

Website Blueprint

OP-84088

Location: Puyallup, WA, USA

Business Type: Residential Contractor - Custom Home Builder

Target Audience: Individuals and families in Pierce County and Kittitas County seeking to build their forever home, add accessory dwelling units (ADUs) or mother-in-law suites, or remodel their existing homes. Target clients value personalized service, hands-on customization, and a family-oriented approach. Demographics include middle to upper-middle class homeowners, typically aged 30-65, who prioritize quality craftsmanship and long-term investment in their property.

Executive Summary

Great NW Homes, LLC is a family-owned builder in Pierce and Kittitas Counties known for personalized service, quality craftsmanship, and hands-on guidance from start to finish. Their competitive advantage lies in over 40 years of experience, direct involvement by the brother-sister team, and their commitment to building each home with the same care they would for their own family. The new website project will enhance their image with a modern, professional design, simple navigation, and helpful resources, clearly showcasing what sets them apart in the custom home market.

Primary Goals

- Modernize and professionalize the company's online presence with a user-friendly website
- Showcase completed projects and capabilities through a dedicated Gallery of Homes page
- Provide clear, accessible resources for prospective clients, including feasibility and bidding process guides

Brand Values

- Personalized service
- Quality craftsmanship
- Family-owned integrity

Competitive Advantages

- Over 40 years of experience as a small, family-owned builder
- Hands-on customization and interior design included with each build
- Strong local reputation and deep knowledge of Pierce and Kittitas Counties

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#23404D
Secondary		#ECEFF1
Accent		#B5935A

Rationale: The main color is a deep blue-green, which gives a strong, professional, and trustworthy impression, perfect for a home builder aiming for a polished look. The secondary color is a soft, clean gray to keep the site simple, fresh, and easy on the eyes. The accent is a warm gold-tan, inspired by wood and craftsmanship, adding a hint of personality and warmth without overpowering the simple style.

Typography

Heading Font: Montserrat

Body Font: Roboto

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family=Roboto:wght@400;500&display=swap>

Imagery Style

Use crisp photos of real homes, both inside and outside, with natural lighting. Show clean lines, beautiful finishes, big windows, and Pacific Northwest scenery when possible. For the Rotating Banner, choose images that highlight the quality of your work and the unique character of each home. Gallery photos should be well-lit and uncluttered, making it easy for visitors to picture themselves in these spaces.

Overall Aesthetic

The entire website will look clean, modern, and professional with lots of space between sections. There will be minimal clutter, and everything will line up neatly. The style is more timeless than trendy, keeping things fresh and welcoming so it appeals to both younger and older homeowners.

Theme Style

The site style is inspired by modern farmhouse and craftsman designs, matching your homes and brand feel. You'll see subtle touches like warm tones, a few soft textures, and clear lines. The overall effect is friendly, approachable, and high-end.

Layout Approach

Keep each page simple and easy to use. Use big, clear headings, short text blocks, and strong calls to action. Main information (like services, about us, and contact options) is easy to find right away. Special elements like the Rotating Banner and Gallery of Homes stand out with full-width photos. Make sure all buttons and links are big enough and readable on both phones and computers.

Regional Recommended

- Include images with local Pacific Northwest scenery, evergreen trees, and sunset lighting.
- Use clean, natural colors that fit the Northwest climate and home styles.
- Feature exterior home shots with local landscape in the background.

Regional Avoid

- Avoid very bright or neon colors.
- Skip overly formal or corporate styles.
- Do not use desert, tropical, or urban city images that don't reflect the local area.

Requirements & Features

Branding

Description: Display 'Great NW Homes, LLC' as the business name throughout the website, even if the existing logo contains a different name. Use the provided logo as authorized.

Validation: The business name 'Great NW Homes, LLC' appears in all written content, headers, footers, and menus. The logo is visible on each page.

Contact/Hours

Description: Clearly state that business hours are by appointment only and ensure contact options are easy to find, including phone, email, and physical address.

Validation: Contact page and website header or footer state 'By Appointment Only'. All contact details are visible and correct.

Homepage Design

Description: Use the uploaded image on the Home page and integrate a rotating banner with selected high-quality images to give a modern, professional look.

Validation: Banner rotates between multiple images, including the uploaded ones. Home page uses given image and feels modern and clean.

Gallery

Description: Create a standalone 'Gallery of Homes' page using the client-provided images, separate from the rotating banner, showcasing their work.

Validation: 'Gallery of Homes' page displays 15+ different project images cleanly in a grid or similar layout.

Content & Copywriting

Description: All website content, including service descriptions, about us, and home page text, must be completely rewritten by the copy team for clarity, professionalism, and focus on high-value homes and family business values.

Validation: Each page uses fresh, original language (not copied from old site) tailored to attract custom home clients; reflects family values and expertise.

Resource PDFs

Description: On the Custom Homes service page, include easy-to-spot links to the 'Feasibility Tips Sheet' and 'Home Bidding Process Sheet' PDFs.

Validation: PDF links work and are labeled clearly for users to download or open the resources.

Navigation & User Experience

Description: Make sure it is easy for visitors to move between the Gallery of Homes, Custom Homes, ADUs, About Us, and Contact pages. Site design must be clean and simple.

Validation: Main menu is clearly visible on every page, with all primary pages listed by name. Test navigation paths from home to all main sections.

Performance

Description: Ensure all pages load quickly, including Home, Gallery, and the service pages, even with many images present.

Validation: Verify page load times are under 3 seconds on typical home connections in the region.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, give them an immediate sense of what Great NW Homes, LLC does, show professionalism, and encourage visitors to reach out for their home building needs.

Sections

Hero

Purpose: Make a strong first impression. Show Great NW Homes, LLC as a trusted, family-owned builder that crafts beautiful, custom homes.

Key Elements:

- Company logo, even if the name is different
- Rotating banner with several high-quality images of finished homes
- Slogan or tagline: 'Building Dreams one Home at a time'
- Short introduction about being a local family builder
- Clear statement of services: custom homes, ADUs, remodeling
- Professional, simple, and modern design

Strategy: Quickly show what makes Great NW Homes, LLC different and build trust right away so visitors feel comfortable reaching out.

Psychology: People decide quickly if they trust a company. Using warm, personal touches and genuine photos helps make visitors feel welcome. Showing real projects builds credibility.

Tone: Use friendly, inviting, and confident language. Speak directly to families and homeowners. Focus on caring, experience, and the personal touch.

Cta Block

Purpose: Prompt visitors to get in touch for more information or to book an appointment.

Key Elements:

- Button to contact you (like 'Get Started' or 'Schedule a Consultation')
- Clear phone number and email
- Note explaining you are available by appointment only
- Quick contact form for questions
- Social media links (Facebook, Instagram)

Strategy: Make it very simple for visitors to reach out in the way they prefer. Repeat contact options in more than one spot.

Psychology: People are more likely to contact you if it's easy and inviting. Reminding them you are local and approachable reduces their hesitation.

Tone: Use direct, encouraging words. Make it sound simple and welcoming to contact you.

Gallery Of Homes (*Content*)

Purpose: Let visitors see the quality and style of homes built by Great NW Homes, LLC. Inspire them as they plan their own project.

Sections

Main Gallery

Purpose: Showcase a range of finished homes and projects with large, easy-to-view images.

Key Elements:

- Grid or slideshow of uploaded home images
- Short captions (room, style, or special features)
- Spotlight on variety: modern, farmhouse, rustic, craftsman styles
- Image enlarges on click

Strategy: Show real examples to help visitors imagine their own home project and trust your expertise.

Psychology: Pictures build trust and spark the imagination. People feel more confident hiring when they see past results.

Tone: Let the pictures speak, but use a warm, encouraging tone in captions.

Custom Homes (Service)

Purpose: Explain the custom home process and expertise. Give visitors tools and resources to start their journey.

Sections

Service Overview

Purpose: Describe the custom home process and support offered.

Key Elements:

- Intro to your 30+ years of family building experience
- Emphasis on hands-on approach and customer care
- Short steps in the custom home process

Strategy: Help visitors feel that you guide them each step, making a big process feel less overwhelming.

Psychology: People may feel overwhelmed by building a home. Showing expertise and support calms fears.

Tone: Reassuring, positive, clear. Show that no question is too small.

Resources

Purpose: Offer helpful documents to make starting easier.

Key Elements:

- Hyperlink to the Feasibility Tips Sheet (PDF)
- Hyperlink to the Home Bidding Process Sheet (PDF)
- Brief description of what each sheet covers

Strategy: Offering no-pressure, practical help earns goodwill and invites contact.

Psychology: Giving help up front builds trust and reciprocity.

Tone: Friendly, helpful, and supportive.

Adus And Remodels (Service)

Purpose: Show how Great NW Homes, LLC helps families add value and space with ADUs, mother-in-law suites, and home remodeling.

Sections

Adu Overview

Purpose: Explain what ADUs are and why they matter.

Key Elements:

- Simple explanation of ADUs and who uses them
- Benefits: more space for family, possible rental income
- Support for size, plans, and placement

Strategy: Show how an ADU is a smart, practical solution for many families' needs.

Psychology: Visitors may not know what's possible. Simple examples inspire ideas.

Tone: Encouraging, knowledgeable, and clear.

Remodels

Purpose: Outline home remodeling services.

Key Elements:

- Common projects handled (additions, updates, expansions)
- Emphasize quality and working closely with clients

Strategy: Show you care for existing homes as much as new ones.

Psychology: People want to feel understood. Speaking about real problems and solutions helps.

Tone: Practical and optimistic.

About Us (*Content*)

Purpose: Introduce the owners and history. Build trust with a personal story.

Sections

Company Story

Purpose: Tell the family story and professional experience of Great NW Homes, LLC.

Key Elements:

- Photos of the founders or team
- Story of the brother and sister owners
- How the company started and their families' involvement

Strategy: Create an emotional bond by sharing the company's roots and personal commitment.

Psychology: People want to hire people, not just companies. Real stories build connection.

Tone: Warm, genuine, and proud of your roots.

Values And Approach

Purpose: Highlight what sets your building process apart.

Key Elements:

- Commitment to quality and craftsmanship
- Hands-on approach and involvement
- Strong local connections and reputation
- Dedication to every client

Strategy: Show that values matter as much as skills, making it safer to choose you.

Psychology: Shared values make decisions easier and lower risk perception.

Tone: Trustworthy, caring, and straightforward.

Contact (*Contact*)

Purpose: Give visitors every way to reach out and book an appointment.

Sections

Contact Info

Purpose: List all contact options for visitors.

Key Elements:

- Phone number
- Email address
- Office address
- Social media links

Strategy: Make reaching you simple, so no one hesitates.

Psychology: Reducing friction leads to more inquiries.

Tone: Direct, open, and encouraging.

Appointment Info

Purpose: Explain hours and how appointments work.

Key Elements:

- Statement: 'We are available by appointment only for your convenience.'
- Simple contact form for booking or questions

Strategy: Helps visitors feel comfortable and respected.

Psychology: Clarity lowers confusion and builds trust.

Tone: Polite, respectful, and clear.

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: Visual Hierarchy

Application: Show most important information and photos at the top or in larger sections of each page.

Implementation: Use a clean, simple design with clear headlines and main images. Place contact details and the rotating banner where visitors will see them first.

Principle: Consistency and Trust

Application: Keep fonts, colors, and button styles the same on all pages to help visitors feel comfortable and confident.

Implementation: Apply the same colors and style from the logo and provided images across the whole website. Don't switch fonts or layouts from page to page.

Principle: Simplicity

Application: Make sure the site is easy to use. Don't overwhelm people with too many choices or busy layouts.

Implementation: Limit the number of main pages to just what is needed (Home, Gallery of Homes, Custom Homes, ADUs, About Us, Contact), and keep each page focused and clutter-free.

Content Strategy

Area: Home Page

Recommendation: Focus on what makes Great NW Homes, LLC special—local family builder, hands-on experience, and decades of custom home expertise.

Implementation: Start with a welcoming headline, a short story about your approach, and a clear button to view the Gallery of Homes. Use language that feels warm and inviting.

Area: Service Pages

Recommendation: Highlight services with easy-to-scan text and offer helpful resources that build trust.

Implementation: For Custom Homes, include clear explanations and links to the Feasibility Tips Sheet and Home Bidding Process Sheet. Make these resources easy to find and download.

Area: Gallery of Homes

Recommendation: Let photos speak for themselves, but add short captions describing what makes each home unique.

Implementation: Arrange images as a simple, scrollable grid and include brief descriptions like style or special features under each set.

Area: About Us

Recommendation: Emphasize the family story and long history to connect with potential clients.

Implementation: Tell the background of Devon and Candice and highlight family values and experience in plain English. Use a friendly, approachable tone.

Conversion Optimization

Technique: Prominent Contact Options

Rationale: Making it easy for visitors to get in touch increases inquiries from serious customers.

Implementation: Place phone and email in the website header and on every page. Add a simple contact form on the Contact page and mention 'By Appointment Only'.

Technique: Clear Calls to Action

Rationale: Visitors know exactly what to do next, which raises the chance they will reach out.

Implementation: Use buttons like 'Get Started', 'See Gallery of Homes', and 'Contact Us Today' at key spots throughout the site.

Technique: Showcase Work with Real Photos

Rationale: Real photos of completed projects help build trust and set Great NW Homes apart from competitors.

Implementation: Fill the Gallery of Homes and banner with actual project photos. Add brief notes or testimonials when possible.

Priority Focus

Category: Professional Look and User Friendliness

Description: Deliver a modernized, simple site with new copy and easy navigation. Show real photos and clear service offerings.

Reason: The business wants to attract high-value custom home clients and show their unique family approach—making the overall 'feel' crucial.

Implementation Order

1. Set up basic site structure and main menu with agreed page names
2. Add branding, logo, and rewrite all website content
3. Upload and optimize all gallery and banner images
4. Configure and test Rotating Banner on Home page
5. Build Gallery of Homes as its own page and test navigation
6. Create and link both PDF resources on the Custom Homes page
7. Add About Us, ADUs, and Contact pages with clear forms and appointment-only notice
8. Cross-check for speed, contact info visibility, and working resource links
9. Final review for professional and modern look, with attention to friendly language and family values

Risk Mitigation

Confusion over business name and logo

Category: Branding

Suggested Action: Include an explanation in the About Us or footer if needed, clarifying the name change or logo difference.

Large image files could slow down site

Category: Performance

Suggested Action: Resize and optimize all images before adding to website to ensure pages load quickly, especially in rural areas.

Resource links could be missed

Category: Content & Conversion

Suggested Action: Use attention-grabbing buttons or boxes for the PDF downloads, and test all links before launch.

Business Impact

Impact Level: High