Website Blueprint

PT-18602

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

Business Type: Architecture Firm

Target Audience: Property owners, developers, and businesses seeking architectural design services; typically professionals or organizations requiring expert guidance in building design, renovations, or expansions. Demographics include adults aged 30-65, with mid-to-high income, interested in quality design and functional spaces. Psychographics: value aesthetics, functionality, and professional expertise.

Executive Summary

GIAMPIETROARCHITECTS.COM is an established architecture firm that provides expert building design services. To improve the customer's experience and keep their business, we will rebuild their website to make it much easier to update by switching from SiteOrigin to Bricks Builder. This rebuild will keep the website looking the same, but will make it simpler for the customer to manage their site, giving them a user-friendly platform that sets us apart from less flexible providers.

Primary Goals

- Provide a user-friendly website experience for clients and prospects
- Ensure ease of content management and editing for internal teams
- Retain the customer by improving website usability and aligning with updated platform tools

Brand Values

- Professionalism
- Attention to detail
- Client-focused service

Competitive Advantages

- Established web presence since 2016
- Commitment to user-friendly client experience
- Seamless migration and content retention during platform updates

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#FFFFFF
Secondary		#2F3B44
Accent		#A89972

Rationale: The colors should exactly match what is already on the current website. No new colors or changes are needed. We want the site to look and feel the same as it does now so current visitors have a familiar experience.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Keep all images and photo styles just as they are now. Use the same professional images that appear on the current website. Do not add, remove, or change any images.

Overall Aesthetic

The site should look and feel exactly as it does now—clean, simple, and professional with a focus on architecture. No visual changes should be made.

Theme Style

Mirror the existing theme style. Keep everything as is. No new design elements, animations, or effects. The look should be unchanged.

Layout Approach

Match the current layout on every page, including how menus, images, and sections are arranged. No changes to structure or placement.

Requirements & Features

Website Migration

Description: Rebuild the current website using Bricks Builder, making sure the design and structure are the same as the existing SiteOrigin site.

Validation: The new site matches the original site in layout, style, and content with no design changes.

Content Migration

Description: Transfer all existing website content, including text and images, to the new Bricks Builder platform with no changes.

Validation: All content from the current site is present and unchanged on the new site.

Platform Usability

Description: Set up Bricks Builder in a way that makes it easy for the customer to edit and manage their site going forward.

Validation: Customer can easily edit pages and content after migration without technical difficulty.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To show visitors what the architecture firm offers and encourage them to learn more or get in touch.

Sections

Hero

Purpose: First thing visitors see to create a strong first impression and set the tone for the rest of the site.

Key Elements:

- A large, clear image showing one of the firm's best projects
- The business name and what the firm does (architecture services)
- A short message that welcomes visitors
- A button to contact you or see recent work

Strategy: Quickly show what makes your business unique and give visitors an easy way to reach out.

Psychology: People decide in seconds if they trust and like your business based on the first thing they see.

Tone: Use confident and professional language that feels welcoming and reassuring.

Cta Block

Purpose: To invite visitors to take action, like starting a project or getting in touch.

Key Elements:

- A short message asking visitors to take the next step
- A clear button for contacting you
- Contact information such as phone number or email

Strategy: Make it as easy as possible for people to reach out with a clear message and noticeable button.

Psychology: People are more likely to contact you when the action is simple and direct.

Tone: Encouraging, straightforward, and direct. Invite people to start a conversation.

About (*Info*)

Purpose: To tell visitors about your firm's history, experience, and what makes you different.

Sections

Intro

Purpose: Give a short overview of who you are.

Key Elements:

- Firm's background
- Years of experience
- Values and design approach

Strategy: Build trust by sharing your experience and unique qualities.

Psychology: People feel more comfortable working with someone they know and trust.

Tone: Warm, professional, and genuine. Focus on your passion for architecture.

Services (*Info*)

Purpose: To explain the types of architecture services you provide.

Sections

Services List

Purpose: List what you do for your clients.

Key Elements:

- Main services (building design, renovations, consultations)
- Short descriptions of each service
- Who each service is for

Strategy: Help visitors quickly match their needs to what you offer.

Psychology: Clear service options make it easier for people to choose your firm.

Tone: Clear and to-the-point. Highlight benefits and results.

Portfolio (*Showcase*)

Purpose: To show examples of past architecture projects.

Sections

Project Gallery

Purpose: Let visitors see your best work visually.

Key Elements:

- Photos of completed projects
- Brief project details
- Project types (residential, commercial, etc.)

Strategy: Show off your expertise to build trust with new clients.

Psychology: Seeing real work helps people feel confident in your abilities.

Tone: Proud yet humble, letting the quality of work speak for itself.

Contact (*Lead*)

Purpose: To make it easy for visitors to get in touch with your firm.

Sections

Contact Form

Purpose: Give visitors a quick way to reach out.

Key Elements:

- Simple contact form

- Email address
- Phone number
- Office address (if you want to add it)

Strategy: Lower the barrier for reaching out by offering a quick and simple form.

Psychology: People appreciate easy options with clear directions.

Tone: Friendly and helpful, reassuring that their message matters.

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: Consistency

Application: Keep the look and feel of the new website exactly the same as the current SiteOrigin version.

Implementation: Carefully copy every page and section to match the original so users feel at home and are not confused by changes.

Principle: Simplicity

Application: Make it easy for the site owner to update content in the future.

Implementation: Set up Bricks Builder with simple editing tools and explain where to click to make common updates.

Content Strategy

Area: Content Transfer

Recommendation: Move every piece of content, including text, images, and any other information, exactly as it is.

Implementation: Check each page on the old site and make sure the same information appears in the same place on the new site.

Area: Content Checking

Recommendation: Review all content after moving to confirm nothing is missing or out of place.

Implementation: Go page by page on the finished site and compare to the original for accuracy.

Conversion Optimization

Technique: Keep Contact Options Visible

Rationale: Makes it simple for visitors to reach out when they are ready to talk about a project.

Implementation: Make sure the contact form and contact details appear in the same spot as on the old website.

Priority Focus

Category: Design and Structure Consistency

Description: Make sure the new website looks and works exactly like the old one.

Reason: This was promised to the customer and avoids confusion or disruption for current site visitors.

Category: Platform Usability

Description: Set up the builder so the owner can easily make changes themselves.

Reason: The customer had trouble in the past, so a new, easy-to-use system is needed to improve their experience.

Implementation Order

1. Install and set up Bricks Builder
2. Copy all design elements and structure from current site
3. Migrate all website content (text, images, forms) to new site
4. Test new site to confirm accuracy and usability
5. Provide basic instructions to customer on editing with Bricks Builder
6. Hand off site to PPCC team for follow-up

Risk Mitigation

Loss of Content or Features

Category: Migration

Suggested Action: Carefully check each page to make sure all text, images, and forms have been moved. Test all links and contact forms before going live.

Customer Difficulty with New Builder

Category: Platform Usability

Suggested Action: Offer a short guide or walkthrough to show the customer how to edit basic content with Bricks Builder.

Business Impact

Impact Level: High