

# Website Blueprint

## OP-86201

Location: Sevierville, TN, USA

Business Type: Self-Storage Facility and Moving Truck Rental

Target Audience: Families, business owners, and individuals in Sevierville, Tennessee and surrounding areas seeking secure storage solutions, moving truck rentals, and moving assistance. Customers may include military personnel, local residents relocating, small businesses needing extra space, and anyone requiring parking accommodations. Demographics skew toward adults aged 25-65, both male and female, with a need for flexible, accessible storage and moving services.

## Executive Summary

Airport Mini Storage & Uhaul is a family-owned business serving Sevierville, TN, for over 25 years, providing secure self-storage units, moving truck rentals, and affordable moving help services. Their long-standing reputation, dependable service, and experience set them apart from competitors, especially with their 24-hour unit access and a special discount for military personnel. The new Pro Website will showcase their three main services while making it easy for local families, individuals, and businesses to get started quickly.

## Primary Goals

- Provide secure and accessible storage solutions for local residents and businesses
- Offer convenient moving truck rentals and moving assistance
- Enhance online presence to attract new customers and streamline customer inquiries

## Brand Values

- Dependability
- Family-owned and operated service
- Customer convenience and support

## Competitive Advantages

- Over 25 years in business
- Family owned and operated
- 24-hour access to storage units

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#114477
Secondary		#e3eef6
Accent		#ff7300

Rationale: We chose dark blue as the main color because it represents trust and reliability, which is important for families and businesses storing their belongings. Light blue helps the site feel clean and open, making it easy to find information. Bright orange as the accent color draws attention to important features like specials or contact buttons and matches the moving truck theme.

## Typography

Heading Font: Roboto

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Roboto:wght@400;700&family=Open+Sans:wght@400;600&display=swap>

## Imagery Style

Use real photos of the storage units, moving trucks, and friendly staff to show trust and approachability. Show clean, well-lit facilities and happy customers loading or unloading trucks. Add some wide outdoor shots showing the location for local recognition.

## Overall Aesthetic

Simple, clean, and welcoming. The website should look organized with clear sections and not feel crowded. Use plenty of open space to help visitors quickly find what they need.

## Theme Style

Professional and local. Include elements that highlight the Sevierville community and local scenery. Make it feel personal and trustworthy, not corporate or generic.

## Layout Approach

Use a clear menu at the top, big buttons for 'Contact', 'Reserve a Unit', and 'Get Truck Help', and call-out boxes for discounts or help for military. Place key services on the homepage with short, clear

descriptions and quick links. Make sure contact info and hours are always easy to see.

### **Regional Recommended**

- Add touches of local color such as natural greens or mountain images
- Include testimonials from Sevierville area customers
- Mention local military discounts prominently

### **Regional Avoid**

- Avoid crowded layouts with too much text
- Don't use very dark or dull colors
- Avoid stock images that don't reflect the actual location or staff

# Requirements & Features

## Homepage Clarity

**Description:** Make it clear right away that you offer storage, truck rentals, and moving help.

**Validation:** Visitors can identify your main services within 5 seconds of landing on the homepage.

## Contact Options

**Description:** Make your phone number, email, and address easy to find on every page.

**Validation:** Contact information appears in both the header and a dedicated contact page.

## Service Descriptions

**Description:** Show simple, clear explanations for storage sizes, truck rental options, and moving help.

**Validation:** Each service page includes bullet points or clear text describing the benefits and options.

## Special Offers

**Description:** Feature the 10% discount for military personnel right on the homepage.

**Validation:** Homepage contains a clear banner or badge showing the military discount.

## Images and Branding

**Description:** Use your uploaded images and logo to make the site feel local and trustworthy.

**Validation:** All main pages use provided real images and logo, with consistent branding.

## Page Structure

**Description:** Create clear pages: Home, Storage, Truck Rentals, Moving Help, Testimonials, Contact Us.

**Validation:** Navigation menu has all these pages; each page covers its topic simply.

## Testimonials

**Description:** Show reviews or testimonials to build trust with potential clients.

**Validation:** There's a page or section containing 3 or more testimonials.

## Easy Directions and Access Info

**Description:** Provide a simple map or written directions and highlight 24-hour access for storage units.

**Validation:** Contact page has a map and highlights access times.

## Simple Mobile Experience

**Description:** Make sure the website works well and is easy to use on phones and tablets.

**Validation:** Site displays properly and buttons are easy to tap on mobile devices.

## **Fast Loading**

**Description:** Make sure pages load quickly so people aren't kept waiting.

**Validation:** Pages load in under 3 seconds on most devices.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Give visitors a clear first impression of Airport Mini Storage & Uhaul, quickly showing what is offered, building trust, and guiding them to take action.

### Sections

#### Hero

Purpose: Be the first thing visitors see and immediately explain the main services: storage units, truck rentals, and moving help.

Key Elements:

- Large photo of the facility and trucks
- Headline with business name and tagline: Dependable Storage, Truck Rental, and Moving Assistance Services
- Subheadline naming top services: Storage, moving trucks, moving help
- Button to contact you and another to get a quote or check availability
- Display 10% Off For Military Personnel

Strategy: Visitors are encouraged to get in touch or check availability right away with easy-to-find buttons and a clear military discount incentive.

Psychology: People decide quickly if a business can help them. Showing trust, professionalism, and local benefits helps visitors feel confident in choosing you.

Tone: Use friendly, clear, and reassuring words. Welcome visitors and focus on security, convenience, and local care.

#### Cta Block

Purpose: Gently invite visitors to contact you, request a quote, or reserve space with easy-to-see buttons.

Key Elements:

- Short text explaining how easy it is to reach or visit
- Phone number, email, and address in large, readable text
- Contact and request-quote buttons
- Hours of operation

Strategy: Make it easy for all types of visitors (families, businesses, individuals) to confidently reach out in the way that suits them best.

Psychology: Visitors may hesitate unless they see simple and clear ways to act. Easy choices help overcome doubts and encourage action.

Tone: Use encouraging, inviting language. Make visitors feel like their questions are welcome and that you are ready to help right now.

## Storage (*Service*)

Purpose: Explain storage unit options, sizes, features, and security so visitors know exactly how you can meet their storage needs.

### Sections

## **Storage Intro**

Purpose: Introduce your storage solutions and highlight the range—from small units to warehouse-sized.

Key Elements:

- Photos of different unit sizes
- List of size options with examples
- List of features (24-hour access, secure facility, local family-owned business)
- Emphasize over 25 years in business

Strategy: Guide visitors to find the most fitting storage unit and encourage them to call or request more details.

Psychology: People want to know their items will be safe. Showing experience and features builds comfort and trust.

Tone: Use straightforward, confident wording. Explain it simply, like helping a friend understand the choices.

## **Storage Cta**

Purpose: Make it easy for visitors to reserve a unit or ask questions.

Key Elements:

- Reserve now and contact buttons
- Quick summary of benefits
- Special offer for military

Strategy: Prompt action by removing obstacles and reminding about available offers.

Psychology: When options are clear and action steps are easy, visitors feel more confident moving forward.

Tone: Invite visitors in a warm, no-pressure way to get in touch or visit in person.

## **Truck Rental (*Service*)**

Purpose: Detail Uhaul truck rental options, the rental process, and what makes your service reliable for moving needs.

### **Sections**

#### **Truck Rental Intro**

Purpose: Present available trucks and explain how easy it is to rent with you.

Key Elements:

- Photos of trucks
- Description of vehicle sizes and options
- Step-by-step rental process
- Mention of being a trusted Uhaul franchise

Strategy: Help visitors feel confident in renting with you by clearly showing what they need and how to get it.

Psychology: Clear steps and real photos ease worry and make the process less stressful.

Tone: Be helpful and informative, as if explaining the process to someone who has never rented a truck.

#### **Truck Rental Cta**

Purpose: Make it easy for people to book a truck or ask about availability.

Key Elements:

- Contact and book now buttons
- List of what to bring when picking up a truck

Strategy: Remove guesswork; give direct steps so booking feels simple.

Psychology: When people see a clear list of what to do, they feel ready to take action.

Tone: Be clear and direct, encouraging visitors to reach out without hesitation.

## **Moving Help (*Service*)**

Purpose: Show how hiring moving help or connecting with trusted partners can make moving easier and less stressful.

### **Sections**

#### **Moving Help Intro**

Purpose: Explain moving help options, how you connect visitors with great movers, and why this service is reliable.

Key Elements:

- Photos of moving teams and equipment
- Simple explanation of how you help arrange moving providers
- What to expect from your partner companies

Strategy: Encourage visitors to ask for moving help by removing worry and showing you can make moving smooth.

Psychology: Moving is stressful. Offering solutions and trusted partners makes your site a one-stop shop.

Tone: Use caring, helpful words. Show you truly want to make their move easier.

#### **Moving Help Cta**

Purpose: Prompt visitors to ask about moving help or get a referral.

Key Elements:

- Button to request moving help
- Quick contact options

Strategy: Easy options help people take action without searching for details.

Psychology: When help is just a button away, visitors feel supported.

Tone: Invite people to reach out – emphasize how fast and easy it is.

## **Testimonials (*About*)**

Purpose: Share real customer reviews and stories to build trust and show you deliver on your promises.

### **Sections**

#### **Testimonials Intro**

Purpose: Welcome visitors to see what others think about your services.

Key Elements:

- Featured quotes from families, businesses, or local customers
- Photos of happy customers or your team
- Ratings and referral highlights

Strategy: Build trust through real voices. Make it clear visitors aren't alone in choosing you.

Psychology: People trust people. Reading local experiences makes visitors feel confident.

Tone: Use honest, down-to-earth language. Let real feedback shine, no fluff.

## **Contact Us (*Contact*)**

Purpose: Give visitors every way to reach out, ask questions, book, or visit—removing any barriers.

### **Sections**

#### **Contact Details**

Purpose: Display all contact options in one place.

Key Elements:

- Phone number, email, physical address
- Contact form (simple, with name, email, message)
- Map showing location
- Hours of operation

Strategy: Make it effortless for visitors to connect in the way they prefer.

Psychology: Clear contact details show you are open, available, and local.

Tone: Be straightforward and inviting. Let people know you truly want to hear from them.

## **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:** Simplicity

**Application:** Keep all pages and information easy to understand.

**Implementation:** Use clear headings and short sentences for each service.

**Principle:** Trust and Security

**Application:** Use real photos, customer testimonials, and mention family-owned history to build trust.

**Implementation:** Show your logo, staff, and facility images; add a '25+ years family-owned' badge.

**Principle:** Easy Access

**Application:** Make navigation and contact options obvious so visitors quickly get what they need.

**Implementation:** Place main services and contact info on every page, not just the homepage.

## Content Strategy

**Area:** Service Pages

**Recommendation:** Clearly explain what each service is and who should use it.

**Implementation:** For each service, write 3-5 bullet points that show benefits and use cases.

**Area:** Homepage

**Recommendation:** Show main offerings and military discount right at the top.

**Implementation:** Homepage headline lists storage, truck rentals, moving help; add a military discount banner.

**Area:** Testimonials

**Recommendation:** Show real feedback from Sevierville clients to show reliability and satisfaction.

**Implementation:** Add a section with local customer reviews or quotes.

**Area:** Contact Us

**Recommendation:** Give simple access to directions, phone, and email.

**Implementation:** Include a map, easy-to-read contact details, and a contact form.

## Conversion Optimization

**Technique:** Clear Calls to Action

**Rationale:** People need to know how to take the next step easily.

**Implementation:** Place 'Call Now,' 'Reserve Storage,' or 'Request Moving Help' buttons on relevant pages.

**Technique:** Highlight Local Trust

**Rationale:** Showing you're family-owned and active in the community builds confidence.

**Implementation:** Mention '25+ Years, Family Owned' and feature testimonials on contact and homepage.

**Technique:** Mobile-Friendly Contact

**Rationale:** Many people will check your site on their phones when moving.

**Implementation:** Make phone number clickable and map easy to tap for directions.

## Priority Focus

**Category:** Homepage Clarity

**Description:** Tell visitors what you do and what makes you special right away.

**Reason:** This helps people trust you and know if your services fit their needs quickly.

**Category:** Service Descriptions

**Description:** Use simple explanations and real photos to show your main offerings.

**Reason:** Clear info helps customers decide and reach out with fewer questions.

**Category:** Contact Options

**Description:** Make phone, email, and address easy to spot.

**Reason:** People only reach out if they feel you're accessible and responsive.

## Implementation Order

1. Set up homepage with clear offerings and contact info
2. Build storage, truck rental, and moving help pages with real photos
3. Add testimonials and special offers
4. Set up contact page with map and contact form
5. Confirm mobile layout and fast loading
6. Review site for clarity and easy navigation

## Risk Mitigation

### Missing Real Images

**Category:** Brand Trust

**Suggested Action:** Double-check all uploaded images are used on key pages.

### Confusing Navigation

**Category:** User Experience

**Suggested Action:** Keep menu items short and use clear names like Storage, Truck Rentals, Moving Help.

### **Slow Page Load**

**Category:** Performance

**Suggested Action:** Make sure all images are compressed and keep each page simple.

### **Contact Info Hidden**

**Category:** Conversion

**Suggested Action:** Put phone, email, and address visibly on every page, especially the homepage and contact page.

### **Outdated Information**

**Category:** Business Credibility

**Suggested Action:** Review the site content and update hours or offers regularly.

## **Business Impact**

**Impact Level:** High