

# Website Blueprint

## OP-85741

Location: Cantonment, FL, USA

Business Type: Brazilian Jiu Jitsu Training and Private Fitness Clinic

Target Audience: Children aged 6 and up, teenagers, adults seeking self-defense, individuals interested in fitness-based non-combative training, parents seeking leadership and discipline programs for their children, aspiring leaders, and those looking for personal development mentally, physically, and spiritually.

## Executive Summary

C.A.T. BJJ The Wright Clinic offers Brazilian Jiu Jitsu training and private fitness programs in Cantonment, FL, focused on building leadership, discipline, and self-defense skills for children and adults. What sets this business apart is the owner's experience as a Retired Chief Petty Officer, former NJROTC Instructor, former federal police officer, and a 2nd degree Black Belt, creating a unique and structured approach to personal improvement. The clinic combines proven leadership and martial arts expertise to help clients achieve mental, physical, and spiritual growth through personalized, hands-on training.

## Primary Goals

- Enhance online presence and attract new clients
- Provide high-quality Brazilian Jiu Jitsu and fitness training
- Promote leadership and personal development through structured programs

## Brand Values

- Leadership
- Personal Development
- Discipline

## Competitive Advantages

- Over 17 years of industry experience
- Retired Chief Petty Officer and former NJROTC Instructor
- 2nd degree Black Belt in Brazilian Jiu Jitsu
- Proven leadership-driven resume
- Military structure for discipline and attention to detail

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#B22222
Secondary		#212121
Accent		#FFD700

Rationale: Red stands for strength, discipline, and energy, matching the logo and the bold style of martial arts. Black creates a professional and modern look. Gold adds a touch of achievement and excellence, appealing to parents and adults wanting quality programs.

## Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Montserrat:700,900&display=swap|Open+Sans:400,600&display=swap>

## Imagery Style

Images should show real action—students practicing moves, instructors leading, and group interactions on the mats. Use photos with natural light, clear faces, and a sense of movement. Mix close-up shots of hands, faces, and uniforms with wider images to show the community feel.

## Overall Aesthetic

Simple, energetic, and welcoming. The goal is to look active and encouraging for all ages. The site should feel both strong and supportive at first glance, balancing discipline with an inviting atmosphere.

## Theme Style

Modern martial arts, using clean lines and strong visuals. Bring in elements of military structure with organized sections, but keep things friendly and approachable so parents and kids feel comfortable.

## Layout Approach

Keep the pages easy to follow, with clear sections and large buttons for booking, learning more, or contacting the clinic. Use large, bold headings and break up text with action photos. Make sure important information—like the free session offer and contact—always stands out. On mobile, keep menus simple

and key details upfront.

## **Regional Recommended**

- Use local Cantonment and Pensacola references in banners and page titles.
- Highlight the owner's military and law enforcement background to build trust with local families.
- Include photos showing a safe, clean, and respectful environment, reflecting local values.

## **Regional Avoid**

- Avoid dark, moody, or aggressive visuals that could be off-putting for families.
- Skip cluttered layouts or complicated navigation—locals prefer a straightforward approach.
- Do not use colors that are close to rival school colors or create confusion with high school teams.

# Requirements & Features

**string**

**Description:** string

**Validation:** string

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, clearly explain what C.A.T. BJJ The Wright Clinic offers, highlight leadership-driven training, invite parents and adults to take the next step, and show what makes the clinic special.

### Sections

#### Hero

Purpose: Create a strong first impression by showing your logo, highlight your slogan, and let people know they're in the right place for leadership, discipline, and self-defense.

Key Elements:

- Main business logo at the top left or center
- Headline such as 'Building the Leaders of Tomorrow through Discipline and Defense'
- Slogan: 'Let us help you start a new journey to a better you.'
- Short summary of what you do (leadership, BJJ, fitness, youth and adult programs)
- Striking photo or video if available
- Clear button for people to book their first session or claim your special offer

Strategy: Make it easy for first-time visitors to understand your unique BJJ and leadership programs and encourage them to take advantage of the '3 training sessions free' offer.

Psychology: Parents and students look for a trustworthy, experienced mentor. Using military and law enforcement credentials shows credibility and authority.

Tone: Sound positive, inviting, trustworthy, and confident, emphasizing personal growth and expert guidance.

#### Cta Block

Purpose: Prompt visitors to take action, such as booking a free session or contacting you for more details.

Key Elements:

- Prominent button to claim '3 training sessions free'
- Simple form or link to book their spot
- Short statement reminding visitors seats are limited
- Contact phone number and email in plain view
- Encouraging note: 'The journey to a better you starts here!'

Strategy: Reduce hesitation by showcasing a risk-free offer and removing barriers to contact.

Psychology: People are more likely to reach out if the first step is free, simple, and clearly explained.

Tone: Encourage and motivate with friendly, respectful language. Reassure parents and adults that all questions are welcome.

## Service Junior Leadership Academy (*Service*)

Purpose: Explain the Junior Leadership Academy program for kids and teens, showing parents how their child will benefit from discipline, confidence, and personal growth with a proven military-style approach.

## **Sections**

### **Overview**

Purpose: Describe the military-inspired BJJ program for youth and why it's valuable.

Key Elements:

- Program name and summary
- Founder's credentials (Retired Navy Chief, NJROTC Instructor, BJJ Black Belt)
- Benefits like discipline, responsibility, and leadership
- Military-style curriculum details
- Images of youth class or logo

Strategy: Give parents clear reasons their child will thrive here and a button to book a trial class.

Psychology: Parents want safety, clear structure, and role models for their kids.

Tone: Use reassuring, encouraging language that makes parents feel confident in your program.

## **Service Private Training (Service)**

Purpose: Showcase private BJJ and fitness training for adults seeking one-on-one programs that go beyond typical fitness routines.

### **Sections**

#### **Overview**

Purpose: Describe the benefits and style of private training, emphasizing personal coaching, confidentiality, and tailored results.

Key Elements:

- What makes your private training different
- Who it is for (busy professionals, adults over 30, those who want results)
- How sessions are structured (personal attention, C.A.T. method, focus on strength and fitness)
- Testimonial quote or strong statement
- Images showing private training or achievements

Strategy: Motivate adults by making the training sound both effective and personal, with a button to schedule a consult.

Psychology: People want fast, safe results with a genuine mentor who understands their struggles.

Tone: Speak directly to adults, using straightforward, motivating words that highlight transformation and privacy.

## **Service Adult Bjj Class (Service)**

Purpose: Present your adult Brazilian Jiu Jitsu classes, focusing on self-defense, real-world skills, and personal development.

### **Sections**

#### **Overview**

Purpose: Explain what adults get from BJJ classes, your teaching experience, and the focus on real-life self-defense.

Key Elements:

- Summary of adult BJJ/self-defense program
- Your credentials and experience
- How the class works (curriculum, benefits for all skill levels)
- Value of discipline and mindset
- Photos that show adult classes or community

Strategy: Help hesitant adults see themselves in class and take a first step with a button to join an intro session.

Psychology: Adults want to feel safer, healthier, and more in control.

Tone: Use clear, direct language that is welcoming but communicates professional standards and practical benefits.

## **About (Story)**

Purpose: Share your story, motivation, and unique experience so site visitors trust you with their or their child's growth.

### **Sections**

#### **About Founder**

Purpose: Let people connect with the person behind the programs.

Key Elements:

- Founder's journey: Retired Chief Petty Officer, NJROTC Instructor, Federal Police Officer, BJJ Black Belt
- Why you care about personal growth for all ages
- Photo of you or your logo
- A short, inspiring message from you

Strategy: Build trust and personal connection to help visitors feel comfortable reaching out.

Psychology: People value real stories and want to know who will guide them or their children.

Tone: Speak from the heart, sound honest and dedicated.

## **Contact (Contact)**

Purpose: Make it easy for people to get in touch, ask questions, or schedule their sessions, and show you're approachable.

### **Sections**

#### **Contact Info**

Purpose: Provide all contact details in a clear and friendly way.

Key Elements:

- Phone number
- Email address
- Simple contact form
- Operating hours
- Social media links (Facebook)
- Location area (Cantonment/Pensacola—no detailed address as requested)

Strategy: Offer multiple, straightforward ways for people to reach you depending on their comfort.

Psychology: People want to be reassured their messages will be seen and answered.

Tone: Keep it welcoming, offer easy next steps, and reassure that you're available.

## **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