the work it was meant to support.

A strong foundation is built slowly — through small, intentional decisions, guided by faith and shaped with modesty. Kept simple, built with care, and designed to serve your audience with clarity and quiet confidence.

It does not need to be loud to be meaningful. It simply needs to be calm, intentional, and true to what you stand for.

*Rachel Hannah*