

# Website Blueprint

## OP-86296)

Location: Columbus, Ohio, USA

Business Type: Classical Music Performance & Wedding/Event Planning Services

Target Audience: Wedding couples, event planners, wedding planners, holiday event planners, restaurants, and private individuals seeking elegant live classical music for events such as wedding ceremonies, receptions, holiday parties, private dinners, and corporate or charitable events. Demographics include adults aged 25-60, primarily in the Columbus, Ohio area and a 60-mile radius, with an appreciation for live music and high-quality event experiences.

## Executive Summary

Flute Cocktail, LLC has been setting the standard for elegant live classical music and personalized wedding and event planning in the Columbus, Ohio area for over 26 years. This woman-owned business distinguishes itself through consistent 5-star reviews, rapid response times, and a record of delighted customers who refer others, positioning Flute Cocktail, LLC as a trusted and experienced choice over larger competitors. With a combination of top-quality musicianship, personalized service, and professional event coordination, Flute Cocktail, LLC appeals to clients seeking both sophistication and reliability for their special occasions.

## Primary Goals

- Enhance online presence and website usability
- Attract new clients seeking live classical music and event planning
- Showcase portfolio, music samples, and client testimonials to build credibility

## Brand Values

- Elegance and professionalism
- Personalized client service
- Reliability and artistic excellence

## Competitive Advantages

- 26 years of experience in the wedding and event industry
- Small, woman-owned business with numerous 5-star reviews and strong client referrals
- Wide variety of instrumentalists and flexible ensemble options

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#2d3446
Secondary		#bfa980
Accent		#e4ded5

Rationale: Deep blue sets a classic, trustworthy feel. Gold brings a sense of elegance and celebration, perfect for weddings and special events. Soft ivory as an accent keeps the look light and formal, matching the refined music and planning services.

## Typography

Heading Font: Playfair Display

Body Font: Lato

Google Fonts <https://fonts.googleapis.com/css?family=Playfair+Display:700,400,400italic|Lato:400,700&display=swap> Url:

## Imagery Style

Use lively, high-quality event photos that show musicians performing at elegant gatherings, wedding ceremonies, and formal dinners. Feature instruments, warm people interactions, and soft lighting with a welcoming and upscale feel.

## Overall Aesthetic

The website should look elegant and classic, but still warm and inviting. It needs to feel trustworthy and refined so people know they are getting a high-quality, memorable event experience.

## Theme Style

Formal with an elegant touch. Use balanced spaces, simple decorations, and classic details. Avoid anything too modern or cluttered. Keep it timeless and graceful, like the music performed.

## Layout Approach

Keep pages simple, organized, and easy to scan. Show main services at the top with clear sections. Add plenty of breathing room around text and images. Make sure it's easy to use on phones and tablets.

## **Regional Recommended**

- Photos of Columbus-area landmarks or venues that often host weddings or events
- Warm, neutral colors that reflect Midwest hospitality
- References to local traditions or seasons if showing event examples

## **Regional Avoid**

- Trendy colors or bold, modern looks that don't fit a formal, classical setting
- Busy backgrounds or crowded layouts
- Stock photos that appear too generic or out-of-region

# Requirements & Features

## Homepage Design

**Description:** Make the homepage instantly explain what your business does by using a clear headline and showcasing the top services: elegant live music and wedding planning. Add strong photos, your logo, a special offer for a free consultation, and a visible contact button.

**Validation:** Homepage features your main services, photos, logo, and lets visitors easily contact you.

## Mobile Friendliness

**Description:** Make sure all pages are easy to read and navigate on mobile phones and tablets, since many wedding couples and planners browse on their mobile devices.

**Validation:** Site displays properly and is easy to use on mobile devices.

## Service Pages

**Description:** Have separate pages for your main services, such as 'Classical Music for Events' and 'Wedding Planning'. Each page should explain the service, describe what makes you unique, show real photos from events, and include a way for someone to get in touch about that service.

**Validation:** Each offered service has its own page with a description, photos, and contact option.

## Image Use

**Description:** Use your high-quality event photos, especially IMG\_2094 as the homepage background and red carpet.jpg to highlight your brand. Don't use blurry or low-quality images.

**Validation:** Only clear, professional images appear on the site; key images in correct spots.

## Contact Options

**Description:** Make it easy for visitors to get in touch by providing a clear contact form, phone number, and email visibly on every page. Do not display your full address.

**Validation:** Contact options visible and easy to use; address not shown publicly.

## Showcase Reviews and Awards

**Description:** Display your top 5-star customer reviews and special achievements (like 26 years of service or woman-owned status), as these help visitors trust you.

**Validation:** Clear section or quotes from clients; call out years in business and special status.

## SEO & Local Listings

**Description:** Target search phrases your customers actually use, such as 'wedding musicians Columbus Ohio' and 'classical ensemble for weddings'. Avoid phrases that could misrepresent your service, like 'cheap'. Make sure your business is added to local event directories.

**Validation:** Search engine results feature your business for local event/music terms. Avoid unwanted phrases.

## **Special Offers Section**

**Description:** Feature your free consultation offer and 10% discount for active duty military and first responders on the homepage to encourage more inquiries.

**Validation:** Special offer appears clearly on homepage.

## **Site Loading Speed**

**Description:** Make pages load quickly by using web-friendly images and a simple site layout. Avoid large media files that slow down the site.

**Validation:** Site loads in under 3 seconds on regular internet connections.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, immediately share what Flute Cocktail offers, create a sense of elegance and professionalism, and quickly let people know why they can trust the business for their special event.

### Sections

#### Hero

Purpose: Make the first thing visitors see an elegant, eye-catching introduction with beautiful images and simple wording about who you are and what you do.

Key Elements:

- Large background photo featuring musicians at an event for an elegant feel
- Logo and tagline: 'Performing elegant music to accent your special event. Bringing harmony to wedding planning.'
- Short introduction: '26 years providing live classical music and stress-free event planning in Columbus, Ohio and surrounding areas.'
- Highlight: 'Woman-owned, 5-star reviews, personal service'
- Easy to find menu at the top

Strategy: Create instant trust and interest with professional visuals and clear wording, so visitors understand they're in the right place and want to learn more.

Psychology: People trust businesses that look experienced, inviting, and personal. A beautiful first impression lowers worries and makes visitors feel they've found experts.

Tone: Warm, professional, friendly, and simple – sound like a caring guide, not a salesperson.

#### Cta Block

Purpose: Give visitors a simple, noticeable way to contact you or start a conversation right away.

Key Elements:

- Clear button to contact you: 'Request Free Consultation'
- Phone number (614-560-5086) and email (flutecocktail@hotmail.com) visible
- Mention special offer: 'Free initial consultation for music selection or wedding planning. Active duty military and first responders save 10%.'

Strategy: Make it as easy as possible to reach out by placing a clear button and contact options right up front, and show a reason to act now with a special offer.

Psychology: Visitors feel at ease and are more likely to make contact when they know what to expect, see a real offer, and notice simple ways to get in touch.

Tone: Encouraging, welcoming, and reassuring – make people feel comfortable taking the next step.

## Service Classical Music Events (*Service*)

Purpose: Showcase how Flute Cocktail brings a graceful touch with live classical music for weddings, receptions, private parties, corporate events, and more.

### Sections

#### Intro

Purpose: Briefly explain how elegant, live music will elevate any special event.

Key Elements:

- Short description of musical options: solos, duos, trios, quartets
- List of instruments offered: flute, violin, viola, cello, classical guitar, piano, harp, mandolin
- Beautiful event photo

Strategy: Make it easy to picture your musicians at their special event and invite them to request a quote.

Psychology: People respond well when they can picture their own event feeling special and stress-free.

Tone: Inspiring, refined, and calming.

### **Cta Block**

Purpose: Make it easy to book musicians or ask questions.

Key Elements:

- Button: 'Book Musicians for Your Event'
- Contact info easily seen

Strategy: Encourage asking for details right away.

Psychology: Prompting action with a clear next step reduces hesitation.

Tone: Friendly, direct, and reassuring.

## **Service Wedding Coordination (*Service*)**

Purpose: Describe how expert wedding planning can make the big day smooth and enjoyable for couples.

### **Sections**

#### **Intro**

Purpose: Share the benefits of professional planning and coordination and how it reduces stress for couples.

Key Elements:

- Description of services: timeline planning, vendor coordination, day-of support
- What makes Flute Cocktail unique: 26 years' experience, personal touch, rave reviews
- Smiling photo of team helping at a wedding

Strategy: Let potential clients imagine a worry-free day.

Psychology: People want their wedding to go perfectly and trust those with proven experience.

Tone: Supportive, calming, trustworthy.

### **Cta Block**

Purpose: Invite couples to request a planning consultation.

Key Elements:

- Button: 'Start Your Planning Consultation'
- Add free consultation offer reminder

Strategy: Encourage taking the first small step with no pressure.

Psychology: Free consultation offers lower barriers to reaching out.

Tone: Inviting and gentle.

## **About Us (*Company*)**

Purpose: Build trust by sharing the company's story, values, and what sets Flute Cocktail apart.

### **Sections**

#### **Team Story**

Purpose: Show the personal side and long-standing expertise of the business.

Key Elements:

- Short background on owner and team
- Emphasis on being woman-owned and 26 years in business
- Pictures of the team in action

Strategy: Put a real face to the business, so people feel comfortable reaching out.

Psychology: Personal stories make businesses relatable and easier to trust.

Tone: Genuine, warm, and personal.

#### **Our Values**

Purpose: Demonstrate commitment to excellence and customer happiness.

Key Elements:

- List of promises (ex: responsive service, client-focused, attention to detail)
- Quotes from happy customers

Strategy: Reassure potential clients this is the right choice.

Psychology: Testimonials and promises reinforce confidence.

Tone: Confident and friendly.

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

Purpose: Make reaching out as simple as possible for visitors wanting to book or ask questions.

### **Sections**

#### **Contact Form**

Purpose: Offer a simple, clear form for easy communication.

Key Elements:

- Fields for name, email, phone, message, event date
- Simple instructions
- Confirmation note after submitting

Strategy: Reduce effort so visitors are more likely to send a message.

Psychology: A short, straightforward form builds trust and action.

Tone: Helpful, clear, and approachable.

#### **Direct Info**

Purpose: Let people call, email, or visit if they prefer.

Key Elements:

- Phone, email, and business hours listed clearly
- Physical address (without public display if privacy chosen)
- Special note about free consultations and discount offer

Strategy: Reach people who prefer different ways to contact.

Psychology: Multiple contact options increase comfort.

Tone: Open, respectful, and inviting.

## **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:** Clarity First

**Application:** Immediately show visitors what you do best (live classical music and wedding/event planning) with a headline and supportive images.

**Implementation:** Use a clear heading, large photo background, and bullet points of top services at the top of each page.

**Principle:** Social Proof

**Application:** Visitors trust other customers' experiences.

**Implementation:** Place short, real customer reviews and awards near inquiry forms or alongside service descriptions.

**Principle:** Easy Choices

**Application:** People avoid confusing options, especially when planning big events.

**Implementation:** Limit the number of main menu items and make your services simple to scan and compare.

## Content Strategy

**Area:** Home Page

**Recommendation:** Summarize your story, highlight your main services, and list your most important credentials. Make your unique selling points stand out.

**Implementation:** Add an introduction, feature summary, and awards/reviews section, plus a visible button to request a consultation.

**Area:** Service Pages

**Recommendation:** Dedicate a page to each key service and use real event photos.

**Implementation:** Write clear, inviting descriptions for 'Classical Music for Events' and 'Wedding Planning'. Show local event examples and client feedback.

**Area:** Contact and Inquiry

**Recommendation:** Prompt visitors to inquire for their event.

**Implementation:** Put a short contact form at the bottom of every page, asking for name, contact info, event type, and message.

**Area:** Special Offers

**Recommendation:** Feature special offers and explain savings for military and first responders.

**Implementation:** Use a colored box or banner on the homepage explaining how to claim the free consult or discount.

## Conversion Optimization

**Technique:** Visible Contact Form

**Rationale:** The easier it is to ask for info, the more leads you'll get.

**Implementation:** Put a short, simple form on every page, alongside your phone number and email.

**Technique:** Showcase Customer Praise

**Rationale:** Social proof builds trust and speeds up decisions.

**Implementation:** Display the best 1-3 client quotes or awards close to service descriptions and the form.

**Technique:** Clear Call to Action

**Rationale:** Guiding visitors on what to do next (like 'Request a Free Consultation') increases inquiries.

**Implementation:** Add a call-to-action button at the top of every page and after each service description.

## Priority Focus

**Category:** Service Clarity and Contact

**Description:** Making it easy to understand what you offer, and quick to get in touch.

**Reason:** Most new visitors decide in seconds if your service is right for them, so make it obvious and guide them to action right away.

**Category:** Local Trust Signals

**Description:** Showing real reviews, awards, and years of service.

**Reason:** Trust is key in the wedding and event business, and local credibility closes deals.

## Implementation Order

1. Finalize and apply clear branding (use correct business name, logo, and slogan)
2. Set up homepage with easy headline, key photos (IMG\_2094 as background, red\_carpet.jpg for feature), and clear service summary
3. Create separate, detailed pages for main services
4. Showcase client reviews and special status
5. Add contact form, phone, and email to every page
6. Highlight special offers on homepage
7. Check site is mobile-friendly
8. Compress and check images for quick load times
9. Complete SEO setup and add to local business directories

## Risk Mitigation

**Slow Site from Large Images**

**Category:** Performance

**Suggested Action:** Compress all uploaded photos and only use images that are clear and sized for the web.

### **Outdated or Conflicting Business Name**

**Category:** Brand Consistency

**Suggested Action:** Use the same business name (Flute Cocktail, LLC) everywhere on your website, directory listings, and contact info.

### **Missing Contact Details**

**Category:** Communication

**Suggested Action:** Regularly check that phone number and email are correct and visible.

### **Business Impact**

**Impact Level:** High