



THE LUXURY

website audit

7 INVISIBLE DETAILS THAT QUIETLY ELEVATE YOUR BRAND



www.jokodsign

INTRODUCTION

Luxury is not loud.
It does not beg for attention.
It does not over-explain.
It does not rush.
It is felt instantly.

When someone lands on your
website, they decide within
seconds:

Is this brand established —
or still becoming?

This audit is designed to help
you evaluate your website with
the same precision used in high-
end brand design.

Go through it slowly.
Luxury always does.

1. THE FIRST 5 SECONDS — THE PRESENCE TEST

Before anything else, open your homepage.
Now ask yourself:
Does this feel composed?
Or does it feel eager?

What To Examine:

- Is your hero section spacious or crowded?
- Is there one clear focal point — or multiple competing elements?
- Does your typography feel confident — or decorative?
- Is there emotional tension — or visual noise?

Luxury brands use restraint.
If everything is bold, nothing is important.
If everything moves, nothing feels stable.

Your homepage should feel like walking into a boutique — not a marketplace.

2. WHITE SPACE — THE PRICE MULTIPLIER

White space is not empty.
It is psychological positioning.
Brands that are unsure fill every corner.
Brands that are confident allow breathing room.

Check:

- Are sections tightly stacked?
- Is your product grid too dense?
- Are margins inconsistent?
- Does text sit too close to images?

High-end brands allow space around:

- Headlines
- Product images
- Pricing
- Call-to-action buttons

*White space increases perceived value instantly —
without changing your product.*

3. TYPOGRAPHY — THE VOICE OF YOUR BRAND

Typography is not decoration.
It is tone.

A jewellery brand should not sound like a tech startup.

It should feel:

- Refined
- Calm
- Certain
- Intentional

Audit Your Fonts:

- Are you using more than 2–3 fonts?
- Do your headings feel strong or fragile?
- Are script fonts overpowering readability?
- Does body text feel luxurious or generic?

If your typography feels “cute,” it lowers perceived authority.

Luxury speaks slowly — and clearly.

4. PRODUCT PAGE — THE DESIRE FLOW

This is where most brands lose momentum. A product page is not a specification sheet. It is seduction.

Examine:

- Is your first image strong and editorial?
- Is there breathing space around price?
- Does your description tell a story — or list features?
- Are materials explained with elegance or technical density?

Instead of:

“18k gold plated. Adjustable length.”

Try positioning:

“Hand-finished in warm 18k gold, designed to rest lightly against the skin.”

Luxury is sensory.

If your product page feels transactional, it reduces emotional desire.

5. THE CART & CHECKOUT — THE AUTHORITY PROTECTOR

Luxury collapses at checkout if the experience feels basic.

Audit:

- Does your cart feel styled — or default?
- Are there too many distraction elements?
- Is shipping information clear and composed?
- Does typography stay consistent here?

Many brands ignore this section.
But checkout is where trust is either confirmed — or lost.

Luxury brands protect the final step.

6. THE ABOUT PAGE — LEGACY OR HOBBY?

Your About page is not a diary.
It is positioning.

Ask yourself:

Does this read like a founder story —
or like a personal blog?

High-end brands:

- Emphasize vision
- Emphasize craftsmanship
- Emphasize philosophy
- Reduce oversharing

Structure matters:

1. Clear opening statement
2. Brand philosophy
3. Craftsmanship / materials
4. Closing emotional statement

Your About page should feel intentional — not casual.

7. THE FINAL TEST — PRICE ALIGNMENT

Now the most important question.

Open your homepage.

Look at your highest priced piece.

Now ask:

If I didn't know this brand...
Would I believe this price?

If there is hesitation in your answer, the issue
is rarely the product.
It is alignment.

*Luxury brands do not apologize for pricing.
Their entire website supports it.*

CONCLUSION

Most jewellery brands do not
need a redesign.

They need structure.

They need restraint.

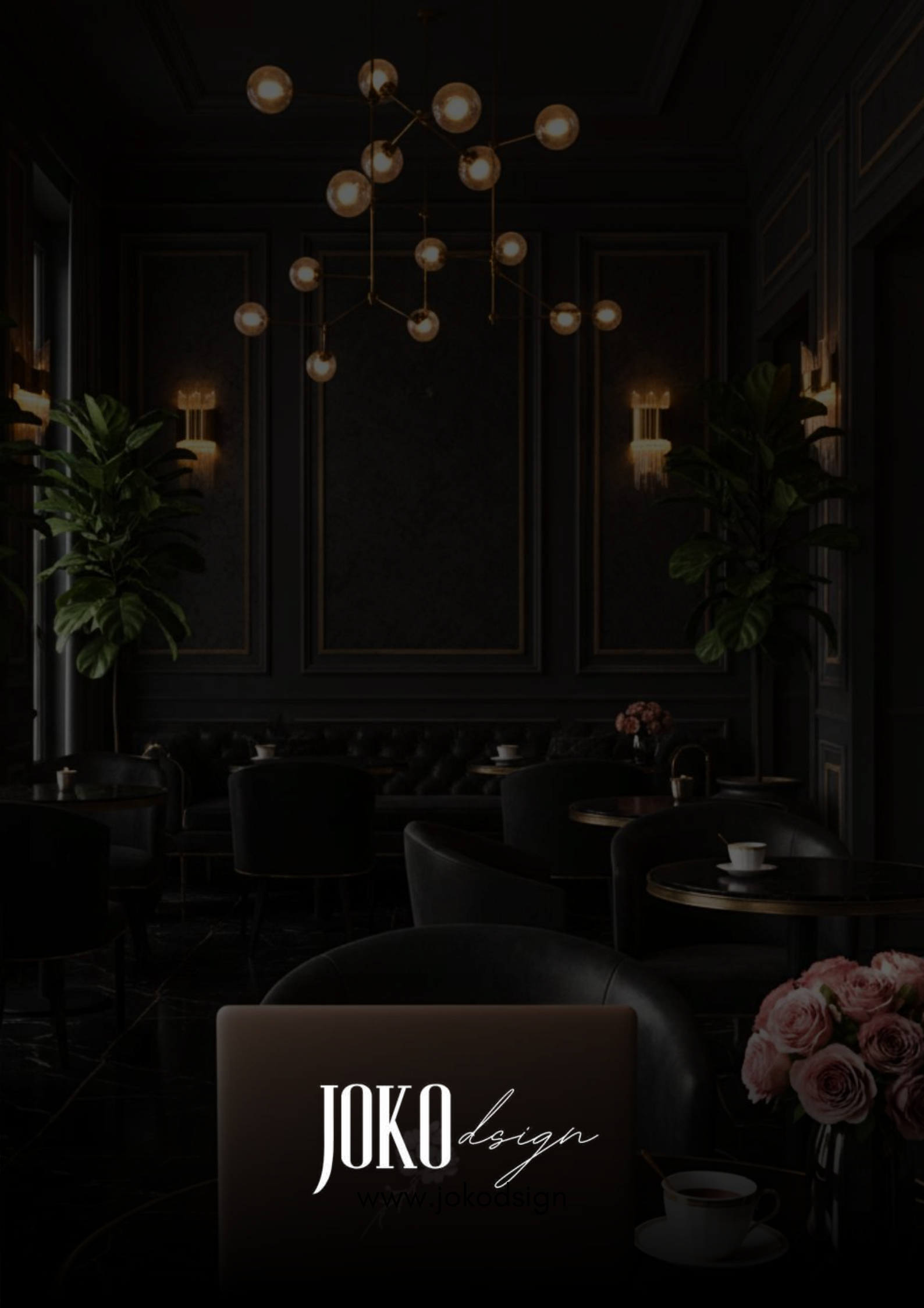
They need a foundation built for
perception — not decoration.

If, while reading this, you
noticed areas that feel “almost
there”...

That awareness is the first shift.
And if you decide you are ready
for a composed foundation —
that is exactly why Cheri was
created.

Luxury is not added at the end.
It is built in from the beginning.

— *Joanna*

The image shows a sophisticated, dimly lit interior space, likely a cafe or lounge. The room features dark wood paneling on the walls and ceiling. A large, modern chandelier with multiple spherical lights hangs from the ceiling. The seating consists of dark leather armchairs and a long, tufted leather sofa. Small, round tables are scattered throughout, some with coffee cups and saucers. Large potted plants are positioned on either side of the sofa. In the foreground, a laptop screen displays the text "JOKO design" and the website "www.jokodesign". A bouquet of pink roses and a cup of coffee are also visible in the foreground.

JOKO *design*
www.jokodesign