

Website Blueprint

OP-85898

Location: 313 W Apache St, Farmington, NM 87401, USA (serving San Juan County, Farmington, Bloomfield, Aztec, Kirtland, Durango, Shiprock, and the Four Corners region)

Business Type: Mental Health Counseling

Target Audience: Individuals, families, and businesses of all ages seeking mental health support, including those experiencing depression, anxiety, PTSD, or in need of EMDR, family, or individual therapy. The audience is local to San Juan County and surrounding Four Corners communities, spanning diverse demographics and backgrounds.

Executive Summary

Choices Counseling Services is a trusted, locally owned counseling center with over 30 years of experience, providing individualized support to people and businesses across the Four Corners region. Their long-standing presence, welcoming environment, and highly trained therapists set them apart, ensuring clients receive compassionate, effective care tailored to their needs. The new website will highlight their reputation, community commitment, and range of counseling services for all ages.

Primary Goals

- Enhance online presence and modernize the website to attract new clients
- Increase visibility in local search results for mental health services
- Provide clear, accessible information about counseling services to the community

Brand Values

- Dedication to helping individuals, families, and businesses reach their full potential
- Welcoming and supportive environment
- Over 30 years of trusted service in the community

Competitive Advantages

- Privately owned with over 30 years of experience
- Longstanding presence and reputation in the local community
- Welcoming, supportive environment for all clients

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1E3A41
Secondary		#88A4A8
Accent		#F7B801

Rationale: The main color is a deep green that communicates trust, calm, and stability—a good fit for mental health counseling. The supporting color is a gentle blue-gray for approachability and professionalism. The accent is a warm gold that adds an inviting touch and helps important buttons and links stand out.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family=Open+Sans:wght@400;700&display=swap>

Imagery Style

Use real, professional photos of the therapists, paired with warm photos of local landscapes and everyday families to show connection, trust, and community. Avoid any stock images that feel fake or overly staged.

Overall Aesthetic

Friendly, inviting, and calming. The site should make visitors feel welcome and comfortable, with a balance of clean spaces and gentle colors. The look will be modern but never cold—aiming for warmth and trust above all.

Theme Style

Bright and open with plenty of white space, soft corners, and calming visuals. The website will highlight the business's experience and community roots, using welcoming messages and authentic local touches.

Layout Approach

Simple and easy to use for all ages. Main services and calls to action are clear and up front, with therapist photos and bios easy to find. Contact details and ways to reach out are always visible. The site will look good on both phones and computers thanks to the WordPress pro website features.

Regional Recommended

- Local photos from Farmington, the Four Corners, and surrounding towns
- Images and stories that reflect the diversity of San Juan County
- Warm, earth-tone accents familiar to the Southwest

Regional Avoid

- Stock city skylines from other regions
- Imagery or colors that feel cold, stark, or unrelated to New Mexico
- Fonts or designs that are hard to read for older adults

Requirements & Features

string

Description: string

Validation: string

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce Choices Counseling Services, and quickly show how you help people of all ages with a wide range of mental health needs in Farmington and the Four Corners area.

Sections

Hero

Purpose: To quickly show who you are, what you do, and invite people to take the next step.

Key Elements:

- Business name (Choices Counseling Services) and logo
- Simple, clear tagline: Dedicated to helping individuals, families and businesses reach their full potential.
- A warm, welcoming image or photo of your team or office
- Clear statement of what you offer: Mental health counseling for individuals, families, businesses
- Service area: Serving San Juan County and the Four Corners region
- Menu at the top with links to main pages

Strategy: Make it easy for people to see how you can help and invite them to contact you right away.

Psychology: People visiting for mental health support are often nervous or overwhelmed—seeing friendly faces and a clear call to action helps build trust.

Tone: Warm, professional, and supportive. Stay positive and use everyday words.

Cta Block

Purpose: Guide visitors to call, email, or fill out the form so they can get help or schedule a session quickly.

Key Elements:

- Button to contact you (Call now, Email, or 'Book an Appointment')
- Office phone number and email address clearly shown
- Address with a link to a map
- Mention of confidential and private support

Strategy: Place the contact options where they are easy to see. Make the steps clear and simple.

Psychology: Removing barriers and making the process look easy encourages people to reach out in tough moments.

Tone: Reassuring, easy to follow, and focused on getting help started.

Services (*Informational*)

Purpose: Show the full range of counseling services offered and who each one helps.

Sections

Service Overview

Purpose: Quickly explain what kinds of counseling are available.

Key Elements:

- Listing and short description of each service: Individual Counseling, Family Counseling, Marriage Counseling, Children's Counseling, Employee Assistance, Critical Incident Stress Management
- Photo or icon for each service
- Link to learn more about each type

Strategy: Help visitors see right away if you offer help for their needs, then invite them to take the next step.

Psychology: People want to see their problem listed to feel comfortable moving forward.

Tone: Compassionate, clear, and solutions-focused.

Specializations

Purpose: Highlight common concerns you address (depression, anxiety, PTSD, and more).

Key Elements:

- List of issues you work with (depression, anxiety, PTSD, EMDR, relationship issues, etc.)
- Short plain-English explanations of each—no jargon
- Invitation to contact you if people don't see their concern listed

Strategy: Show expertise and invite connection even if someone's issue is unique.

Psychology: Helps people feel seen and helps reduce shame by normalizing common problems.

Tone: Encouraging and hopeful.

About (*Informational*)

Purpose: Introduce your practice's story, history in the community, and what makes you stand out.

Sections

Our Story

Purpose: Build trust by sharing how long you've served the area and your approach.

Key Elements:

- Short history of Choices Counseling Services since 1991
- Focus on solution-focused, responsible, and personalized care
- What makes you different: Welcoming environment, matching clients with the right therapist

Strategy: Show stability and community roots so people feel safe choosing you.

Psychology: People trust long-standing, local providers.

Tone: Friendly, down-to-earth, and trustworthy.

Therapist Profiles

Purpose: Showcase your experienced team and their dedication.

Key Elements:

- Photos of main therapists
- Short bios with personal touch (years experience, education, what they love about therapy, hobbies)
- Emphasis on professionalism and caring

Strategy: Help people choose someone they feel comfortable with, lowering anxiety about reaching out.

Psychology: People are more likely to contact when they can see real faces and relatable bios.

Tone: Warm, approachable, and professional.

Contact (*Informational*)

Purpose: Make it as easy as possible to contact you for an appointment, ask questions, or find your office.

Sections

Contact Form

Purpose: Allow people to fill out a simple form to reach out.

Key Elements:

- Name, email, phone fields
- Message area
- Statement on privacy and confidentiality

Strategy: Remove friction by keeping form short and reassuring.

Psychology: Simplicity reduces hesitancy to take action.

Tone: Supportive and encouraging.

Your Location

Purpose: Help people find your office quickly and understand your service area.

Key Elements:

- Office address with map
- Directions from main towns in the region
- Clear list of all areas you serve (Farmington, Bloomfield, Aztec, Kirtland, Durango, Shiprock, Four Corners region)

Strategy: Minimize worries about finding you or understanding if you're local.

Psychology: Clear location info creates trust that you're accessible.

Tone: Clear, simple, and reassuring.

Office Hours Payment

Purpose: Provide hours, payment options, and emergency contact info.

Key Elements:

- Days and hours open
- Accepted payment types (Visa, MasterCard, American Express, Discover, Cash)
- Phone number for quick contact

Strategy: Sets clear expectations for when you're available and makes payment easy.

Psychology: Transparency builds comfort and reduces questions.

Tone: Direct and easy to understand.

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