

# Website Blueprint

## OP-86177

Location: Philadelphia, PA, USA; Cinnaminson, NJ, USA

Business Type: Facility Management Consulting and Project Services

Target Audience: Facility managers, corporate real estate executives, planning/design/construction department members, and dynamic organizations seeking efficiency improvements, cost savings, and professional relocation or project management. Primarily targeting large organizations in the Northeast US (PA, NJ, DE), but also serving clients nationwide with headquarters in the NE region. Audience includes decision-makers responsible for commercial real estate, office restacks, relocations, and asset optimization.

## Executive Summary

Facility Strategies, LLC is a certified woman-owned company providing expert project management, relocation management, and design services for organizations looking to optimize their facilities and real estate assets. Backed by decades of experience, unique certifications, and a staff of former facility managers, the business sets itself apart by offering tailored solutions, strong client advocacy, and a track record of meeting complex space and move needs efficiently. With well-organized marketing visuals, a gallery showing service examples, and a client logo banner, the new website will highlight their credentials, strong client partnerships, and high-level service offer.

## Primary Goals

- Deliver high-quality facility projects that enhance productivity and support client growth
- Control and reduce costs for clients through proactive project management
- Provide comprehensive relocation, project management, and design services tailored to client needs

## Brand Values

- Client-focused service
- Collaboration and teamwork
- Integrity and independence

## Competitive Advantages

- Certified woman-owned business enterprise with WBEC, OEO, and NJ certifications
- Staffed by former facility managers with over 30 years of experience across public, private, and educational sectors
- Truly independent representation, assembling custom skill sets for each client and protecting client interests

# Visual Identity

## Color Palette

| Color Type | Color Swatch  | Hex Value |
|------------|---|-----------|
| Primary    |  | #052945   |
| Secondary  |  | #4b9cd3   |
| Accent     |  | #f8aa1a   |

Rationale: The main color is a deep blue, which creates a feeling of trust and professionalism that business clients want. The lighter blue adds some energy and modern style. The bright accent color makes important sections stand out and adds a welcoming touch. These colors look polished and match what decision-makers in facility management expect.

## Typography

Heading Font: Montserrat

Body Font: Open Sans

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

## Imagery Style

Images should show real people working together, offices being set up, and blueprints. Include group photos showing teamwork, shots of work in progress, and images showing leadership, planning, and construction. Place the IFMA CFM badge and WBE seal together so the certifications are clear. Any logos for the rotating banner should be shown in a row, matching the clean and modern look of the site.

## Overall Aesthetic

Simple, trustworthy, and modern. Clean lines with lots of open space so nothing looks crowded. Easy to use and professional in every detail. The design puts focus on the company's experience, trust, and organized way of working.

## Theme Style

Professional and polished but not cold—combination of serious business tones with a touch of bright, positive color. Consistent use of logos, colors, and brand images to make the company feel established and reputable.

## Layout Approach

Organized with clear sections: contact info and addresses always visible, clear menu for Project Management, Relocation Management, and Design. The gallery is grouped by service area so it is easy for new customers to see what work has been done in each area. The rotating banner for client logos is on the homepage near the top. Content and images are spaced out so visitors can quickly find what they need.

### **Regional Recommended**

- Show both Philadelphia and New Jersey addresses clearly for local trust.
- Feature work with Northeast US clients, but mention service for companies nationwide.
- Images, colors, and fonts should appeal to business clients in the tri-state (PA, NJ, DE) area.

### **Regional Avoid**

- Avoid colors or images that look too casual or relate to the wrong region.
- Do not use playful design elements that would distract from the professional image.

# Requirements & Features

## branding

**Description:** Display the full business name 'Facility Strategies, LLC' on every page and use for all written content.

**Validation:** Business name appears clearly on each page and throughout site content.

**Description:** Use the provided logo file (facility\_strategies\_logo\_Horizo.pdf) for consistent business branding across all pages.

**Validation:** Logo is clearly displayed in the website header and matches the provided file.

## contact\_information

**Description:** Display both physical addresses on the website, making it easy for people to find the Philadelphia and New Jersey offices.

**Validation:** Both addresses appear in the footer and on the contact page.

**Description:** Show 215-962-6110 prominently as the best callback number. Include on every page, especially the top and contact section.

**Validation:** Phone number appears in header/footer and contact page.

## credibility\_badges

**Description:** Place the IFMA-CFM-Badge-Credly.png and WBE\_Seal\_RGB.jpg images together to highlight certifications and woman-owned status.

**Validation:** Both badges are grouped and easily seen on pages where trust and credibility matter.

## gallery

**Description:** Create a stand-alone gallery organized into categories based on the services offered (Project Mgmt, Relocation Mgmt, Design) following MOD-132541 style.

**Validation:** Gallery sorts and groups photos by service category and matches design guidelines.

## homepage\_banner

**Description:** Display a rotating banner on the homepage that shows all eight client logos, as approved. Use MOD-132536 design.

**Validation:** All 8 client logos rotate in a banner on the homepage, following the required module style.

## service\_pages

**Description:** Use content from marketing collateral to create and organize three main service pages: Project Mgmt, Relocation Mgmt, and Design. Rework the writing as needed for clarity and website design.

**Validation:** Each service page clearly describes the offering and uses adapted text from the collateral.

## image\_placement

**Description:** Work images like laptop\_blueprints\_hardhat.jpg, PM vs CM tasks.jpg, and Proj Mgmt\_Smart Investmt or Add'l Cost.png into web pages where they fit best. Designer/copy team decides positioning.

**Validation:** All listed images are used naturally in website content.

## **style\_guide**

**Description:** Use FS\_StyleSheet.png as a visual reference for styling, but designer may adjust as needed for web use.

**Validation:** Site colors and fonts are inspired by FS\_StyleSheet.png but look good on all devices.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, introduce Facility Strategies, LLC, quickly show what the business does, and make it simple for people to reach out or learn more.

### Sections

#### Hero

Purpose: Showcase Facility Strategies, LLC front and center, immediately letting visitors know what the business offers and why it matters.

Key Elements:

- Business name: Facility Strategies, LLC
- Two office locations displayed right away
- Slogan: Forward Thinking.....Solving Smart
- Main photo or welcoming visual
- Rotating banner displaying client logos (all 8)
- Best callback number (215-962-6110)
- Short list of top services

Strategy: Quickly builds trust and encourages visitors to explore more or make contact by making key information easy to find at a glance.

Psychology: First impressions count. Showing real credentials, familiar client logos, and a welcoming visual helps visitors feel you are experienced, recognized, and legitimate.

Tone: Confident, clear, and friendly. Make visitors feel you are approachable and skilled in your field.

#### Cta Block

Purpose: Make it easy for people to get in touch, ask questions, or request a consultation.

Key Elements:

- Button to contact you (goes directly to a simple form or your phone/email)
- Simple, clear call to action like: 'Contact Us for a Consultation'
- Display your phone number again for quick calls
- Brief, reassuring line explaining how you help solve their challenges

Strategy: Removes friction by giving people one clear next step with no confusion.

Psychology: People are more likely to reach out when it's simple, visible, and feels low-pressure.

Tone: Encouraging and helpful, inviting people to start a conversation without stress.

## Services Project Management (*Service*)

Purpose: Explain your Project Management services and why clients should choose you for these needs.

### Sections

#### Service Intro

Purpose: Give a quick explanation of what your Project Management services cover and the benefits to clients.

Key Elements:

- Clear title: 'Project Management Services'
- Brief overview in simple language
- Image that represents project work (suggestion: laptop\_blueprints\_hardhat.jpg)

Strategy: Quickly connects with the problems clients want solved and shows you have the experience to help.

Psychology: Prospective clients want to know you understand their challenges and can help them avoid mistakes or delays.

Tone: Professional but easy to understand—focus on results clients can expect.

### **Service Features**

Purpose: List and briefly explain the main tasks included in Project Management.

Key Elements:

- Project controls, scheduling, estimating
- Owner's representation
- Construction oversight
- Photo or graphic: PM vs CM tasks.jpg

Strategy: Turns broad service promises into specific help, making it easier for visitors to see if you fit their needs.

Psychology: Clarity reassures decision makers you have covered all the important bases.

Tone: Clear and direct, using real-world language (not buzzwords).

### **Proof Points**

Purpose: Build trust by showing credentials, badges, and affiliations.

Key Elements:

- Display IFMA-CFM-Badge-Credly.png and WBE\_Seal\_RGB.jpg together
- Mention certifications and years of experience
- If possible, add a short testimonial or project example

Strategy: Social proof and credentials reduce buyer hesitation.

Psychology: Decision makers want to see proof that you're a safe and smart choice.

Tone: Honest, friendly, and proud, without being boastful.

### **Service Cta**

Purpose: Encourage visitors to reach out for more information or a proposal.

Key Elements:

- Button to contact you
- Simple line like: 'Ready to make your next project a success? Let's talk.'

Strategy: Gives people a next step just as they're considering taking action.

Psychology: When the action is clear and easy, people are more likely to follow through.

Tone: Warm and reassuring, making it easy to reach out.

## **Services Relocation Management (Service)**

Purpose: Show how your Relocation Management services make complex moves easier, smarter, and less stressful for organizations.

## **Sections**

### **Service Intro**

Purpose: Explain what Relocation Management is and how your approach relieves client headaches.

Key Elements:

- Clear title: 'Relocation Management Services'
- Brief, friendly summary of what you do
- Visual: image representing moving, planning, or organization

Strategy: Quickly answers 'How can they help me with my big move?' in plain language.

Psychology: Relocating is stressful; visitors want to feel you're here to guide and support them.

Tone: Supportive and knowledgeable.

### **Service Features**

Purpose: Highlight the main things you manage, such as furniture, planning, scheduling, and decommissioning.

Key Elements:

- List of key services, e.g.: Move coordination, Furniture/Equipment Management, Decommissioning, Space Planning
- Relevant image or diagram

Strategy: Breaks down the big scary project into manageable chunks you handle.

Psychology: Makes visitors feel their challenge is understood and manageable.

Tone: Friendly, helpful, calm.

### **Credibility And Examples**

Purpose: Show you have done this before for real companies; display badges and relevant experience.

Key Elements:

- Showcase project photos, or notable clients if possible
- Display relevant badges or certifications

Strategy: Reassures visitors with concrete examples and visual trust signals.

Psychology: People trust experience and proof, not just promises.

Tone: Genuine and relatable, with simple explanations.

### **Service Cta**

Purpose: Invite visitors to describe their challenge or request a moving plan.

Key Elements:

- Simple contact button or form link
- Encouraging text like: 'Let's make your move smooth and worry-free.'

Strategy: Makes reaching out feel like a relief, not a chore.

Psychology: People feel better when they sense you can carry the stress for them.

Tone: Empathetic and positive.

## **Services Design (Service)**

Purpose: Describe your Design services, focusing on how you improve space, support branding, and make offices better places to work.

### **Sections**

#### **Service Intro**

Purpose: Summarize your approach to office design and space planning.

Key Elements:

- Title: 'Interior Design Services'
- Brief description that's easy to grasp
- Photo or creative graphic related to design

Strategy: Clearly communicates how better design makes businesses more successful.

Psychology: Shows the value of investing in professional help, not just doing it themselves.

Tone: Creative, inspiring, but still direct.

#### **Service Features**

Purpose: List out the main ways you can help with design.

Key Elements:

- Space Planning
- Furniture Specification & Procurement
- Efficiency Analysis
- Graphic Design and Branding
- Image choice guided by marketing collateral

Strategy: Lets visitors see exactly how your design services make life easier and spaces better.

Psychology: Clients want to know that their vision can be brought to life with practical help.

Tone: Enthusiastic, optimistic, and clear.

#### **Credentials And Samples**

Purpose: Remind visitors of experience, certifications, and show design project photos.

Key Elements:

- Show badges/certifications again if helpful
- Link to Gallery section for more visuals

Strategy: Builds further trust through professional recognition and a look at your work.

Psychology: People feel reassured seeing actual examples, not just words.

Tone: Proud and professional.

#### **Service Cta**

Purpose: Prompt action with an easy way to get started or ask for a quote.

Key Elements:

- Clear button or contact form
- Gentle nudge like: 'Let's transform your workspace—contact us now.'

Strategy: Encourages quick action while interest is high.

Psychology: A simple step is more likely to be taken.

Tone: Inviting and confident.

## **Gallery (*Gallery*)**

Purpose: Let visitors see real examples of your work, grouped by service for easy browsing.

### **Sections**

#### **Intro**

Purpose: Explain that the gallery helps visitors see your experience, with examples sorted by service.

Key Elements:

- Short explanation of the different categories (Project Management, Relocation Management, Design)
- Highlight that all images are real projects handled by Facility Strategies, LLC

Strategy: Helps visitors see the breadth and quality of your work, making them more likely to trust you.

Psychology: Seeing is believing; photos enable people to picture working with you.

Tone: Visual and straightforward—let the pictures do most of the talking.

#### **Categorized Gallery**

Purpose: Display images grouped into clear categories by service type.

Key Elements:

- Gallery filters/tabs for Project Management, Relocation Management, and Design
- Each category to have images, captions, and short descriptions as needed

Strategy: Makes it easy for people to find the work that matches their needs.

Psychology: People prefer looking at examples that are relevant to their own goals.

Tone: Short, plain captions and descriptions.

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

Purpose: Make it as easy as possible for potential clients to get in touch through phone, email, or a simple form.

### **Sections**

#### **Contact Info**

Purpose: Display all the ways someone can reach out, with addresses for both locations shown clearly.

Key Elements:

- Display both office addresses
- Best callback number: 215-962-6110
- Email address: sferullo@facilitystrategies.com
- Simple online form

Strategy: Reduces any reason for hesitation by making every contact option easy to spot.

Psychology: When all options are right in front of them, visitors are more likely to act.

Tone: Friendly and encouraging, stress that questions are always welcome.

## **Map And Hours**

Purpose: Show your hours and where to find you.

Key Elements:

- Simple map showing both locations
- Hours: Monday-Friday: 9:00 AM - 5:00 PM; offices closed Saturday and Sunday

Strategy: Provides practical help and builds trust through transparency.

Psychology: Visibility helps people feel comfortable about the business.

Tone: Clear and direct; make it simple for any visitor.

## **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:** Make information easy to find

**Application:** Group services and key details in clear sections. Use simple navigation with labels anyone can understand.

**Implementation:** Place main services, contact details, and credibility badges on top-level menu and homepage. Avoid confusing labels or hiding what you do.

**Principle:** Build trust quickly

**Application:** Show badges, client logos, and years of experience upfront so visitors know you are established.

**Implementation:** Highlight your certifications and client list in visible homepage areas.

**Principle:** Break information into smaller pieces

**Application:** Use photos, bullet lists, and short paragraphs to help people absorb information easily.

**Implementation:** Edit service descriptions into simple sections and support them with relevant images.

## Content Strategy

**Area:** Service Pages

**Recommendation:** Rewrite and simplify content from brochures for Project Mgmt, Relocation Mgmt, and Design.

**Implementation:** Use real examples to illustrate services, and use language that is clear even for first-time visitors.

**Area:** Credibility

**Recommendation:** Show badges and client logos where people will notice them right away.

**Implementation:** Combine IFMA and WBE images, and put the rotating client logo banner near the top of the homepage.

**Area:** Photo Use

**Recommendation:** Select photographs that show real work and professional environments.

**Implementation:** Group images in the gallery by service area, and use others within service pages to keep text visually interesting.

## Conversion Optimization

**Technique:** Keep contact options visible

**Rationale:** People are more likely to call or reach out if the number and address are always easy to see.

**Implementation:** Display the best phone number and both office locations on every page, especially at the top and bottom.

**Technique:** Highlight services with clear calls to action

**Rationale:** Prospects know exactly what you offer and how to take the next step.

**Implementation:** Place a simple contact form and clear 'Learn More' links on each main service page.

**Technique:** Use recognizable client logos

**Rationale:** Seeing familiar brands builds instant credibility.

**Implementation:** Show all eight client logos in a rotating banner on the homepage.

## Priority Focus

**Category:** branding and credibility

**Description:** Display business name, logo, badges, and client logos prominently.

**Reason:** Makes a strong first impression and builds visitor trust.

**Category:** service clarity

**Description:** Organize services and gallery by category; rewrite content for clarity.

**Reason:** Shows professionalism and helps visitors quickly understand your strengths.

**Category:** easy contact

**Description:** Keep key contact details prominent and accessible.

**Reason:** Increases the chance that potential customers will reach out.

## Implementation Order

1. Set up branding with logo and business name on all pages
2. Create homepage with rotating banner and credibility badges
3. Build and organize main service pages with adapted content
4. Set up gallery sorted by service areas
5. Add contact information and form to each page
6. Place additional images where they fit best with the content
7. Apply colors and fonts inspired by the style guide

## Risk Mitigation

**Potential overload of text or images from collateral**

**Category:** content

**Suggested Action:** Carefully review and rewrite collateral for web use, avoiding overcrowding pages.

**Gallery plugin compatibility or performance**

**Category:** technical

**Suggested Action:** Choose proven, user-friendly plugins and test loading times with many images.

### **Rotating banner plugin issues**

**Category:** technical

**Suggested Action:** Select a reliable plugin for rotating banners that works well on desktop and mobile.

### **Business Impact**

**Impact Level:** High