



Brands that rise with you.

Helping practitioners create brands
and websites that reflect the quality of
care they provide.

www.ederradesign.ca

Why branding matters.

Whether you're launching a new practice or leading an established one, your brand plays an important role in how patients experience your care. A thoughtful brand does more than look professional — it communicates credibility, builds trust, and helps prospective patients feel confident they've found the right practitioner. As your practice grows and evolves, your online presence should evolve alongside it, reflecting the quality of care, expertise, and experience you provide.

What you're experiencing.	What patients experience.	Post brand + web work.
<ul style="list-style-type: none">• Your website is outdated and you hesitate to share it.• You're relying on generic stock photography.• Marketing feels harder than it should because your brand lacks a strong foundation.	<ul style="list-style-type: none">• Uncertainty about what makes your practice different.• Difficulty connecting with your story and approach.• Less confidence in taking the next step.• A first impression that doesn't reflect the quality of care you provide.	<ul style="list-style-type: none">• Patients feel confident choosing your practice.• Your expertise is communicated more clearly.• Marketing becomes more consistent and effective.• Your online presence supports your growth.

“The *quality of your care* and the *quality of your brand* presence should tell the *same* story. When they align, trust grows, decisions become easier, and patients feel more confident choosing your practice.”

Meet Agatha

I'm Agatha Kerkhoff, founder of Ederra.

For more than 15 years, I've helped businesses communicate their value through thoughtful branding and website design. While I've worked across many industries, I have a particular appreciation for health and wellness professionals, people whose work is rooted in helping others live healthier, fuller lives.



“My work is guided by one foundational belief: beautiful design is not decoration. It is medicine.”

After experiencing postpartum depression, I became deeply aware of how profoundly our environments shape the way we feel. A thoughtfully designed space can create trust, comfort, and confidence before a single word is spoken. Today, the spaces I design are digital ones.

I help practitioners who heal for a living create brands and websites that reflect the quality of care they provide, communicate expertise with clarity, and help prospective patients feel they've found the right place.

When I'm not designing, you'll find me with a cup of tea in hand, spending time with my family, or enjoying life here in the Fraser Valley of British Columbia.

How we can work together.

The Premium Presence

BRAND DESIGN | STARTING AT 1.5K

INCLUDES:

- Brand Strategy & Positioning
- Brand Clarity Questionnaire
- Moodboard
- Primary, Secondary & Submark Logos
- Colour Palette
- Typography System
- Brand Elements & Supporting Graphics
- Brand Book
- Business Card Design
- Launch Graphics

The Online Sanctuary

WEB DESIGN | STARTING AT 3K

INCLUDES:

- Custom Website Design
- Up to 5 Pages
- Mobile Responsive Design
- Online Booking Integration
- Contact Form
- Basic SEO Setup
- Copy writing
- Website Training Video
- Launch Support

Socially Aligned

SOCIAL DESIGN | STARTING AT 1K

INCLUDES:

- Custom Canva Templates
- Post & Story Templates
- Branded Graphics
- Content Categories
- Profile Styling Recommendations
- Social Media Style Guide
- Easy-to-Edit Canva Files

Thoughts from health and wellness practitioners I've had the privilege of supporting.

Ederra Design came highly recommended by my business coach for my website and brand, and I'm so glad I followed their advice. They were incredibly easy to work with and guided me through every step of the process. Agatha was patient and understanding of my busy schedule, which I truly appreciated. The final results were absolutely beautiful- a perfect reflection of my services and vision. I couldn't have asked for a better experience or outcome!

Agatha was amazing to work with! She really listened to what I wanted and helped me bring my website vision to life. She was patient with all my little requests and made the process super easy. I'm so happy with the final result and highly recommend her!

We have experienced an increase of revenue, increase of online booking which tells me we have gained the trust of our clients thru our brand. They don't even call to book now.

10:34 AM ✓

★★★★★ 2 days ago **NEW**

Working with Agatha was the experience I had hoped for and more! It takes a lot of trust to put your branding in someone else's hands, and she executed it all perfectly. I felt like my brand vision was really seen and heard - she even described my brand better than I ever could! She was timely in correspondence and was professional throughout. After showing Agatha's deliverables (brand book) to a web designer I worked with, they were so impressed with the product! Highly recommend her services.

Agatha 🥰 I am in love with my new logo and entire brand! I feel it truly represents me and our goals as professionals. After almost a decade in business I have never felt this way about my logo ever.. I'm so PROUD to show this off! I can't thank you enough!

Agatha, I am speechless. This is absolutely beautiful and beyond perfect! 🙏 All the god feelings!!! ❤️

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CASE STUDY: A LOOK INSIDE THE WORK

A shift from practitioner to leader.

Claudia's business had outgrown its original identity, leaving a clear gap between who she had become and what her brand expressed. While her work had evolved into a more established, authoritative level, her name still reflected services rather than leadership, her positioning did not fully communicate her expertise, and her brand lacked the clarity needed to attract peers rather than patients.

THE WORK

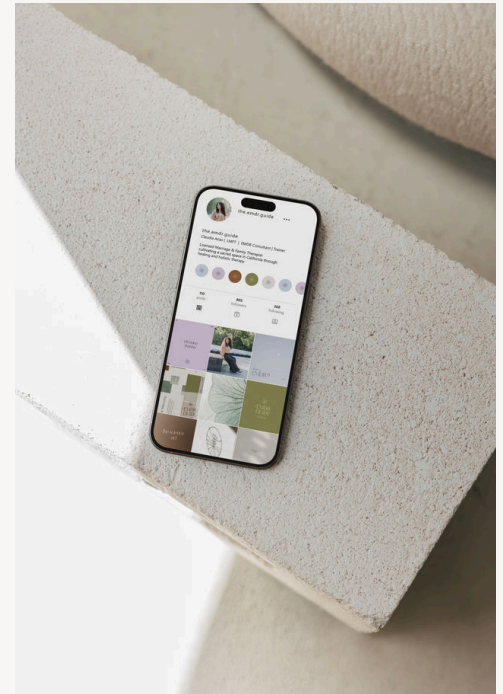
Together, we redefined the foundation of her business, grounding every decision in one central question: how do we close the gap between who she has become and what her brand currently expresses? Here's what we did:

- Repositioned her brand from counselling practice to training platform
- Choose a new name: The EMDR Guide — clear, direct, and authoritative
- Built a brand identity and website designed to support trust, expertise, and leadership
- Rewrote her messaging to communicate skill and authority and speak to therapists seeking guidance.

THE RESULT

The shift was both immediate and unmistakable, with Claudia now experiencing the results of our work in how she shows up and is received. She is seeing:

- Consistent bookings for EMDR trainings
- Increased visibility within the therapist community
- Inbound inquiries from aligned professionals
- A renewed sense of confidence in showing up and leading



Stepping into leadership, clearly + confidently.



Claudia
@theemdrguide

“I wanted to take a moment to share how impactful our work together has been for both me and my business.

From the moment we met, you gently helped guide me into the brand and business I was already beginning to build, but struggled to fully express and reflect to others. I went from Sacred Space Counseling, a business focused on providing mental health services, to The EMDR Guide, a business centered on training therapists in EMDR.

With your support, I’ve been able to step into a leadership role in a profession I’ve worked so hard to build. It has also created a sense of excitement and confidence in me to truly guide others.

Thank you for your guidance, support, and for creating a beautiful brand that truly reflects who I have become.

Since stepping into The EMDR Guide, I’ve been able to consistently schedule trainings and increase my visibility with therapists who now reach out to me for support.

Thank you for walking this journey with me. It has meant so much.”

Build a brand that
reflects your
standard of care.



Step into your premium era at
www.ederradesign.ca