

Website Blueprint

OP-86590

Location: Seabrook, South Carolina, United States (serving global English-speaking audience)

Business Type: Author, Speaker, Literary Services

Target Audience: Readers of all ages and genders including book clubs, women, men, young adults, retirees, writers, individuals interested in the FBI and law enforcement, federal agents, hikers, outdoor enthusiasts, older women, backpackers, thru hikers, Appalachian Trail hikers, writers clubs, and literary groups. Psychographics include those interested in thrillers, mysteries, literary fiction, women's fiction, and stories based on real-life undercover experiences.

Executive Summary

Dana Ridenour is a retired FBI special agent and award-winning author known for blending real undercover experiences with compelling fiction. Her unique background sets her apart from other authors, offering readers authentic thrillers and mysteries as well as inspiring stories about resilience and starting over. Dana's global audience connects with her through her books, speaking events, and a vibrant online presence that highlights her achievements, media coverage, and new releases.

Primary Goals

- Enhance online presence and brand recognition as an award-winning author
- Promote and sell current and upcoming novels, including 'All the Hidden Pieces'
- Engage and grow a community of readers, writers, and literary enthusiasts

Brand Values

- Authenticity rooted in real-life FBI experience
- Storytelling that bridges truth and transformation
- Dedication to literary excellence and reader engagement

Competitive Advantages

- Retired FBI agent with firsthand undercover experience
- Author of multiple award-winning FBI undercover novels
- Dynamic speaker and frequent presenter at national writers conferences

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#2C3E50
Secondary		#F5F5F5
Accent		#C96D24

Rationale: The dark blue color gives a sense of professionalism, trust, and depth, which suits the FBI and literary themes. The soft light gray creates a clean and modern look, keeping text easy to read and pages uncluttered. The warm copper-orange accent brings energy and highlights important sections, such as book launches or award announcements, adding a touch of approachability and southern charm.

Typography

Heading Font: Merriweather

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Merriweather:700,900&display;=swap|Open+Sans:400,600&display;=swap>

Imagery Style

Use clear, professional photos of Dana in both outdoor and office settings, showing personality and approachability. Feature book covers, event images, awards, and candid shots with other authors. Images should look natural, clean, and inviting, avoiding stiff or overly posed pictures. For galleries, group photos by themes like 'Books,' 'Events,' and 'Awards,' making it easy for visitors to browse.

Overall Aesthetic

Professional but warm and welcoming. Blend elements that suggest suspense and adventure from FBI stories with the comfort and openness of the southern outdoors. The site should feel inviting for both book lovers and event attendees, with clean sections, highlights for new books, and energetic accent colors drawing the eye to important updates.

Theme Style

Modern southern literary. Balance confident FBI energy with approachable, relatable charm. Add small touches that hint at adventure or the outdoors, like subtle textures or accent lines, while letting content and images stand out.

Layout Approach

Simple, organized layouts with lots of white space and clear headings. Use large images for book covers and author photos. On gallery pages, use neat grids so people can easily scroll. Call-to-action buttons (like 'Contact' or 'Buy Book') should stand out using the accent color. Every page should be easy to read and use, no matter what device the visitor has. Include enough room for future updates and events, since the site will grow over time.

Regional Recommended

- Highlight connections to the southern US—use soft, warm backgrounds and photos from the Lowcountry area.
- Include imagery or event mentions from Appalachian Trail and regional literary scenes.
- Subtle nods to the outdoors, like background patterns inspired by nature.

Regional Avoid

- Do not use dark, heavy backgrounds that make text hard to read.
- Avoid visuals that only fit law enforcement, since some books focus on hiking and friendship.
- Do not include cold or stark color schemes that feel uninviting.

Requirements & Features

Homepage Clarity

Description: Make sure the homepage quickly explains who Dana Ridenour is, what books are available, and includes a strong introduction that highlights her FBI background and new book release.

Validation: Visitors immediately see Dana's background and main book titles without scrolling.

Books Page

Description: Create a books page that features all published books clearly, with large cover images, a short summary, direct buy links to Amazon or booksellers, and embedded book trailers.

Validation: All books with covers, summaries, buy buttons, and at least one video per published book where available.

Events Page

Description: Add an events page with upcoming appearances, book launches, and speaking events. Make it easy for Dana to update this list without technical help.

Validation: Page shows current events with date, time, location, and at least one photo per event.

About Page

Description: Showcase Dana's professional FBI and writing background, using a professional headshot and a well-structured biography.

Validation: Page includes headshot, clear and lengthy biography, and reference to major awards and recognitions.

Media Page

Description: Redesign the media page to group podcasts, interviews, and reviews with strong visual elements instead of just plain links.

Validation: Working links for each item with image thumbnails and descriptions, most recent at the top.

Photo Gallery

Description: Feature a photo gallery page using only the best images to highlight awards, book signings, and Dana with other authors. Organize into clear, easy-to-view sections.

Validation: Page loads quickly, images are not overwhelming in number, and each section is clearly named.

Contact Page

Description: Build an easy-to-use contact page with a contact form, listed email, phone, and social media links. Add a clear link for newsletter signup.

Validation: Visitors can easily email, call, or connect on social media. Form works and email is received promptly.

Loading Speed

Description: Make pages load faster by using compressed images and limiting uploads per gallery section.

Validation: Site loads in under 3 seconds on desktop and mobile.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, give a quick overview of Dana Ridenour as an author, highlight her unique journey from FBI agent to award-winning novelist, and draw attention to her latest works.

Sections

Hero

Purpose: Make a strong first impression by introducing Dana, showing her professional photo, sharing a short headline about being an award-winning author and retired FBI agent, and highlighting the upcoming novel.

Key Elements:

- Professional headshot of Dana
- Headline about Dana's background as a retired FBI agent and award-winning author
- Short intro text
- A featured spot for the new book, 'All the Hidden Pieces', with expected release date
- Logo

Strategy: Quickly establish expertise and build interest with a personal photo and short intro; use excitement about new book to get visitors to explore more.

Psychology: A trustworthy image and real-life story build instant credibility and spark curiosity among readers and fans of true experiences.

Tone: Friendly, welcoming, authentic, and confident. Highlight both heart and expertise.

Cta Block

Purpose: Encourage visitors to take action by discovering Dana's books, seeing upcoming events, and connecting with her.

Key Elements:

- Button to view Dana's books
- Button to see upcoming events
- Button to contact Dana or sign up for the newsletter

Strategy: Present clear ways to go deeper on the website, making it simple for visitors to find what matters most.

Psychology: When given direct actions, visitors are less overwhelmed and more likely to engage right away.

Tone: Clear, inviting, and action-oriented. Encourage visitors to take the next step.

Books (*Information*)

Purpose: Showcase all Dana's published books, including cover photos, short summaries, links to buy, and book trailers. Highlight the newest release and let readers know more updates are coming.

Sections

Hero

Purpose: Introduce Dana's novels and the inspiration behind them, especially her unique perspective as a former FBI agent.

Key Elements:

- Introduction to Dana's writing and inspiration
- Spotlight with teaser for 'All the Hidden Pieces'
- Photos of book covers
- Short description for each book
- Links to buy on Amazon and other sellers
- Video trailers for each book

Strategy: Make it easy for readers to find, learn about, and buy each book.

Psychology: Strong visuals and real connections to Dana's FBI experience make the books feel authentic and exciting.

Tone: Enthusiastic, story-driven, and accessible. Invite curiosity for new and returning readers.

Cta Block

Purpose: Lead readers toward purchasing books, watching the trailers, and staying updated about new releases.

Key Elements:

- Buy now buttons for each novel
- Newsletter sign-up prompt for new release updates

Strategy: Offer direct actions next to each book for easy buying or adding reminders.

Psychology: Clear actions next to choices help readers make decisions quickly and feel in control.

Tone: Encouraging, supportive, and clear. Remove roadblocks to purchase.

Author Events (*Information*)

Purpose: List Dana's upcoming events, book signings, and appearances, with photos from past events.

Sections

Hero

Purpose: Invite readers and fans to join Dana at her events, highlighting her energy as a speaker and her connection to the community.

Key Elements:

- Headline about upcoming appearances
- Event dates and locations, updated regularly
- Featured section for the launch party of 'All the Hidden Pieces'
- Photos from previous events

Strategy: Make it easy for people to plan to attend events and feel welcome.

Psychology: Showing real-life gatherings and personal invites builds excitement and a sense of belonging.

Tone: Warm, inclusive, and encouraging. Make events feel special and open to all.

Cta Block

Purpose: Prompt fans to RSVP, share event info, or mark their calendars.

Key Elements:

- Contact form or email for event questions
- Links to calendar or reminders

Strategy: Remove barriers for joining or connecting; make information shareable.

Psychology: Simple RSVP or add-to-calendar features reduce friction and boost attendance.

Tone: Friendly, helpful, and informative.

About Dana (*Information*)

Purpose: Share Dana's life story, with emphasis on her career in the FBI, transition to writing, awards, and literary influences. Humanize Dana for readers, clubs, and event organizers.

Sections

Hero

Purpose: Give a personal introduction, using a headshot and telling Dana's backstory in a way that connects with all audiences.

Key Elements:

- Professional headshot
- Short introduction about Dana's journey from FBI agent to author
- Longer bio, covering education, FBI career, writing path, and personal story
- List of writing awards

Strategy: Build deeper trust and admiration to motivate readers to support her work and invite her to speak.

Psychology: Personal details and achievements turn Dana into a real person, inspiring loyalty and admiration.

Tone: Genuine, relatable, and inspiring. Blend professional with personal warmth.

Cta Block

Purpose: Encourage fans, book clubs, and organizations to reach out or learn more.

Key Elements:

- Button to contact Dana
- Button to invite Dana to speak

Strategy: Make networking simple and appealing; help literary clubs and event planners connect.

Psychology: Simple invites prompt action from those connecting for events or collaboration.

Tone: Respectful, inviting, and clear.

Media (*Information*)

Purpose: Show press features, podcast interviews, TV appearances, and reviews, displayed in a lively, magazine-style format instead of a plain list of links.

Sections

Hero

Purpose: Tell visitors Dana's story through outside voices, podcast covers, video previews, and media quotes.

Key Elements:

- Introduction about Dana being featured in the media
- Easy-to-see thumbnails for different podcasts, interviews, and articles
- Short descriptions or quotes pulled from each feature
- Playable podcast or video previews where available

Strategy: Build trust and buzz by showing third-party praise and press through visual tiles.

Psychology: Seeing others celebrate Dana's story builds social proof and curiosity.

Tone: Energetic and engaging. Highlights come first, easy browsing for busy visitors.

Cta Block

Purpose: Encourage sharing, listening, or reading the full features.

Key Elements:

- Links to podcasts and articles
- Button to connect for media inquiries

Strategy: Keep visitors clicking, listening, and sharing from a single place.

Psychology: Easy previews and simple links encourage more engagement and time on site.

Tone: Simple and actionable. Guide visitors toward their next click.

Gallery (*Gallery*)

Purpose: Display selected photo galleries showing Dana with readers, authors, at events, and accepting awards, while keeping it uncluttered.

Sections

Hero

Purpose: Let fans and new visitors get to know Dana through candid event and award photos.

Key Elements:

- Gallery introduction describing what's shown
- Organized galleries: with authors, at events, award moments
- Captions to explain photo context

Strategy: Photos build a visual connection and encourage visitors to linger.

Psychology: Human faces and story moments help visitors relate and remember Dana.

Tone: Warm, fun, and personal for captions. Keep page bright and engaging.

Cta Block

Purpose: Invite visitors to share photos or tag Dana on social media.

Key Elements:

- Prompt to share event photos with hashtag
- Social media links

Strategy: Encourage community involvement and social sharing.

Psychology: People love to see themselves and feel included; it builds loyal community.

Tone: Inclusive and appreciative.

Contact (*Contact*)

Purpose: Make it as easy as possible for people to get in touch with Dana, join her newsletter, or follow her on social media, all in one place.

Sections

Hero

Purpose: Give clear instructions for reaching Dana and signing up for updates.

Key Elements:

- Simple contact form
- Dana's professional email address
- Social media links clearly displayed
- Newsletter sign-up
- Phone number (optional visual placement)

Strategy: One page for all contact options increases message volume and sign-ups.

Psychology: When all choices are easy to find and no steps are hidden, people are more likely to reach out.

Tone: Friendly, straightforward, and reassuring. Encourage connection and follow-up.

Cta Block

Purpose: Prompt users to send a message, sign up for emails, or follow online.

Key Elements:

- Newsletter sign-up box
- Buttons for each social network
- Clear call to write Dana

Strategy: Lower the barrier for any action—newsletter, email, or social media.

Psychology: Giving choices with equal importance increases contact rates.

Tone: Positive and simple.

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: Keep it clear and simple

Application: Make sure every page is easy to read and navigate, with headlines, sections, and simple language.

Implementation: Use short sentences, bullet points, and clear calls to action like 'Contact Dana' or 'Buy Now'.

Principle: First impressions count

Application: Show Dana's headshot, credentials, and awards high up on the home page to build trust quickly.

Implementation: Feature Dana's biography and book rewards near the top of the main page. Avoid clutter here.

Principle: Tell a compelling story

Application: Let visitors connect with Dana's real-life experience in the FBI and her stories.

Implementation: Include personal snippets or short stories in the bio or book sections for emotional connection.

Content Strategy

Area: Books and Products

Recommendation: Highlight Dana's books, especially the new release, in multiple areas with large images and easy buy options.

Implementation: Add book covers and direct buy buttons under each title, and feature the new book first.

Area: Media and Events

Recommendation: Make the events and media pages lively with photos, videos, and descriptions.

Implementation: Use thumbnail images, short descriptions for each event/interview, and put the most recent items at the top.

Area: SEO and Visibility

Recommendation: Use clear words and phrases readers search for, such as 'FBI novels' and 'thriller author'.

Implementation: Include these search phrases on the pages for books, events, and Dana's biography without overdoing it.

Conversion Optimization

Technique: Easy contact and buy options

Rationale: The simpler it is for someone to buy a book or contact Dana, the more likely they are to do it.

Implementation: Put 'Buy Now' and 'Email Dana' buttons in visible places on book and contact pages.

Technique: Newsletter Signup

Rationale: Letting visitors join a newsletter is a proven way to build a loyal audience.

Implementation: Add a simple signup form or link on the contact page and in the site footer.

Priority Focus

Category: Homepage Impression

Description: Update the homepage to make a bold, professional impression that grabs attention right away.

Reason: First impressions drive trust and interest in Dana's books.

Category: Books Page and Purchase Links

Description: Make sure each book is easy to find with a direct buy option.

Reason: Book sales are the main goal; this step removes barriers to purchase.

Category: Photo Gallery Control

Description: Select only the best images and organize galleries to prevent overload.

Reason: A clean, organized gallery enhances credibility and helps pages load quickly.

Implementation Order

1. Update homepage with clear intro, headshot, and book snapshots
2. Redesign books page with images, summaries, buy links, and videos
3. Improve events page with upcoming appearances and event photos
4. Refresh biography page with photo and story highlights
5. Revamp media page using working links and images
6. Organize photo gallery with select images and sections
7. Set up contact page with working form, contact details, and newsletter signup
8. Compress all images and test site loading speed on both desktop and mobile

Risk Mitigation

Slow website caused by too many large images

Category: Site speed

Suggested Action: Compress all images before uploading, and display only featured photos in galleries.

Outdated event or media information

Category: Content freshness

Suggested Action: Review and update events and media lists at least once a quarter, removing past or broken links.

Contact form errors

Category: Lead capture

Suggested Action: Test the contact form monthly to make sure messages are delivered to the correct email address.

Business Impact

Impact Level: High