

# Website Blueprint

## OP-85932

Location: Hendersonville, Western North Carolina, USA

Business Type: Commercial and Residential Roofing Contractor

Target Audience: Homeowners, business owners, and property managers in Western North Carolina seeking reliable, high-quality roofing, gutter, and restoration services. Demographics include adults aged 30-65, property owners, and insurance claimants. Psychographics: value durability, local expertise, and trustworthy service.

## Executive Summary

KEYSTONE ROOFING RESTORATION AND GUTTERS is a family-owned roofing and restoration company with 20 years of local experience, serving both homes and businesses in Western North Carolina. Their deep community roots, certified installers, and insurance expertise make them a reliable choice for property owners seeking trustworthy, quality roofing, gutter, and restoration work. Standing out through hands-on expertise, honest service, and the ability to handle all types of roofing, the business positions itself as the area's dependable, no-surprises roofing partner.

## Primary Goals

- Enhance online presence to attract new local customers
- Showcase expertise in roofing, gutter, and restoration services
- Streamline customer inquiries and generate qualified leads

## Brand Values

- Integrity and honest service
- High-quality craftsmanship
- Local expertise and community focus

## Competitive Advantages

- 20 years of experience in the roofing industry
- Locally owned and operated with deep knowledge of mountain weather challenges
- Licensed, insured, and certified installers
- Use of high-quality materials from trusted brands
- Outstanding workmanship guarantee
- Free estimates and clear, upfront pricing
- Insurance claim specialists with hundreds of homes roofed through insurance

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#22404C
Secondary		#B0BEC5
Accent		#E7B435

Rationale: The main blue color gives a dependable, professional feel that suits the roofing and construction industry. The light gray works well for backgrounds and areas that need to look clean and easy to read. The gold-yellow accent adds warmth and attention, helping calls to action stand out without being too bold.

## 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, bright photos of completed roofs on houses and businesses, close-ups of roofing work, and mountain backgrounds to reflect the local area. Stick to real, everyday scenes with workers in action, clean homes, and clear weather. Use stock photos where company images are missing and highlight different types of roofing materials in the gallery.

## Overall Aesthetic

Professional, clean, and welcoming. The site should instantly show visitors that this is a trust-worthy, local roofing company. Keep the feeling open and neat, with strong section headings, lots of space between content, and clear calls to action.

## Theme Style

Simple and practical, with clear sections for services, trust signals (like years of experience), and contact info. Use straight lines, easy navigation, and a look that fits both homeowners and businesses. Avoid anything flashy or distracting.

## Layout Approach

Use a straightforward and modern website layout—top menu, big section at the top introducing the company, followed by clear service blocks, customer benefits, and a simple contact form. Add a gallery page with easy-to-browse roofing project images. Make sure main actions like 'Get a free estimate' or 'Request a quote' are easy to find on every page.

### **Regional Recommended**

- Photos of Western North Carolina's mountain scenery
- Images showing local homes and commercial buildings
- Brand colors that fit both modern and traditional tastes
- Font sizes and layouts that are easy for older adults to read

### **Regional Avoid**

- Big city skyline photos or non-local backgrounds
- Busy or crowded layouts
- Overly formal or corporate looks
- Bright reds or neon colors

# Requirements & Features

## Home Page Visibility

**Description:** Show clearly on the home page that you offer roofing, gutter, and restoration services for both homes and businesses in Western North Carolina.

**Validation:** Home page headline and intro mention roofing, gutters, restoration, and the service area.

## Contact Options

**Description:** Make it easy for customers to contact you by showing both phone numbers and email clearly on every page. Add a simple contact form.

**Validation:** Contact information and a contact form are visible on footer and contact page.

## Gallery Page

**Description:** Create a gallery page showing your work using professional images of roofs and gutters since customer images are not provided.

**Validation:** Gallery page exists and displays high-quality stock photos relevant to roofing and gutters.

## Service Pages

**Description:** List and explain all main services: roof installation, roof repair, metal roofing, flat roofs, gutter installation, roof inspections, and insurance claim help.

**Validation:** Separate service sections/pages with easy-to-read summaries for each service.

## Trust Elements

**Description:** Show your years in business, local experience, licenses, and guarantees prominently.

**Validation:** Badges or statements showing 20 years' experience, local family ownership, and guarantee are on multiple pages.

## Simple Navigation

**Description:** Keep the top menu clear, with links for Home, About, Services, Gallery, Why Choose Us, and Contact.

**Validation:** Main menu uses short, clear page names and is visible on all pages.

## Fast Loading Times

**Description:** Make pages load faster by using optimized images and limiting large files.

**Validation:** Website loads within 3 seconds for most users.

## SEO Best Practices

**Description:** Use words and phrases people use to look for roofing and gutter services in your area, and let SEO changes be made directly for better results.

**Validation:** Text contains local keywords and SEO changes are allowed by business owner.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome new visitors, quickly show what KEYSTONE ROOFING RESTORATION AND GUTTERS does, and guide people to get in touch or learn more.

### Sections

#### Hero

Purpose: Introduce your business right away, building trust with local homeowners and business owners. Show clearly that you are roofing and gutter experts serving Western North Carolina.

Key Elements:

- Your business name and logo
- A clear headline about reliable roofing
- Short subheadline sharing your experience and local roots
- Photo of a finished roof or a team at work (use a stock photo if needed)
- Button to get a free estimate
- Your phone number and email

Strategy: Make it easy for people to reach out for a free quote. Highlight your local service, 20 years' experience, and trustworthy reputation to encourage people to get in touch.

Psychology: People want to know you're a real, established, local business that understands their needs. Showing your experience and friendly service adds reassurance.

Tone: Use warm, inviting, and simple language. Focus on words like 'local,' 'trusted,' 'expert,' and 'protect your home or business.'

#### Cta Block

Purpose: Give visitors a direct way to contact you or request a free quote, increasing the chances they will call or message you.

Key Elements:

- Button to call now
- Button to request a free quote
- Short line inviting people to reach out
- Icons for phone and email next to your contact details

Strategy: Place contact options in clear spots so visitors never have to search for them. Encourage a quick response by saying you offer free estimates.

Psychology: Making it easy to act reduces hesitation and helps turn interested visitors into real leads.

Tone: Keep it encouraging and reassuring, like you're ready to help right away.

## About Us (*Static*)

Purpose: Share your story and local experience so people feel confident trusting you with their roof or gutters.

### Sections

#### Intro

Purpose: Give a quick summary of who you are and why you care.

Key Elements:

- Photo of your team at work or a stock photo of a roofer
- Introduction to your business family
- Highlight your 20 years of experience in the area
- Short description of who you help (homeowners, businesses, property managers)

Strategy: Show honesty and local experience to build a personal connection.

Psychology: People want to hire a company that understands their local weather and cares about their property.

Tone: Friendly, personal, and honest. Speak like a neighbor.

### **Mission And Values**

Purpose: Explain your approach and commitment to quality.

Key Elements:

- Details on craftsmanship and integrity
- How your roofs and gutters are made to withstand mountain weather
- Mention working with insurance claims

Strategy: Emphasize what makes you different (experience, local knowledge, honest service).

Psychology: Emphasizing durability and local know-how helps ease worries about costly repairs.

Tone: Reassuring, with simple explanations.

### **Services (Static)**

Purpose: Show all the services you offer, making it easy for people to find the exact help they need.

#### **Sections**

##### **Overview**

Purpose: Give people a quick look at your main roofing, gutter, and restoration services.

Key Elements:

- List of your main services: roof installation, roof replacement, roof repair, metal roofing, flat roofing (EPDM, TPO, and roll), gutter systems, inspections, storm damage, and insurance claims
- Short, clear descriptions for each
- Photos or icons for each service

Strategy: Make the list easy to scan and help visitors see you can handle any roof or gutter problem.

Psychology: A full, clear service list gives people confidence you have the solution for them.

Tone: Practical, straightforward, and focused on solving their problems.

##### **Featured Services**

Purpose: Highlight your best or most popular services, such as metal roofing or storm restoration.

Key Elements:

- Feature panels with photos
- Bulleted benefits for each (durability, quick repairs, energy savings, etc.)
- Links to learn more about each service

Strategy: Draw attention to services that bring in the most leads or set you apart.

Psychology: Highlighting value and reliability increases trust.

Tone: Confident and helpful, making the benefits clear.

## **Why Choose Us (*Static*)**

Purpose: Help visitors understand why they should pick your company over others.

### **Sections**

#### **Unique Points**

Purpose: List what makes you stand out.

Key Elements:

- Local roots and experience
- Licensed, insured, and certified team
- High-quality brand materials
- Workmanship guarantee
- Free, clear estimates

Strategy: Give people simple reasons to trust you and pick up the phone.

Psychology: Clear, direct value statements help undecided visitors feel safe choosing you.

Tone: Positive, direct, and benefit-focused.

#### **Testimonial Callout**

Purpose: Showcase any good feedback you've received, or set up space for future reviews.

Key Elements:

- Short customer praise or placeholder for testimonials
- Simple, honest language

Strategy: Social proof from other locals helps new visitors trust you, especially if they haven't heard of your business before.

Psychology: People trust the opinions of other homeowners or business owners.

Tone: Authentic, conversational, and grateful.

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

Purpose: Show examples of your work, so visitors can see your quality and the types of roofs you handle.

### **Sections**

#### **Photos**

Purpose: Let people browse photos of past roofing, gutter, or restoration jobs (can use stock images as a stand-in).

Key Elements:

- High-quality images organized by service or roof type
- Simple captions like 'Asphalt Roof Replacement, Asheville' or 'Metal Roof Install, Hendersonville'

Strategy: Letting people see real results or professional examples helps them trust your skills.

Psychology: Visuals make the work real and help people imagine their own home or business improved.

Tone: Keep captions short and clear. Focus on results.

## **Contact (Static)**

Purpose: Give people an easy way to get in touch or request a free estimate.

### **Sections**

#### **Contact Form**

Purpose: Let visitors send a message or quote request online, even after business hours.

Key Elements:

- Basic contact form with name, phone, email, message
- Clear promise to respond quickly
- Your phone numbers and email shown next to the form
- Business address (PO BOX), hours, accepted payment options listed simply

Strategy: Make it as easy as possible for a visitor to ask for help or start a conversation.

Psychology: Reducing effort means more people will reach out.

Tone: Friendly and helpful. Reassure visitors their message will be answered.

## **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 First

**Application:** Always tell visitors right away who you are, what you do, and who you serve.

**Implementation:** Home page headline and opening statement should say you offer roofing, gutter, and restoration for homes and businesses in Western North Carolina.

**Principle:** Reduce Friction

**Application:** Make it easy for people to find what they want and reach out.

**Implementation:** Keep a clear menu, short page names, and place phone numbers and email at the top and bottom of every page.

**Principle:** Build Trust Fast

**Application:** Show proof of experience and qualifications right away.

**Implementation:** Display badges or simple text notes with '20 years experience,' 'licensed and insured,' and 'local family owned' on key pages.

## Content Strategy

**Area:** Service Details

**Recommendation:** Explain each service in easy, everyday language, separate for homeowners and businesses if possible.

**Implementation:** On the Services page, write clear short sections about roof installation, repair, metal roofs, flat roofs, gutters, inspections, and insurance help.

**Area:** Local Expertise

**Recommendation:** Make it clear you're a local expert and know the special needs of mountain climates.

**Implementation:** Mention experience with heavy rains, high winds, and local building needs on About and Services pages.

**Area:** Photo Use

**Recommendation:** Use strong, professional images on the gallery page and throughout the site to set a quality impression.

**Implementation:** Fill the gallery with high-quality stock photos of roofs, gutters, and before/after repairs to show your range.

## Conversion Optimization

**Technique:** Prominent Calls to Action

**Rationale:** People are more likely to reach out if you show a clear next step.

**Implementation:** Place 'Call Now' buttons and a contact form on every page, especially at the bottom of service descriptions.

**Technique:** Simple, Quick Contact Form

**Rationale:** Short forms mean more people will complete them.

**Implementation:** Add a basic form asking only for name, phone number, email, and message, clearly labeled on the Contact page.

## Priority Focus

**Category:** Contact and Service Access

**Description:** Make it as easy as possible for visitors to both reach you and understand what you offer.

**Reason:** This is the fastest way to turn visitors into customers, especially when people need roof repairs quickly after storms.

## Implementation Order

1. Show main services and service area clearly on home page
2. Add and display clear contact options everywhere
3. Create service pages with simple language
4. Build gallery page using quality stock photos
5. Highlight unique experience, licensing, and local knowledge
6. Set up clear navigation
7. Optimize pages and images for fast loading
8. Apply and allow SEO content changes

## Risk Mitigation

### No Customer Photos

**Category:** Content

**Suggested Action:** Use high-quality stock images for now and swap in real customer photos as they become available.

### No Social Media Links

**Category:** Awareness

**Suggested Action:** Start business Facebook or Instagram profiles for future linking and customer engagement.

### Possible Slow Site with Large Gallery

**Category:** Website Speed

**Suggested Action:** Keep image file sizes small and use the built-in gallery tool to prevent long load times.

## **Business Impact**

**Impact Level:** High