Website Blueprint

OP-86551

Location: Westerly, Rhode Island, USA

Business Type: Handmade Non-Toxic Body & Home Products (Healthcare/Natural Wellness Retailer)

Target Audience: Health-conscious individuals and families of all ages seeking alternatives to mass-produced, chemical-laden products; people committed to a non-toxic lifestyle; those disillusioned with big business and big pharma; eco-conscious consumers who value sustainability, locally sourced ingredients, and holistic wellness.

Executive Summary

Boxwood Botanicals creates and sells handmade, non-toxic products for the body and home using pure, locally sourced, and sustainable ingredients. Their commitment to quality means every item is made by hand without harmful chemicals or synthetic fragrances, setting them apart from mass-produced brands. Customers can trust that the products are crafted with care, reflecting the owner's personal use and passion for natural wellness.

Primary Goals

- Promote and sell handmade, non-toxic products for body and home
- Educate customers about the benefits of natural, sustainable ingredients
- Build a loyal customer base seeking holistic health and wellness solutions

Brand Values

- Purity and simplicity in ingredients
- Sustainability and local sourcing
- Transparency and authenticity

Competitive Advantages

- All products are handmade with minimal, non-toxic ingredients
- Use of pure essential oils, many organic and locally sourced herbs
- Products are personally used and tested by the makers, ensuring authenticity and quality

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#598059
Secondary		#bccfb9
Accent		#e1dca0

Rationale: These colors are inspired by nature and match the business logo. The green represents wellness and non-toxic living, the soft sage color gives a clean, calm feeling, and the pale yellow adds a touch of warmth and friendliness.

Typography

Heading Font: Montserrat

Body Font: Lora

Google Fonts Url: https://fonts.googleapis.com/css2?family=Lora:ital,wght@0,400;0,700;1,400&family;= Montserrat:wght@400;700&display;=swap

Imagery Style

Use bright, clear photos with natural backgrounds. Show close-up shots of ingredients, products, and textures. Pictures should feel clean, simple, and welcoming. Highlight handmade touches and natural details.

Overall Aesthetic

The site should feel pure, fresh, and simple. Avoid clutter and harsh contrasts. Use plenty of white space, soft colors, and comfortable text. Visitors should feel relaxed, trusting, and invited to browse.

Theme Style

Modern farmhouse with touches of rustic and handmade. Blend clean lines and neat text with honest, earthy visuals. The style should remind customers of hand-crafted, small-batch goods made with care.

Layout Approach

Keep it easy to use and simple. Main sections should be visible at a glance, with clear headings and buttons. Product photos and descriptions should be front and center. The Gallery page should show images in a neat grid. On product pages, use a side-by-side style with the image on one side and text on

the other.

Regional Recommended

- Use natural scenery from Rhode Island or New England as background or accent images.
- Highlight the words 'Westerly,' 'Rhode Island,' and 'handmade' in titles and headings.
- Include local plants or herbs in the imagery where it makes sense.

Regional Avoid

- Do not use stock photos that look artificial or mass-produced.
- Avoid busy backgrounds, neon colors, and anything that does not match a natural, local feel.
- Do not include references to big brands, big pharma, or chemicals.

Requirements & Features

Homepage

Description: Showcase the business tagline 'Handmade Non toxic Products for your Body and your Home' with just two main images (boxwood and white pine), and make it clear what the business offers right away.

Validation: Tagline is easy to see, images 2692 and 2687 are used, and products are described simply under the tagline.

Service/Product Pages

Description: Each main product group (liquids/tinctures, mushroom complex, skin balms, bath salts) should have its own simple page or section with the image on the left and product description on the right.

Validation: Each featured product has its own section, image placed on the left, clear description on the right.

Gallery

Description: Show a standalone gallery page/display with high-quality photos of the products and ingredients to build trust and showcase authenticity.

Validation: Gallery is found in the main menu, has at least 10 images, and each image shows a clear, natural product or ingredient.

Contact Information

Description: Place business phone, email, and links to Facebook and Instagram in an easy-to-find spot on every page. Use 'info@boxwoodbotanicals.com' as the email.

Validation: Contact info is visible in the header or footer and on the Contact page; social media links work.

Business Details & Hours

Description: Show hours as Monday–Friday, 9am–3pm, and only display Westerly, Rhode Island as the location. Do not show full address.

Validation: Only city/state shown, hours correct in header, footer, or Contact page.

Colors, Fonts & Design

Description: Use the same colors and font from the business logo across the website to make everything look unified.

Validation: Colors match the logo, main headings use the logo font or closest option.

SEO Keywords

Description: Include keywords such as 'Westerly', 'Rhode Island', 'handmade', 'non toxic', and other natural wellness terms within text on main pages.

Validation: Keywords present in headings and product descriptions; found by searching page text.

Blog Page

Description: Have a blog section called 'Coffee in South County Rhode Island' with the business logo. Use an approachable style, allowing for future stories or articles about local wellness topics.

Validation: Blog page present, titled correctly, logo used, able to add posts.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce the business, and give a clear first impression of your handmade, non-toxic products.

Sections

Hero

Purpose: This is the first thing visitors see. It should make them curious and interested. It introduces your business as a provider of handmade, non-toxic products for body and home.

Key Elements:

- Logo in the main spot
- Large pictures of the boxwood (image 2692) and white pine (image 2687)
- Tagline: Handmade Non-Toxic Products for Your Body and Your Home
- Easy to read font that matches your logo

Strategy: Help people quickly understand what you offer and why it's special. The simple message builds trust and invites them to keep exploring the site.

Psychology: People are drawn to real, personal messages that make them feel safe and cared for. Genuine photos make it feel personal and handmade.

Tone: Use a gentle, inviting, and natural tone. Keep words simple and straightforward, like you're speaking to a friend.

Cta Block

Purpose: Encourage visitors to get in touch or learn more about specific products right away.

Key Elements:

- Easy-to-find button to contact you by phone or email
- Links to your Facebook and Instagram
- Simple words like 'Contact Us' or 'See Our Products'

Strategy: Make it simple for people to reach out to you. Friendly buttons and clear choices encourage them to act without feeling pressured.

Psychology: People are more willing to connect when the next step is simple, clear, and doesn't ask them to do too much at once.

Tone: Keep your words friendly, encouraging, and welcoming. Invite people to reach out or explore gently.

Liquids And Tinctures (*Service*)

Purpose: Showcase your cleaning sprays, room sprays, and herbal tinctures, with a focus on their non-toxic, locally sourced ingredients.

Sections

Main Content

Purpose: Give short, clear info about each product, using easy-to-understand words.

Key Elements:

- Photo of castile-based cleaning spray (image 2654)
- Quick facts about why it is safer and gentler than big brand cleaners
- Photos and details of each room spray (image 2678, 2661, 2662)
- Descriptive benefits and ingredients for each tincture, with photo (images 2666, 2668, 2669 for white pine; 2661, 2662 for black walnut)

Strategy: Emphasize the safety, simplicity, and purity of your products. Invite people to contact you to learn more or order.

Psychology: People looking for alternatives to mass-market products are reassured by clear details and honesty about ingredients.

Tone: Write like you'd talk to someone who's concerned about chemicals—be reassuring and helpful, not pushy.

Skin And Body Care (*Service*)

Purpose: Display your advanced mushroom complex, beard balms, lip balm, salves, and bath salts, highlighting their natural care benefits.

Sections

Main Content

Purpose: Describe each skin and body product with its unique story and the benefits in simple terms.

Key Elements:

- Images: 2651, 2652 (Advanced Mushroom Complex)
- Images: 2674, 2676, 2679 (Beard balm/Aftershave)
- Image: 2657 (Vanilla lip balm)
- Images: 2658, 2660 (Black Walnut Salve)
- Image: 2683_1 (Conditioning bath salts)
- Short, positive facts for each product
- Easy description of how each is used and why they are better

Strategy: Highlight what makes these products gentle, natural, and special for health-focused shoppers. Include simple ways to ask for more details.

Psychology: People care about what goes on their skin. Painting a picture of care and purity reassures and builds trust.

Tone: Friendly, encouraging, and simple. Use everyday words and highlight how easy and pleasant it is to use your products.

Blog (*Blog*)

Purpose: Share stories, tips, and ideas with your audience, building community and trust.

Sections

Main Content

Purpose: Offer your thoughts and tips on healthy living, non-toxic lifestyles, and personal stories about your products.

Key Elements:

- Blog title: Coffee in South County Rhode Island

- Logo at the top
- Short, warm posts—ideas, experiences, and product stories

Strategy: Keep readers coming back for more advice and ideas. Invite them to contact you or share their own stories.

Psychology: Readers feel connected to real people and personal stories. It makes your brand feel approachable.

Tone: Write naturally—be yourself, use friendly, positive language, and encourage conversation.

Gallery (*Gallery*)

Purpose: Let shoppers see a variety of your products, ingredients, and process to build trust and interest.

Sections

Main Gallery

Purpose: Display your best images to show quality and transparency.

Key Elements:

- Selection of 10–15 high-quality images, labeled clearly
- Images of final products, some ingredients, and your process

Strategy: Use visual proof to back up your words and reassure shoppers you're genuine and transparent.

Psychology: People trust what they can see. Real, unedited photos create comfort and curiosity.

Tone: No extra words needed on the gallery itself. Just keep the image titles clear and friendly.

Contact (*Contact*)

Purpose: Make it as easy as possible for people to reach you with questions or to place orders.

Sections

Contact Details

Purpose: List all ways to get in touch in one spot.

Key Elements:

- Phone number (4014083050 and 5414205934)
- Email: info@boxwoodbotanicals.com
- Simple contact form
- Links to Facebook and Instagram
- Clear message about office hours: Monday–Friday, 9am–3pm

Strategy: No confusion—just simple, direct ways to connect with you.

Psychology: People are more likely to reach out when they see all options easily and are encouraged to do so.

Tone: Friendly and open. Invite them to call, email, or message any time during business hours.

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: First Impressions Matter

Application: Show the tagline, core products, and key images right away on the homepage so visitors know what you offer quickly.

Implementation: Place tagline and key images at the top of the page, followed by a simple overview.

Principle: Simplicity Builds Trust

Application: Keep descriptions clear and use plain language to explain each product and value.

Implementation: Use short sentences, avoid clutter, and highlight only the most important features on each page.

Principle: Easy Navigation

Application: Help visitors find products, the gallery, and contact details without hunting through menus.

Implementation: Show a clear main menu with direct links to Home, Products, Gallery, Blog, and Contact.

Principle: Visual Proof

Application: Show real product and ingredient photos to build credibility.

Implementation: Fill the gallery page with authentic images of homemade products, tools, and local herbs.

Content Strategy

Area: Product Descriptions

Recommendation: Describe how each product is made, what makes it pure, and why it's healthier than store brands.

Implementation: Write 2-3 sentences for each product; use simple comparisons to 'regular' alternatives.

Area: Local Sourcing Story

Recommendation: Share how ingredients are sourced locally and sustainably.

Implementation: Include a line about local farms and the owner's personal story on the homepage or About page.

Area: SEO and Keywords

Recommendation: Work in location and non-toxic keywords naturally in descriptions and headings.

Implementation: Use phrases like 'handmade in Westerly, Rhode Island' and 'pure non-toxic ingredients' in several places.

Area: Photo Gallery Use

Recommendation: Let authentic photos tell the story and showcase transparency.

Implementation: Post high-quality photos of both finished products and raw ingredients in the gallery.

Conversion Optimization

Technique: Contact Made Simple

Rationale: The easier it is to call, email, or message you, the more likely visitors are to reach out or ask questions.

Implementation: Use a contact form and put phone and email details at the top and bottom of every page.

Technique: Clear Product Showcases

Rationale: Focused pages help visitors learn about each product and decide if it's for them.

Implementation: Separate each top product type into its own section or page, each with photo and simple benefit list.

Technique: Social Proof

Rationale: Showing Facebook and Instagram links encourages people to see real customer posts and reviews.

Implementation: Add strong, visible icons linking to your active social pages.

Priority Focus

Category: Homepage Clarity

Description: Make sure the purpose and value of the business is clear in the first few seconds.

Reason: You need to grab attention quickly to keep visitors from leaving.

Category: Product Gallery

Description: Showcase photos of real, handmade products to build trust.

Reason: People want to see proof your products are unique and non-toxic.

Category: Easy Contact Options

Description: Place phone, email, and social links in the same spots on every page.

Reason: If it's easy to get in touch, visitors will be more likely to reach out and ask questions.

Implementation Order

1. Homepage structure and branding
2. Product/service pages with images and descriptions
3. Gallery setup and image uploads
4. Contact page and contact info on all pages
5. Blog setup and first post
6. SEO keywords in text

7. Final font/color/design checks

Risk Mitigation

Low Word Count Risk

Category: Content

Suggested Action: Make product and gallery descriptions as informative as possible without making pages feel empty. Focus on clear, punchy sentences.

Image Size and Load Speed

Category: Performance

Suggested Action: Use web-friendly versions of the uploaded images so pages load quickly, and avoid slowing down the gallery.

No Online Ordering

Category: Conversions

Suggested Action: Make it clear how to order (call, email, visit) since customers can't buy directly from the site at this time.

Business Impact

Impact Level: High