

# Website Blueprint

## OP-83943

Location: Alameda, CA, USA

Business Type: Trauma-Informed Somatic Relationship Coaching

Target Audience: Individuals who are relationally oriented, self-reflective, and seeking depth rather than quick fixes. Typically adults who feel stuck in recurring relationship patterns (anxious, avoidant, people-pleasing, withdrawing), are aware their struggles are rooted in attachment and early experiences, have often tried talk therapy or self-help but still feel something isn't shifting, and want to heal inner child and attachment wounds in a gentle, embodied way. They value presence, attunement, emotional honesty, and are motivated by growth but tired of self-criticism. The business is inclusive and offers sliding scale rates for BIPOC and LGBTQ+ communities.

## Executive Summary

Kelly Nicole Coaching offers trauma-informed, somatic relationship coaching designed to help adults heal attachment wounds and recurring relationship patterns. Unlike competitors, the business focuses on creating a deeply attuned, experiential space that supports true transformation for those who haven't found lasting change through talk therapy. Kelly Nicole Coaching stands out by blending body-based methods, empathy, and a personalized approach, welcoming a diverse community with sliding scale rates for BIPOC and LGBTQ+ clients.

## Primary Goals

- Help clients heal attachment and inner child wounds through somatic and experiential coaching
- Facilitate greater self-trust, emotional regulation, and authentic connection in relationships
- Expand reach to a global audience seeking trauma-informed relationship support

## Brand Values

- Attunement
- Empathy
- Authenticity

## Competitive Advantages

- Centering the coach-client relationship as a healing container, not just talk-based coaching
- Integration of multiple somatic practices, attachment theory, parts work, and conscious communication
- Specialized support for clients with attachment and developmental wounds, offering accessible and grounded experiences

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#749985
Secondary		#f5f1ee
Accent		#cda799

Rationale: We chose a gentle green for the main color to create a sense of calm and growth, reflecting healing and transformation. A light creamy background keeps the site open and welcoming, while the soft clay accent brings warmth and a touch of earthiness that feels approachable and grounded. Together, these colors support a safe, soothing, and inclusive environment that fits Kelly Nicole Coaching's healing approach.

## Typography

Heading Font: Playfair Display

Body Font: Lato

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

## Imagery Style

Photos of Kelly, real people (individual or together), and calm, natural environments. Use warm, authentic moments that show genuine connection and personal growth. Images should feel relaxed, gentle, and honest, helping site visitors feel seen and included.

## Overall Aesthetic

The website should feel welcoming, peaceful, and grounded. It should make people feel safe, supported, and understood when they visit. Every part of the site needs to look approachable without being too busy or flashy.

## Theme Style

Modern, clean, and uncluttered with soft edges and lots of space. Use natural, calming colors and images. Highlight safety, growth, and emotional warmth in the design.

## Layout Approach

Simple, open pages with easy-to-follow sections. Each main service gets its own clear area. Calls to action like 'Book a free consultation' stand out. Use photos and space to make everything feel easy to read and move through. Avoid clutter and keep the focus on support and authenticity.

### **Regional Recommended**

- Avoid bright, flashy colors; use warm, gentle tones.
- Reflect diversity in imagery to include BIPOC and LGBTQ+ community.
- Make sure fonts are large enough and easy to read for all ages.

### **Regional Avoid**

- Do not use clinical or sterile images.
- Avoid cold or dark backgrounds.
- Steer clear of fonts that are too decorative or hard to read.

# Requirements & Features

**string**

**Description:** string

**Validation:** string

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, introduce Kelly Nicole Coaching, and help people quickly understand how she can help them heal relationship patterns through trauma-informed, body-based coaching.

### Sections

#### Hero

Purpose: Make a strong first impression and help visitors immediately see what Kelly Nicole Coaching does and who it is for.

Key Elements:

- Business name: Kelly Nicole Coaching
- Short, heartfelt message about healing relationship patterns and feeling at home with oneself
- Featured image chosen to show warmth, presence, and attunement
- Slogan: Come home to yourself and begin your healing work with me

Strategy: Encourage visitors to read more or reach out for a free consultation by clearly stating the offer upfront.

Psychology: People arriving with pain or confusion need to quickly feel safety and hope. Seeing relatable words and a caring photo helps them feel seen and builds trust instantly.

Tone: Calm, understanding, and welcoming. Use simple words that make visitors feel supported and cared for from the start.

#### Cta Block

Purpose: Guide visitors to connect with Kelly for a free consultation or to learn more about services.

Key Elements:

- Short statement inviting a free initial call
- Button to contact you or schedule a call
- Mention of sliding scale rates for BIPOC and LGBTQ+ communities
- Easy-to-find phone number and email

Strategy: Remove barriers: use gentle, direct language and keep contact options clear so visitors feel it's easy and safe to reach out.

Psychology: Visitors are more likely to take action when the next step is obvious, stress-free, and caring. Noting inclusivity and special offers increases trust for those who need extra support.

Tone: Encouraging, inclusive, and simple. Focus on reassurance and making the next step comfortable.

## About (*Info*)

Purpose: Tell Kelly's personal story, qualifications, and approach, so visitors trust her expertise and feel connected before reaching out.

### Sections

#### Bio

Purpose: Share who Kelly is, what she stands for, and her experience in trauma-informed, somatic relationship work.

Key Elements:

- Warm photo of Kelly
- Short personal background and motivation for this work
- Statement on 5 years' experience
- Summary of training (Somatica, Internal Family Systems, Nonviolent Communication, Heroic Public Speaking)
- Unique approach: coach-client relationship as healing space

Strategy: Use a relatable, real-life story and heartfelt language so visitors see Kelly as both professional and deeply human.

Psychology: When visitors see a real person behind the business, it builds comfort and trust, encouraging people who are usually hesitant to seek support.

Tone: Genuine, personal, and supportive. Write as if sharing one-on-one, making the reader feel understood.

## **Services (Info)**

Purpose: Clearly lay out all the help Kelly offers so visitors can easily find what matches their needs.

### **Sections**

#### **Services List**

Purpose: Give visitors a complete picture of Kelly's offerings and help them see which service fits best.

Key Elements:

- Brief intro on working together
- Descriptions of each service: Somatic Attachment Coaching, Inner Child Healing, Parts Work/IFS-Informed Coaching, Relationship Repair Facilitation, Nonviolent Communication Coaching, Boundaries & Consent Coaching, Group Workshops & Retreats, Speaking & Facilitation
- Highlight on trauma-informed, inclusive, and gentle approach
- Note on who each service is for

Strategy: Make options clear and easy to read. Use quick summaries for each offer and easy ways to move to booking or asking a question.

Psychology: When choices are broken down simply, people feel less overwhelmed and are more likely to see themselves getting support.

Tone: Direct, warm, and simple. Avoid overexplaining; focus on comfort and understanding.

## **Benefits (Info)**

Purpose: Show how working with Kelly can change someone's life in tangible, easy-to-understand ways.

### **Sections**

#### **Benefits Overview**

Purpose: Help visitors picture the positive changes they can expect from coaching, using real-life language.

Key Elements:

- Bullet points covering emotional healing, relationship growth, somatic regulation, self-leadership, and empowerment

- Simple statements like 'Heal old wounds,' 'Build self-trust,' 'Feel safer in relationships,' and 'Experience more ease and connection'
- Callout examples that speak to common struggles: feeling overwhelmed, stuck, or repeating patterns

Strategy: Give visitors hope and self-recognition — show that Kelly's services really connect to their struggles and dreams.

Psychology: Concrete outcomes help visitors imagine success and encourage them to take the next step with hope and confidence.

Tone: Uplifting and down-to-earth. Aim for encouragement rather than selling.

## **Contact (Info)**

Purpose: Make it very easy and comfortable for visitors to get in touch or book their free call.

### **Sections**

#### **Contact Form Section**

Purpose: Remove all barriers to contact and make people feel welcome and safe reaching out.

Key Elements:

- Simple form with name, email, phone, and message
- Invitation text explaining that Kelly reads every message directly
- Phone number and email listed clearly
- Note about privacy; address not shown

Strategy: Encourage contact by making it clear there is no pressure or judgment. Show warmth in invitation.

Psychology: Sensitive clients need reassurance their message will be thoughtfully received and kept private.

Tone: Welcoming and gentle. Use words like 'reach out any time' and 'your message is safe here.'

## **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