

Website Blueprint

OP-86798

Location: Mattawan, Michigan, USA (serving Kalamazoo/Portage and Southwest Michigan)

Business Type: Full Service Travel Agency

Target Audience: Adults aged 40 and above with medium to high-end budgets, luxury and adventure travelers, couples, multi-generational families, groups, travel enthusiasts, and individuals seeking personalized travel planning who prefer not to book online or handle arrangements themselves.

Executive Summary

Aqua & Earth Travel stands out by offering one-on-one, personalized travel planning with a strong focus on group trips and custom experiences for adults aged 40 and above. Unlike larger agencies or online booking sites, clients benefit from direct, caring service, 16 years of travel expertise, ongoing destination training, and detailed digital itineraries. This business positions itself as the top choice for Southwest Michigan and USA travelers who want worry-free travel and a uniquely tailored touch.

Primary Goals

- Design and deliver tailor-made travel itineraries for groups, couples, and families
- Establish a strong, professional online presence to attract target clientele
- Highlight expertise in group travel, special occasions, and unique, non-commoditized experiences

Brand Values

- Personalized service
- Expertise and experience
- Attention to detail

Competitive Advantages

- 16 years of industry experience with a background in event planning and project management
- Woman-owned business with a highly personal, boutique approach (not an online agency)
- Specialization in group travel and unique, one-of-a-kind experiences that cannot be booked online

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#28536B
Secondary		#C0DED9
Accent		#F6AA1C

Rationale: The main color is a deep blue-green that feels trustworthy and calming, which makes visitors feel comfortable and confident in your service. The soft teal supports a welcoming, clean look, while the warm gold accent adds a touch of energy, luxury, and helps important buttons and calls to action stand out. These colors also connect to the idea of earth, water, and travel adventures, making visitors dream about their next trip.

Typography

Heading Font: Playfair Display

Body Font: Lato

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

Imagery Style

Use large, crisp photos that spark excitement and make people dream about travel. Feature a mix of awe-inspiring landscapes, city scenes, happy groups, and couples enjoying special moments. Mix in your own travel photos with high-quality professional ones. Show key destinations like Europe, Alaska, and Hawaii. Photos should feel welcoming, adventurous, and memorable.

Overall Aesthetic

The overall look is fresh, dreamy, and polished. It feels both friendly and high-end, helping clients trust you with their special trips. There is plenty of white space so the pages never feel cluttered. The design helps visitors focus on your story, special services, and beautiful photos.

Theme Style

Modern travel magazine meets boutique service. Clean lines, subtle details, and use of elegant fonts and a warm accent color help the website feel personal yet refined. The style invites visitors to explore and makes it clear this is not a do-it-yourself site—your service and knowledge are the highlight.

Layout Approach

Use easy-to-follow layouts with bigger photos at the top and clear sections below, so visitors of all ages can browse easily. Menus are simple and clear, with buttons for hosted group trips and main services. Sections have headlines, short explanations, and calls-to-action, making it easy for clients to contact you. Leave enough space around each photo or text so nothing feels crowded.

Regional Recommended

- Images of Michigan lakes, local vineyards, and Southwest Michigan scenery for local clients
- Photos from popular destinations for US travelers, especially Europe, Alaska, and Hawaii
- Friendly, inviting photos that show Midwest warmth

Regional Avoid

- Avoid overly flashy or tropical color combinations not suited for Midwest audiences
- Skip cliches like palm trees unrelated to your featured trips
- No budget or 'cheap' travel visuals, as your clients are looking for high-quality service

Requirements & Features

string

Description: string

Validation: string

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: string

Application: string

Implementation: string

Content Strategy

Area: string

Recommendation: string

Implementation: string

Conversion Optimization

Technique: string

Rationale: string

Implementation: string

Priority Focus

Category: string

Description: string

Reason: string

Implementation Order

1. array

Risk Mitigation

string

Category: string

Suggested Action: string

Business Impact

Impact Level: High | Medium | Low