

# Website Blueprint

## OP-85732

Location: Denver, Colorado, USA

Business Type: Exotic Animal Rescue and Live Reptile Entertainment

Target Audience: Mothers, families, schools, camps, scouts, and animal enthusiasts in the Denver, Colorado area seeking educational and interactive animal experiences. Demographics include parents of young children, educators, youth group leaders, and individuals interested in wildlife and hands-on learning.

## Executive Summary

CANYON CRITTERS is an exotic animal rescue offering fully interactive reptile shows for the Denver, Colorado area. The business stands out by allowing everyone to safely touch or hold animals in every show, with all proceeds supporting the ongoing rescue mission. With over 35 years of professional animal experience and more than two decades of hosting hands-on events, CANYON CRITTERS combines education, entertainment, and community impact in a way that no other service in the area does.

## Primary Goals

- Increase awareness and bookings for live hands-on reptile shows
- Educate the public about exotic animals and responsible pet ownership
- Generate revenue to fully support the animal rescue operations

## Brand Values

- Education and community engagement
- Animal welfare and ethical treatment
- Transparency and hands-on experiences

## Competitive Advantages

- 100% hands-on reptile shows where all attendees can pet or hold animals
- All proceeds directly support the animal rescue
- Over 35 years of professional animal experience and 20+ years of event expertise; fully licensed and insured

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#388E3C
Secondary		#FFD54F
Accent		#4FC3F7

Rationale: Green brings to mind nature and reptiles, which helps people quickly understand the animal rescue and show focus. The yellow is bright and cheerful, making the site appealing to families and kids. The blue adds a friendly pop of color and keeps the look modern and inviting.

## Typography

Heading Font: Fredoka

Body Font: Montserrat

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Fredoka:wght@400;700&family=Montserrat:wght@400;700&display=swap>

## Imagery Style

Use bright, high-quality photos of real rescued animals and people interacting with them. Show kids and families having positive, hands-on experiences. Photos should feel natural and genuine, not staged.

## Overall Aesthetic

Simple, upbeat, and focused on real-life fun with reptiles and animals. The look will be friendly, open, and inviting, with lots of white space to make information easy to find.

## Theme Style

Nature-inspired with a playful touch. Soft edges and rounded buttons, with leaf and animal shapes for little accents. The style should feel educational but never boring.

## Layout Approach

Easy-to-navigate sections with big, clear titles and calls to action. Main services (rescue, shows/parties) should stand out at the top. Home page highlights animal rescue and how to support or donate. Use banners and sections to break up information, keeping it simple for busy parents, teachers, and group leaders.

## **Regional Recommended**

- Include mountain or Colorado-themed touches, like small graphics of mountains or pine trees.
- Highlight the local rescue focus and Denver/Front Range connections.
- Ensure mobile viewing works well for on-the-go users and families.

## **Regional Avoid**

- Do not use zoo or safari themes, as this is a rescue and not a zoo.
- Avoid dark or scary colors that might make animals feel threatening to children.
- Do not overload pages with too much text—keep things clear and easy for families and educators.

# Requirements & Features

## Website Navigation

**Description:** Make sure visitors can easily find the main services (Reptile Educational Programs and Reptile Parties), FAQs, and Contact information using simple main menu links.

**Validation:** Visitors can reach every main section from the home page within one click.

## Contact Options

**Description:** Feature phone number and email on all pages, and include a simple contact form on the Contact page. Do not display the full address, as requested.

**Validation:** Phone number and contact form are easy to find on every page; full postal address is not visible.

## Service Focus

**Description:** Highlight and explain the two main services: Reptile Educational Programs and Reptile Parties, showing how they support the animal rescue mission.

**Validation:** The two services are clearly described and visible on home and service pages.

## Donation Feature

**Description:** Add a place to show a Venmo QR code on the Home page and Contact page so people can easily support the rescue.

**Validation:** Venmo QR code (or placeholder) appears clearly on both pages once provided.

## Image Gallery

**Description:** Show as many provided images as possible throughout the site, especially on pages about the rescue and programs. Include the specific image 'PACFA Sign.jpeg' on the Home page.

**Validation:** 'PACFA Sign.jpeg' displayed on the Home page; other customer-supplied images used across all relevant pages.

## Review Call to Action

**Description:** Add a clear button on the Home page linking to the GigSalad profile for collecting visitor reviews.

**Validation:** Button links correctly and is visible on Home page.

## SEO Basics

**Description:** Use the provided key phrases about animal rescue and shows in website text. Avoid phrases related to animal sales or breeding.

**Validation:** Pages include phrases like 'Exotic animal rescue Colorado' and avoid excluded terms like 'animals for sale'.

## **Mobile-Friendly Design**

**Description:** Ensure the website is easy to use on both phones and computers, with text and images that scale and buttons that are easy to tap.

**Validation:** Pages look good and work well on phones and tablets.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, quickly explain who you are, what you do, and why it matters. Encourage visitors to explore your services, support the rescue, and get in touch.

### Sections

#### Hero

Purpose: Showcase what Canyon Critters does at first glance and immediately grab attention.

Key Elements:

- Large inviting photo with lots of animals and families (use customer images and show hands-on interaction)
- Headline explaining that you offer live reptile shows and support exotic animal rescue
- Mention 35+ years of experience and that all proceeds support the rescue
- PACFA license sign image for trust
- Menu at the top for easy access to all pages

Strategy: Make clear right away what the business offers, build trust with licensing and experience, use a welcoming headline to draw in families, and make it very easy to find the services and contact options.

Psychology: Families and schools need to quickly feel safe and excited about booking. Showing hands-on fun, trust signals, and a direct headline reduces hesitation and sparks interest.

Tone: Friendly, enthusiastic, clear, and reassuring. Keep it simple, use everyday words, and focus on what makes the experience fun and safe for all ages.

#### Cta Block

Purpose: Prompt visitors to take action—request a show, donate, or leave a review.

Key Elements:

- Button to contact you for parties/shows
- Venmo QR code to encourage donations and support the rescue
- Link to Gigsalad review page for customer feedback
- Short, inviting sentences encouraging support, booking, or reviews

Strategy: Make it as easy as possible to reach out, donate, or review—use big, bright buttons and clear instructions.

Psychology: People are most likely to act when it's easy, visible, and they understand the impact. Highlighting how each action helps the rescue makes people feel good about participating.

Tone: Encouraging, direct, warm. Focus on how their action helps animals and the community. Use positive, family-friendly language.

## Schools (*Service*)

Purpose: Explain school and educational programs, answer common school-related questions, and encourage bookings.

### Sections

#### Overview

Purpose: Clearly outline what you offer to schools, camps, and groups.

Key Elements:

- Description of interactive reptile programs for classrooms, assemblies, or special events
- Explanation of how sessions work: hands-on, educational, all animals safe
- Benefits for students: fun, learning, memorable experiences

Strategy: Highlight educational value and safety to appeal to teachers and parents. Use a button to ask for a quote or book a visit.

Psychology: Teachers and parents need to know it's educational, fun, and safe. Show clear benefits and make booking simple.

Tone: Supportive, informative, upbeat. Use inspiring language for learning and discovery.

## **Parties (Service)**

Purpose: Promote reptile parties for birthdays, scouts, and special events. Show what to expect and how to book.

### **Sections**

#### **Overview**

Purpose: Make it easy to imagine having a hands-on reptile party.

Key Elements:

- List of party features: hands-on fun, safe animals, all ages welcome
- Typical party structure: meet & hold animals, Q&A, photos
- Testimonials or quotes from happy families (if available)

Strategy: Paint a picture of a unique, unforgettable event. Use a button to contact for party bookings.

Psychology: Parents want a birthday or event that stands out. Emphasize fun and safety to win them over.

Tone: Excited, family-friendly, simple. Use phrases like 'Make your child's day unforgettable' and 'Book now for a wild experience!'

## **Faqs (Information)**

Purpose: Answer common questions from parents, schools, and anyone booking a show or party.

### **Sections**

#### **Questions**

Purpose: Reduce uncertainty about animals, safety, show details, and the booking process.

Key Elements:

- Are the animals safe?
- Can everyone touch the animals?
- How do I book a show?
- What's included in the price?
- What do we need to provide?

Strategy: Clear, simple answers reduce worries and make people feel ready to book.

Psychology: Addressing concerns up front builds trust and confidence.

Tone: Reassuring, clear, straightforward. No jargon—just easy answers in a friendly tone.

## **Contact Us (*Contact*)**

Purpose: Allow visitors to get in touch, ask questions, and make bookings, and support the rescue through donations.

### **Sections**

#### **Contact Details**

Purpose: Show all the ways to reach you—phone, email, and a form to make it easy.

Key Elements:

- Phone number with click-to-call
- Email address with mail-to link
- Short contact form for easy questions
- Venmo QR code for donations
- Your business hours listed near the form

Strategy: Make it as easy as possible to reach out or donate—use big buttons and clear calls to action.

Psychology: Quick access to contact info and ways to support removes barriers and keeps people engaged.

Tone: Welcoming, inviting, helpful. Encourage people to reach out or support the rescue in any way they can.

## **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:** Make information about services and the rescue mission easy to find and understand, right from the Home page.

**Implementation:** Use clear section headings, brief descriptions, and avoid clutter. State exactly what the business does with a friendly, inviting tone.

**Principle:** Trust building

**Application:** People are sending their kids or group to your event; trust is key.

**Implementation:** Show licenses, testimonials, and insurance coverage near the top of the page. Use genuine reviews and clear safety statements.

**Principle:** Emotional connection

**Application:** Create a bond with families and animal lovers by sharing real rescue stories and photos.

**Implementation:** Show before-and-after animal photos, short rescue stories, and explain how events help save more animals.

**Principle:** Simple choices

**Application:** Don't overwhelm people; keep service options clear and limited.

**Implementation:** Highlight only the two main services, each with a clear next step (like Schedule or Learn More).

## Content Strategy

**Area:** Service descriptions

**Recommendation:** Write short, clear descriptions for each main service so both adults and kids can understand.

**Implementation:** Explain what happens at a program or party, what animals might appear, and how the event supports the rescue.

**Area:** Rescue mission

**Recommendation:** Dedicate space on the Home page to the rescue effort and show how participation helps.

**Implementation:** Add a section about the mission, use photos of rescued animals, and give examples of how funds are used.

**Area:** Common questions

**Recommendation:** Include a FAQ page answering typical questions from schools and parents.

**Implementation:** Cover topics like event safety, animal types, ages welcomed, and how to book a show.

**Area:** Donation requests

**Recommendation:** Invite the community to support the rescue through simple, friendly language.

**Implementation:** Encourage support by explaining the impact, and place the Venmo code with a short message wherever donations are requested.

## Conversion Optimization

**Technique:** Prominent contact form

**Rationale:** Makes it easy for parents and groups to reach out, boosting leads.

**Implementation:** Put the form or a clear 'Contact Us' button above the fold and on every page.

**Technique:** Clear calls to action on services

**Rationale:** Encourages booking by leading visitors to take the next step.

**Implementation:** Add simple 'Book Now', 'Learn More', or 'Check Availability' buttons on each main service.

**Technique:** Review request button

**Rationale:** Builds credibility and trust with new visitors.

**Implementation:** Place a 'Leave Us a Review' button on the Home page linking directly to GigSalad.

**Technique:** Visible donation code

**Rationale:** Easier to make a donation leads to more support.

**Implementation:** Show the Venmo QR code prominently with a short explanation on the Home and Contact pages.

## Priority Focus

**Category:** Clarity of services

**Description:** Make sure the two main offerings (Educational Programs and Parties) are easy to see and understand.

**Reason:** Clear services mean visitors know what to expect and are more likely to book.

**Category:** Trust and safety

**Description:** Highlight credentials, insurance, and customer reviews.

**Reason:** Parents and organizations need to feel confident before reaching out.

**Category:** Easy contact and bookings

**Description:** Put the phone number and contact form where everyone can find it.

**Reason:** Reduces barriers to getting in touch, which increases bookings.

## Implementation Order

1. Set up navigation and page structure (Home, Services, FAQs, Contact)

2. Add contact options and forms (without address)
3. Load customer-supplied images and place key photos (including PACFA sign)
4. Add service information for educational programs and parties
5. Insert review button linking to GigSalad
6. Place Venmo QR code (or placeholder) in Home and Contact once provided
7. Ensure mobile-friendly and easy-to-use design
8. Add clear donation and rescue mission messaging
9. Review for complete SEO phrase coverage and update as needed

## **Risk Mitigation**

### **Outdated information**

**Category:** Content

**Suggested Action:** Review and update website text and images at least every 6-12 months.

### **Missing address confusion**

**Category:** Customer trust

**Suggested Action:** Add a short note explaining why there is no public location (for animal safety and rescue focus).

### **Missing or broken images**

**Category:** Visual experience

**Suggested Action:** Check that all images display correctly and replace missing ones promptly.

## **Business Impact**

**Impact Level:** High