Website Blueprint

OP-86430

Location: Randolph, Morris County, New Jersey, USA

Business Type: Healthcare Advocacy & Consulting Services

Target Audience: Educated, open-minded, proactive individuals across the United States who care deeply about their health, seek independent healthcare guidance, and value personalized support. Primarily targeting residents of Northern New Jersey, including adults navigating complex healthcare systems, caregivers, and those seeking to become their own healthcare advocates.

Executive Summary

Summitt Your Health offers independent healthcare advocacy and consulting services, empowering clients to take control of their own health with no ties to outside companies. With 24 years of experience, a highly personal approach, and specialized services like the 90-Day Health Transformation Program, this business stands out for offering hands-on, up-to-date support for individuals navigating complex healthcare needs. Summitt Your Health's advantage is its unique, truly client-focused model—clients receive guidance in becoming their own health advocates, with added conveniences like online appointment booking and personalized website resources.

Primary Goals

- Empower individuals to advocate for themselves within the healthcare system
- Provide accessible, unbiased healthcare consulting and help desk services
- Educate clients on effective doctor communication, insurance navigation, and elder care
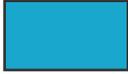
Brand Values

- Patient-centered advocacy
- Independence from corporate alliances
- Empowerment through education

Competitive Advantages

- No alliances to any company—solely dedicated to the patient/client
- Unique, truly public-serving healthcare help desk model
- Over 24 years of industry experience, including expertise in health insurance, pharmaceuticals, and acupuncture

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#176B87
Secondary		#B4D4FF
Accent		#19A7CE

Rationale: Blue tones are calming, trustworthy, and professional, making them a good fit for healthcare services. The light blue secondary color helps the website feel friendly and easy to approach. The accent brings attention to important actions like scheduling appointments or highlighting special offers.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Use welcoming, diverse stock photos along with uploaded brand images. Show real people—adults, caregivers, families—looking confident, engaged, and comfortable in healthcare settings. Mix professional headshots, compassionate consultant imagery, and supportive healthcare environments.

Overall Aesthetic

Fresh, modern, and approachable. The website should feel uncluttered, clear, and supportive. Prioritize easy reading and quick navigation so visitors feel confident finding help or booking appointments.

Theme Style

Clean and uplifting. Use lots of white space to make information stand out. Add blocks of calming blue with pops of brighter accent color for energy. Rounded buttons and friendly photos reinforce a caring and reliable tone.

Layout Approach

Keep navigation simple, so visitors easily find core services and the appointment request feature. Highlight booking, offers, and main services near the top of each page. Use sections and clear headings

for stress-free browsing, making sure the site works well on phones and computers.

Regional Recommended

- Show images representing New Jersey and the Northeastern U.S., such as local parks or community settings.
- Feature diversity in age and background to reflect the region's population.

Regional Avoid

- Avoid city skylines unrelated to New Jersey or the northeastern states.
- Do not use generic hospital images or pictures that appear cold or impersonal.

Requirements & Features

homepage clarity

Description: Make it clear right away what the business offers and who it helps, by stating that you provide a healthcare help desk and independent health advice for individuals and caregivers.

Validation: A first-time visitor can quickly tell what the service is and how to request help.

appointment request

Description: Give visitors an easy way to request an appointment, like a simple booking form and a clear 'Schedule Consultation' button at the top of the website.

Validation: Users can find and use the appointment request form without confusion or having to search.

contact options

Description: List phone, email, and online contact form clearly on every page, and make contact details easy to find for quick questions or emergencies.

Validation: Contact details appear in the website header and footer, and a contact page exists.

service pages

Description: Create clear and separate pages for each major service (healthcare advocacy, alternative medicine, doctor visit coaching, elder care consulting, understanding insurance), each with a brief description and simple next steps.

Validation: Each key service has its own page and is easy to find from the main menu.

special offers

Description: Show special offers like 'Veterans Save 10%' and 'Book your free discovery call' in a spot that everyone sees, like the home page banner and on the booking form.

Validation: Special offers are visible on the home page and the booking screen.

resource library

Description: Add a resources page that shares guides or reading material to help visitors understand their healthcare options (using the provided ResourcesSYH.pdf).

Validation: Resources page exists and at least one downloadable is visible.

mobile and speed

Description: Make sure the website loads quickly and looks good on phones and tablets.

Validation: Can easily view and use the site on a phone; main pages load in under 3 seconds.

SEO basics

Description: Make sure each service page uses phrases and words that real people are searching for, like 'healthcare advocate,' 'healthcare mentoring,' 'help with healthcare,' and avoid using the word 'cheap.'

Validation: These key phrases appear naturally in the page headlines and descriptions.

testimonials and trust signals

Description: Add a few client testimonials and a section about years of experience to build trust.

Validation: At least two customer quotes or a statement of experience is listed on the homepage or about page.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Quickly explain what Summitt Your Health does, assure visitors they're in the right place for healthcare guidance, and invite them to connect or book an appointment.

Sections

Hero

Purpose: Make it instantly clear that visitors can get independent help with healthcare questions and set up a consult.

Key Elements:

- Business name and easy-to-read logo at the very top
- Short, powerful message describing the service (such as 'Ultimate Healthcare Help Desk—Your Health, Your Way')
- A photo showing a trustworthy healthcare advocate, or a welcoming scene to build trust
- Button to schedule a free discovery call
- Tagline: 'Where everyone calls for help'
- Quick mention: 'Serving New Jersey and all 50 states'

Strategy: Encourage every visitor to take one simple step—schedule a consult or ask a question using the clear button or phone number.

Psychology: People need to feel respected and assured they are making a smart, proactive decision. The wording and visuals should relieve anxiety and create a sense of partnership.

Tone: Warm, encouraging, and easy to understand. Avoid medical jargon. Focus on making visitors feel heard and supported.

Cta Block

Purpose: Give visitors an obvious next step and highlight what to do if they want support right away.

Key Elements:

- Large, clear button to request an appointment or schedule a discovery call
- Phone number and email listed for questions
- Mention of free discovery call or current special (e.g., 'Book your free discovery call' and 'Veterans save 10%')

Strategy: Remove any doubts or confusion on how to connect. Show special offers to encourage action.

Psychology: Offering something free or with a discount reduces hesitation and makes people more likely to reach out.

Tone: Direct and friendly, with a sense of urgency (e.g., 'Don't wait—take control of your health today!').

About (*Information*)

Purpose: Share Summitt Your Health's story, highlight Kimberly's unique experience, and build credibility.

Sections

Intro

Purpose: Welcome visitors and tell them who's behind the business.

Key Elements:

- Short founder story
- Personal photo or welcoming image
- Summary of experience and qualifications

Strategy: Help visitors feel connected to Kimberly as a person, not just a business.

Psychology: People trust businesses led by real, relatable experts with genuine experience.

Tone: Personal, honest, credible, and approachable.

Mission

Purpose: Reinforce trust by showing the values and commitment behind the work.

Key Elements:

- Mission statement: Empowering people to become their own health advocate
- List of what makes Summitt Your Health different (independent, up-to-date, no company alliances—only for the client)

Strategy: Show why this service is unique and the right choice.

Psychology: Stressing 'no company alliances' builds trust and shows the client comes first.

Tone: Inspiring, passionate, straightforward.

Services (*Service*)

Purpose: Detail each main service (Healthcare consulting, Alternative Medicine, Effective Doctor Visits, Understanding Insurance, Elder Care), so visitors can see exactly how Summitt Your Health can help.

Sections

Main Services

Purpose: Explain the top services in plain language.

Key Elements:

- Name and short description for each service
- Who benefits and when to reach out
- What to expect from working together
- Clear button to schedule a consult for each service

Strategy: Help visitors quickly match their needs to available services, making it easy to act.

Psychology: Decision-making is easier when people see real-life scenarios or examples.

Tone: Clear and simple. Focus on solving problems and improving lives.

Special Program

Purpose: Highlight the 90-Day Health Transformation program as the signature service.

Key Elements:

- Easy-to-understand explanation of the program (6 calls, daily email contact, personalized action plan)
- Benefits for the visitor (self-advocacy, peace of mind, better health)
- Button to schedule a free call or book the program

Strategy: Promote the program as the main offering to help visitors improve their health outcomes.

Psychology: People are motivated by clear outcomes and step-by-step support.

Tone: Encouraging, step-by-step, focused on real results.

Appointment (*Conversion*)

Purpose: Make it quick and easy for visitors to book a call or meeting (using the Appointment Request tool).

Sections

Appointment Form

Purpose: Give one clear way to get in touch and reserve time.

Key Elements:

- Simple form to select a time and leave contact details
- Reassure about privacy and confidentiality
- Offer to call or email instead, if preferred

Strategy: Remove any barriers to booking—make this form as easy and reassuring as possible.

Psychology: People move forward when the next step is easy, private, and feels safe.

Tone: Friendly, gentle, supportive. Reduce pressure.

Resources (*Information*)

Purpose: Provide reading and reference materials to help visitors become more informed and empowered.

Sections

Resource Links

Purpose: Offer extra help without overwhelming visitors.

Key Elements:

- Downloadable and viewable reading material (like ResourcesSYH.pdf as an attachment)
- Key topics covered (self-advocacy, doctor communication, insurance basics, elder care tips)

Strategy: Give extra value, showing that Summitt Your Health is truly dedicated to education and empowerment.

Psychology: Visitors trust you more when you freely share helpful, practical guides.

Tone: Clear, to the point, and helpful. Avoid information overload.

Contact (*Information*)

Purpose: Give all the ways to reach out with questions or get support.

Sections

Contact Info

Purpose: Show phone, email, and online form clearly, along with when someone is available.

Key Elements:

- Business phone
- Business email
- Short contact form
- Operating hours
- Social media link (Instagram)

Strategy: Remove hesitation about reaching out—show a real person is on the other end.

Psychology: People act more when response expectations are clear.

Tone: Warm, reassuring, and respectful.

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 Over Complexity

Application: Tell visitors exactly how you can help them and what to do next, in the first lines or banner.

Implementation: Make the home page headline state 'Your Healthcare Help Desk' and have a button with 'Schedule a Consult Today.'

Principle: Trust & Comfort

Application: Show that you're an independent advocate with no ties to other companies.

Implementation: Add a 'What Makes Us Different' section on the homepage, highlighting 'Independent, Serving Only the Client.'

Principle: Reduce Decision Fatigue

Application: Guide users to take one action at a time.

Implementation: On service pages, place one main action button like 'Request Appointment' rather than many options.

Content Strategy

Area: Service Descriptions

Recommendation: Keep service explanations brief and friendly, focusing on benefits and outcomes instead of technical details.

Implementation: Each service page opens with a simple one-sentence summary, then lists the top 2-3 benefits.

Area: Resources

Recommendation: Give away useful guides or checklists to help visitors with common healthcare challenges.

Implementation: Create a 'Free Resources' page where visitors can download a guide or summary of healthcare tips.

Area: Company Story

Recommendation: Share a personal story or a mission statement to connect with visitors.

Implementation: Add a short paragraph on the About or Home page from the founder, explaining why this business was started.

Conversion Optimization

Technique: Clear Appointment Request

Rationale: If visitors can easily book a time, more of them will reach out for help.

Implementation: Show 'Schedule Consultation' and a short form on every main page, making it easy to use on both phones and computers.

Technique: Visible Offer Banners

Rationale: Special offers like free discovery calls or veteran discounts encourage more people to take the next step.

Implementation: Add banners or pop-ups on the home and service pages about these offers, and mention them again on the appointment request form.

Priority Focus

Category: homepage clarity and appointment request

Description: Focus on making the homepage clear and allowing easy appointment booking.

Reason: First impressions matter most and most visitors will decide in a few seconds whether to contact you.

Implementation Order

1. Homepage clarity and headlines
2. Appointment request form and visibility
3. Service pages setup
4. Contact details on every page
5. Special offers on banners
6. Resource library/page
7. Testimonials and trust-building
8. Final check for speed and mobile

Risk Mitigation

People leaving because they can't find how to contact or book

Category: contact and booking

Suggested Action: Put the contact form and appointment request links in the main menu, header, and at the bottom of every page.

Overwhelming information or too much text

Category: readability

Suggested Action: Break up long paragraphs, use bullet points, and only keep information that helps someone make a decision.

Website slow or hard to use on phones

Category: mobile and speed

Suggested Action: Keep images small, use fewer big files, and check every page on mobile devices.

Business Impact

Impact Level: High