

Website Blueprint

OP-86114

Location: Tenafly, NJ, USA

Business Type: Retail Ecommerce – Music Industry Data & Reports

Target Audience: Professionals, businesses, and enthusiasts in the music and audio industry worldwide, including Asia, Europe, North America, and South America. Audience includes music industry executives, analysts, retailers, manufacturers, and anyone seeking authoritative data and analysis on the music business.

Executive Summary

Music Trades is the only company providing detailed data and analysis reports for the music industry, serving professionals worldwide since 1890. By offering unique, up-to-date information on music products, suppliers, retailers, and market trends, Music Trades stands out as the trusted source for accurate, authoritative data—unmatched by any competitor. The new website will showcase these exclusive reports and subscriptions, making them easy for customers across the globe to find and purchase.

Primary Goals

- Sell subscription-based access to music industry data and reports
- Establish and reinforce Music Trades as the leading source of music industry analysis
- Provide a seamless online experience for purchasing and accessing PDF reports

Brand Values

- Authority in music industry data
- Longevity and tradition since 1890
- Global reach and inclusivity

Competitive Advantages

- Only company providing this specific service
- Established presence in the music industry since 1890
- Comprehensive, authoritative data and analysis

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#222D3C
Secondary		#D4AF37
Accent		#FFFFFF

Rationale: Deep blue gives a professional and authoritative look, which matches the long history and leadership of the business in the music industry. Gold adds a sense of prestige and excellence, while clean white space makes information clear and easy to read, especially for people who spend time reviewing detailed reports and data.

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

Images should look sharp and professional, with a focus on music, charts, and people working in the industry. Use clean, high-quality graphics that show data, music equipment, and industry events to build trust and credibility.

Overall Aesthetic

The site should look trustworthy and established, with a clean, no-nonsense feel. Keep things uncluttered, with well-spaced sections and clear headings, letting the data and reports be the main focus.

Theme Style

Professional and modern with a hint of classic touch, using strong, simple shapes and highlighting the long heritage of the business. This blends tradition and innovation, appealing to both experienced industry executives and new users.

Layout Approach

Use a simple, organized layout with a clear menu and easy access to products and subscriptions. Make sure the rotating banner stands out on the home page to highlight key reports and features, and keep product pages focused on benefits and easy checkout.

Regional Recommended

- Use clear English text, but keep space for easy translation if needed.
- Make sure color contrast is strong so text is easy to read in all regions.
- Include images and data that are relevant worldwide, since the audience is global.

Regional Avoid

- Don't use images or icons that are only familiar in the United States.
- Avoid bright, flashy colors that may distract from the data.
- Steer clear of busy backgrounds or patterns that make the site look cluttered.

Requirements & Features

Homepage Rotating Banner

Description: Add a rotating banner on the homepage featuring key products and services, using provided high-quality images from the existing website.

Validation: Banner rotates between at least three key product images with text captions.

Ecommerce Storefront

Description: Set up an online store to sell PDF and Excel reports about the music industry. Make it easy to browse, purchase, and receive downloads.

Validation: Customers can view all products, add to cart, pay online, and receive their report instantly by download or email.

Easy Contact Options

Description: Display an email contact form so customers worldwide can easily get in touch, but do not show phone or physical address details.

Validation: Contact form is visible, works correctly, and sends messages to the provided business email.

Clear Product Pages

Description: Create dedicated pages for each featured report with simple explanations, price, and a purchase button.

Validation: Each product has its own page with description, price options, and buy/download feature.

Professional Branding

Description: Show the official logo and slogan on every page to remind visitors of the brand's authority and long history.

Validation: Logo and slogan are clearly visible on the top and/or bottom of every page.

Fast and Reliable Website

Description: Make pages load quickly across all devices and regions, so global customers have a good experience.

Validation: Site loads in under 3 seconds for desktop and mobile visitors worldwide.

Clear and Consistent Navigation

Description: Set up simple menus that make it easy to find reports, subscriptions, and how to contact you without confusion.

Validation: Top menu has clear links to Home, Reports, Subscriptions, About, and Contact.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, explain what the business offers right away, and guide them to the main products and reports.

Sections

Hero

Purpose: Grab the attention of visitors as soon as they arrive, making it clear this is the leading source for music industry data since 1890.

Key Elements:

- Large image or rotating banner with strong visuals from the music industry
- Business logo
- Slogan: 'The Leading Source of Data and Analysis since 1890!'
- Short, clear introduction about unique music industry reports and expertise

Strategy: Quickly show visitors you are the trusted, original source for in-depth music business reports and invite them to browse featured data products.

Psychology: First impressions matter. Highlighting your legacy and exclusivity builds trust right away. Visitors should feel confident they have arrived at the authoritative site for music industry data.

Tone: Use confident, knowledgeable, and welcoming language. Stress tradition and uniqueness in a way that feels inclusive for all who are interested in the music business.

Cta Block

Purpose: Prompt visitors to take the next step by exploring the reports or making a purchase.

Key Elements:

- Clear button to contact you by email
- Direct, standout button to view or buy reports
- Short statement on secure digital delivery after payment
- Quick links to featured reports

Strategy: Use clear actions and easy-to-spot buttons to push visitors toward shopping or getting in touch for questions.

Psychology: People are more likely to buy or connect when steps are simple and straightforward. Removing barriers by making next actions obvious will encourage more visitors to move forward.

Tone: Be clear, direct, and action-focused (for example: 'Buy Now', 'See All Reports', 'Contact Us'). Make it hassle-free and trustworthy.

Other Pages ()

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: Build Trust Fast

Application: Show your long history and 'since 1890' everywhere to help new visitors trust your reports and business.

Implementation: Place your slogan under the logo and repeat your years in business in prominent spots like the header or homepage banner.

Principle: Reduce Choices to Guide Action

Application: Don't overwhelm buyers with too many choices at once. Help them compare key reports easily.

Implementation: Feature main reports in the homepage banner with simple 'Buy Now' buttons and clear sections, with links to deeper details if needed.

Principle: Clarity Beats Cleverness

Application: Make everything clear, from product titles to purchase steps, since your shoppers include busy professionals.

Implementation: Use plain titles: 'Music Industry Census Report,' 'Top 100 Suppliers Report', and clear purchase instructions.

Content Strategy

Area: Product Information

Recommendation: Use direct, plain descriptions for each report and its value, showing what the buyer will get after paying.

Implementation: Place a summary and bullet points for each report's contents and benefits on the product page, with a copy sample if possible.

Area: Homepage Introduction

Recommendation: Quickly explain what your business offers and why it's valuable right on the home page.

Implementation: Write a clear intro that says you offer the world's leading music industry data and reports since 1890.

Area: Purchase Instructions

Recommendation: Explain simply how to buy and receive reports.

Implementation: Add a short message above the product list: 'Choose your report, pay online, and get your files in minutes.'

Conversion Optimization

Technique: Show Security and Privacy Information

Rationale: Global customers want to know buying is safe, especially since most sales are digital.

Implementation: Display simple security badges or short messages like 'Secure payments—no account needed' near the checkout.

Technique: Highlight Best-Selling Products

Rationale: New customers are more likely to buy if they see what others are purchasing.

Implementation: Label popular reports with 'Best Seller' or 'Most Purchased' tags and put them near the top of the list.

Technique: Use Simple Checkout Steps

Rationale: The fewer steps to buy, the more likely visitors will complete their purchase.

Implementation: Use one page for checkout, limit the amount of information needed, and offer instant file delivery.

Priority Focus

Category: Homepage Rotating Banner

Description: The homepage banner should quickly show your most important products and authority.

Reason: Most visitors decide in seconds if your site is right for them. Great banners with clear info will keep them interested.

Category: Ecommerce Storefront

Description: Having a reliable, easy-to-use online store is critical for quickly selling reports to a global market.

Reason: Global customers need to trust that buying is simple and safe.

Category: Easy Contact Options

Description: Let visitors easily contact you by email (no phone/address).

Reason: Makes your business welcoming without exposing unwanted contact details.

Implementation Order

1. Set up the main website design with logo, slogan, and navigation
2. Add homepage rotating banner with selected product images and messages
3. Build product pages for each report with clear pricing and descriptions
4. Install and test the ecommerce plugin for easy digital purchases
5. Add and test the email contact form
6. Check page loading times and set up cache/speed tools if needed

Risk Mitigation

Plugin or technical failure (banner, checkout, or contact form)

Category: Website Functionality

Suggested Action: Regularly check that banners, checkout, and contact form work correctly; update plugins when notified.

Spam or unwanted contact submissions

Category: Customer Communication

Suggested Action: Use a simple spam filter on the contact form; check incoming messages regularly.

Slow loading for global visitors

Category: Website Speed

Suggested Action: Use lighter images for banners and use a speed plugin to help the site load faster everywhere.

Business Impact

Impact Level: High