

Website Blueprint

OP-86415

Location: New York, NY, United States

Business Type: Addiction Recovery Coaching / Mental Health & Wellness Services

Target Audience: Adults across the United States seeking recovery from substance use and behavioral addictions, including gambling, shopping, internet/social media, gaming, pornography, and compulsive spending. Target clients are individuals motivated to rebuild their lives, develop healthy routines, and maintain accountability, including those not in formal treatment but desiring structured support, motivation, and practical strategies for sobriety and personal growth.

Executive Summary

Steps to Go Recovery Coaching offers one-on-one, online coaching to support adults across the United States who want help overcoming substance use and behavioral addictions. With a unique focus on practical strategies, flexible virtual accessibility, and a compassionate, evidence-based approach, the business stands out by providing truly personalized support for sobriety, accountability, and personal growth. Over 10 years of professional experience, support for a wide range of behavioral issues, and a strong emphasis on non-judgmental, empowering service set this coaching program apart in the competitive recovery and mental wellness market.

Primary Goals

- Support individuals in achieving and maintaining sobriety and personal growth
- Provide personalized, evidence-based recovery coaching both virtually and in person
- Expand services and reach more clients through online presence and SEO targeting

Brand Values

- Compassionate, judgment-free support
- Evidence-based practices and therapeutic modalities
- Personalized accountability and motivation

Competitive Advantages

- Practical, step-by-step support tailored to individual recovery journeys
- Personalized one-on-one coaching emphasizing accountability and real-life strategies
- Grounded in evidence-based approaches with 10 years of professional experience in addiction recovery and mental health

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#4F8D97
Secondary		#EAF4F3
Accent		#F2B134

Rationale: The main color is a calming blue-green that feels safe and supportive, which is important for people seeking help with recovery. The soft, light background helps the site look open and inviting, without feeling overwhelming. The accent color adds warmth and a sense of hope, drawing attention to important buttons like 'Book a Free Consultation' and making calls to action stand out.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts <https://fonts.googleapis.com/css?family=Montserrat:700,600,500|Open+Sans:400,600&display=swap> Url:

Imagery Style

Photos that show real, everyday people in uplifting situations, such as taking a walk, journaling, spending time with supportive friends or family, or reflecting quietly. All images should look natural and relatable, helping visitors feel understood and hopeful about taking their next step.

Overall Aesthetic

The website should feel welcoming, clean, and hopeful. It should avoid anything that looks harsh or clinical. Soft colors, warm accents, and plenty of clear space will help visitors feel comfortable and confident reaching out for support.

Theme Style

Supportive and encouraging, with elements that suggest growth and progress, like gentle upward curves, step-like details, or calming nature backgrounds. The style should help visitors believe that change is possible, one step at a time.

Layout Approach

Use simple, easy-to-follow sections with plenty of space so visitors don't feel overwhelmed. Key services and calls to action should be front and center. Clear menu links and large buttons make it easy for anyone, including those who may be stressed or distracted, to find information and book a session online.

Regional Recommended

- Show people and city scenes representing New York and diverse backgrounds, since the business is based in New York but serves all of the United States.
- Include some images of virtual meetings or online coaching to make it clear that support is available everywhere.

Regional Avoid

- Avoid using New York icons like the Statue of Liberty or city skylines that may seem too touristy or distracting.
- Do not use images or wording that suggest medical treatment, clinics, or inpatient care, as this is a coaching service focused on support, not clinical treatment.

Requirements & Features

Homepage Clarity

Description: Make sure the homepage clearly explains that you offer online recovery coaching and lists your top three services, each with a short description and a clear button people can click to take action.

Validation: When visiting the homepage, visitors quickly understand the main services and see clear options to start a free consultation, book a session, or contact you.

Contact and Booking

Description: Place a contact form, your business email, and a 'Book Consultation' button on every main page. Add your free 15-minute consultation offer with a clear message.

Validation: Visitors can easily find how to contact you or book a session on every main page, and see the free consultation offer.

Service Pages Detail

Description: Dedicate separate pages for each major service. Use short, personal descriptions and clear steps on how to start, tailored to those seeking support for substance use or behavioral addictions.

Validation: Each service has its own page with plain-language descriptions and a visible action button (example: Start your recovery journey).

SEO and Directory Listings

Description: Target New York, NY for local search and make sure your directory listings show your business name, main phone, and contact email. Use search phrases like 'online recovery coach' and avoid clinical or misleading medical terms.

Validation: SEO efforts focus on 'online recovery coach' and other approved keywords. No medical or rehab terms; business info matches directory listings exactly.

Mobile and Speed Optimization

Description: Make sure your website works well on phones and tablets and loads quickly, so people anywhere in the country can access support easily.

Validation: Website is easy to use and loads in 2 seconds or less on mobile devices.

Trust and Credibility

Description: Show your years of experience, evidence-based approach, and judgment-free support on the homepage and about page. Use simple badges or statements, not overly clinical language.

Validation: Clear statements about your experience and caring, non-judgmental approach are on the site.

Payment Integration

Description: Set up secure payment options for online session booking using Zelle and Venmo, as your accepted payment methods.

Validation: Clients can complete payments using Zelle or Venmo easily during booking.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome new visitors and help them quickly understand what recovery coaching is, who it helps, and how they can take their first step with you.

Sections

Hero

Purpose: Create an immediate sense of hope and possibility for visitors. Show what your business does and who it helps, in a warm and welcoming way.

Key Elements:

- Business name and slogan: 'You don't have to do everything—just the next step.'
- A reassuring image that reflects support and care
- Short introduction about your recovery coaching and who you help (adults working on substance use and behavioral addiction)
- Highlight that services can be accessed online across the United States
- Button to book a free 15-minute consultation

Strategy: Remove doubt and confusion by making it easy to understand what you offer and how to get started. Right away, give new visitors a clear way to take action with a free consultation.

Psychology: People who visit are likely feeling uncertain, overwhelmed, or hopeful for change. A welcoming tone, visible free offer, and simple next step reduce anxiety and spark trust.

Tone: Use encouraging, uplifting, and caring language that shows you understand the visitor's journey. Make every word compassionate and supportive.

Cta Block

Purpose: Motivate visitors to take the first step by reaching out, booking a session, or claiming the special offer.

Key Elements:

- Short sentence inviting visitors to start their recovery journey today
- Button to book a free consultation
- Quick list or icons showing main services: One-on-One Coaching, Behavioral Addiction Support, Accountability Coaching
- Highlight limited-time free consultation offer

Strategy: Make it effortless for visitors to take action right now. Place buttons and links where visitors can see them, and keep the choices simple.

Psychology: People who need help often hesitate to make the first move. By making the consultation risk-free and easy to reach, you lower barriers to action.

Tone: Be direct and encouraging. Keep words short and positive. Focus on small steps.

About (*Info*)

Purpose: Help visitors get to know you, your qualifications, and what makes your approach unique. Build trust by sharing your story and values.

Sections

Main Content

Purpose: Introduce the coach, explain experience and what drives the business.

Key Elements:

- Personal photo or warm welcoming image
- Coach's experience (10 years in mental health and addiction)
- Philosophy: compassionate, evidence-based, practical
- Mission: helping people make one step at a time
- Mention of online confidential support and family involvement if appropriate

Strategy: Let visitors see the real person behind the coaching. Stories and personal motivation make you relatable and dependable.

Psychology: Knowing who they will work with makes people feel safer and more willing to reach out.

Tone: Be open and relatable. Use first-person or warm third-person voice. Use everyday examples or sincere stories.

Services (Info)

Purpose: Give visitors an easy way to explore each main service, understand the benefits, and choose what matches their needs.

Sections

One On One Recovery Coaching

Purpose: Break down what personalized coaching looks like and how it helps someone stay on track.

Key Elements:

- Who this is for (any adult wanting 1-on-1 support for substance/behavioral recovery)
- Short list of how sessions work (fully online, flexible, confidential, evidence-based)
- Benefits (build routines, handle triggers, stay accountable)
- Button to book a free consultation

Strategy: Encourage visitors to see themselves in the examples and take the next step to book a call.

Psychology: Lots of people wonder if the service fits their exact needs—details and examples make it easy for them to relate.

Tone: Make it personal, direct, and reassuring. Focus on results and what it feels like to get support.

Gambling Behavioral Addiction Support

Purpose: Speak to visitors dealing with gambling or other behavioral addictions, showing that your support is practical, non-judgmental, and effective.

Key Elements:

- List of behavioral addictions served (gambling, gaming, social media, shopping, pornography, compulsive spending)
- Explanation of how coaching helps with triggers, routines, and long-term change
- Stories or examples of change (without using real names)
- Button to start their recovery journey

Strategy: Use direct examples and benefits so visitors feel confident reaching out.

Psychology: Visitors feel vulnerable asking for help—clear, easy-to-understand support lets them know they're not alone.

Tone: Speak with empathy. Address worries directly and celebrate the courage it takes to reach out.

Recovery Lifestyle Accountability Coaching

Purpose: Describe how ongoing structure, skills, and support keep recovery on track long after starting.

Key Elements:

- List of life areas coached: routines, stress, relationships, motivation, confidence
- Explanation of ongoing check-ins and support
- Benefits of accountability and structure
- Button to schedule a session

Strategy: Make clear that support doesn't end after a single call—offer hope for ongoing growth.

Psychology: People often feel lost or isolated after early recovery—ongoing help feels reassuring.

Tone: Sound encouraging, supportive, and motivational. Highlight small steps and progress.

Booking (*Action*)

Purpose: Let visitors easily book a consultation or coaching session online, take advantage of the free consultation, and ask questions.

Sections

Main Content

Purpose: Give visitors a quick way to take the next step for themselves.

Key Elements:

- Online booking form (My Schedulr integration)
- Short description of what to expect: 45 min, private, compassionate session tailored to their needs
- Show business hours and days available
- Info on secure online payment (mention Zelle, Venmo, and upcoming Stripe)
- Contact information if someone has questions

Strategy: Reduce friction and make it simple to book, pay, or reach out to ask for help.

Psychology: A clear and convenient booking page helps people act while motivation is high.

Tone: Keep instructions simple and friendly. Remove any language that might feel overwhelming.

Contact (*Info*)

Purpose: Give people easy ways to reach out with questions or get started if they're not ready to book online.

Sections

Main Content

Purpose: Show all contact options in one place and make the invitation to reach out feel safe and welcoming.

Key Elements:

- Phone number and email clearly shown
- Simple contact form for messages

- Business address (virtual/online only) and hours
- Short invitation to connect for support or information

Strategy: Make it feel low-pressure to get in touch, whether with a quick question or to set up a call.

Psychology: Some people want to speak first without filling out a booking form—having clear options builds comfort.

Tone: Be friendly, approachable, and responsive in all messaging. Normalize reaching out.

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 and Simplicity

Application: Use short paragraphs and clear headlines to explain your services and how people can start.

Implementation: Break up information using simple sections, headlines, and easy action buttons like 'Book a Free Consultation' or 'Schedule a Session'.

Principle: Trust and Comfort

Application: Show positive messages and a welcoming tone throughout the site to help visitors feel safe reaching out.

Implementation: Share your experience, highlight your evidence-based and confidential approach, and use client-friendly language.

Principle: Ease of Action

Application: Reduce the number of steps visitors need to book or contact you.

Implementation: Place action buttons on every page that lead directly to a contact form or booking.

Content Strategy

Area: Homepage

Recommendation: Summarize your main offerings and what makes your support unique in plain language.

Implementation: Open with a short statement about recovery coaching, highlight three main services, and show the free consultation offer with a big, friendly button.

Area: Service Pages

Recommendation: Use everyday language to describe each service so anyone can understand the benefits.

Implementation: List common struggles clients face and how your service can help, followed by a simple call to action such as 'Start Your Recovery Journey'.

Area: About Page

Recommendation: Share your experience and philosophy in a relatable way.

Implementation: Write a short bio and a message about helping people take the next step, using client-focused words.

Area: Booking Page

Recommendation: Provide a clear, step-by-step way to schedule and pay for sessions.

Implementation: Offer simple instructions, clear prices, hours, payment methods, and a concise form for booking.

Conversion Optimization

Technique: Clear Calls to Action

Rationale: Action buttons using plain language help people take the next step right away.

Implementation: Use phrases like 'Book a Free Consultation' or 'Schedule a Session' and place them in visible spots on every page.

Technique: Free Consultation Offer

Rationale: Offering something free encourages more people to reach out.

Implementation: Prominently display the free 15-minute consultation on the homepage and booking page.

Technique: Mobile-Friendly Design

Rationale: Many people looking for support will use their phone, so the process must be smooth.

Implementation: Test your website on phones and tablets to ensure booking and messaging are simple and load quickly.

Priority Focus

Category: Homepage clarity and actions

Description: Make sure visitors quickly learn what you do, who you help, and how to start.

Reason: First impressions drive most contact and bookings.

Category: Booking and contact process

Description: Ensure it's fast and easy to schedule a session or consultation from any page.

Reason: Reducing friction helps more visitors take action.

Category: SEO and visibility

Description: Focus on keywords that describe your recovery coaching so people searching for help can find you.

Reason: Most clients start online and need to find you through search or directories.

Implementation Order

1. Homepage copy and actions
2. Create service pages with clear calls to action
3. Set up booking and contact forms
4. Integrate My Schedulr and payment options
5. Optimize for mobile and speed
6. Complete SEO and directory profile setup
7. Add about/company, FAQ, and other supporting pages

Risk Mitigation

Use of misleading terms implying medical treatment

Category: Compliance

Suggested Action: Review all text to avoid words like 'rehab', 'medical', or 'clinical', and state you offer coaching and support, not medical services.

Payment confusion at booking

Category: User Experience

Suggested Action: Clearly explain payment methods accepted (Zelle, Venmo) before clients book so they know how to pay.

Potential privacy concerns

Category: Trust

Suggested Action: Include short, clear statements about confidentiality on service and booking pages to reassure clients.

Business Impact

Impact Level: High