

Website Blueprint

OP-86542

Location: Fort Mohave, Arizona, USA

Business Type: Boat and RV Storage Facility

Target Audience: Individuals and families with recreational vehicles, boats, cars, trucks, and UTVs seeking secure, convenient storage solutions; primarily residents and travelers from Arizona, southern California, and southern Nevada; includes both seasonal and year-round users with a preference for valet service and custom detailing.

Executive Summary

Desert Lakes Boat & RV Storage is a locally owned facility with 25 years of experience offering safe and convenient storage for boats, RVs, and other vehicles in Fort Mohave, Arizona. The business stands out through its valet service, custom detailing, seasonal maintenance, and 24-hour security, making it a trusted choice for both local residents and travelers from nearby states. By offering personal attention, flexible storage options, and premium amenities, Desert Lakes sets itself apart from competitors by focusing on peace of mind and convenience for its customers.

Primary Goals

- Increase occupancy rates for storage units
- Promote custom detailing and seasonal maintenance services
- Enhance online presence to attract new customers from target regions

Brand Values

- Local ownership and community focus
- Security and reliability
- Convenience through valet and maintenance services

Competitive Advantages

- Locally owned and operated with 25 years in business
- Valet service for customer convenience
- 24-hour security for peace of mind

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#22748b
Secondary		#eae5d0
Accent		#efb94d

Rationale: The main blue color gives a sense of trust and reliability, matching the secure feeling customers want for their stored boats and RVs. The soft tan color reflects the desert environment in Arizona, connecting with local customers. The golden accent color adds a touch of warmth and energy, making important buttons and special offers stand out on the site.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts <https://fonts.googleapis.com/css?family=Montserrat:700,600,400|Open+Sans:400,700&display;=swap> Url:

Imagery Style

Use large, bright photos of the storage facility, boats, RVs, and the surrounding Arizona landscape. Show friendly staff helping customers and clean, organized storage areas. Highlight the secure fence, gates, and security cameras. Make sure all pictures feel welcoming and trustworthy.

Overall Aesthetic

Clean, friendly, and professional with a local desert feel. The site should make people feel that their vehicles will be safe and cared for. It should look modern but comfortable, with plenty of space so things do not look crowded.

Theme Style

Desert modern—mix outdoor, sunny Arizona colors with crisp lines and simple details. Bring in touches of blue and tan with accents of gold. Stay away from dark or harsh colors to keep it warm and inviting.

Layout Approach

Use simple page layouts that make it easy for people to find what they need fast. Put the main services, contacts, and call-to-action buttons front and center. Use large banners with rotating photos at the top to show off the facility and services. Make sure there is a balance between pictures and text to keep things interesting but not overwhelming.

Regional Recommended

- Use colors and images that remind people of the Southwest desert.
- Feature sunny outdoor shots and clear blue skies.
- Highlight family, vacation, and fun travel themes that connect with local and seasonal customers.

Regional Avoid

- Do not use cold or overly dark colors like black or gray.
- Avoid crowded or cluttered designs.
- Stay away from generic city or urban images that don't fit the Arizona or outdoors theme.

Requirements & Features

Homepage

Description: Showcase a rotating banner with 3-5 high-quality images of the storage facility, boats, RVs, and key services. Make your slogan and special offer easy to see.

Validation: Rotating banner is live on the homepage with uploaded photos, slogan, and 'pay for 12 months get the 13th for free' special visible.

Contact

Description: Make it easy for visitors to call, email, or find the facility in person. Display phone, email, address, and a short contact form at the top and bottom of every page.

Validation: Contact info appears in visible spots; contact form works and emails to dlstorage@hotmail.com.

Services Pages

Description: Create clear sections for storage options, valet service, custom detailing, and seasonal maintenance. Give a brief, friendly description and include a button to call or contact for each.

Validation: Three main service pages feature original photos, simple text, and a way to contact for each service.

Gallery

Description: Display a gallery of images from the facility to give a real feel of the business, showing security, variety of storage, and maintenance/wash bays.

Validation: Gallery is live with 10+ real facility and service photos.

Branding Video

Description: Include the branding video on the homepage to help visitors get an instant feel for the business. Recommended visuals: tile roofs, adobe, cactus.

Validation: Brand video appears on the homepage and plays correctly on desktop and mobile. Avoid snow, shingles, lush grass.

Special Offer Promotion

Description: Prominently display the 'pay for 12 months get the 13th for free' special at the top of the homepage and on service pages.

Validation: Special offer box or banner clearly visible with easy instructions on how to claim the offer.

Page Load Speed

Description: Make pages load faster, especially with many images and a video. Compress images and test the video size.

Validation: All main pages load fully in 3 seconds or less on mobile and desktop.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome new visitors, quickly show what Desert Lakes Boat & RV Storage offers, and guide people to learn more or contact you.

Sections

Hero

Purpose: Catch attention with your main offer and show who you are right away.

Key Elements:

- Your logo at the top so people know they are in the right place
- Rotating banner with high-quality images of your storage facility, boats, and RVs
- Easy-to-read main heading, like 'Safe and Convenient Boat & RV Storage in Fort Mohave, AZ'
- Short tagline, such as 'Don't tow it home, store it with us'
- Your branding video for a quick introduction if possible

Strategy: Make it clear what you do and why someone should choose you. Add a button to contact you or see storage options.

Psychology: People want to feel their vehicles are safe and cared for. Showing your secure facility, friendly service, and local, family-owned message creates trust fast.

Tone: Friendly, welcoming, and reliable. Talk directly to the visitor as someone who understands their needs for safe and easy storage.

Cta Block

Purpose: Guide visitors to call, email, or visit and to check your current special offer.

Key Elements:

- Phone number and email right up front
- Contact button leading to your contact page
- Offer badge: 'Pay for 12 months, get the 13th free!'
- Quick service highlights: valet service, custom detailing, secure storage

Strategy: Reduce confusion and make it easy for people to reach you however they prefer. Reassure them with the special offer.

Psychology: Clear next steps and an exclusive special make people more likely to act now. Choices (call, email, visit) fit different comfort levels.

Tone: Encouraging and straightforward. Use simple language and focus on how easy it is to take action.

Services (*Information*)

Purpose: Show your most important services so visitors know exactly what you provide and how you stand out.

Sections

Service Highlight 1

Purpose: Showcase your secure boat and RV storage solutions.

Key Elements:

- Overview of indoor and outdoor storage with photos
- List security features (enclosed, fenced, gated, cameras 24/7, on-site staff)
- Details on easy access and location
- Short FAQ about storage types and contract options

Strategy: Show photos and quick facts to create trust and help visitors imagine their vehicle there.

Psychology: People are looking for peace of mind and convenience. Showing all security measures up front helps them relax.

Tone: Confident and reassuring. Position your facility as the safe, practical choice.

Service Highlight 2

Purpose: Explain and promote valet service, custom detailing, and maintenance.

Key Elements:

- Describe how you pick up, deliver, and care for their vehicle
- List services: washing, custom detailing, seasonal maintenance, battery charging, repairs
- Photos of vehicles being cleaned and maintained
- Emphasize 'We get your boat ready for you!' message

Strategy: Highlight convenience and how you save them effort and time—making using your facility a pleasure.

Psychology: Offer 'hands-off' ease for busy people and families, giving them more time to enjoy their recreation.

Tone: Supportive, practical, and family-friendly. Show you are here to make their life easier.

About (*Information*)

Purpose: Share your story, experience, and why people should trust you with their valuable vehicles.

Sections

Business Overview

Purpose: Build confidence in your experience and local roots.

Key Elements:

- Company history—family owned and operated for 25 years
- What sets you apart: local owners, commitment to service
- Overview of the team, with friendly staff photos if available

Strategy: Make your business feel approachable and reliable. Let people know exactly who is taking care of their property.

Psychology: People want to work with someone friendly and close to home, not a faceless company. Stories build that trust.

Tone: Warm and personal. Be conversational—'We treat your boat like our own.'

Contact (*Information*)

Purpose: Give all the ways people can reach you and answer common questions before they call.

Sections

Contact Info

Purpose: Make it as easy as possible to reach you.

Key Elements:

- Clear phone number, email, and address
- Contact form for quick questions
- Map to your location
- Hours: Every day, 9am–4pm
- Social media links (Facebook, Instagram)

Strategy: Remove barriers—help people contact you in their preferred way, and show you are easy to reach.

Psychology: Easy contact options reduce hesitation. Seeing a real address and social media shows you are legitimate.

Tone: Inviting and helpful—let visitors know you're happy to answer anything.

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: Instant Trust

Application: Show real images of the facility, families, boats, and RVs to help visitors feel confident that their property will be safe and cared for.

Implementation: Use a rotating banner and gallery with uploaded photos, not stock images. Add a section about 24/7 security and 25 years in business.

Principle: Simplicity and Clarity

Application: Make contact info, services, and offers easy to find and understand, so visitors know what to do right away.

Implementation: Display the phone, address, business hours, and offer at the top. Use buttons that say 'Call Now' or 'Ask About Storage' next to each service.

Principle: Highlight Convenience

Application: Stress valet, maintenance, and ease-of-use for out-of-town and seasonal customers who want a simple storage solution.

Implementation: Feature these services with large headings and images showing staff helping customers.

Content Strategy

Area: Homepage

Recommendation: Combine real photos, a short intro, the special offer, and video to welcome visitors. Use friendly, plain language.

Implementation: Paragraphs should be short with clear headings for each main service. The video should display below the main banner with a play button.

Area: Service Pages

Recommendation: Describe each main service (storage, valet, maintenance/detailing) in plain language. Explain the benefits to the customer.

Implementation: Each page should have a clear description, real photos, important info like security features, and a clear way to contact.

Area: Offer & Maintenance

Recommendation: Highlight the current special offer on all main pages. Describe seasonal maintenance benefits for long-term customers.

Implementation: Add an attention-grabbing colored box or strip with the offer. Use a bulleted list to show what is included with maintenance services.

Area: About/Trust

Recommendation: Share 'locally owned and operated,' '25 years in business,' and staff experience. This builds trust.

Implementation: Create a short 'About Us' section on the homepage with a team or owners' photo if available.

Conversion Optimization

Technique: Clear Contact Paths

Rationale: Most customers want to call or email quickly. Making contact easy means more inquiries.

Implementation: Add 'Call Now' buttons and keep the phone number visible at all times. Place a contact form on all main services pages.

Technique: Show Off Facility Security

Rationale: Security is the #1 concern for storage seekers. Address it directly to convert visitors.

Implementation: Feature 24-hour security badges/icons and a short video clip or photo tour showing security features.

Technique: Fast Website Experience

Rationale: If the site loads quickly, people are less likely to leave before seeing what you offer.

Implementation: Use compressed images and a lightweight video to keep load times down.

Technique: Highlight the Special Offer

Rationale: People are more likely to take action if they see a real, time-limited deal.

Implementation: Show the '13th month free' offer near every contact button and service section, and in the rotating banner if possible.

Priority Focus

Category: Homepage Rotating Banner

Description: Showcase your business and special offer right away to make a strong first impression.

Reason: This helps people trust you and see your value instantly.

Category: Easy Contact Options

Description: Make it simple to call, email, or visit so no customer is lost.

Reason: Quick access increases inquiries and bookings.

Category: Service Explanations

Description: Clearly explain what makes your storage, valet, and maintenance services stand out.

Reason: Encourages customers to pick you instead of someone else.

Implementation Order

1. Homepage with rotating banner, special offer, and branding video

2. Contact information and contact form visible everywhere
3. Service pages for storage, valet, and detailing/maintenance
4. Offer and seasonal maintenance promotion across main pages
5. Gallery with real images from the facility
6. About/trust section

Risk Mitigation

Slow loading from large video or images

Category: Technical

Suggested Action: Compress all images and trim video as short as possible before upload. Test website load speed regularly.

Confusing navigation or missing contact info

Category: Usability

Suggested Action: Keep all contact info on every page, and have clear menu links to each service.

Out-of-region or off-brand images

Category: Brand trust

Suggested Action: Only use photos from your own facility or the region to avoid confusing customers or appearing less trustworthy.

Business Impact

Impact Level: High