

# Website Blueprint

## OP-86561

Location: Minden, NV, USA (serving Tribal Communities nationwide, with focus on Southwest and Northern Tribal Nations)

Business Type: Non-profit Professional Organization for Tribal Water and Wastewater Operators

Target Audience: Tribal drinking water and wastewater professionals, including operators and managers from Tribal Communities across Indian Country who seek to enhance their technical knowledge and skills through training and certification. Audience includes both new and experienced professionals dedicated to improving water and wastewater systems in their communities.

## Executive Summary

The Native American Water Association is a national non-profit organization with over 40 years of experience, dedicated to providing hands-on technical assistance and training for tribal water and wastewater operators and managers across Tribal Communities in the U.S., with special focus on Southwest and Northern Tribal Nations. The business stands out as a nationally recognized professional association, offering tailored classroom and onsite training, voluntary certification, and customized courses not found with competitors, building strong internal resources and supporting tribal self-determination and environmental protection. Their unique value lies in direct support for tribal professionals, competitive sponsorship programs, and proven collaboration with industry certification boards.

## Primary Goals

- Provide technical assistance and training for tribal water and wastewater operators and managers
- Facilitate nationwide access to certification and professional development for Tribal Communities
- Enhance the operational standards and knowledge base of tribal water and wastewater systems

## Brand Values

- Empowerment through education
- Community collaboration
- Commitment to water quality and public health

## Competitive Advantages

- Over 40 years of industry experience in tribal water and wastewater systems
- National non-profit 501(6) status with exclusive focus on Tribal Communities
- Ability to deliver training both at central locations and directly within tribal communities

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#23534b
Secondary		#f3e7d6
Accent		#a9762a

Rationale: The main color is a deep greenish blue, reflecting water and the environment, which are central to Tribal water and wastewater work. The secondary color is a natural, light tan to suggest openness, approachability, and the earth. The gold accent adds warmth and a sense of tradition, drawing from Native motifs and the organization's existing feather logo.

## Typography

Heading Font: Roboto Slab

Body Font: Open Sans

Google Fonts Url:  
<https://fonts.googleapis.com/css?family=Roboto+Slab:700,400|Open+Sans:400,700&display=swap>

## Imagery Style

Images should use real photos wherever possible, such as hands-on training, group shots at events, and photos that show water systems in tribal communities. Mix these with professional stock images of water, the environment, and people working together. Avoid staged or overly formal photos.

## Overall Aesthetic

Natural and respectful, balanced with a modern and welcoming look. The site should feel trustworthy, professional, and tied to the natural world tribal communities protect.

## Theme Style

Incorporate symbols or backgrounds with subtle Native-inspired patterns and earthy tones. Use clear sections with lots of white space to make information easy to read. Native motifs can be included gently, like a feather or wave pattern, especially in headers or footers.

## Layout Approach

Keep the design simple. There should be clear page sections, large buttons for classes and registration, and quick links to contact and event information. Use card layouts to highlight services, training, and registration forms—this makes each part easy to find. The site should work well on both phones and computers. There will be easy-to-see buy or register buttons for the eCommerce (class and event sign-up).

### **Regional Recommended**

- Deep greens, earthy browns, soft beiges, and authentic golds
- Photos showing real tribal community members and landscapes
- Simple Native patterns in backgrounds, borders, or banners
- Emphasis on inclusivity for all tribal regions (Southwest and Northern Nations especially)

### **Regional Avoid**

- Bright or neon colors not found in nature
- Images or icons that could be seen as stereotypes, like cartoon headdresses or sacred symbols
- Busy backgrounds that make it hard to read
- Hard-to-read fonts or small text sizes

# Requirements & Features

## Homepage Clarity

**Description:** Make sure the homepage clearly explains who you are and what you offer, right away. Highlight that your organization gives technical assistance and training for tribal water and wastewater operators.

**Validation:** Visitors easily understand your purpose and main services by reading the homepage within a few seconds.

## Service Pages

**Description:** Create separate pages for technical training, operator certification, conference registration, and sponsorship details.

**Validation:** Each service has its own clear page with a simple explanation, unique benefit, and an easy way for visitors to sign up or ask questions.

## Event Registration

**Description:** Set up online registration for events, using downloadable forms as an option. Let visitors register for gatherings and the tradeshow directly from your website.

**Validation:** Users can easily find and submit registrations for events. PDF forms are available to download and email as an alternative.

## Ecommerce Setup

**Description:** Prepare the online store for class/event registrations but hide it from the public until you have products or events to sell.

**Validation:** The online store can be shown or hidden easily. Only shows products/event registrations when they're ready.

## Contact Page

**Description:** Create an easy-to-use contact form. Show office phone, cell phone, address, and main email on the page.

**Validation:** All contact methods are visible, and the form works for website visitors.

## SEO for Tribal Keywords

**Description:** Make sure every page uses the key phrases your audience uses, such as 'Tribal Drinking Water training' and 'Tribal Wastewater Classes.'

**Validation:** Pages appear in searches for these phrases for your target regions.

## Sponsorship Page

**Description:** Add a clear page explaining sponsorship levels and benefits, with instructions for getting started and a checkout link or inquiry option.

**Validation:** Sponsors can easily understand their options and next steps.

## **Accessible Downloads**

**Description:** Offer downloadable PDF forms for event and exhibitor registration. Make sure visitors can easily find and download these.

**Validation:** PDFs download and open correctly on all devices.

## **Mobile Responsiveness**

**Description:** Make sure the website looks good and works well on both computers and mobile devices.

**Validation:** Website adjusts layout and is easy to use on phones, tablets, and computers.

## **Fast Page Loads**

**Description:** Make sure pages load quickly so visitors from anywhere (including remote areas) can access your site easily.

**Validation:** Website loads in a few seconds on a standard internet connection.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Introduce the Native American Water Association, highlight the Gathering and Tradeshow event, and make it easy for visitors to register or learn about upcoming classes.

### Sections

#### Hero

Purpose: Welcome visitors, quickly explain who you are, and announce your main event.

Key Elements:

- Large headline: Native American Water Association Gathering and Tradeshow 2026 is here!
- Brief introduction of your organization
- Main image or logo
- Short tagline: Join us in our technical assistance and training program classes. Or we can bring the classes directly to you.
- Button for event registration

Strategy: Invite visitors to register for the Gathering and Tradeshow with a clear and visible button.

Psychology: People are more likely to act when information is clear and the next step is obvious. Highlighting the event and providing a simple way to register builds excitement and lowers barriers.

Tone: Use a welcoming and encouraging tone. Show excitement for your upcoming event and the impact of your work.

#### Cta Block

Purpose: Guide visitors to register for events, join classes, or contact you for more information.

Key Elements:

- Simple instructions on how to register for the tradeshow and classes
- Clear button: Register Now
- Short note about checking out online (add-ons and step-by-step checkout info)
- Quick contact information: phone, email, and office address

Strategy: Use easy-to-understand directions and make registration just one click away.

Psychology: When instructions are simple and support is evident (contact info shown), visitors feel confident to take the next step.

Tone: Be helpful, direct, and supportive. Aim to remove confusion and encourage action.

## Training Topics (*Info*)

Purpose: Show all training and technical assistance services available for Tribal water and wastewater professionals.

### Sections

#### Overview

Purpose: Explain the purpose of the page and what kind of training is offered.

Key Elements:

- Brief description of training goals: improving knowledge, skills, and certification
- Benefits of attending

Strategy: Help visitors understand how these trainings help their careers and communities.

Psychology: People want to see personal and community benefits from investing their time.

Tone: Be encouraging, practical, and results-focused.

### **Training List**

Purpose: List all types of trainings and programs with short explanations.

Key Elements:

- Tribal Voluntary Drinking Water and Wastewater Operator Certification Training and Testing
- Classes and certification offered: Water/Wastewater Treatment, Distribution, Laboratory, and Small System training
- How to register and who to contact

Strategy: Include straightforward next steps to register or request information.

Psychology: Breaking information into simple lists helps users see their options easily.

Tone: Keep things simple and clear. Emphasize opportunity and accessibility.

### **Become A Sponsor (Info)**

Purpose: Encourage organizations and individuals to support your mission by sponsoring your association and events.

#### **Sections**

##### **Benefits**

Purpose: Show what sponsors get at different levels.

Key Elements:

- Sponsor levels: Premium, Professional, Individual
- List of benefits for each level (website recognition, event presence, promotional opportunities)

Strategy: Match sponsor levels with clear rewards. Invite sponsors to act with an easy button.

Psychology: People respond well to clear value. Seeing their contribution recognized encourages them to take part.

Tone: Be positive, appreciative, and clear about impact and benefits.

##### **Signup**

Purpose: Make it easy to start the process of becoming a sponsor.

Key Elements:

- Simple message thanking future sponsors
- Button or link to begin checkout
- Brief note about follow-up by phone or email

Strategy: Reduce doubt by explaining what happens next after signing up.

Psychology: Knowing what to expect builds trust and comfort.

Tone: Be reassuring, thankful, and straightforward.

## **Contact (*Form*)**

Purpose: Let visitors reach out with questions, request more information, or ask for assistance.

### **Sections**

#### **Contact Form**

Purpose: Give visitors an easy way to send you a message directly from the website.

Key Elements:

- Simple fields: name, email, message
- Short introduction with how soon to expect a reply

Strategy: Make it as easy as possible to reach out, minimizing required fields.

Psychology: A welcoming and simple form encourages more messages and shows you are approachable.

Tone: Be friendly, helpful, and offer reassurance.

#### **Contact Details**

Purpose: Highlight phone, email, and office address for those who prefer other contact methods.

Key Elements:

- Office phone number
- Contact email
- Physical address
- Office hours

Strategy: Meet visitors' needs by offering multiple ways to contact you.

Psychology: People appreciate choice and clear information.

Tone: Be clear and welcoming.

## **Attendee Registration (*Download*)**

Purpose: Provide an easy way for attendees to download and submit the 2026 Gathering and Professional Tradeshow registration form.

### **Sections**

#### **Description**

Purpose: Explain the registration process and who should use the form.

Key Elements:

- Who this form is for (attendees)
- Brief instructions on downloading, filling in, and submitting the form

Strategy: Make the instructions simple and highlight where to send the form.

Psychology: Clarity and easy-to-follow directions boost form completion.

Tone: Be precise, helpful, and step-by-step.

#### **Form Download**

Purpose: Give a clear download button for the registration form (PDF).

Key Elements:

- Big button to download the PDF
- Contact email for questions

Strategy: Make it obvious how to start and where to get help.

Psychology: Reducing steps or confusion increases follows-through.

Tone: Use action-focused language and show support.

## **Exhibitor Registration (*Download*)**

Purpose: Allow potential vendors/exhibitors to download and submit the 2026 Vendor Professional Tradeshow registration form.

### **Sections**

#### **Description**

Purpose: Explain the registration process for exhibitors and vendors.

Key Elements:

- Who this form is for (vendors and exhibitors)
- Step-by-step guide for downloading, completing, and sending back the form

Strategy: Give vendors everything they need to get started, plus support contact.

Psychology: When vendors see clear value and simple steps, more will take part.

Tone: Be businesslike, clear, and inviting.

#### **Form Download**

Purpose: Provide a direct download button for the exhibitor PDF form.

Key Elements:

- Big download button
- Contact info for any needed help

Strategy: Make the registration process fast and frustration-free.

Psychology: Simple processes respected by vendors create positive relationships.

Tone: Direct and helpful.

## **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 Quickly

**Application:** Show your decades of experience and non-profit mission on the homepage with a welcoming tone.

**Implementation:** Use a clear statement like 'Serving Tribal Communities for Over 40 Years' at the top of the homepage.

**Principle:** Reduce Visitor Effort

**Application:** Keep main actions clear and simple. Make registration, sponsorship, and contact options easy to find from any page.

**Implementation:** Use visible buttons on every page: 'Register Now,' 'Become a Sponsor,' and 'Contact Us.'

## Content Strategy

**Area:** Homepage & Service Pages

**Recommendation:** Focus content on key services: tribal water operator training, certification, and event registration.

**Implementation:** Write short, clear summaries. Add a simple list of benefits at the top of each service page.

**Area:** Downloadable Forms

**Recommendation:** Offer clear instructions for downloading, filling out, and emailing registration forms.

**Implementation:** Add a short step-by-step list above each downloadable file explaining how to register by email.

**Area:** Sponsor Promotion

**Recommendation:** Write brief, benefit-focused descriptions for each sponsor level. Highlight impact on Tribal communities.

**Implementation:** Create a visual grid or table listing each sponsor level, price, and benefits.

## Conversion Optimization

**Technique:** Simple Checkout Process

**Rationale:** Reduces drop-off by keeping registration steps clear and short.

**Implementation:** Set up event registration so users only need to select their options, confirm details, and pay in two or three steps.

**Technique:** Visible Calls to Action

**Rationale:** Encourages visitors to register, sponsor, or reach out instead of just browsing.

**Implementation:** Use large, colorful buttons like 'Register Today' and 'Become a Sponsor' on every page.

## Priority Focus

**Category:** Event Registration

**Description:** Make it easy for professionals to register for your annual gathering and trainings.

**Reason:** This drives participation and funding, which supports your non-profit mission.

**Category:** Contact Page & Info

**Description:** List all contact options and provide a simple form.

**Reason:** Visitors often need answers before participating. Fast contact builds trust.

**Category:** Service Clarity

**Description:** Create a clear page for each major service.

**Reason:** Helps both new and experienced operators find exactly what they need, fast.

## Implementation Order

1. Homepage and Main Service Pages
2. Contact Page and Form
3. Event Registration (including downloadable forms)
4. Sponsorship Page
5. SEO keyword setup
6. Store (hidden until products are ready)
7. Accessible Downloads setup
8. Performance (speed) improvements

## Risk Mitigation

### Missing Registration or Sponsorship Info

**Category:** Business Process

**Suggested Action:** Test the full registration and sponsorship paths on the live site before launch. Make sure forms download, pages load, and emails send successfully.

### Broken Links or Pages

**Category:** Technical

**Suggested Action:** Check all links and files from phones, tablets, and computers. Fix any that do not work.

### Plugin Updates Causing Issues

**Category:** Technical

**Suggested Action:** Keep all WordPress plugins updated and test the website after each update.

## **Business Impact**

**Impact Level:** High