

Website Blueprint

OP-85038

Location: Livonia, MI, USA (serving Ann Arbor, MI and suburban Detroit area)

Business Type: Home Improvement Contractor

Target Audience: Homeowners and business owners over 40 years old, married or widowed, primarily white and black demographics, residing in Ann Arbor, MI, suburban Detroit, and surrounding southeastern Michigan areas. Audience values reliability, quality workmanship, and local, family-owned service providers.

Executive Summary

Roost Booster by Prep Right Maintenance is a family-owned, local home improvement contractor serving southeastern Michigan for over 21 years. The company stands out by offering a wide range of services from painting and repairs to full remodels, providing high-quality workmanship, on-time project completion, and direct owner involvement on every job. Backed by a two-year warranty, personalized service, and a reputation for reliability and skilled tradespeople, Roost Booster provides homeowners and businesses with one-stop, worry-free solutions that larger franchises cannot match.

Primary Goals

- Enhance online presence and attract new local clients
- Showcase core services (painting, handyman, remodeling) with clear calls to action
- Convert website visitors into leads through special offers and easy contact options

Brand Values

- Family-owned and locally operated
- Reliability and timely project completion
- Quality workmanship and attention to detail

Competitive Advantages

- Over 21 years of industry experience
- Ability to handle both small and large jobs with skilled professionals
- Projects are started quickly, completed on time, and done right

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#32475b
Secondary		#e3e8ee
Accent		#fbbc04

Rationale: The main color is a deep blue-gray that brings a sense of trust, stability, and professionalism, which appeals to homeowners and business owners looking for reliable contractors. The light gray secondary color keeps things bright and modern, making information easy to read. The warm yellow accent adds energy and draws attention to special offers, call-to-action buttons, and important sections. These colors will help site visitors feel confident and highlight the local, family-owned side of the business.

Typography

Heading Font: Lato

Body Font: Open Sans

Google

Fonts

Url:

<https://fonts.googleapis.com/css?family=Lato:700,900|Open+Sans:400,700&display;=swap>

Imagery Style

Use large, bright photos that show real finished projects, clean workspaces, and before-and-after shots. Mixing in both photos of homes and small business spaces will connect with both homeowners and business owners. Images should feel local—showing homes and neighborhoods that fit the Ann Arbor and metro Detroit area. Include friendly team shots when possible to highlight the family-owned, people-first approach.

Overall Aesthetic

Clean, welcoming, and trustworthy. The design should feel open and not crowded, with plenty of space around sections. Special offers and important contact info should stand out but not overwhelm. The look should remind visitors of a modern, dependable local business that gets the job done right the first time.

Theme Style

Professional, friendly, and local. Give the site a lived-in, comfortable feel, with warm touches that make people feel at ease. Add subtle touches like rounded buttons or slight color changes when hovering over areas to make the site feel easy and inviting.

Layout Approach

Simple to navigate with clear sections for services, about the team, and ways to get in touch. Use large buttons for phone and email so older visitors can contact easily. Less is more—keep main pages focused and avoid too many menu items, as requested. Always show special offers and contact info on the main page and footer. Ensure all designs are mobile-friendly for homeowners searching on their phones.

Regional Recommended

- Use images that reflect Michigan-style homes and urban-suburban mix.
- Add subtle details that echo local flavor, such as hints of Detroit brick colors or familiar trees in photos.
- Show actual weather-appropriate scenes—no palm trees—so visitors feel the business understands the local climate.

Regional Avoid

- Avoid very flashy, high-tech, or luxury-only looks that may seem unapproachable.
- Don't use images of homes that look out-of-place for Michigan (such as desert or beach houses).
- Do not overload the site with extra pages or dense menus; keep the navigation simple and focused, as specifically requested.

Requirements & Features

string

Description: string

Validation: string

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To introduce Roost Booster by Prep Right Maintenance, quickly show what makes the company trustworthy and reliable, and encourage visitors to request a free estimate or contact the business.

Sections

Hero

Purpose: To make a strong first impression by showing that Roost Booster is a local, family-owned home improvement business with over 20 years of experience.

Key Elements:

- Company name and simple tagline: 'One room at a time or the whole house'
- Professional logo chosen from provided options
- Photo of a finished home or team at work
- Short sentence about local, reliable service
- Hours and service areas (Ann Arbor, Livonia, suburban Detroit)
- Menu at the top with links to main pages
- Button to request a free in-home estimate

Strategy: Show visitors that Roost Booster is trustworthy and easy to contact, and clearly invite them to request their free estimate right away.

Psychology: People over 40 value experience and personal attention, so highlighting years in business and owner involvement builds trust.

Tone: Friendly, down-to-earth, honest, and reassuring. Speak directly to homeowners who want reliability and a familiar local business.

Cta Block

Purpose: To encourage visitors to reach out for a free estimate, call, or email the business.

Key Elements:

- Free in-home estimate offer highlighted
- Button to contact you
- Phone number and business email
- Simple message: 'No job too big or small – talk to our team today.'
- Payment options listed (Visa, MasterCard, Amex, Discover, cash, check)

Strategy: Remove hesitation by making it as simple and clear as possible to contact Roost Booster, including quick access to phone and email.

Psychology: Older homeowners want things to be easy and personal. They feel more comfortable when the contact process is obvious and a real person is available.

Tone: Direct, caring, and respectful. Place the offer and contact information in several places for peace of mind.

About Us (*About*)

Purpose: To explain what makes Roost Booster unique, highlight experience, give customers peace of mind, and show why the business is dependable.

Sections

Company Story

Purpose: To introduce the company's history, family ownership, and team values.

Key Elements:

- Story of being a local, family-owned business since 2005
- Emphasis on owner's hands-on involvement
- Background-checked, bonded, and fully insured team
- Photos of the staff and projects

Strategy: Build trust and connection by showing visitors who is behind the company and the care taken with every job.

Psychology: People want to know who will be working in their home. Sharing stories and showing the human side makes customers feel safe.

Tone: Warm, welcoming, and sincere. Keep the message personal and highlight commitment to quality.

Guarantee And Values

Purpose: To give peace of mind by explaining the written warranty, promise of prompt service, and commitment to customer satisfaction.

Key Elements:

- Two-year written warranty on all work
- Promise of on-time completion
- Commitment to courteous, prompt service

Strategy: Reduce fear of problems by highlighting clear guarantees and commitment.

Psychology: People decide with their emotions first, so show you stand by your work with specific promises.

Tone: Reassuring, no-nonsense, honest. Avoid hype and keep the tone grounded.

Services (Services)

Purpose: To describe all improvement and repair services, show what Roost Booster does best, and help visitors find exactly what they need.

Sections

Overview

Purpose: To give a quick summary of all main services on one page so customers can easily see the range of expertise.

Key Elements:

- List of services: painting, drywall, wood repairs, doors and windows, carpentry, plumbing, electrical, bathroom remodels
- Short description and photo for each main service
- Links to learn more about each service (goes to individual pages)
- Reminder that all work is done by skilled, local professionals

Strategy: Guide visitors to the exact service they want and show all jobs—large or small—are welcome.

Psychology: Busy homeowners like having all options in one place. Making services easy to scan and understand increases trust.

Tone: Clear, confident, and practical. Use plain language, not trade terms.

Painting (Service)

Purpose: To focus on painting services, highlight the team's skills, explain the preparation process, and give reasons to choose Roost Booster for painting jobs.

Sections

Painting Details

Purpose: To talk about interior and exterior painting, prep work, and premium materials used.

Key Elements:

- Details on prep: surface repairs, trim caulking, wood repair
- Interior and exterior painting explained
- Top brands used (Benjamin Moore, Sherwin Williams)
- Skilled painters – no shortcuts
- Before and after photos
- Button to request a free painting quote

Strategy: Show expertise and care in every painting job so visitors feel assured the job will be done right.

Psychology: Older clients value workmanship and professionalism. Seeing detailed prep work and name-brand goods makes them feel confident.

Tone: Professional, detailed, but still friendly. Speak as a craftsman who cares about doing the job right.

Handyman (Service)

Purpose: To present general home repair and handyman services, stress flexibility and ability to handle all common jobs.

Sections

Handyman Overview

Purpose: To assure visitors that no job is too small, and a wide variety of repairs are covered.

Key Elements:

- List of common handyman jobs (household repairs, window/door fixes, carpentry, touch-ups)
- Emphasis on quick scheduling, on-time arrival, and full cleanup
- Sample photos of repairs
- Button to schedule a handyman visit

Strategy: Appeal to busy homeowners by making it easy to get those nagging jobs checked off the list.

Psychology: People want simple, dependable solutions—especially older homeowners who appreciate not having to call many different providers.

Tone: Helpful and straightforward. Avoid making things sound complicated.

Remodeling (Service)

Purpose: To show skills in larger remodel projects such as bathrooms, basements, and kitchen upgrades, focusing on quality and reliability.

Sections

Remodeling Services

Purpose: To describe the process and types of remodeling, give confidence in a job well done, and highlight that large and small jobs are welcome.

Key Elements:

- Bathroom remodels, basement finishing, kitchen upgrades
- Photos of project examples
- Clear process explanation (from design ideas to finished job)
- Button to request a remodeling consultation

Strategy: Reassure potential clients that all remodels are overseen by the owner for quality and timelines.

Psychology: Older clients may have had negative experiences with contractors, so personal oversight and step-by-step guidance ease anxiety.

Tone: Respectful, informative, steady and kind. Focus on trust and clear steps.

Contact (*Contact*)

Purpose: To make it quick and easy for people to reach out for an estimate, ask about services, or get directions.

Sections

Contact Info

Purpose: To give every way to contact the business, making customers feel comfortable that reaching out will get a fast, friendly response.

Key Elements:

- Phone number (clearly listed)
- Email address
- Full business address (with map or directions)
- Hours of operation
- Contact form (simple and easy to fill out)
- List of payment options

Strategy: Break down barriers to getting in touch—no searching for info or wondering when to call.

Psychology: Ease and clarity help older or less tech-savvy users feel comfortable taking the next step.

Tone: Polite and helpful. Use plain English and no pushy sales language.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: string

Application: string

Implementation: string

Content Strategy

Area: string

Recommendation: string

Implementation: string

Conversion Optimization

Technique: string

Rationale: string

Implementation: string

Priority Focus

Category: string

Description: string

Reason: string

Implementation Order

1. array

Risk Mitigation

string

Category: string

Suggested Action: string

Business Impact

Impact Level: High | Medium | Low