Website Blueprint

Demo Site V2

Location: Tenafly, NJ, USA

Business Type: Music Industry Data & Analysis Publisher

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, manufacturers, retailers, analysts, and anyone seeking authoritative data and insights on the music business.

Executive Summary

Demo Site V2 is the leading provider of detailed reports and data analysis for the music industry, serving professionals, businesses, and enthusiasts around the world. With over a century in the industry and unmatched coverage, it stands out for its unique, reliable insights, offering an exclusive service with no direct competition. The website's e-commerce platform will make it easy for customers to access and purchase authoritative data, positioning Demo Site V2 as the go-to source for up-to-date music industry information.

Primary Goals

- Provide comprehensive reports and data analysis about the music industry
- Sell subscription-based and one-off data reports to a global audience
- Maintain and enhance the company's reputation as the leading source of music industry data since 1890

Brand Values

- Authority in music industry data
- Longevity and trustworthiness
- Global reach and inclusivity

Competitive Advantages

- Only company providing this specific service
- Established presence in the music industry since 1890
- Unmatched expertise and historical data coverage

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#16334A
Secondary		#FFFFFF
Accent		#E0A80D

Rationale: Deep blue gives a sense of trust, expertise, and professionalism that fits well with publishing and research. White keeps everything clean and easy to read. Gold is used as an accent to give a premium and established look, reflecting long history and leadership in the music industry.

Typography

Heading Font: Oswald

Body Font: Open Sans

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

Imagery Style

Use real photos and wide, high-quality images showing data reports, charts, the music industry at work, and global business. Banners should be professional, with images borrowed from the existing website as much as possible. Avoid generic clip art.

Overall Aesthetic

Trusted and established, but modern. It should feel welcoming, organized, and professional, making it easy for any visitor to find information, shop, or get in touch.

Theme Style

Simple, professional, and clean—focused on clear sections, lots of white space, and strong use of the main blue and accent gold to break up the page.

Layout Approach

Flexible and easy to use on any device. Key services and products should be featured right on the home page, with rotating banners to highlight top reports. Clear buttons for shopping and contacting. Use grids and clear headings so visitors can quickly find the report or service they want. E-commerce buttons

should be obvious and easy to use.

Regional Recommended

- Use simple, high-contrast color combinations for global readability.
- Google Fonts support many languages and are reliable in most countries.
- Show worldwide reach in banners or icons (e.g., global imagery, map visuals).

Regional Avoid

- Avoid fonts or images with a local-only or U.S.-centric look.
- Do not use tiny text or faint color contrast that may be hard to see in different regions.
- Do not fill the site with overly busy or flashy graphics that could distract from data and reports.

Requirements & Features

Homepage Design

Description: Show what your business does right away. Use your slogan, a summary sentence, and a banner image from your files. Highlight your three main services: Subscription, Data Reports, and Music Industry insights.

Validation: First-time visitors understand the business in under 5 seconds and see the top three services clearly.

Product Pages

Description: Create dedicated pages for each report, using the provided content from your word document. Make sure buttons for buying or learning more are highly visible.

Validation: All main reports and products have separate, easy-to-find pages with a clear buy button.

Ecommerce Setup

Description: Add all products: reports, data packages, and bundles, with correct pricing and formats (PDF, Excel, or both). Use the built-in store tools provided by your Pro Website Siteplus with Ecomm package.

Validation: All products are listed, priced, and easy to buy.

Global Accessibility

Description: Make sure visitors from any country can view and buy your reports. Use clear, simple words, and clarify download format (PDF, Excel) with every product.

Validation: No U.S.-only info or restrictions; product files are listed as electronic delivery (PDF, Excel).

Contact Form

Description: Add a contact form linked to paul@musictrades.com for questions. Do not display a phone number or address, matching your wishes.

Validation: Contact page has a simple form and does not show address or phone.

Images & Visuals

Description: Use approved images from your files for banner and product sections. Use the rotating banner feature purchased.

Validation: Banner images are visible and pages look professional.

Simple Navigation

Description: Make it easy to find homepage, reports, subscriptions, and the contact form from the top menu. Use everyday names for pages.

Validation: Visitors can reach all main areas in one click from the top menu.

Mobile-Friendly Pages

Description: Make sure every page looks good and works on phones and tablets, as your audience is worldwide and may use any device.

Validation: Test pages on a smartphone and tablet; buying reports is easy on mobile.

Fast Page Load

Description: Ensure all pages, especially with images and banners, open quickly worldwide.

Validation: Homepage loads in 3 seconds or less for users in different regions.

No Social Media Links

Description: Do not show Facebook or Instagram links on your site since you do not use them.

Validation: Site does not display any social media icons or links.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and help them understand the value of Music Trades while guiding them quickly to the main services, data reports, and subscription offers.

Sections

Hero

Purpose: Make a memorable first impression and clearly explain that Music Trades is the world's leading source of music industry data and analysis since 1890.

Key Elements:

- Company logo and tagline
- Striking image that shows global music business or industry research theme
- Short sentence explaining what you do and why it matters
- Menu at the top for easy navigation

Strategy: Show credibility right away, display a professional look, and prompt visitors to start exploring reports with a visible button.

Psychology: Visitors often decide quickly if a site is trustworthy. Using familiar images and clear language lowers anxiety and builds trust.

Tone: Be clear, professional, and direct. Reinforce authority and experience without jargon. Show confidence in what you offer.

Cta Block

Purpose: Encourage visitors to take the next steps such as learning more, subscribing, or buying a report.

Key Elements:

- Button to contact you (email, web form)
- Prominent button to browse reports or subscribe
- Short testimonial or quote about your unmatched authority

Strategy: Remove barriers with easy buttons and clearly tell visitors what you want them to do next.

Psychology: People respond to easy paths and peer validation—make next actions simple and show social proof.

Tone: Make calls to action strong and reassuring. For example: 'Start your research', 'Get the latest report', or 'Contact our experts'.

About (*Info*)

Purpose: Share the history, credibility, and mission of Music Trades, emphasizing its unmatched experience and global reach.

Sections

Main Content

Purpose: Tell your story, give reasons to trust you, and explain why your work matters.

Key Elements:

- Business history since 1890
- What makes your reports and data unique
- Photos from your archives or business milestones

Strategy: Show that you're the original and most trusted source by talking about your heritage and exclusive data.

Psychology: People want to buy from the best—your history is proof of value. Familiar stories make visitors feel at home.

Tone: Friendly and confident, focusing on 'why choose us'.

Products And Reports (*Ecommerce*)

Purpose: List and describe all available music industry data reports along with clear pricing and purchase options.

Sections

Main Content

Purpose: Help buyers find exactly the right report fast, view details, and buy or subscribe easily.

Key Elements:

- Each product: name, price, short description, who it helps, what it covers
- Clear Buy Now or Add to Cart buttons
- Highlight packages like 'Buy All Four' for savings
- Images of sample reports or covers

Strategy: Use packages, recommendations, and plain pricing to encourage bigger purchases.

Psychology: People act when choices are clear, easy, and value is obvious. Bundles increase average order value.

Tone: Concise, honest, direct—speak as you would to a busy executive or analyst.

Subscriptions (*Service*)

Purpose: Showcase the value of ongoing access to reports and regular updates through a subscription.

Sections

Main Content

Purpose: Explain the benefits of being a subscriber and make it easy to sign up.

Key Elements:

- Subscription levels and what they include
- Benefits: always up-to-date, best deals, early access
- Simple subscribe button

Strategy: Show long-term value, not just one-time benefits.

Psychology: People want exclusive access and ongoing value when investing in subscriptions.

Tone: Positive and focused on the word 'access', 'insider', 'advantage'.

Contact (*Contact*)

Purpose: Let potential buyers and partners contact Music Trades easily for more info, support, or bulk purchases.

Sections

Main Content

Purpose: Make it simple for any visitor to send questions, ask for quotes, or get help.

Key Elements:

- Contact email: paul@musictrades.com
- Simple web form for submitting questions
- Physical address not shown (as requested)

Strategy: Easy forms mean more people reach out, leading to more sales.

Psychology: Fewer steps leads to more action; visitors want privacy and quick responses.

Tone: Polite, clear, and inviting. Avoid being formal—speak openly.

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: Show Value Instantly

Application: Put your slogan and main services at the very top so everyone quickly sees what you offer.

Implementation: Use your main banner image, slogan, and a short sentence explaining your reports and analysis right on the homepage.

Principle: Keep Choices Simple

Application: Avoid clutter, and make sure main actions like 'Buy Report' or 'Contact' are easy to find.

Implementation: Stick to a top menu with just a handful of clear options: Home, Reports, Subscription, Contact.

Content Strategy

Area: Product Detail

Recommendation: Each report should have its own page with a simple summary and what makes it valuable.

Implementation: Use content exactly as provided by you, keeping it clear and as-is for all service and product pages.

Area: Global Approach

Recommendation: Write everything so it makes sense for people around the world, even if English is not their first language.

Implementation: Use everyday words, avoid U.S.-only references, and always state 'electronic delivery'.

Conversion Optimization

Technique: Clear Buy Buttons

Rationale: People are more likely to buy if it's obvious where to click.

Implementation: Put large, noticeable 'Buy Now' or 'Get Report' buttons near the top of every product page.

Technique: Fewer Steps to Purchase

Rationale: Reducing clicks increases sales.

Implementation: Make sure people can go from seeing a product to buying it in the fewest steps possible.

Priority Focus

Category: Homepage Clarity

Description: Make it clear, right away, what your site does and how to buy your main products.

Reason: This helps people trust your business and start buying with confidence.

Category: Ecommerce Functionality

Description: All reports and bundles are listed with their real prices and formats.

Reason: Makes it easy for people anywhere in the world to understand what they're getting and buy right away.

Category: Contact Form Setup

Description: Add a contact form linked to your email, leaving out address or phone for privacy.

Reason: Ensures your worldwide audience can reach you, but protects your direct contact details.

Implementation Order

1. Homepage Design and Main Banner
2. Set Up Product and Report Pages
3. Ecommerce Product Listing
4. Simple Top Menu and Navigation
5. Contact Form Setup
6. Mobile Test and Fast Loading
7. Double-check for No Social Media Links
8. Banner/Image Quality Review

Risk Mitigation

Missing or Slow Banner Images

Category: Site Performance

Suggested Action: Use only approved banner images and make sure files are not too large so the site loads fast.

People Can't Reach You

Category: Contact

Suggested Action: Double check the contact form works and goes to your email.

Broken Buy Buttons

Category: Ecommerce

Suggested Action: Test all 'Buy' or 'Get Report' buttons on every device, including phones and tablets.

Business Impact

Impact Level: High