Website Blueprint

OP-85245

Location: Union Grove, Wisconsin, USA

Business Type: Water Treatment Systems Manufacturer & Distributor

Target Audience: Water treatment professionals, dealers, contractors, and distributors seeking advanced water treatment solutions for residential, light commercial, and commercial applications. Audience includes B2B buyers with technical expertise, primarily located in the Midwest USA but also across the United States, Canada, and international markets. Psychographics: Value reliability, efficiency, and technical support; prioritize long-term partnerships and fast shipping.

Executive Summary

Reo-Pure stands out as a trusted, third-generation family business with over 50 years of experience in designing, manufacturing, and supplying reliable water treatment systems for professionals. Our competitive strengths include fast shipping as one of the Midwest's largest stocking distributors, full dealer support, custom solutions for specialized needs, and a wide variety of system sizes for residential and commercial applications. Clients choose us for our reputation, technical expertise, quality workmanship, and commitment to long-term partnerships.

Primary Goals

- Prominently feature the Reo-Pure reverse osmosis systems for residential, light commercial, and commercial use
- Attract and support water treatment professionals and distributors with technical resources and custom solutions
- Expand domestic and international market reach, especially in the Midwest and Canada

Brand Values

- Engineering excellence and reliability
- Strong dealer and distributor support
- Family-owned legacy and customer commitment

Competitive Advantages

- Over 50 years as a third-generation family-owned business
- One of the largest stocking distributors in the Midwest for fast shipping
- Custom designs for specialized applications and private brand labeling

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#005580
Secondary		#82CFFD
Accent		#27AE60

Rationale: The main color is a deep blue, showing trust and expertise, perfect for a water-focused business. The secondary light blue adds a fresh, clean feeling, matching what customers expect from water solutions. The green accent highlights action buttons and important details, suggesting health, growth, and reliability.

Typography

Heading Font: Montserrat

Body Font: Roboto

Google Fonts Url: https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family;=Roboto: wght@400;700&display;=swap

Imagery Style

Use clear, high-quality photographs showing water, clean water in action, people using water systems, and close-ups of the actual equipment. Pick images that show reliability and professionalism but feel welcoming to both business and technical buyers.

Overall Aesthetic

Professional, trustworthy, and clean. The website should look modern and organized, with plenty of space so it feels easy to use and not crowded. It should give a sense of reliability and strong support.

Theme Style

Modern industrial with hints of fresh, natural elements. Crisp lines, simple shapes, and smooth color areas that help buyers quickly understand products and services. Water and technology used as gentle visual cues.

Layout Approach

Clear navigation at the top, with a big, bold logo. Rotating banner under the navigation showing top products and solutions. Main content areas use simple sections with plenty of space for easy reading. Calls-to-action are always clear and easy to spot, like 'Contact Us' or 'Find Your System'. Product pages use organized lists or grids so buyers can quickly compare options.

Regional Recommended

- Use images that include people and facilities familiar in Midwest and North American settings.
- Stick to straightforward text and layouts, as Midwest and North American buyers expect a direct, functional approach.
- Highlight shipping speed and support, as local and US-wide customers care about fast, reliable service.

Regional Avoid

- Avoid crowded designs and backgrounds with heavy textures or dark shades.
- Do not use abstract or highly stylized images that take focus away from water systems or solutions.
- Avoid fonts that look too decorative or playful, as the audience prefers clear, professional communication.

Requirements & Features

Website Structure

Description: Set up clear navigation with dropdown menus for Home, Systems, Contact, and Solutions, including links to subpages for Light Commercial Series RO Systems and LE-HF Series.

Validation: Navigation appears on all pages and links to correct sections.

Rotating Banner

Description: Feature a large rotating banner beneath the navigation bar with 3-5 uploaded images that show products in use (e.g., people using water, system close-ups).

Validation: Rotating banner is working and showcases all provided images.

Product and Service Highlights

Description: Clearly display main products (Reverse Osmosis, Water Filtration, Reverse Osmosis Solutions) and unique features on the homepage, with easy-to-read descriptions and a clear way for users to learn more.

Validation: Top services/products shown above the fold with distinct images and links.

Contact Form

Description: Place a simple contact form on the Contact page so dealers, contractors, and distributors can easily reach out for support, inquiries, or partnership.

Validation: Contact form is visible, easy to fill out, and sends submissions to sales@greatlakesintl.com.

About Us Section

Description: Add an About Us section to the Contact or dedicated page with business background, experience, and focus on technical support for professionals.

Validation: About Us section present, uses provided business info, easy to find from navigation.

Fast Loading Times

Description: Ensure all pages, banners, and images load quickly, especially the rotating banner and product pages, for users across different regions.

Validation: Website loads in under 3 seconds on average devices and internet speeds.

Mobile Compatibility

Description: Make sure the website looks and works well on phones and tablets.

Validation: Website is easy to read and navigate on mobile devices without pinching or zooming.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, clearly show what Reo-Pure offers, and guide them to the right water treatment solutions for their needs.

Sections

Hero

Purpose: Grab attention right away and give visitors a strong first impression of your products and expertise.

Key Elements:

- Rotating banner with eye-catching water photos and Reo-Pure logo
- Clear headline with your slogan: 'Making water better together.'
- Short statement about what you do and who you serve
- Menu at the top with links to other pages

Strategy: Showcase reliability and experience to build trust, making it easy for professionals and dealers to see why they should choose you.

Psychology: People trust companies with a long history; showing over 50 years of experience and family ownership can reassure visitors.

Tone: Use confident, welcoming language that speaks directly to business buyers who want dependable partners.

Cta Block

Purpose: Encourage visitors to get in touch or learn more about your systems.

Key Elements:

- Button to contact you for quotes or information
- Quick contact info: phone and email
- Short phrase highlighting fast shipping and strong support

Strategy: Keep it simple to lower barriers and invite business buyers to take the next step.

Psychology: Professionals want fast answers—making contact options clear helps them feel supported and valued.

Tone: Be straightforward and helpful; use language that feels action-oriented and trustworthy.

Systems (*Informational*)

Purpose: Show all the water treatment systems you offer, so visitors can find the right one for their needs.

Sections

Overview

Purpose: Briefly introduce your lineup of reverse osmosis and filtration systems.

Key Elements:

- Summary of residential, light commercial, and commercial systems

- Mention of custom design and private brand options
- Feature banners or images of top products

Strategy: Invite visitors to explore more details and highlight your ability to serve a wide range of needs.

Psychology: Buyers want reassurance their needs can be met; variety and customization build confidence.

Tone: Use clear, informative language; focus on reliability, quality, and flexibility.

Menu Dropdown

Purpose: Help visitors jump straight to Light Commercial or LE-HF Series pages.

Key Elements:

- Dropdown links for Light Commercial Series RO Systems and LE-HF Series

Strategy: Make navigation fast for pros who know what they're looking for.

Psychology: Easy access shows respect for the visitor's time.

Tone: Keep it direct and simple.

Solutions (*Informational*)

Purpose: Explain all your services and support beyond just selling systems.

Sections

Solution Categories

Purpose: Show the wide range of water treatment solutions and services on offer.

Key Elements:

- Descriptions of reverse osmosis systems, storage and delivery solutions
- Details about pretreatment, specialty media, and accessories
- List of service offerings: application support, custom design, technical support

Strategy: Demonstrate value as a partner, not just a product supplier.

Psychology: Professionals seek end-to-end support and deep expertise—not just products.

Tone: Be clear and helpful, showing your technical know-how in plain English.

Light Commercial Series Ro Systems (*Product*)

Purpose: Give visitors all details about your Light Commercial Series so they can compare and decide.

Sections

Product Lineup

Purpose: Display the different light commercial RO models with key uses and benefits.

Key Elements:

- Descriptions and images for LE PRO Series, LE-HF Series, LP3 Series, LP3 WMS Series
- Highlight features such as efficiency, reliability, and custom options

Strategy: Help buyers quickly compare models and move towards asking for more info or quotes.

Psychology: Buyers want to see side-by-side options and features so they can make a quick, informed choice.

Tone: Be clear and factual, but highlight benefits for the professional buyer.

Le-Hf Series (*Product*)

Purpose: Show specific details and benefits of the LE-HF Series for serious buyers.

Sections

Features Benefits

Purpose: List out the main technical features in clear, easy-to-read points.

Key Elements:

- Standard features list (pre-filtration, gauges, high-flow membrane, booster pump, etc.)
- Images and downloadable spec sheet
- Statement on U.S. quality and warranty

Strategy: Build trust by offering full transparency and letting buyers download specs if they need more detail.

Psychology: B2B buyers want to verify details and may need to show specs to their own team.

Tone: Use straightforward, factual language to communicate professionalism and quality.

Contact About (*Contact*)

Purpose: Make it easy for visitors to reach you and learn about your company's experience and values.

Sections

Contact Info

Purpose: Show all the ways to contact you.

Key Elements:

- Phone number, email address
- Simple contact form
- Business hours

Strategy: Reduce friction for inquiries and offer options for fast response.

Psychology: Clear contact info signals reliability and openness.

Tone: Friendly and professional. Invite the customer to reach out.

About Us

Purpose: Share your story and what sets you apart.

Key Elements:

- Brief history of the business and focus on the water treatment industry
- Statement on being a family-owned company with more than 50 years of service
- Your commitment to quality, support, and fast shipping

Strategy: Create emotional connection and build loyalty by sharing your values and history.

Psychology: People choose companies they feel personally connected with, especially family businesses.

Tone: Warm, authentic, and focused on partnership.

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: Fast Recognition

Application: Help visitors quickly see what you offer and how it helps them.

Implementation: Use clear headlines, simple language, and large product images at the top of each page.

Principle: Simplicity

Application: Keep the navigation easy to follow so visitors don't get lost.

Implementation: Organize menu categories based on how your professional customers think and work, using words they know.

Principle: Trust Signals

Application: Show experience and reliability to build trust with new dealers and professionals.

Implementation: Highlight 50+ years of experience, your third-generation legacy, and dealer support in visible spots like the homepage and About Us.

Content Strategy

Area: Product Pages

Recommendation: Describe each system in clear, straightforward language with bullet points for quick reading.

Implementation: Write out unique benefits, model types, and uses for each system, including who it's for and what problems it solves.

Area: Images

Recommendation: Use real, relevant photos showing people using water or close-ups of products.

Implementation: Show the uploaded images in banners and next to the products they relate to.

Area: About Us & Contact

Recommendation: Share your business story, what makes you different, and make contacting you easy.

Implementation: Place company background and contact form together or clearly linked, stressing technical support and partnership.

Conversion Optimization

Technique: Clear Contact Form

Rationale: Professionals want quick ways to ask questions or order products.

Implementation: Keep the form short and simple (name, email, phone, inquiry), and display the phone and email address nearby.

Technique: Prominent Call-to-Action

Rationale: Dealers and distributors need a clear next step.

Implementation: Add visible buttons like 'Request Information' or 'Become a Dealer' near product details and on the homepage.

Technique: Speed and Mobile Optimization

Rationale: Busy professionals lose patience with slow or hard-to-use sites.

Implementation: Compress images before use and regularly test pages on phones and tablets.

Priority Focus

Category: Homepage Clarity

Description: Make clear who you are and what you offer the moment someone lands on the homepage.

Reason: First impressions shape whether customers continue to browse or leave.

Category: Product & Systems Navigation

Description: Set up easy and logical navigation to find system models and solutions.

Reason: Dealers and technical professionals want answers fast and clear product paths.

Category: Easy Contact Methods

Description: Ensure the contact form and information are always easy to access.

Reason: Faster connections lead to more inquiries and sales opportunities.

Implementation Order

1. Set up homepage layout and navigation menu structure
2. Add rotating banner with all supplied images
3. Write and place product/service highlights on homepage
4. Build product and solution sub-pages with features and images
5. Add About Us section and easy-to-find Contact page with form
6. Test for mobile use and make sure website loads quickly

Risk Mitigation

Slow Loading Times

Category: Technical

Suggested Action: Compress all uploaded images and avoid using oversized files in banners or product pages.

Difficult Mobile Experience

Category: Usability

Suggested Action: Test every page on common mobile devices to confirm easy viewing and navigation.

Unclear Product Information

Category: Content

Suggested Action: Break down features and benefits with bullet points and simple wording to match your audience's expectations.

Business Impact

Impact Level: High