Website Blueprint

OP-86047

Location: Remote (Indiana, nationwide, and international)

Business Type: Psychological Services and Behavioral Health Consulting

Target Audience: Adults from diverse races, ethnicities, cultures, sexual orientations, identities, social statuses, and income levels; businesses, organizations, CEOs, executives, strategic leaders; community leaders, educators, churches, and mental health advocates seeking culturally competent therapy, executive advisory, and behavioral health consulting.

Executive Summary

Worldview Psychological Services, LLC offers culturally sensitive therapy, executive advisory, and behavioral health consulting to individuals and organizations locally and worldwide. Founded by Dr. Kimberly E. Johnson, the business stands out for its blend of clinical expertise, technology innovation, and strategic leadership, enabling them to meet the needs of clients from a wide range of backgrounds and sectors. Special features such as a modern, visually engaging website, rotating banners, clear service details, and simple appointment requests set the business apart from traditional practices.

Primary Goals

- Enhance online presence with a modern, professional website
- Attract a broad range of individual and organizational clients for therapy and consulting services
- Promote unique service offerings and special discounts to increase engagement and conversions
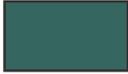
Brand Values

- Cultural competence and respect for individual worldviews
- Innovation in behavioral health and organizational strategy
- Community outreach and advocacy

Competitive Advantages

- Founded by Dr. Kimberly E. Johnson, who brings a unique cross-sector perspective combining clinical expertise, technology innovation, and organizational strategy
- Ability to serve a wide range of clients including individuals, executives, organizations, and communities both nationally and globally
- Sliding scale fees, free consultations, and special discounts for therapists; executive retainers accepted

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#355D88
Secondary		#35665F
Accent		#B39A5A

Rationale: The main colors are deep blue and rich green, which create a calm, trustworthy, and professional feeling. Gold is used as an accent to add warmth, a touch of sophistication, and a welcoming tone. These choices reflect the serene, classic look inspired by Gustav Klimt's artwork that the business owner likes, but also project authority and inclusiveness for a wide audience.

Typography

Heading Font: Cormorant Garamond

Body Font: Lato

Google Fonts Url: https://fonts.googleapis.com/css2?family=Cormorant+Garamond:wght@400;700&family;=Lato:wght@400;700&display;=swap

Imagery Style

Use real photos that show diversity—adults of different backgrounds, leaders, groups, and individuals. Include some images showing nature, floral gardens, forests, and gentle abstract shapes inspired by Gustav Klimt. Add touches of gold and occasional warm colors like red and orange in visual accents, never as the background.

Overall Aesthetic

Serene and classic, with a calm, welcoming feeling. Pages should feel both modern and timeless, with soft backgrounds (not white), gold details, and elegant headings. The look and feel should help all visitors feel safe, valued, and respected.

Theme Style

Inspired by dreamy landscapes and classic art. Motifs like soft floral or subtle spiral patterns can be used as part of the background, banners, or section dividers. Avoid busy patterns so content remains easy to read. Add gold lines or touches to highlight important sections.

Layout Approach

Choose layouts that are simple and inviting. Main services are easy to find, with clear buttons to request appointments or contact. Use a rotating banner at the top of the home page for visual interest, and highlight special offers or certifications on the home and service pages. Keep text at an easy reading size, use lots of blank space, and never use white for entire page backgrounds.

Regional Recommended

- Use calming blues and greens that appeal broadly in the US and internationally.
- Feature diverse people in photos to reflect and respect visitors from many cultures.
- Highlight gold accents, which signal trust and prestige in many regions.

Regional Avoid

- Avoid using large red backgrounds or bold orange, especially for whole sections, as these can feel alarming or aggressive in some cultures.
- Do not use all white backgrounds, as requested.
- Avoid cartoonish or playful fonts and images that may undermine professionalism and credibility.

Requirements & Features

Homepage Rotating Banner

Description: Display a rotating banner on the home page featuring uploaded images that reflect the serene Gustav Klimt-inspired vibe, using blue, green, gold, purple with touches of red and orange.

Validation: Banner rotates through uploaded images; design uses requested color cues and motifs; located at top of homepage.

Contact Information

Description: Make it easy for visitors to find contact options including landline (no texting), email, and LinkedIn. Clearly show that the phone number is a landline and cannot receive texts.

Validation: Contact info section is easy to find; landline explanation present; LinkedIn link displayed.

Appointment Request Feature

Description: Enable users to book clinical appointments, therapy, consultations, executive advisory, and community outreach sessions online; show available hours Monday to Friday 8am–6pm EST.

Validation: Appointment request form is live on Contact Us page; services and hours match business requirements; form accepts appointments for all listed services.

Services Highlight

Description: Showcase top services including clinical, executive advisory, healthcare consulting, and community outreach; display each with brief descriptions and special offers like free consultation and sliding scale pricing.

Validation: Services are easy to find; descriptions are concise; special offers are visible on homepage.

Certifications, Badges, and Emergency Info

Description: Display certifications, professional badges, and emergency contact like Suicide Hotline number; show these in a dedicated section for credibility and safety.

Validation: Badges and certification images are visible; emergency number is easy to find.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce what Worldview Psychological Services, LLC. offers, and help all types of clients easily find the support they need.

Sections

Hero

Purpose: Be the first thing visitors see and create a warm, welcoming impression. Clearly explain that help is available through culturally competent therapy, consulting, and executive advisory services for individuals, leaders, and organizations.

Key Elements:

- Logo and business name
- Rotating banner with calming images reflecting the Gustav Klimt-inspired style
- Short, inclusive headline showing support for people and organizations from all backgrounds
- Slogan: 'Embracing your worldview to achieve your vision of the future.'
- Button to request an appointment
- Menu at the top for easy navigation

Strategy: Guide visitors to book an appointment or learn about services right away. Highlight special offers like 'Free consultation' and 'Sliding scale fees' to encourage contact.

Psychology: Calm, welcoming images and inclusive words make people feel safe and understood, no matter who they are. Offering specials helps reduce hesitation.

Tone: Use calm, reassuring, and accepting language. Speak directly and simply to everyone. Be clear about how easy it is to get started.

Cta Block

Purpose: Prompt visitors to take meaningful action, like scheduling an appointment or learning more about specific services.

Key Elements:

- Clear button to contact you or request an appointment
- Brief reminder about free consultation, sliding scale fees, and special discounts
- Visible emergency contact (like Suicide Hotline)
- Badges for certifications and accreditations to build trust

Strategy: Make taking the next step easy by showing clear buttons and simple offers. Use trust signals like badges to lower anxiety.

Psychology: People need to feel it's easy, safe, and worthwhile to reach out. Trust badges and reminders of low-risk offers make action feel comfortable.

Tone: Be direct, supportive, and concrete. Guide visitors gently to the next step.

About (*Info*)

Purpose: Share the story, qualifications, and approach of Dr. Kimberly E. Johnson to build trust and show expertise.

Sections

Profile

Purpose: Help visitors connect personally with Dr. Johnson by introducing her background, vision, and unique approach.

Key Elements:

- Professional headshot at top
- Short biography including clinical, business, technology, and community experience
- Personal message about commitment to cultural competence
- Certifications, memberships, and badges

Strategy: Build credibility and connection, making prospects confident in reaching out.

Psychology: Seeing and learning about the real person behind the service builds trust and reduces barriers.

Tone: Friendly, reassuring, professional, and warm.

Practice Philosophy (*Info*)

Purpose: Explain the core values and beliefs that guide Worldview Psychological Services. Show dedication to cultural competence, inclusion, and respect for everyone's perspective.

Sections

Philosophy Core

Purpose: Share the guiding beliefs and values in direct, clear language.

Key Elements:

- Simple summary of values: inclusion, respect, unique worldviews, evidence-based care
- Description of unique approach (the 4 Pillars) and why it matters
- Visuals or graphics inspired by Klimt's style

Strategy: Help clients feel this is a safe, supportive, and understanding place for everyone.

Psychology: People want assurance their identity and culture will be respected.

Tone: Warm, empathetic, and straightforward.

Services (*Info*)

Purpose: Describe, in everyday words, the main services offered to both individuals and organizations.

Sections

Overview

Purpose: Highlight each top service and who it helps.

Key Elements:

- Short summary of each service: Executive Advisory, Mental Healthcare Consulting, Community Outreach, and Individual Therapy
- Easy-to-read explanations of each area
- Visual icons or images for each service

• Bulleted lists for specialties, including culturally competent therapy, strategic consulting, and outreach

Strategy: Help visitors quickly find the right service and make it easy to reach out for details or appointments.

Psychology: Simple explanations reduce confusion and make service choices less intimidating.

Tone: Clear, inviting, and focused on real benefits.

Individual Therapy Specialties (*Info*)

Purpose: Show what types of therapy and support are offered for individuals, with a focus on inclusiveness and personal growth.

Sections

Specialties List

Purpose: Help people see what specific issues and needs can be addressed.

Key Elements:

• List of therapy specialties (depression, anxiety, life transitions, etc.)
• Simple explanations for each
• Emphasis on culturally competent, trauma-informed care

Strategy: Let each visitor feel their problem is understood and help is available.

Psychology: People look for signs their unique situation is recognized.

Tone: Empathetic, hopeful, and non-judgmental.

Contact (*Info*)

Purpose: Make it quick and easy for visitors to get in touch, schedule appointments, or ask questions.

Sections

Contact Info

Purpose: Give every possible way to connect clearly.

Key Elements:

• Landline phone number (clearly labeled as no text)
• Professional email address
• Office hours: Monday–Friday 8:00am–6:00pm
• Location: Remote, with service details for Indiana, nationwide, and international clients
• Social media link (LinkedIn)

Strategy: Reduce hesitation by making reaching out simple and straightforward.

Psychology: When options are clear and expectations are set, people feel more comfortable initiating contact.

Tone: Clear, welcoming, and direct.

Appointment Request

Purpose: Allow visitors to schedule appointments for different types of services directly online.

Key Elements:

- User-friendly booking form for Consult, Therapy Appointment, Healthcare Consultation, or Executive Advisory Consult
- Available appointments Monday–Friday, 8:00am–6:00pm EST
- Mobile-friendly and easy to use

Strategy: Remove barriers to booking by keeping the process fast and clear.

Psychology: If it's simple to request a time, people are more likely to follow through.

Tone: Friendly, step-by-step, and supportive language.

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: First impressions matter

Application: Use calm colors and professional images up front to help visitors feel welcome and safe.

Implementation: Make sure the homepage banner includes soothing visuals and easy-to-read text that shows what services are offered.

Principle: Reduce anxiety and confusion

Application: Clearly explain how to contact and book services so visitors don't feel lost.

Implementation: Add step-by-step instructions or short explanations on booking forms and contact page.

Principle: Build trust quickly

Application: Show certifications and emergency resources where visitors see them first.

Implementation: Place badges and the emergency number in a spot that's obvious, like at the top of a sidebar or right on the homepage.

Content Strategy

Area: Service Descriptions

Recommendation: Use short descriptions that get to the point for each service offered.

Implementation: Write a brief summary for each service and avoid complex language so all visitors can understand easily.

Area: Visual Branding

Recommendation: Use strong brand visuals that reflect the business's values and requested color themes.

Implementation: Apply the Gustav Klimt-inspired colors and shapes throughout the site, especially in banners and backgrounds.

Area: Offers and Pricing Info

Recommendation: Highlight special offers like free consultation and sliding scale pricing; keep other fee details off the website per instructions.

Implementation: Show offers as a callout or section on the homepage and leave out hourly rate and retainer models.

Conversion Optimization

Technique: Make appointment request simple

Rationale: Easy booking increases conversion by letting visitors take action right away.

Implementation: Place the appointment request form on the contact page, labeled clearly, with a few fields to fill out.

Technique: Clear calls to action

Rationale: Direct language helps visitors know what steps to take next.

Implementation: Use buttons like 'Book Now', 'Contact Us', and 'Free Consultation' all over the site.

Technique: Show proof of expertise

Rationale: Credentials and badges reassure visitors and help them choose your business.

Implementation: Add certification images, badges, and links to social profiles in a sidebar or footer.

Priority Focus

Category: Easy Appointment Booking

Description: Let visitors book appointments quickly and see service hours clearly.

Reason: This is key for getting new visitors to become clients and reduces drop-off.

Category: Homepage Visuals

Description: Strong, calming banner images and color themes to start the visitor journey.

Reason: Sets the right tone and helps visitors feel safe, welcome, and confident.

Category: Contact Information Clarity

Description: Make it obvious how to reach you and clarify the phone cannot accept texts.

Reason: Removes friction for people trying to make contact and encourages action.

Implementation Order

1. Home page banner and visuals
2. Quick contact information display
3. Easy appointment request form on contact page
4. Services and offers section
5. Certifications, badges, and emergency contact info

Risk Mitigation

Complex booking process

Category: Conversion

Suggested Action: Keep appointment request forms simple, test them with real users, and fix any confusing steps before launch.

Missing or unclear contact options

Category: User Experience

Suggested Action: Double-check all contact information is clear and up front, and explain the landline limitation.

Plugin integration failure

Category: Technical

Suggested Action: Test all plugin features, especially the Rotating Banner and Appointment Request, before going live.

Business Impact

Impact Level: High