
FREE – 10 INVISIBLE DETAILS, AND HOW TO BUILD THEM

10

INVISIBLE DETAILS

that make a website feel expensive — inside the anatomy of a €20K build, with the tool and prompt to build each one yourself.

You can't say why some websites feel expensive. You just *feel* it.

BEFORE WE START

You've read a "10 web design tips" post before — vague adjectives, stock advice, zero code, written by someone who's never shipped a site like this. **This isn't that.** Every key below is pulled straight from a live €20K build — ours, screenshotted throughout — broken down into the real CSS, JS and prompt behind it. Not inspiration. The actual anatomy.

In the first three seconds. Before reading a word.

It's not the logo. Not the photography. Not even the product.

It's a set of decisions most people never notice — and never stop noticing.

Luxury brands pay **€15–20K** for these decisions. These are the ten that matter most — **each one with the tool and the exact prompt to build it yourself.**

By the end, you won't look at websites the same way. *Including yours.*

01 Nothing moves in a straight line.



fig. 01 — samanastudio.es, caught mid-transition between two depth sections.

A. WHAT YOU FEEL

The site seems alive.
Almost physical.

B. WHAT'S ACTUALLY HAPPENING

Every element accelerates and decelerates like objects in the real world — an **easing curve**. No premium website ever moves linearly. Linear motion reads as **cheap software**; eased motion reads as **crafted object**.

BUILD IT →

CSS / GSAP

```
transition: transform .6s cubic-bezier(.16,1,.3,1);
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Find every CSS transition and animation on this page. Replace any linear or ease-in-out timing with cubic-bezier(.16,1,.3,1) so elements decelerate into place instead of stopping abruptly.”

ASK YOURSELF →

Does anything move on your site? And when it moves — does it *glide*, or does it just *relocate*?

02 The hero gets 40% of the budget.



fig. 02 — samanastudio.es, the opening scene: a WebGL crystal you descend with.

A. WHAT YOU FEEL

An instinct that this brand is serious — before reading a word.

B. WHAT'S ACTUALLY HAPPENING

The first screen is engineered like a film's opening shot. Type appears **in sequence**, not all at once. **The first 3 seconds decide whether the next 3 minutes happen** — that's why they're the most expensive seconds on the site.

BUILD IT →

GSAP timeline

```
gsap.from(".hero-line",{ y:24, opacity:0, stagger:.08, ease:"expo.out" });
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

"In the hero section, don't fade the whole block in at once. Split the heading into lines or words and animate them in with GSAP — y:24 to 0, opacity 0 to 1, stagger 0.08s, ease 'expo.out' — so the copy reads in sequence, like a film title card."

THE HERO — FIRST 3 SECONDS

ASK YOURSELF →

What happens on your website in the first 3 seconds — if the visitor does *absolutely nothing*?

03 The scroll is choreographed.



fig. 03 — samanastudio.es at -10m, -161m and -180m: one scroll, three worlds.

A. WHAT YOU FEEL

Scrolling is weirdly satisfying. You keep going without deciding to.

B. WHAT'S ACTUALLY HAPPENING

Scroll isn't navigation — **it's a timeline**. Sections reveal in rhythm; images shift at different speeds (**parallax**). Cheap sites dump everything at once. **Expensive sites feed you.**

BUILD IT →

Lenis + ScrollTrigger

```
new Lenis(); // smooth-scroll base
gsap.to(".bg-layer",{ yPercent:-20,
  scrollTrigger:{ trigger:".section", scrub:true }});
```

CC CLAUDE CODE PROMPT → PASTE THIS AS-IS

"Add Lenis for smooth scrolling and GSAP ScrollTrigger for parallax: make the background or image layer in each section move at a different speed than the foreground content (yPercent -20, scrub:true) so scrolling feels choreographed instead of a flat page dump."

ASK YOURSELF →

Does scrolling your site feel like *unwrapping something* — or like reading a document?

04 Empty space is doing the talking.



fig. 04 — samanastudio.es: one subject, an ocean of nothing — negative space as composition.

A. WHAT YOU FEEL

Calm. Focus. The sense that each element matters.

B. WHAT'S ACTUALLY HAPPENING

Space is the most expensive thing on a website — because it means **saying less**. Luxury has always worked this way: **the emptier the boutique, the higher the price tag.**

BUILD IT →

8pt spacing scale

```
/* no tool builds this one – discipline does. */
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Audit every section's padding and margin against an 8px spacing scale, flag any arbitrary values, and increase the default section padding by about 40% so the layout breathes more.”

ASK YOURSELF →

What could you *remove* from your homepage? That question alone is worth a redesign.

05 It's not a page. It's a space.

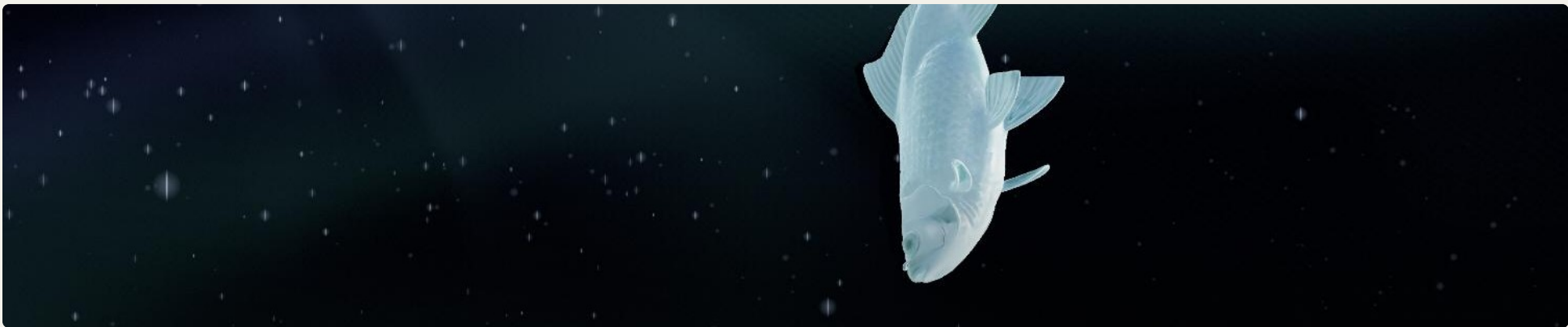


fig. 05 — samanastudio.es: a koi rendered in real time, live in the browser.

A. WHAT YOU FEEL

Depth. Like you're moving *through* something, not reading it.

B. WHAT'S ACTUALLY HAPPENING

Real-time 3D rendered live in the browser — the technology is called **WebGL**. Layers sit at different depths, light and shadow react. This is the frontier between websites and experiences.

BUILD IT →

Three.js – or the cheap version

```
/* no WebGL budget? fake it: */
perspective: 800px;
transform: rotateX(var(--tiltY)) rotateY(var(--tiltX));
/* driven by scroll or pointer position. */
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

"I don't have a WebGL budget yet. Fake depth with CSS instead: add perspective:800px to the hero container and drive rotateX/rotateY on the visual from scroll position or pointer position, gated behind prefers-reduced-motion, so it tilts like it has real depth."

ASK YOURSELF →

Is your website flat? Five years ago that was normal. *It's starting not to be.*

06 It responds to you.



fig. 06 — samanastudio.es: a hotspot answers your click, typing itself into view.

A. WHAT YOU FEEL

The site notices you. A subtle tilt. A shift of light.

B. WHAT'S ACTUALLY HAPPENING

Micro-interactions — tiny responses to your presence. Individually invisible; together they create one impression: **someone built this carefully.** Care is the whole message.

BUILD IT →

```
el.addEventListener('pointermove',e=>{
  // offset a glow/cursor by pointer position,
  // per depth layer – ease back to 0 on leave.
});
```

pointermove + CSS

CC

CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Add a pointermove listener on the hero visual that offsets a soft glow or custom cursor based on pointer position — per depth layer if there are several — and eases back to center when the pointer leaves. Keep it to transform/opacity only, and skip it entirely on touch devices.”

ASK YOURSELF →

Does your website know you're *there*?

07 The typography has a wardrobe.



fig. 07 — samanastudio.es: display type floating inside the scene, not on top of it.

A. WHAT YOU FEEL

The words themselves look expensive.

B. WHAT'S ACTUALLY HAPPENING

Two typefaces, used with discipline. Sizes jump dramatically — **huge, then small. Never medium everywhere.** Medium everywhere is the uniform of the template.

BUILD IT →

Fluid type scale

```
font-size: clamp(28px, 4vw + 1rem, 64px);
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Replace every fixed heading font-size on this page with a fluid clamp() scale, e.g. clamp(28px, 4vw + 1rem, 64px), so headlines scale smoothly with viewport width instead of jumping at breakpoints. Keep body text at one consistent size — no medium sizes in between.”

ASK YOURSELF →

Could you recognize your website by its typography alone — *with the logo removed?*

08 Darkness is a positioning choice.



fig. 08 — samanastudio.es at -173m: darkness doing the lighting.

A. WHAT YOU FEEL

Cinema. Jewelry-store lighting. Night-time luxury.

B. WHAT'S ACTUALLY HAPPENING

Dark backgrounds do three jobs at once: they make imagery **glow**, hide the "web page" frame so content **floats**, and borrow the codes of cinema and high-end retail. Every brand should **choose** — and know why.

BUILD IT →

CSS custom properties

```
background: radial-gradient(760px 520px at 82% -10%,
  rgba(29,58,242,.09), transparent 60%);
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

"Add one soft, off-center radial-gradient glow to the dark section's background — roughly 760px 520px at 82% -10%, a low-opacity brand-blue fading to transparent by 60%. One glow only, not a pattern, so it reads as atmosphere, not decoration."

ASK YOURSELF →

Was your site's background a decision — *or a default?*

09 It's this fast *because* it's this heavy.

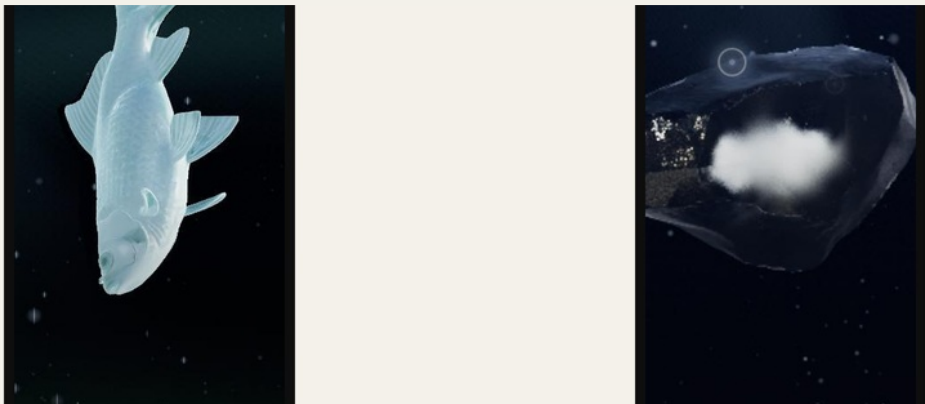


fig. 09 — the same WebGL scenes, phone-sized: built to hold 60fps in your pocket.

A. WHAT YOU FEEL

All this motion and 3D — and it still scrolls like silk on your phone.

B. WHAT'S ACTUALLY HAPPENING

Every scene is budgeted frame by frame to run at **60fps on a mid-range phone**. Anyone can make it beautiful on a MacBook. **A stunning site that stutters promises luxury and delivers lag.**

BUILD IT →

Chrome DevTools / Lighthouse

```
/* audit pass – no snippet to paste. */
```



CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Audit every animation on this page. Flag any that animates a property other than transform or opacity, and rewrite it to use only those two — nothing else is compositor-cheap. Then run a mobile Lighthouse pass and tell me the performance score.”

ASK YOURSELF →

Open your site on an old phone. Right now. *We'll wait.*

10 Every section opens a question.



fig. 10 — samanastudio.es: chapter one hands the story to chapter two — atmosphere, then emergence.

A. WHAT YOU FEEL

You reached the bottom of the page without meaning to.

B. WHAT'S ACTUALLY HAPPENING

Narrative structure. Each section answers one question and quietly opens the next. **An expensive website is an argument, told in scenes.**

BUILD IT →

Section architecture

/* structural pass – no snippet to paste. */



CLAUDE CODE PROMPT → PASTE THIS AS-IS

“Restructure this page into scroll sections — each with one eyebrow label, one question implied by its headline, and a closing line that sets up the next section's topic — so the whole page reads as one continuous argument.”

NARRATIVE — OPEN LOOPS

ASK YOURSELF →

Does your page end with the visitor *wanting* to contact you — or just... end?



None of them are decoration.

Every one exists to **do something to the visitor** — slow them down, focus them, build trust, open the next question.

That's the difference between a €2K website and a €20K website. Not how it looks — **what it does** to the person inside it.

Luxury isn't added at the end. **It's ten small decisions, made on purpose, from the first line of code.**

You now know what to look for. Most people never will.

Knowing the ten changes how you **see** every site you open from now on — yours included. That part is already done.

But seeing isn't building. Every “Build it” box in this guide is a starting point — one tool, one prompt, one detail. **Paste it, adapt it, make it yours.**

Ten details took you a few minutes to read. *Building them takes a weekend — not a year.*

Run the ten. Before you ship anything.

THE TEN – ASK YOURSELF

Every chapter ended with one question. Here are all ten in one place — run your site through them. Every “no” tells you which page to reopen.

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Ten small questions. *Most sites can't answer yes to three.*