

# Website Blueprint

## OP-86226

Location: United States (exact city/state not specified; industry-standard assumption: national reach)

Business Type: Boardroom Consulting and Corporate Governance Advisory

Target Audience: Corporate boards, board members, senior executives below CEO level, companies seeking increased independence, effectiveness, and diversity in board composition; includes organizations prioritizing governance, risk oversight, and diversity, as well as women and minorities interested in board service.

## Executive Summary

The Directors' Council provides boardroom consulting and expert advice on corporate governance to companies seeking to make their boards more independent, effective, and diverse. With years of boardroom experience and a unique focus on bringing highly qualified candidates, including women and minorities, into corporate boards, The Directors' Council stands out by offering personalized expertise and a deep understanding of today's evolving governance needs. Their proven track record and leadership in the boardroom consulting field position them as a trusted partner for organizations prioritizing good governance and strategic board composition.

## Primary Goals

- Enhance independence, effectiveness, and diversity in corporate boardrooms
- Provide boardroom consulting and candidate identification services
- Expand the pool of qualified board candidates beyond traditional categories

## Brand Values

- Independence
- Effectiveness
- Diversity

## Competitive Advantages

- 30+ years of board experience
- Founded by eight leading businesswomen with extensive networks
- Expertise in expanding board candidate pools to include women and minorities

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#002855
Secondary		#6C7A89
Accent		#FFD100

Rationale: We chose navy blue as the main color because it looks professional, trustworthy, and is often used by consulting firms and those working with boards. The gray supports a clean and business-like look, while the yellow accent adds energy and draws attention to key pieces of information without being too flashy.

## Typography

Heading Font: Lato

Body Font: Roboto

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

## Imagery Style

Images should look polished and professional, with real people in business settings—like boardrooms or at meetings. Pictures should show diversity (men and women, different backgrounds) and a sense of leadership, trust, and experience. Use the main team photo on the 'Who We Are' page; for others, choose images that are warm, approachable, and reflect authority.

## Overall Aesthetic

Modern, simple, and clean. The website should feel welcoming and serious, with lots of white space and information grouped in an easy-to-read way. No clutter—everything should have room to breathe. This helps visitors quickly find what they're looking for.

## Theme Style

Classic and trustworthy, using mostly navy and gray with sharp lines and subtle yellow highlights. The look should match what respected consulting and advisory businesses use, giving visitors a feeling that they are dealing with experts.

## Layout Approach

Easy to navigate, with clear menus at the top. Each service has its own page. The Home Page should quickly tell visitors what the business does and what makes it unique. The 'Contact Us' page should be simple and direct. Pages should scroll smoothly with clear headings and short blocks of text for busy visitors.

## **Regional Recommended**

- Show images that reflect diversity to match the focus on board diversity in the U.S.
- Follow accessibility rules for contrast and text size to serve all professionals, including those with disabilities.

## **Regional Avoid**

- Do not use flashy animations or anything that looks like a sales pitch.
- Avoid images or themes that are informal or playful, such as bright cartoons or off-topic stock photos.

# Requirements & Features

## Homepage Clarity

**Description:** Clearly state what The Directors' Council does on the homepage so that visitors understand the services immediately.

**Validation:** First-time visitors can describe the main service in one sentence without scrolling.

## Contact Information

**Description:** Make it easy for visitors to contact through email by placing the email address visibly on all main pages. Do not display phone numbers.

**Validation:** Email is visible on all key pages; phone numbers are not shown.

## Simple Navigation

**Description:** Keep the navigation simple and straightforward, following the provided site map with clear links to Home, What We Do, Who We Are, What They Say, In the News, and Contact Us.

**Validation:** All pages in the sitemap are clearly labeled and reachable within one click from any other page.

## Professional Image Placement

**Description:** Add the provided image (\_MG\_1226- MJH Zarcone.jpg) to the 'Who We Are' page to support credibility and professionalism.

**Validation:** The image appears on the intended page and is displayed in high quality.

## Page Load Speed

**Description:** Make pages load quickly so visitors do not have to wait to see content or click between pages.

**Validation:** All pages load within 3 seconds on average Wi-Fi or mobile connection.

## Responsive Design

**Description:** Make sure the website looks good and works well on phones, tablets, and computers.

**Validation:** Website displays neatly on mobile and desktop devices without broken elements.

## Content Consistency

**Description:** Ensure the new website's content closely matches the old site, since the business does not want major changes except updates to reflect current services and leadership.

**Validation:** New site copy closely resembles the past site and incorporates recent materials as provided.

## No Social Media Integration

**Description:** Do not include any social media links or feeds, as requested by the business.

**Validation:** No Facebook, Instagram, or social widgets are shown anywhere.

### **Use of Placeholder Logo**

**Description:** If the old logo cannot be retrieved, use a simple, neutral placeholder logo until the real one is ready.

**Validation:** A placeholder appears where the logo should be, keeping the look tidy.

### **No Special Offers or Promotions**

**Description:** Do not include any offers, discounts, or promotional deals on the website.

**Validation:** No price deals or promotional banners are present.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Give a clear introduction to The Directors' Council and quickly explain what the business offers to new visitors. Establish trust, highlight the need for effective, modern board governance, and invite organizations to learn more.

### Sections

#### Hero

Purpose: Catch attention right away and make it clear what The Directors' Council does and why it matters to corporate boards.

Key Elements:

- Business name (The Directors' Council) at the top
- Short, clear statement about helping boards increase independence, effectiveness, and diversity
- Reference to 30+ years of experience and modern boardroom needs
- Image that reflects leadership or boardroom setting

Strategy: Use a short summary statement and a simple layout to help decision-makers instantly recognize the value provided. Include a visible button that leads to the 'What We Do' page or a way to contact you.

Psychology: Corporate board members have little time; they want proof of expertise and relevance at a glance. Showing experience and uniqueness builds trust within seconds.

Tone: Use professional but straightforward language. Focus on clarity. Keep the tone welcoming but confident.

#### Cta Block

Purpose: Prompt visitors to either learn more or take action—either by reading more about services or making contact for board consulting or candidate identification.

Key Elements:

- Direct and inviting message ('Learn more about our board consulting solutions' or 'Contact us for boardroom expertise')
- Button to contact you
- No pushy sales language, as the site is informative

Strategy: Make it very easy for visitors to find out how to reach you or read more. Place the action button where visitors naturally look next after reading the introduction.

Psychology: Many visitors may be comparing services or looking for help without wanting to be 'sold to' — a clear, low-pressure invitation to take the next step encourages action.

Tone: Keep it simple, dignified, and welcoming. Use phrases like 'Find out more' or 'Get in touch,' avoiding overly aggressive or salesy words.

## What We Do (*Content*)

Purpose: Explain in detail the services offered, focusing on boardroom consulting and helping companies find strong, independent board candidates.

### Sections

## **Services Overview**

Purpose: Lay out the top offerings: boardroom consulting, director search, and expertise in governance best practices.

Key Elements:

- Clear headline and short paragraph for each main service
- Details on how The Directors' Council specializes in broadening board talent pools
- Emphasis on increasing independence, effectiveness, and diversity for boards
- Contact invitation at the bottom for those seeking more information

Strategy: Highlight tangible benefits to boards rather than just listing features. Make sure visitors see how their board will improve using these services.

Psychology: Boards want practical solutions to challenges—showing how experience and fresh perspectives add real value answers their unspoken questions.

Tone: Communicate in a matter-of-fact, credible tone. Focus on practical outcomes and use real-world examples where possible.

## **Who We Are (Content)**

Purpose: Introduce the founding story, the people behind The Directors' Council, and highlight expertise and leadership credentials.

### **Sections**

#### **Our Story**

Purpose: Share the history of the company and its roots among female business leaders with a focus on innovation and board diversity.

Key Elements:

- Founding story centered on eight experienced businesswomen
- Timeline or summary of growth and achievements
- Reference to Michele J. Hooper as president and CEO

Strategy: Use storytelling to build trust and show deep industry roots, reinforcing why this advisory is uniquely qualified.

Psychology: Personal history and visible leadership increases connection for prospects evaluating advisory expertise.

Tone: Tell the story honestly, straightforwardly, and with pride in accomplishments.

#### **Leadership Bio**

Purpose: Provide a real-life example of leadership quality and depth in the form of Michele J. Hooper's detailed biography.

Key Elements:

- Professional photo (e.g., \_MG\_1226- MJH Zarcone.jpg)
- Short, accessible summary of her background, roles, and awards
- List of major board experience

Strategy: Encourage visitors to explore detailed credentials so they feel confident in choosing your team.

Psychology: Seeing strong, real-world experience in one person makes company expertise tangible.

Tone: Professional but not boastful—let achievements speak for themselves.

## **What They Say (*Content*)**

Purpose: Share positive feedback and testimonials from recognized clients or industry peers to build credibility.

### **Sections**

#### **Testimonials Block**

Purpose: Display statements from existing clients, partners, or respected industry figures about work quality and impact.

Key Elements:

- Quotations or short written statements
- Names (first names, company, or role if approved)
- Clear formatting so testimonials stand out

Strategy: Reinforce reputation and create social proof, making visitors more likely to trust and consider the business.

Psychology: Seeing others speak positively offers reassurance, especially for cautious buyers or advisors.

Tone: Keep quotes short, clear, and directly relevant. Avoid jargon—use natural language and specifics if possible.

## **In The News (*Content*)**

Purpose: Highlight recent news, press mentions, and recognition to demonstrate ongoing relevance and leadership within the industry.

### **Sections**

#### **Media Mentions**

Purpose: List news articles, media quotes, or institutional recognition showing The Directors' Council in action.

Key Elements:

- Headlines and short summaries
- Links to full articles if available
- Dates or source names

Strategy: Show continued activity and recognition, making your offering seem up-to-date and respected.

Psychology: Prospects want to see active, respected businesses—they feel reassured the business is current.

Tone: Stick to the facts, use short snippets or summaries, and remain objective.

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

Purpose: Make it easy for interested boards, companies, or candidates to reach out with questions, service requests, or personal qualifications.

### **Sections**

## **Contact Form**

Purpose: Provide a simple way for visitors to send a message or inquiry directly.

Key Elements:

- Short form (name, email, message)
- Clear privacy note that information will be kept confidential
- Email address (info@directorscouncil.com) spelled out for direct contact

Strategy: Reduce friction for boards and candidates; no unnecessary questions, just a simple pathway to start a conversation.

Psychology: Busy senior leaders appreciate a fast, hassle-free contact method and privacy reassurance.

Tone: Respectful, polite and professional. Make the invitation open and welcoming—'We look forward to hearing from you.'

## **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:** Show what The Directors' Council does right away using short, strong statements at the top of the homepage.

**Implementation:** Add a headline and summary near the top so visitors quickly see your purpose and expertise.

**Principle:** Consistency Builds Trust

**Application:** Keep the style, language, and structure the same across all pages, making it easier for visitors to trust the website.

**Implementation:** Match fonts, colors, and tone throughout. Stay close to the approved content and branding.

**Principle:** Reduce Effort

**Application:** Make it simple for visitors to find information and contact you without extra clicks or searching.

**Implementation:** Keep navigation simple with clearly labeled buttons and show your email on every main page.

## Content Strategy

**Area:** Home Page

**Recommendation:** Briefly explain the council's main services and highlight their track record and experience.

**Implementation:** Use the first sentence to say what you do, then follow with brief points (independence, diversity, effectiveness).

**Area:** Service Pages

**Recommendation:** Clearly explain each service using short paragraphs and bullet points when possible.

**Implementation:** List out the services with a short description and who they help, in everyday language.

**Area:** Leadership and Bio

**Recommendation:** Show the experience and credibility of key leaders, like Michele J. Hooper, with a photo and bio.

**Implementation:** Include a high-quality image and a direct, clear bio near the top of the 'Who We Are' page.

**Area:** Testimonials (What They Say)

**Recommendation:** Highlight strong endorsements using easy-to-read quotes.

**Implementation:** Show customer or peer quotes in boxes with names and positions when allowed.

**Area:** No Promotions or Social Channels

**Recommendation:** Stay focused on useful information—do not distract visitors with sales, deals, or social feeds.

**Implementation:** Leave out any promotional banners or social icons from every page.

## Conversion Optimization

**Technique:** Visible Contact Method

**Rationale:** Visitors should easily find how to get in touch, which increases chances to receive real inquiries.

**Implementation:** Show your main contact email at the bottom of every page and on the Contact Us page.

**Technique:** Simple, Informative Structure

**Rationale:** A straightforward layout will suit the audience of executives who want facts and a quick overview.

**Implementation:** Follow the 5-page structure, using headings and clear sections on each page.

## Priority Focus

**Category:** Homepage Clarity

**Description:** Make sure first-time visitors understand who you are and what you do right away.

**Reason:** Most visitors decide in seconds if your website is trustworthy and relevant.

**Category:** Clear Contact Method

**Description:** Make your contact email easy to find on every page.

**Reason:** Busy board members and executives want quick ways to reach out without searching.

**Category:** Content Consistency

**Description:** Keep the tone and information in line with what you've used before.

**Reason:** Returning visitors and referrers expect a familiar experience and updated, credible content.

## Implementation Order

1. Match existing approved content and site structure
2. Set up homepage with clear services and value statement
3. Create simple top navigation to all key pages
4. Add leader bio and professional image to Who We Are
5. Lay out Contact Us page with visible email address
6. Test website on phones, tablets, and computers for proper formatting
7. Compress images and check that all pages load quickly
8. Review for consistency and ensure no social or promotional elements

## **Risk Mitigation**

### **Unclear Value Proposition**

**Category:** Homepage Clarity

**Suggested Action:** Use a strong opening statement to describe your main value.

### **Overwhelming or Distracting Features**

**Category:** Simple Navigation

**Suggested Action:** Limit features to essentials; do not add sales modules or unnecessary integrations.

### **Inconsistent Messaging**

**Category:** Content Consistency

**Suggested Action:** Align all text to approved and existing content, with updates only where allowed.

## **Business Impact**

**Impact Level:** High