

Website Blueprint

OP-86042

Location: Chantilly, VA, USA (Washington, DC metro region)

Business Type: Federal Contracting and Management Consulting

Target Audience: Federal agency customers, federal contracting partners, and prospective employees; primarily decision-makers and procurement officers in government agencies, as well as professionals seeking careers in federal consulting. Demographics include mid- to senior-level government officials, program managers, and technology leaders, with a focus on those seeking efficiency, compliance, and innovation in government operations.

Executive Summary

Savvee Inc. is a Service-Disabled Veteran-Owned Small Business with over 20 years of experience delivering management and technology services that help federal agencies improve efficiency and performance. What makes Savvee unique in the government market is its strong service culture, stable reputation, and a broad range of support, from strategic management to AI-powered solutions, setting it apart from competitors by combining veteran leadership with a focus on real mission success. The new website will showcase this experience, highlight key services, and attract both federal customers and partner organizations, positioning Savvee as a go-to partner for federal contracting needs.

Primary Goals

- Enhance online presence and modernize website to reflect current capabilities
- Attract new federal agency clients and contracting partners
- Recruit qualified professionals to join the organization

Brand Values

- Efficiency
- Integrity
- Empowerment

Competitive Advantages

- Certified Service-Disabled Veteran-Owned Small Business (SDVOSB)
- Founded and led by an Air Force veteran with 23 years of industry experience
- Comprehensive, end-to-end management and technology services tailored for federal agencies

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1a4572
Secondary		#ededed
Accent		#39b54a

Rationale: The main color is a strong blue, which gives a sense of trust and professionalism that federal contracting customers look for. The light gray keeps things clean and modern, making the site feel open and easy to read. The bright green accent adds a touch of energy and innovation, helping important buttons and highlights stand out without being too flashy.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Use real, high-quality photos of your team at work, partnerships, and technology environments. Focus on professional situations that show collaboration, leadership, and innovation. Avoid generic or cartoonish images.

Overall Aesthetic

The site should feel modern, clean, and direct—easy to use and not too busy. It should give a serious, reputable first impression, showing that your company is reliable and up-to-date without feeling cold.

Theme Style

Professional and trustworthy with a subtle modern touch. Use strong blue and clean lines for structure, and green accents for action items. Avoid heavy use of dark colors or overwhelming graphics.

Layout Approach

Keep pages simple and well-organized, with sections divided by clear headings. Information should be easy to find, with calls-to-action like 'Contact Us' or 'Learn More' standing out in green. Side menus or

sticky headers are a good choice for large sites so busy professionals can navigate quickly. Make sure content never feels cluttered.

Regional Recommended

- Include visual references to the Washington, DC area if possible, such as subtle photos of recognizable landmarks or government buildings, but keep them understated.
- Use images that reflect diversity and teamwork to appeal to the region's broad professional audience.
- Keep all colors and style choices neutral and professional to align with federal standards.

Regional Avoid

- Avoid using heavy patriotic themes or too much red, white, and blue together, as this can look cliché.
- Do not use heavy regional slang or casual imagery—not appropriate for federal and B2B audiences.
- Avoid using stock photos that look too staged or unrelated to consulting or government work.

Requirements & Features

Homepage Clarity

Description: The homepage should quickly explain what Savvee Inc. offers and who it serves, using simple language and clear calls to action.

Validation: Website visitors can understand company services and audience within 5 seconds of arrival.

Navigation

Description: Make it easy for visitors to find pages about services, industries served, leadership, contract vehicles, AI capabilities, careers, and contact information from any page.

Validation: All main pages are accessible in two clicks or less from the homepage.

Contact Options

Description: Show phone number, email, and address clearly on every page, especially on the contact page, so agencies and partners can reach out easily.

Validation: Contact form, phone, and email are visible on the contact page and footer.

Service Pages

Description: Build separate pages for each core service area with business-friendly language, short descriptions, and clear next steps for government buyers and partners.

Validation: Each top service has its own page with overview, benefits, and contact or 'learn more' option.

SEO Keyword Focus

Description: Include search phrases like 'Federal contractor', 'SDVOSB', 'Federal consulting services', and similar terms in page titles and descriptions to help agencies find the website.

Validation: Site appears in Google for at least three target phrases within three months.

Careers Page

Description: Dedicate a careers page that shares benefits of working at Savvee and invites applications, making it appealing for job seekers.

Validation: Page has at least one way to submit a resume or link to job postings.

Speed and Simplicity

Description: Ensure pages load quickly and design stays simple, clean, and modern, as requested.

Validation: Homepage loads in under 3 seconds; site passes Google PageSpeed test minimum.

Social Media

Description: Show only LinkedIn as the main social media since that best connects with partners and potential employees.

Validation: LinkedIn button is visible and functional in header or footer.

Mobile Friendliness

Description: Make sure the website looks good and works well on phones and tablets.

Validation: Site passes Google mobile-friendly test; menus and text are readable on mobile devices.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Main landing page

Sections

Hero

Purpose: Main value proposition

Key Elements:

- Headline
- Subheadline
- CTA

Strategy: Clear value proposition

Psychology: First impression matters

Tone: Professional and trustworthy

Cta Block

Purpose: Lead generation

Key Elements:

- Contact form
- Phone number

Strategy: Multiple contact options

Psychology: Reduce friction

Tone: Action-oriented

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 Impressions Matter

Application: Help visitors immediately understand what Savvee does and why it matters.

Implementation: Place a short, clear headline and a description at the top of the homepage, followed by a strong call to action button like 'Contact Us' or 'See Our Services'.

Principle: Reduce Friction

Application: Make key actions, like contacting Savvee or browsing services, easy and fast.

Implementation: Use large, easy-to-read buttons and limit the number of steps needed to find information or fill out a contact form.

Principle: Consistent Branding

Application: Show a stable and mature image to federal buyers and partners.

Implementation: Use professional colors, the company logo, and a uniform look across all pages.

Content Strategy

Area: Service Descriptions

Recommendation: Write in clear, business-friendly language and avoid federal jargon where possible.

Implementation: Each service page should have a short summary, list benefits for agencies, and give visitors a simple next step.

Area: SEO Content

Recommendation: Focus on terms used by federal procurement staff and avoid local-only phrases.

Implementation: Add the agreed keywords in page headings and summaries as naturally as possible.

Area: Careers Messaging

Recommendation: Showcase the company's positive culture and mission-focus to attract job seekers.

Implementation: Highlight employee values, growth opportunities, and team culture on the careers page.

Conversion Optimization

Technique: Always-Visible Contact Information

Rationale: Federal agencies and partners want quick ways to reach out or start procurement discussions.

Implementation: Display phone number, email, and a short contact form in the site footer and on the contact page.

Technique: Clear Calls to Action

Rationale: Visitors are more likely to take action when shown an obvious next step.

Implementation: Add buttons like 'Request Information', 'Work With Us', or 'Join Our Team' after each main service description and on key pages.

Technique: Fast Page Loads

Rationale: Government buyers may leave if the site is slow or feels unprofessional.

Implementation: Use compressed images and a speed plugin; keep layouts light and simple.

Priority Focus

Category: Homepage Clarity and Navigation

Description: Make it immediately clear what Savvee does and who it's for; make all key pages easy to reach.

Reason: Federal buyers and partners need quick understanding and easy access to relevant information.

Category: Service Pages for Core Offerings

Description: Highlight each major service area in its own section or page.

Reason: Target audience often reviews services before reaching out, especially in federal contracting.

Category: SEO and Conversion

Description: Use terms that decision-makers search for and include clear ways to contact or start procurement.

Reason: This drives relevant traffic and helps convert visitors into leads or partners.

Implementation Order

1. Homepage clarity and navigation setup
2. Contact information on every page
3. Service page build-out for each main offering
4. Careers and team pages
5. SEO content updates and keyword placement
6. Performance and speed improvements
7. Mobile-friendliness checks
8. Final review and launch

Risk Mitigation

Dated site visuals or structure

Category: Design

Suggested Action: Use modern fonts, light backgrounds, and a simple menu to create a trustworthy, up-to-date feel.

Hidden or hard-to-use contact information

Category: Conversion

Suggested Action: Place contact form and essential details on every page, especially on the contact page and footer.

Too much local focus

Category: Content

Suggested Action: Focus content on national reach and federal markets; avoid references tied only to location.

Overly technical or 'inside baseball' language

Category: Content

Suggested Action: Review all page copy for clarity and use simple business terms where possible.

Business Impact

Impact Level: High