

# Website Blueprint

## OP-85817

Location: Centreville, VA, USA (serving Metropolitan DC and VA)

Business Type: IT Services and Computer Repair

Target Audience: Students, local government agencies, corporations, school county and school system administrators; tech-dependent professionals and organizations seeking reliable, cost-effective computer and peripheral support; demographics include educational institutions, small businesses, and local government offices in metropolitan DC and Virginia.

## Executive Summary

H & T Computer Services, Inc. delivers reliable, affordable computer and equipment repair services to schools, government agencies, and businesses across the DC and Virginia area. Their small, locally-owned structure means customers communicate directly with experienced staff, resulting in flexible service and lower costs compared to larger competitors. Their team prides itself on fast responses and thorough, certified support for PCs, Macs, printers, and network equipment.

## Primary Goals

- Enhance online presence and accessibility for service requests
- Prominently feature core repair and support services
- Provide direct, low-overhead access to certified technicians

## Brand Values

- Direct access to key personnel
- Low overhead and cost-effective solutions
- Certified expertise and reliable support

## Competitive Advantages

- Small business with minimal management layers, reducing overhead
- Direct access to key personnel for personalized service
- Factory-trained, A+ certified technicians
- SWAM-certified minority business
- Serving the local area since 1986

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1a3152
Secondary		#4682b4
Accent		#f9ba32

Rationale: Blue colors send a message of trust and professionalism, which is important for IT services and computer repair. The accent color adds energy and highlights important actions like filling out forms or requesting service.

## Typography

Heading Font: Montserrat

Body Font: Roboto

Google Fonts Url:  
<https://fonts.googleapis.com/css?family=Montserrat:700,600,400|Roboto:400,500,700&display;=swap>

## Imagery Style

Use real photos showing people repairing computers, working on printers, and helping customers in office or school settings. Add a few stock images only when needed. All pictures should look professional, modern, and friendly.

## Overall Aesthetic

Clean, approachable, and trustworthy. Visitors should instantly see the company is reliable, local, and skilled in IT and computer repair. The site should not feel crowded or technical, but instead welcoming and straightforward.

## Theme Style

Modern business look with bold headings, clear buttons, and easy-to-use forms. The style should make it simple for customers like schools and offices to find help quickly.

## Layout Approach

Simple, clear sections with lots of space. Main services should be shown right away on the homepage with short descriptions and strong calls to action. The most important contact options, like the online form

and phone number, should always be easy to find. Custom forms should be large and uncluttered for easy use.

### **Regional Recommended**

- Show pictures and references familiar to the DC and Virginia community, like local schools or city scenes.
- Use stock images that represent the diversity and professionalism of the metropolitan area.

### **Regional Avoid**

- Do not use generic tech images like circuit boards or computer code.
- Avoid stock photos that do not reflect the diversity or warmth of the local community.

# Requirements & Features

## Contact & Service Request

**Description:** Add a custom service request form on a dedicated 'Service Request' page to allow customers to submit job requests online. The form should include date, time, requester information, organization or agency, address details, email, work order number, purchase order/BP number, equipment details, problem description, and level of service urgency.

**Validation:** Form is visible on the specified page, submits properly, and notifications are sent to both hanguyen@htcompsrv.com and Support@htcompsrv.com. It should not require visitors to attach files.

## Homepage

**Description:** Feature the top three services (Printer, Plotter, and Computer Repair) with short descriptions and clear options to contact for help. Add brief paragraphs on direct access to staff and cost savings due to low overhead. Use approved slogan ('A+ Certified') and highlight that the business is locally owned, minority-certified, and serves since 1986.

**Validation:** Homepage clearly lists all three main services, includes business unique advantages, contact options are obvious, and slogan is visible.

## Contact Options

**Description:** Display prominent phone and email contact details on all pages, plus a simple contact form on the Contact Us page for general inquiries and service status checks (include the Work Order Number field).

**Validation:** Phone and email are visible in the website header/footer and on the Contact Us page. The contact form sends submissions to hanguyen@htcompsrv.com and Support@htcompsrv.com.

## About and Credentials

**Description:** Include a dedicated About Us section with business credentials (A+ Certified, SWAM certification, minority business status, experience since 1986, locally owned). Make sure this is prominent and written in easy-to-understand language.

**Validation:** Section is easily found, includes all credentials, and connects with the school, local government, and business audience.

## Images & Visuals

**Description:** Use the provided images showing computers, repairs, and equipment. If more visuals are needed, use professional stock photos relevant to 'tech repair' (but avoid generic or out-of-place images).

**Validation:** Website presents consistent, professional visuals on all service pages and homepage.

## Performance and Accessibility

**Description:** Make sure all pages load quickly and that customers with disabilities can use the site easily.

**Validation:** Pages load in under 3 seconds and text is easy to read. All images have descriptions for those using screen-readers.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, quickly show what your business does, and encourage people to take action like calling or submitting a service request.

### Sections

#### Hero

Purpose: Make a strong first impression and tell visitors exactly what you do.

Key Elements:

- Business name: H & T Computer Services, Inc.
- Slogan: A+ Certified
- Short, clear explanation: Fast, reliable PC, Mac, iPad, and printer repairs for businesses, schools, and local organizations.
- Eye-catching image showing your technicians or computer repair work
- Phone number and button to submit a service request

Strategy: Place your phone number and the button to submit a service request right at the top so people can easily take action.

Psychology: People feel reassured when they see credentials (A+ Certified) and clear proof of experience. They want to know they are in the right place and that you can help.

Tone: Confident, friendly, and direct. Make it clear you're local, experienced, and easy to work with.

#### Cta Block

Purpose: Encourage visitors to get in touch or submit a request right away.

Key Elements:

- Button to contact you or request service
- Short text explaining what happens after they click (for example: 'Send us your request and our certified techs will contact you the same day.')
- Phone number and email with clickable links

Strategy: Repeat your phone number and include an easy-to-use form. Make sure visitors know it's quick and simple.

Psychology: Lots of people want fast answers. Making it easy and safe to contact you increases the chance they will reach out.

Tone: Encouraging and helpful. Let people know you're ready to help—no pressure, just support.

## About Us (*Information*)

Purpose: Share your experience and explain what makes your business trustworthy, friendly, and different from bigger companies.

### Sections

#### Overview

Purpose: Let visitors know you're a small, locally owned business with direct access to key people and low costs.

Key Elements:

- Brief history (serving Northern VA since 1986)
- Minority-owned, SWAM certified
- Personal promise of great service and support
- Photo of your team or a technician at work

Strategy: Build trust by highlighting experience, certifications, and local ties.

Psychology: People like to know who they'll be working with and want to support small, local businesses.

Tone: Warm, inviting, and proud. Show you care about your clients' success.

## **Services (*Information*)**

Purpose: Show everything you offer so potential customers can see if you solve their problems and how you can help.

### **Sections**

#### **Top Services**

Purpose: Present your main services in a way that's easy to scan and understand.

Key Elements:

- PC, Mac, and iPad repairs (broken screens, software issues)
- Printer repairs (all models, jams, print issues)
- Plotter repairs (specializing in Epson and HP)
- Data recovery (accidental deletes, corrupted files)
- Networking and installation
- Virus and spyware removal
- Order Supplies (paper, toners, printer materials)

Strategy: For each service, add a small description and a quick way to get help or ask a question.

Psychology: People want to see their specific problem listed and know you'll handle it.

Tone: Clear, problem-solving-focused. Use reassuring language that matches real-world IT frustrations.

## **Service Request (*Action*)**

Purpose: Make it easy for customers to request repairs or services, using your custom form to collect everything needed.

### **Sections**

#### **Custom Form**

Purpose: Let customers quickly submit all the details you need to get started with their request.

Key Elements:

- Easy-to-use online form (fields: date, time, name, phone, organization, address, device info, and problem description; level of service drop-down, optional work order # and BP/PO#)
- Instructions: Let clients know what happens after submission
- Contact phone number as backup option

Strategy: People prefer fast online solutions. The form reduces phone calls, speeds up service, and makes your business look tech-savvy.

Psychology: A detailed but simple form shows professionalism and gives customers confidence you'll start fast.

Tone: Helpful and clear. Make every step easy. Use simple words anyone can understand.

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

Purpose: Provide all ways to reach you and a simple form for questions or to check the status of a service.

### **Sections**

#### **Contact Options**

Purpose: Make it easy to get in touch, including for status checks on existing orders.

Key Elements:

- Phone number: (703) 830-7580
- Emails: sales@htcompsrv.com, support@htcompsrv.com
- Mailing address (PO BOX 1896, Centreville VA 20122)
- Basic contact form (name, email, phone, message, work order # for status checks)
- Business hours (Monday–Friday, 9:00 AM–5:00 PM; closed weekends)

Strategy: Highlight all ways to get help. The form helps customers check on their service without calling.

Psychology: Choices and quick responses make customers feel cared for and reduce frustration.

Tone: Direct and helpful. Encourage questions and provide reassurance.

## **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 it simple and direct

**Application:** People want to find what they need fast, especially school and government employees with limited time.

**Implementation:** Put the main services, contact options, and request forms up front, with clear buttons and short instructions.

**Principle:** Reduce decision stress

**Application:** Clear calls to action take away guesswork.

**Implementation:** Use buttons that say things like 'Request Service' and 'Check Service Status' so people know exactly what to do.

## Content Strategy

**Area:** Service Details

**Recommendation:** Explain each major service (printer, computer, plotter repairs, etc.) in clear, simple terms.

**Implementation:** Break down what is fixed, who it's for, and how to get help in short bullet points under each offering.

**Area:** Local Trust

**Recommendation:** Showcase experience, local roots, and certifications.

**Implementation:** Add a short 'Locally Owned Since 1986' headline and include SWAM and A+ Certified logos or badges.

**Area:** Contact Information

**Recommendation:** Make it easy for customers to reach out.

**Implementation:** List phone and email at the top and bottom of every page, plus keep the contact form only a click away.

## Conversion Optimization

**Technique:** Show contact and request forms everywhere

**Rationale:** People are more likely to reach out if forms and contact details are always easy to spot.

**Implementation:** Add a 'Request Service' button in the main website header and place the request form on its own page.

**Technique:** Minimize the number of steps

**Rationale:** Fewer fields and simple language mean more people will fill out the forms.

**Implementation:** Use only the needed fields in the form as described by the client, and avoid asking extra questions.

## Priority Focus

**Category:** Service Request Form

**Description:** The custom service request form is the main way for organizations and professionals to get help.

**Reason:** Most target customers need fast, trackable ways to make a repair request—if it's smooth and clear, more people will use your business.

**Category:** Homepage Service Features

**Description:** Clear descriptions of the main services right at the top.

**Reason:** This helps customers instantly know you can help them and builds confidence.

## Implementation Order

1. Set up homepage with main services and clear contact info
2. Add dedicated 'Service Request' page with the custom request form
3. Create Contact Us page with basic contact form and all contact options
4. Publish About Us section with credentials and business details
5. Review and refine images and banners for a professional look
6. Check performance and accessibility on all devices

## Risk Mitigation

### Privacy concerns about publishing address

**Category:** Data Privacy

**Suggested Action:** Only show the PO Box on the website, never require or display a full business address to the public.

### Too many form fields might scare users away

**Category:** Form Usability

**Suggested Action:** Stick to the form fields requested by the customer and don't add extras; keep instructions friendly.

### Potential confusion with different email contacts

**Category:** Communication

**Suggested Action:** Clearly state which email is for sales and which is for support, and send forms to both for coverage.

## **Business Impact**

**Impact Level:** High