# Website Blueprint

## OP-86479

Location: Huntington, New York, USA

Business Type: Psychiatric Medical Practice

Target Audience: Adults aged 18-60, with a focus on younger adults in college and post-college, postpartum and perimenopausal women, men struggling with anxiety or depression, and individuals with ADHD. Psychographics include those seeking expert psychiatric care, holistic treatment approaches, and personalized attention.

## Executive Summary

Amee K. Shah, MD provides expert psychiatric care for adults in Huntington, NY, standing out due to advanced training at NYU, 13 years of private practice experience, and recognition as a Top Doctor by Castle Connolly in 2025. The practice delivers holistic treatment approaches, personalized attention, and focuses on a wide range of mental health needs for individuals seeking reliable and compassionate care. Its emphasis on tailored treatments and a calming, inviting environment sets it apart from competitors.

### Primary Goals

- Enhance online presence to attract new patients
- Target SEO to reach local and relevant audiences
- Highlight specialized psychiatric services for mood, psychotic, and women's health disorders
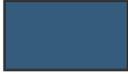
### Brand Values

- Expertise from top medical institutions
- Holistic and patient-centered care
- Long-term relationships and continuity of care

### Competitive Advantages

- Training at NYU for both medical degree and residency
- 13 years of private practice experience
- Voted Top Doctor by Castle Connolly in 2025

# Visual Identity

## Color Palette

| Color Type | Color Swatch | Hex Value |
|------------|--------------|-----------|
| Primary | | #5C8D89 |
| Secondary | | #F1F5F8 |
| Accent | | #355C7D |

Rationale: These colors create a calm and welcoming feeling. The main color is a soft teal that feels peaceful and trustworthy, the secondary color is a light gray for a clean, modern look, and the accent is a deeper blue-green to highlight important buttons or areas. This mix appeals to both men and women and is comforting for people seeking help.

## Typography

Heading Font: Montserrat

Body Font: Open Sans

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

## Imagery Style

Use high-quality photos of relaxed, diverse adults and professional office environments. Include images that show empathy, wellness, and positivity, like someone speaking with a caring doctor or people in peaceful settings. Avoid crowded or dramatic photos. If using stock photos, always choose ones that feel natural and warm.

## Overall Aesthetic

The website should feel inviting, calm, and professional. Visitors should feel reassured from the moment they arrive. Keep things simple, open, and bright, so clients do not feel overwhelmed.

## Theme Style

Soothing and modern with gentle colors and soft lines. Add subtle touches (like lightly rounded corners) to make the site feel less clinical and more personal. No harsh or bold colors. Friendly but not casual.

## Layout Approach

Use a clear and simple layout so visitors can find help quickly. Place important things like contact info and office hours at the top. Use large buttons for actions like calling or booking an appointment. Group services in easy-to-scan sections. The site should work just as well on phones and computers.

## Regional Recommended

- Photos of Huntington, NY landmarks if available
- Images that reflect the diversity of New York's population
- References to local community, if possible

## Regional Avoid

- Images that look too urban or crowded
- Any New York City skyline photos
- Overly formal or cold designs

# Requirements & Features

## Website Basics

**Description:** Display the business name 'Amee K. Shah, MD' clearly at the top of every page so visitors know who you are right away.

**Validation:** The business name is prominent on every main page.

## Contact Information

**Description:** Make the phone number and email easy to find on every page, and add a simple contact form that sends messages directly to your business email.

**Validation:** Phone number, email, and contact form are visible and working on all pages.

## About and Services

**Description:** Create clear pages about you and your main services, highlighting your background at NYU, 13 years' experience, personal approach, and focus areas like ADHD, anxiety, depression, postpartum, perimenopause, and holistic care.

**Validation:** Each service page describes a major service clearly and mentions unique selling points.

## Homepage Clarity

**Description:** Make sure visitors instantly understand your services, who you help, and why your practice stands out with clear language, calming visuals, and a welcoming message.

**Validation:** Homepage headline and opening text are specific and calming. Top three services are easy to find.

## SEO & Local Search

**Description:** Use search phrases like 'best psychiatrist,' 'treatment for anxiety,' 'treatment for depression,' 'treatment of ADHD,' 'postpartum,' and 'perimenopause' throughout your website, especially on the homepage and services pages, to help new patients find you. Clearly show your location in Huntington, NY.

**Validation:** Keywords are present in headlines and text; location is mentioned on the contact and about pages.

## Professional Image

**Description:** Use professional stock images related to mental health care. Let the design team create a simple, clean logo if you do not have one yet.

**Validation:** Homepage and key pages use images that make the practice look trustworthy and calm.

## Mobile Friendly Design

**Description:** Make sure your website works well and looks good on smartphones and tablets, not just computers.

**Validation:** Test website on phone and tablet; everything is easy to read and click.

## Payment Options

**Description:** List all the ways patients can pay (Visa, MasterCard, American Express, Discover, Cash, Check, Zelle, Venmo, Apple Pay), so new patients can plan ahead.

**Validation:** Payment options are clearly listed on the contact or FAQ page.


## Business Directory Listings

**Description:** Make sure your business name, phone number, email, and address are accurate and the same on your website and all directory websites.

**Validation:** Directory listings match the main website exactly.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome new and returning visitors with a calming introduction, clearly communicate who Dr. Shah is, what the practice offers, and encourage visitors to reach out for expert psychiatric care.

**Sections**

**Hero**

Purpose: Make the first thing visitors see inviting and calming. Clearly show who the doctor is, where the office is located, and what kind of mental health help is offered.

Key Elements:

- Practice name: Amee K. Shah, MD
- Brief welcome message (confirms focus on expert and personalized psychiatric care)
- Simple photo of a calm environment (using stock photo)
- Practice location: Huntington, NY
- Office hours: Monday-Friday, 9am-5pm
- Button to contact you
- Display of trusted recognition (for example, Top Doctor by Castle Connolly 2025, NYU-trained)

Strategy: Help visitors feel they are in the right place quickly by highlighting Dr. Shah's expertise and a clear way to get in touch.

Psychology: People looking for psychiatric help often feel nervous or unsure. Calming images and clear, reassuring information help visitors feel they can trust you and want to learn more.

Tone: Use gentle, welcoming, and confident language to put visitors at ease. Avoid medical jargon. Focus on making people feel safe and understood.

**Cta Block**

Purpose: Prompt visitors to contact Dr. Shah for an appointment or more information as soon as possible, removing barriers and making it straightforward.

Key Elements:

- Simple form for name, email, and a message
- Clear phone number and email address
- Easy-to-find button to contact you that stands out visually
- List of payment types accepted (Visa, Mastercard, Amex, Discover, Cash, Cheque, Zelle, Venmo, Apple Pay)
- Office address for in-person visits

Strategy: Make contacting the office feel easy and pressure-free so visitors are not overwhelmed and can act right away.

Psychology: When people are seeking mental health support, they often want to act quickly but can hesitate if the next step is unclear. Removing friction increases the chance they'll reach out.

Tone: Keep language direct but friendly. Be clear that all questions and concerns are welcome. Show that seeking help is a positive and simple action.

## Services (*Service*)

Purpose: Explain what types of psychiatric care Dr. Shah offers, and why her experience and approach are unique. Help visitors quickly see how their needs can be met.

**Sections**

**Service Intro**

Purpose: Give a short overview of the main problems treated and who Dr. Shah helps. Emphasize her years of experience.

Key Elements:

- Brief summary of expertise
- List of who is helped (younger adults, postpartum/perimenopausal women, men with depression/anxiety, ADHD, etc.)
- Invitation to explore individual services

Strategy: Reassure visitors that their problems are understood and that care is available for a range of needs.

Psychology: When people see their specific needs mentioned, they feel understood and more likely to reach out.

Tone: Be empathetic and inclusive. Let visitors know that mental health struggles are common and treatable.

**Service Blocks**

Purpose: Break down individual services clearly for easy reading and fast understanding.

Key Elements:

- Pharmacological management (for mood, psychotic, ADHD, OCD, and substance use disorders)
- Women's health: Premenstrual, peripartum, perimenopause and related issues
- Holistic care (body and mind—medical and mental health considered together)
- Care for college-aged and graduate students
- Expertise in anxiety and depression in men

Strategy: Visitors can quickly find their area of concern and see that treatment is available.

Psychology: Breaking out services makes it easier for visitors to scan and find themselves.

Tone: Clear, short descriptions with a reassuring promise of help for each group or concern.

# About (*About*)

Purpose: Build trust by introducing Dr. Shah and sharing her credentials, training, and personalized approach.

**Sections**

**Bio Section**

Purpose: Share Dr. Shah's story, medical training, awards, and years serving patients in Huntington, NY.

Key Elements:

- Short professional background statement
- Mention of NYU training, years of private practice, and Top Doctor recognition
- Practice philosophy (holistic, both body and mind, long-term patient relationships)

Strategy: Show visitors what makes this practice unique and worth trusting for sensitive needs.

Psychology: When looking for psychiatric help, many people want both expertise and a personal touch. Credentials and kindness together build confidence.

Tone: Warm, respectful, confident, and approachable. Invite visitors to learn more or schedule a meeting.

## Contact (*Contact*)

Purpose: Make it as simple as possible for clients to book appointments, ask questions, and learn how to visit the clinic.

**Sections**

**Contact Details**

Purpose: Display all ways to contact the office, making it easy for visitors to pick their preferred method.

Key Elements:

- Phone, email, and physical address
- Simple inquiry form
- Office hours listed clearly
- Embedded map for directions

Strategy: Remove uncertainty by making every detail easy to find and act on.

Psychology: Clear, accessible details increase trust and the chance someone will reach out.

Tone: Supportive and friendly, encourage any type of inquiry—no question is too small.

## 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 Impression Matters

**Application:** Show your expertise and focus areas right away on the homepage to reassure new visitors.

**Implementation:** Add a clear headline and short welcome paragraph that mentions your 13 years of experience and areas like ADHD, anxiety, depression, and women's mental health.

**Principle:** Reduce Anxiety with Design

**Application:** Calming colors, clean layouts, and easy-to-read text help visitors feel welcome and safe.

**Implementation:** Use soft blues or greens and lots of white space. Keep pages simple and avoid clutter.

**Principle:** Make Actions Easy

**Application:** Make it simple for people to call, email, or use your contact form from any page.

**Implementation:** Add the phone and contact form button at the top and bottom of every page.

## Content Strategy

**Area:** Service Details

**Recommendation:** Explain each service in plain English and describe who it helps.

**Implementation:** For each main service, write a short paragraph describing the problem, who benefits, and how treatment works.

**Area:** Expertise and Experience

**Recommendation:** Share your credentials and what makes your care personal and effective.

**Implementation:** Add a short bio section about your NYU training, your awards, and focus on long-term patient relationships.

**Area:** Local Trust Signals

**Recommendation:** Show your Huntington location and local experience on every page.

**Implementation:** Mention 'Huntington, NY' and 'serving New York adults' in service descriptions and on the contact page.

## Conversion Optimization

**Technique:** Highlight Key Services Up-Front

**Rationale:** Showing popular services and who you help right away helps visitors see they're in the right place.

**Implementation:** Use your homepage's top section to show 'Treatment for ADHD,' 'Anxiety & Depression,' and 'Women's Mental Health,' with quick links to read more or contact you.

**Technique:** Simple Contact Form

**Rationale:** Easy contact makes visitors more likely to reach out.

**Implementation:** Put a short contact form under main call-outs and on its own Contact page.

**Technique:** Trust and Professionalism

**Rationale:** Trust is extra important in mental health. Awards, training, and years in practice help.

**Implementation:** Add a short section with your Castle Connolly 'top doctor' award and mention your NYU training.

## Priority Focus

**Category:** Homepage and Main Service Pages

**Description:** Focus on homepage messaging and clear, friendly descriptions of main services first.

**Reason:** Most visitors decide quickly whether they feel comfortable contacting you, so these pages set the tone.

**Category:** Contact Information

**Description:** Make sure contact details and an easy contact form are seen everywhere.

**Reason:** Most new patients want to know it's easy to reach you and where to find your office.

**Category:** SEO and Local Search

**Description:** Work keyword phrases and location into pages right from the start.

**Reason:** Being found first in local search matters most for practice growth.

## Implementation Order

1. Homepage messaging and design layout
2. Main services pages: ADHD, Anxiety/Depression, Women's Mental Health
3. Contact page and form set-up
4. About/credentials content
5. SEO keywords and local info added
6. Payment options and FAQ (if needed)
7. Directory listings sync

## Risk Mitigation

**Inconsistent Contact Details**

**Category:** Reputation/Trust

**Suggested Action:** Always use the exact same business name, phone, and address on your website and all directories.

**Unclear Service Offerings**

**Category:** Conversion

**Suggested Action:** Clearly list each service and who it helps, so visitors quickly know you meet their needs.

**Possible Missed Mobile Visitors**

**Category:** Technical

**Suggested Action:** Test your whole website on a phone and tablet before launch to catch any issues.

## Business Impact

**Impact Level:** High