Website Blueprint

PT-18588

Location: United States (exact city/state not specified)

Business Type: Roofing Contractor (Residential & Commercial)

Target Audience: Middle-class homeowners, property managers, and businesses seeking affordable, reliable roofing solutions; includes both residential and commercial clients who value quality workmanship, practical solutions, and a down-to-earth service approach.

Executive Summary

PT-18588 is a roofing company that serves both homeowners and businesses with affordable, dependable roofing solutions. By reorganizing the website's content and updating its look to match modern styles inspired by the reference site, PT-18588 aims to stand out from competitors with a clean, visually appealing layout that highlights quality workmanship and a straightforward service approach. The refreshed design will showcase existing images and text, making information more accessible without changing the current messaging.

Primary Goals

- Improve the overall layout and visual design of the website
- Reorganize existing content and images into a modern, visually appealing layout
- Retain and showcase current images and text while allowing for additional imagery if needed

Brand Values

- Affordability
- Professionalism
- Trustworthiness

Competitive Advantages

- Use of authentic project images (no stock photos)
- Personalized service for both residential and commercial clients
- Affordable pricing with a business-casual, approachable tone

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#196db6
Secondary		#c0c2c3
Accent		#feffff

Rationale: The main color is a strong, reliable blue that makes the website look trustworthy and professional. Light gray is used to keep things clean and easy to read, while white keeps the site open, fresh, and modern. Together, these colors create a friendly but dependable look that clients can connect with.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: https://fonts.googleapis.com/css?family=Montserrat:700,600,500,400|Open+Sans:400 ,600,700&display;=swap

Imagery Style

Use real photos from your business, showing actual residential and commercial roofing projects. Focus on high-quality, natural images of homes, rooftops, your team at work, and satisfied customers. Avoid using stock photos. Each service page should have relevant pictures so visitors can see your real work and trust your services.

Overall Aesthetic

The website should feel modern, open, and trustworthy. It should look inviting and simple, without too much clutter. Sections should be spaced out, making it easy for visitors to focus on your services and find what they need quickly.

Theme Style

Professional but friendly. Use bright sections, clean lines, and blocks of color to highlight service areas and call-to-action buttons, similar to the inspiration site. The mood should be hands-on and approachable, showing that you are reliable and down-to-earth.

Layout Approach

Organize content into sections with plenty of white space. Use large images and clear headlines to break up information, making each service easy to find. Keep the menu at the top of the page, with quick links for homeowners, businesses, and contact. Add modern touches like clickable phone numbers, clear buttons, and short sections for testimonials.

Regional Recommended

- Show real projects from local homeowners and businesses
- Use warm, inviting images that fit middle-class neighborhoods
- Highlight service areas if possible

Regional Avoid

- Do not use high-end luxury images that do not match your audience
- Avoid stock photos that do not show your real work
- Do not use flashy or overly formal designs

Requirements & Features

visual_design

Description: Use a clean, modern look inspired by the reference site, with more organized spacing, better balance between text and images, and an updated color scheme using the main blue (#196db6), soft gray (#c0c2c3), and white (#fefff).

Validation: Website feels modern and professional, with consistent use of chosen colors and an organized arrangement of text and images.

content_layout

Description: Reorganize existing content and images to match a more modern and visually appealing structure. Retain all current text but reposition sections for better readability and flow.

Validation: All text and images from the original site are present, but pages are easier to scan, with clear sections and less crowded appearance.

image_assets

Description: Use customer-supplied images wherever possible. Place home images on the home page, shingle roof images on shingle roof page, flat roof images on flat roof page, and commercial roof images on commercial roof page. If extra images are needed, source them professionally.

Validation: Every page uses relevant, high-quality images and avoids any generic stock photography, except where needed to represent missing content.

navigation

Description: Make it easy to move between pages and find information by adding a clear main menu at the top and repeating key links in the footer.

Validation: Visitors can quickly and easily find the services, about, contact, and project pages from any part of the site.

mobile_responsiveness

Description: Make sure the website looks just as good and works well on cell phones and tablets as it does on a computer.

Validation: Website displays neatly on different screen sizes, with all images, text, and buttons working properly.

contact_accessibility

Description: Make sure contact options, such as phone number and contact form, are easy to find on every page.

Validation: Phone number and contact form show on each page, especially in the header or footer.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Give visitors a great first impression, highlight what you offer, and guide people to contact you or explore your services.

Sections

Hero

Purpose: Catch visitors' attention right away and show them your main message and what makes your roofing business stand out.

Key Elements:

- A large, welcoming headline with your main service focus
- A high-quality image of your work or team
- Your logo and business colors for a strong, professional look

Strategy: Build trust fast with real project images and a clear statement about your experience or reliability.

Psychology: People feel comfortable when they quickly understand who you are and see that others trust your work.

Tone: Keep the wording straightforward, friendly, and professional. Make sure it sounds local and easy to relate to.

Cta Block

Purpose: Encourage visitors to get in touch or ask for an estimate.

Key Elements:

- A clear button to contact you or request a quote
- Simple instructions like 'Call now,' 'Get an estimate,' or 'Schedule a visit'
- Phone number and a short contact form

Strategy: Make it easy for people to connect by showing the button and contact options in several spots.

Psychology: People are more likely to reach out when it's simple and there's no pressure.

Tone: Friendly, inviting language. Reassure visitors that you will respond quickly and make it hassle-free.

About Us (*Info*)

Purpose: Show visitors who you are, why you care about your work, and the story behind your business.

Sections

Company Story

Purpose: Share how your business began and your values.

Key Elements:

- A summary of your experience and background
- Photos of the owner or team
- Any community involvement or awards

Strategy: Make your story relatable so people trust you for their roofing needs.

Psychology: Homeowners and business clients feel safer choosing someone they know a little about.

Tone: Use down-to-earth language; show pride and reliability.

Why Choose Us

Purpose: Explain what makes your roofing service different from others nearby.

Key Elements:

- Short list of your main advantages (like reliability, affordability, real customer results)
- Customer reviews or testimonials
- Guarantees or warranties if you offer them

Strategy: Highlight proof that builds confidence, like reviews or guarantees.

Psychology: People want to feel they're making a safe choice.

Tone: Keep it honest, friendly, and practical.

Services (*Product*)

Purpose: List and describe the roofing services you provide so people can see at a glance if you can help them.

Sections

Residential Roofing

Purpose: Explain the options for homeowners (like shingle roofs or repairs).

Key Elements:

- Photos of your residential projects
- List of services (new roofs, repairs, inspections, etc.)
- Common benefits

Strategy: Let potential customers picture their home with your work.

Psychology: People want to see results similar to what they need.

Tone: Simple, practical wording focused on value and peace of mind.

Commercial Roofing

Purpose: Describe your work for businesses, property managers, and larger buildings.

Key Elements:

- Images of commercial roof jobs
- List of services (replacement, maintenance, coatings, etc.)
- Facts about timelines or job size

Strategy: Reassure business clients you can handle larger or more complex jobs.

Psychology: Commercial clients look for experience and reliability.

Tone: Professional, clear, with an emphasis on reliability and minimal downtime.

Gallery (*Gallery*)

Purpose: Show off your completed jobs so people can see the quality of your work.

Sections

Project Gallery

Purpose: Display real before-and-after photos or examples of your roofing work.

Key Elements:

- High-quality images divided by roof type (shingle, flat, commercial, etc.)
- Short captions with project details or location
- A note that all work shown is yours

Strategy: Build trust by letting people see results with their own eyes.

Psychology: Proof of your skill makes people more comfortable choosing you over others.

Tone: Proud, straightforward, let the photos do most of the talking.

Testimonials (*Social*)

Purpose: Let new customers read real feedback from past clients.

Sections

Customer Reviews

Purpose: Feature positive experiences shared by your customers.

Key Elements:

- Short reviews or quotes from homeowners and business clients
- Star ratings or scores if available
- Photos of projects if you have permission

Strategy: Give proof from others to reduce doubts and encourage action.

Psychology: People trust others with similar needs and situations.

Tone: Sincere and conversational. Choose real words from real customers.

Contact (*Lead*)

Purpose: Make it easy for people to reach you, ask questions, or request a quote.

Sections

Contact Form

Purpose: Give visitors a simple way to send you a message or ask for an estimate.

Key Elements:

- A short, easy form
- Your phone number, email, and business address
- Your hours and areas you serve

Strategy: Have contact options front and center with no unnecessary fields to fill out.

Psychology: People want quick answers and to feel a real person will follow up.

Tone: Friendly and to the point. Invite questions and quick responses.

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: Visual hierarchy

Application: Make the most important information and actions stand out using size, color, and position.

Implementation: Use bigger headings for sections, highlight service types, and make buttons easy to spot so visitors know where to go next.

Principle: Consistency builds trust

Application: Show the same look, colors, and style on every page to make the site feel reliable.

Implementation: Stick with your chosen blues, grays, and whites throughout. Keep the logo and menu in the same spot on each page.

Principle: Simplicity reduces confusion

Application: Keep the layout clean with plenty of white space and limit how many things are on each page.

Implementation: Don't overcrowd any section. Break up text with images and use simple headings to guide visitors.

Content Strategy

Area: Organization of copy

Recommendation: Group current text into sections like 'About Us', 'Services', 'Gallery', 'Contact', and separate pages for residential and commercial work.

Implementation: Use section headers and organize the pages so each type of information is grouped together, with related images.

Area: Images and visuals

Recommendation: Showcase real work as much as possible by using customer-supplied images, matched to the right pages.

Implementation: On the home page, use home and team images. Use roof images on their specific pages (shingle, flat, commercial). Make sure every page feels personal and trustworthy.

Conversion Optimization

Technique: Easy-to-find contact points

Rationale: People are more likely to get in touch if your phone number and contact form are clearly visible.

Implementation: Put your phone number at the top of every page and a contact form in the footer or as a button that stands out. Repeat these in clear spots so visitors don't have to search.

Technique: Clear main services overview

Rationale: Quickly showing what you offer helps customers decide to reach out.

Implementation: Add a section near the top of the home page that briefly lists residential and commercial services, each with a related image and a button to learn more.

Priority Focus

Category: Visual design and layout

Description: Bring the look and feel up to date, inspired by the reference site but personalized to your brand.

Reason: A modern layout is the main goal and creates a strong first impression for homeowners and businesses.

Category: Image organization

Description: Make sure the right images appear on the right pages, focusing on real project photos.

Reason: Real images show authenticity and are more relatable to your target audience.

Category: Mobile-friendly experience

Description: Ensure every page looks and works great no matter what device a visitor is using.

Reason: More customers use phones to browse; a smooth mobile experience invites more leads.

Implementation Order

1. Review supplied images and assign each to the correct page based on the type of roofing shown.
2. Create the main structure and navigation following the new layout based on the reference site.
3. Apply business brand colors and upload the supplied logo, ensuring style consistency on all pages.
4. Rearrange existing content into clear, labeled sections without changing the wording.
5. Design each page with plenty of white space and clear visual breaks, matching the modern look.
6. Optimize the site for mobile devices and test appearance on various screen sizes.
7. Add and test the contact form and ensure phone number appears at top and bottom of each page.
8. Review for final visual consistency and correct placement of images and sections.

Risk Mitigation

Potential confusion due to no copy changes

Category: content

Suggested Action: Keep original text exactly as is, but clearly separate and label each section to boost readability.

Missing images for key services

Category: image_assets

Suggested Action: If there is no suitable real photo, source an appropriate image that matches the context, but avoid generic stock photos.

Loss of visual consistency during modernization

Category: visual_design

Suggested Action: Follow the reference site's layout inspiration closely, but always use the business's own brand colors and logo.

Business Impact

Impact Level: High