

Website Blueprint

OP-85848

Location: Greater Chicagoland, Illinois, USA

Business Type: Fine Art Studio and Astrological Services Ecommerce

Target Audience: Affluent art collectors, wisdom seekers, young adults searching for deeper meaning beyond mainstream culture, individuals interested in understanding astrological roadmaps for their lives, collectors of ceramics, mixed media, or fiber art, people interested in overarching astrological concepts, both believers and skeptics of astrology, and those seeking personal astrological chart readings.

Executive Summary

Rebecca Creates offers one-of-a-kind fine art and personal natal chart readings, blending decades of expertise in ceramics, mixed media, fiber work, and spiritual astrology. The business stands out by creating pieces guided by nature, spirit, and deep personal experience, appealing to customers seeking art and wisdom that feel truly original and not mass-produced. The combination of art and astrology in an online store positions Rebecca Creates as a unique destination for those wanting meaningful, soulful connections through art and spiritual insight.

Primary Goals

- Enhance online presence and brand visibility
- Attract and engage art collectors and astrology clients
- Integrate new astrological offerings into the business website

Brand Values

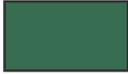
- Authenticity
- Spirituality
- Creativity

Competitive Advantages

- Unusual art guided by interaction with the unseen and informed by dialogue with Spirit
- Fifteen years of professional art experience and twenty years as a writer
- Unique integration of applied astrology as a science into artistic practice

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#244C85
Secondary		#376D51
Accent		#9A63A6

Rationale: Blue, green, and purple are directly requested by the owner and reflect both nature and the cosmos, which are central to Rebecca's work. Blue brings a sense of calm and trust. Green feels fresh and rooted in nature. Purple is spiritual and creative. Gold accents will add a sense of richness, tying in with the idea of uniqueness and high value for art collectors.

Typography

Heading Font: Playfair Display

Body Font: Work Sans

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

Imagery Style

Use large, expressive photographs of original ceramics, paintings, and fiber art as backgrounds and highlight images. For astrology readings and services, use gentle, cosmic-themed stock images with stars and constellations, especially Pisces and Gemini. Include close-ups of natural textures like moss, wood, and lichen, reflecting inspiration from nature.

Overall Aesthetic

The website should feel authentic, warm, and human—not perfect or overly polished. Emphasize real artwork, natural textures, and personal touches. It should not look generic, automated, or like it was created by artificial intelligence. The look should be unique and show the human process and evolution.

Theme Style

Artistic, earthy, and mystical. Layer natural elements and plants with subtle gold highlights and soft cosmic backgrounds. Page sections feel like visual 'portals' or doorways, inviting exploration. Overall, maintain an organic flow—nothing too stiff or boxy.

Layout Approach

Use generous white space and large images to showcase personal art. Keep navigation simple and easy to use. Group services and shop items so they are easy to find. Include featured art on each service page. Avoid clutter; each piece of art and every service should have space to breathe. Place clear contact and schedule buttons for astrological readings.

Regional Recommended

- Nature-inspired visual cues relevant to the Midwest, such as prairie wildflowers or woodland textures.
- Emphasize authenticity and honesty, which are valued by Chicago-area art buyers.

Regional Avoid

- Avoid flashy or loud colors that feel more coastal than Midwest.
- Skip styles that are cold, sterile, or overly tech-focused, as they won't appeal to local, nature-loving or meaning-seeking audiences.

Requirements & Features

Homepage Design

Description: Showcase Rebecca's unique fine art style and astrological offerings right away. Use blue, green, purple, and gold colors. Include the feeling of connecting with nature and celestial elements. Avoid an AI-generated look; keep everything feeling human and personal.

Validation: Homepage immediately shows what Rebecca does, feels artistic and personal, and features bright, nature-inspired colors.

Online Store

Description: Allow customers to browse and purchase ceramic sculptures, fine art, fiber art, and natal chart readings. Make it easy to add products over time and take payments by Visa, MasterCard, American Express, Zelle, and Apple Pay.

Validation: Users can easily view products, add to cart, and check out with listed payment options. Can update listings regularly.

Service Pages

Description: Create separate pages for 3D Art (ceramic sculpture), 2D Art (fiber, mixed media), and Astrology Readings. Use selected images for each art page and quality stock images for astrology. Explain each service clearly so visitors know what to expect.

Validation: Each main service has its own page with clear information and suitable images.

Contact Page

Description: Include a simple contact form and business email for clients to reach out. Make the form easy to find and fill out. No phone or address displayed due to the virtual nature of the business.

Validation: Contact page works, with a working form delivering inquiries to the correct email; no phone or physical address shown.

SEO and Directory Listings

Description: Apply SEO text changes to help local customers and art collectors find the site. Use keywords like ceramic sculpture, mixed media, fiber art, natal chart readings, and spiritual art.

Validation: Site appears in searches for selected keywords in Chicagoland region and for specific services.

Gallery and Images

Description: Use only selected images as page features and design accents as instructed. Make image displays large and visually engaging to showcase Rebecca's work.

Validation: Images appear on relevant pages; each service page features the correct artwork; images are high quality and not overly edited.

Branding with Name Display

Description: Create a simple, elegant name placement ('Rebecca Creates') using provided accent colors. No logo; just the business name styled nicely.

Validation: Business name is clearly displayed on all pages in blue, green, purple, or gold tones.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, explain what RebeccaCreates offers, and help people quickly see the unique mix of fine art and astrological services. The goal is to make the site feel personal, original, and inviting, highlighting Rebecca's story and what makes the work stand out.

Sections

Hero

Purpose: First thing visitors see. Clearly introduce RebeccaCreates with her unique art style and astrological approach. Communicate a sense of wonder, nature, and the artist's personal touch. This section lets people know they are in the right place.

Key Elements:

- Business name in a creative type style
- Simple slogan: 'An Evolving Experiment – Unusual Art – Made with Stardust'
- One key image showing Rebecca's creative art or a cosmic/nature-inspired piece
- Warm welcoming text about the blend of art and astrology
- Colors: blue, green, purple, gold to set the mood

Strategy: Make people curious and comfortable, encouraging them to explore more or scroll down for details. Focus on Rebecca's authenticity and the one-of-a-kind nature of the offerings.

Psychology: People in this audience value authenticity and are drawn to meaningful, soulful creativity. Showing real art and honest words builds trust and interest.

Tone: Use conversational language, show warmth and humility, focus on Rebecca as a real person guided by spirit and nature.

Cta Block

Purpose: Give visitors a clear next step—invite them to book a free consultation or discover the store. Highlight special offers like the free consultation.

Key Elements:

- Button to contact you for a free consultation
- Short message about how easy it is to reach out (email only)
- Highlight store link to browse art or book a reading
- Mention unique, personal service

Strategy: Lower the barrier to engagement by inviting visitors to ask questions or schedule a chat. Use the free consultation to encourage the first outreach.

Psychology: Many buyers—especially for art or personal readings—need reassurance, a warm invitation, and a no-pressure reason to act.

Tone: Encouraging, friendly, open to questions. Stress that Rebecca is happy to guide, with no obligation.

About (*Content*)

Purpose: Tell Rebecca's story, her journey as an artist and astrologer, and what makes her approach special. Deepen trust by sharing her inspiration and techniques.

Sections

Artist Journey

Purpose: Share the path, influences, and evolution of Rebecca's work and interest in astrology. Show the heart behind the art.

Key Elements:

- Personal story with mention of moving to Chicago and new creative beginnings
- Notes about using nature, portals, and liminal spaces
- Brief explanation of the artist's background and core values

Strategy: Build emotional connection so people feel invested and want to support or consult Rebecca.

Psychology: Buyers connect more with the person behind the art or service—the personal touch matters most.

3D Art (*Product*)

Purpose: Showcase and sell unique ceramic sculptures inspired by the universe and antiquity—use a human, storytelling approach, and let art images stand out.

Sections

Gallery

Purpose: Display the best pieces of 3D ceramic art. Let people browse, enjoy, and easily buy or commission.

Key Elements:

- Large art images (ArchFront 3.jpg, IMG_0019_2.JPG, IMG_3956.jpeg, IMG_0081.JPG)
- Simple titles or short stories beside images
- Button to contact for commissions

Strategy: Use bold, clear images with stories to make viewers fall in love—and make it easy to buy or reach out.

Psychology: Art buyers want to know the story and see quality. Clear images and genuine stories create trust and desire.

2D Art (*Product*)

Purpose: Highlight works on paper, canvas, fiber, and mixed media art. Inspire visitors, offer works for sale, and show the variety within Rebecca's creations.

Sections

Gallery

Purpose: Let visitors see the range of 2D and fiber art—use images and short pieces of text to explain the inspiration for each.

Key Elements:

- Images: cacophony.jpg, IMG_1269.JPG, IMG_0047.JPG, IMG_0110.JPG
- Brief stories or quotes next to each piece
- Shop button for buying or asking about works

Strategy: Let people see the uniqueness and meaning, encouraging those who value creative depth to buy or ask questions.

Psychology: Art collectors appreciate depth and background stories. Personal notes increase the sense of value.

Astrology Readings (Service)

Purpose: Present the personal natal chart readings. Explain what the service is, requirements for a reading, and why Rebecca's approach is different.

Sections

Explanation

Purpose: Help visitors understand what an astrological reading is and how it can help with life questions.

Key Elements:

- Simple description of natal chart readings
- What info is needed: birth date, exact time, and location
- Notes about accuracy (why exact info matters)
- Emphasis on personal, spirit-guided approach

Strategy: Guide visitors to schedule a session by explaining the process, special insight, and price up front.

Psychology: People need to feel the process is real, practical, and caring, not just based on belief.

Tone: Warm, practical, and a little mystical. Focus on clarity and Rebecca's genuine desire to guide.

Cta Block

Purpose: Make it easy to book a session, showing price (\$175/hr), collecting info, and setting appointment expectations.

Key Elements:

- Book button—easy to find and use
- List clear price and process: \$175/hr
- Simple form to collect details

Strategy: Make sign-up feel private and welcoming. Reassure people that no prior experience is needed.

Psychology: Easy booking and clear pricing reduce hesitation for new clients.

Store (Ecommerce)

Purpose: Let people browse and buy available art pieces and book astrological readings. Easy, simple, and beautiful shopping experience.

Sections

Product Listing

Purpose: Show available products (art, readings) with rich, inviting images and clear info, one per item. Allow easy checkout.

Key Elements:

- Listing for Natal Chart Readings at \$175/hr with clear 'Book Now' option (use stock universe image)

- Space and format for more art products as they're added
- Simple shopping cart, secure online payment (Visa, MasterCard, Amex, Zelle, Apple Pay)

Strategy: Quick add to cart, clear checkout, no confusion—easy for cautious or first-time buyers.

Psychology: Affluent buyers want a smooth, secure process with no hassle or pressure. Seeing only a few high-quality items increases the sense of exclusivity.

Contact (*Content*)

Purpose: Give people a simple way to get in touch for questions, commissions, or consultations. Make it human and reassuring.

Sections

Info Block

Purpose: List the business email, mention it's a virtual studio, and invite open conversations.

Key Elements:

- Email: rebecca@RebeccaCreates.art
- Soft note about being a one-woman studio in Chicagoland
- Message welcoming questions, custom requests, or consultations

Strategy: Encourage initial contact with supportive, open language. Set the tone for personal service.

Psychology: Personal attention and safe, private contact matter more than speed or automation.

Tone: Reassuring, down-to-earth, and open to all kinds of requests or inquiries.

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: Recognition over recall

Application: Make navigation easy by clearly labeling menu options like '3D Art', '2D Art', and 'Astrology Readings', so visitors know what to expect without guessing.

Implementation: Use clear menu names, keep navigation simple and consistent on every page.

Principle: Storytelling for connection

Application: Share Rebecca's journey and artistic process to build trust and emotional connection, which is especially important for art and astrology clients.

Implementation: Include short personal stories, quotes, or behind-the-scenes notes on key pages.

Principle: Visual contrast for engagement

Application: Use bold, nature-inspired colors to make content pop and to reflect Rebecca's style.

Implementation: Apply blue, green, purple, and gold accents for buttons, headings, and backgrounds.

Content Strategy

Area: Home page

Recommendation: Summarize Rebecca's unique offerings and artistic vision in simple language to quickly engage visitors.

Implementation: Write a short, warm introduction that shows both the art and the astrology services at a glance.

Area: Service Pages

Recommendation: Describe each service with easy-to-understand descriptions, including who it is for and why it is special.

Implementation: Keep each page focused on one service; use real images for art and tasteful stock images for astrology.

Area: Artist's Voice

Recommendation: Use Rebecca's own words and poetry throughout the site to keep it feeling human and authentic.

Implementation: Sprinkle personal reflections and inspirational lines into headlines and descriptions.

Conversion Optimization

Technique: Special offer highlight

Rationale: Showing a Free Consultation offer encourages visitors to reach out or book a service.

Implementation: Feature this offer on the homepage with a simple button leading to the contact form or online store.

Technique: Clear contact and purchase options

Rationale: Making it easy to contact or buy reduces confusion and increases conversions.

Implementation: Place a 'Contact' or 'Shop Now' button in the main menu and on each service page.

Technique: Showcase select works

Rationale: Displaying artworks connected to each service helps visitors understand what they're getting and inspires trust.

Implementation: Add featured images to each service page; use captions naming the artwork and linking to the store if available.

Priority Focus

Category: Homepage and Service Pages

Description: First impressions and easy navigation will make or break engagement for Rebecca's target audience.

Reason: Most visitors decide quickly if this is the right site for them based on design, color, and clarity of services, especially for art and astrology.

Category: Online Store Setup

Description: The shop must be simple to use and ready for new products as Rebecca creates them.

Reason: Direct sales and bookings are essential; ease of future updates avoids costly overhauls.

Implementation Order

1. Homepage design and branding setup
2. Service pages (3D Art, 2D Art, Astrology Readings)
3. Online store setup and payment integration
4. Contact page and contact form
5. SEO keywords and directory listings
6. Image displays and featured artwork sections

Risk Mitigation

Too much reliance on stock images for artwork

Category: Visual authenticity

Suggested Action: Use only Rebecca's art images for art pages; limit stock photos to astrology service where necessary.

Website looks generic or AI-generated

Category: Brand trust

Suggested Action: Keep language personal and inject Rebecca's unique style throughout; avoid repetitive layouts or overly polished graphics.

Hard to update store/products over time

Category: Ongoing management

Suggested Action: Pick a store system Rebecca can easily manage, with simple tools for adding new pieces and updating details.

Business Impact

Impact Level: High