

Website Blueprint

OP-87139

Location: Ballston Lake, NY, USA

Business Type: Microsoft Dynamics GP Reseller and IT Consulting

Target Audience: Current Microsoft Dynamics GP users in the USA and internationally who are not interested in migrating to another ERP platform, including mid-sized businesses and enterprises seeking long-term support for legacy systems. Also targets companies considering migration to Microsoft's cloud ERP solutions and values continuity, reliability, and expert guidance.

Executive Summary

Revered Business Solutions, Inc. provides expert support, customization, and add-ons for Microsoft Dynamics GP, focusing on businesses committed to keeping GP despite Microsoft's end-of-life announcement. Owned by a former GP MVP with over 35 years of hands-on experience and unmatched industry connections, the company stands out for its deep expertise, continuity of service, and trusted personal approach, offering a rare long-term commitment in a market moving away from legacy systems.

Primary Goals

- Continue providing expert support for Microsoft Dynamics GP well beyond its official end-of-life date
- Assist companies with seamless migration to Microsoft's cloud ERP solutions through trusted partners
- Maintain and grow a loyal client base by offering personalized, high-touch service and technical excellence

Brand Values

- Expertise rooted in decades of hands-on experience
- Personalized, old-fashioned customer service
- Commitment to long-term client relationships and solutions

Competitive Advantages

- Owned and operated by a former Microsoft Dynamics GP MVP with over 35 years of experience
- Extensive network of hundreds of third-party ISV vendors and personal contacts with fellow former GP MVPs
- Deep product knowledge as both a user and provider, ensuring practical, real-world solutions

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#ffffff
Secondary		#2251a2
Accent		#ffdb3a

Rationale: The main color is white to keep the site feeling open and easy to read. Blue is a secondary color, which makes the site feel trustworthy and professional—important for IT and software services. Yellow is used as an accent to make important buttons, highlights, or calls to action stand out, while also keeping the overall look positive and approachable.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400;600&display=swap>

Imagery Style

Use professional, friendly photos of business people working together, computer equipment, and technology. Include images of support teams, office environments, and hands-on customer service to match your personal, experienced approach. Avoid stock images that feel stiff or generic.

Overall Aesthetic

Friendly but professional. The site should feel welcoming and easy to use, while showing that the company is experienced and reliable. Confidence and trust should be clear as soon as visitors arrive.

Theme Style

Modern and clean. Keep pages open and uncluttered, with clear sections for each service. Show main messages near the top. Feature the company's experience and customer-first approach.

Layout Approach

Use a simple, clear layout. The main services should be visible on the homepage. Calls to action, like "Contact Us" or "Get Support," should stand out, using the accent color. Use large, readable text and

clear buttons—making it easy for customers to get in touch or learn more.

Regional Recommended

- Showcase US location and support for US companies
- Use images and text that reflect a North American business audience
- Highlight local time zone for support

Regional Avoid

- Do not use imagery or references that seem focused only on outside the USA
- Avoid busy, flashy graphics or very dark backgrounds that can make the site feel less welcoming
- Do not use fonts or colors that are hard to read for US audiences

Requirements & Features

Homepage Messaging

Description: Make it immediately clear on the homepage that you offer ongoing Microsoft Dynamics GP support, even after its end-of-life, and offer guidance for companies considering a move to the cloud.

Validation: Homepage states continued Dynamics GP support and mentions cloud migration help.

Color Scheme and Branding

Description: Match the color scheme to the client's preferences (white with blue and yellow) and use the uploaded logo for a cheerful, consistent look.

Validation: Colors and logo on all pages match supplied examples.

Security and SSL

Description: Make sure the website is secure by enabling HTTPS with an SSL certificate.

Validation: Site loads using https:// and shows as secure in browsers.

Contact Options

Description: Display phone number, email, and physical address clearly on every page so people can easily reach you.

Validation: All contact details appear in the website header or footer.

Service Pages

Description: Create service pages for Microsoft Dynamics GP support and migration to Business Central, with clear descriptions and unique benefits.

Validation: Service pages exist for GP support and migration, with clear calls to action.

Modern, Easy-to-Use Design

Description: Update the website with a modern, simple layout that looks clean and is easy for anyone to use.

Validation: Site appears up-to-date, easy to navigate, and phone-friendly.

Mobile-Friendly (Responsive) Website

Description: Make sure the website works well and looks good on phones and tablets.

Validation: Website content adjusts and displays cleanly across devices.

Basic Search Engine Visibility

Description: Use words on the website that match what your target customers are likely to search for, such as 'Microsoft Dynamics GP support' and 'Business Central migration.'

Validation: Site pages include key terms customers would search for.

Clear Calls to Action

Description: Add buttons and links with easy instructions like 'Contact Us' or 'Get Support' so visitors know what to do next.

Validation: Obvious, simple action buttons and links on every page.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and quickly explain what Revered Business Solutions, Inc. does, focusing on support for Microsoft Dynamics GP and migration help. Build trust and set a friendly tone.

Sections

Hero

Purpose: Share a clear message at the top of the page so visitors instantly know you are dedicated to supporting Microsoft Dynamics GP and can help with migrations if needed.

Key Elements:

- Business name, logo, and tagline 'Service provided the old fashion way; personally.'
- A strong, welcoming headline about long-term Microsoft Dynamics GP support
- Short text highlighting over 35 years of experience and that you are led by a former GP MVP
- Simple image reflecting Microsoft Dynamics GP (from supplied images or logos)
- Menu at the top for easy access to Services and Contact

Strategy: Make sure visitors immediately see you are experts ready to support their Microsoft Dynamics GP system or help with migration. Use a friendly, trustworthy message and make the next step clear.

Psychology: People dealing with legacy software want reassurance and personal attention. Highlight your experience and personal service to reduce worry.

Tone: Be warm, confident, and approachable. Focus on trust and reliability, with words that show you understand customers' concerns.

Cta Block

Purpose: Make it simple for people to contact you right away or ask for an appointment.

Key Elements:

- Button to contact you by email or phone (large, easy to see)
- Contact details (phone, email, address) shown clearly
- Short line encouraging people to reach out for a free conversation or advice

Strategy: Give visitors just one or two clear options so there's no confusion. Use friendly words that lower barriers to getting in touch.

Psychology: Visitors want to feel their questions are welcome and they'll get honest answers. Remove any hesitation by inviting them openly.

Tone: Use everyday language, be direct and helpful (e.g., 'Let's talk!' or 'Start your support conversation now.')

Services (*Information*)

Purpose: Provide details about your main services so potential clients quickly know how you can help.

Sections

Support Gp

Purpose: Explain all the ways you support Microsoft Dynamics GP, for businesses who do not want to change platforms.

Key Elements:

- Clear headline about ongoing Microsoft Dynamics GP support
- List of services: installation, upgrades, customizations, third-party add-ons, expert troubleshooting
- Highlight unique skills: Knowledge of old and new versions, links with many industry contacts
- Reassuring text about support past Microsoft's end of life date
- Contact option nearby

Strategy: Show that you make it easy and safe for companies to stick with GP, backed by experience.

Psychology: Clients want a partner who isn't going anywhere and truly understands GP. Your long track record builds confidence.

Tone: Be direct and positive about your skills and commitment. Let visitors know they're understood and not alone.

Migration

Purpose: Let customers know you can help, even if they want to move to a new platform.

Key Elements:

- Headline about GP migration to Microsoft's cloud ERP
- Short summary of the migration process and why you are a safe choice
- Details about data extraction solutions for other ERPs
- Mention of trusted migration partners
- Call to contact for a migration discussion

Strategy: Offer a low-pressure way to learn more, showing you welcome both those who want to stay and those considering change.

Psychology: Some visitors may feel uncertain about the future. Let them know all paths are supported.

Tone: Be reassuring, flexible, and open to talking about all options without pushing.

Contact (*Contact*)

Purpose: Give visitors one place to easily reach you or find your business details.

Sections

Main Contact

Purpose: Show how to get in touch, including email, phone, and physical location.

Key Elements:

- Simple contact form (name, email, short message)
- Email and direct phone number
- Business address and map
- Hours of operation and note on flexibility

Strategy: Remove any possible confusion. Give all the contact options and encourage quick questions.

Psychology: People want to know help is available when needed. Being available beyond normal hours makes you reliable.

Tone: Keep it short and straightforward. Show you're easy to talk to and quick to respond.

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: Clarity and Trust

Application: State clearly that you support Microsoft Dynamics GP long term and help with cloud migration.

Implementation: Show this message at the top of the homepage so everyone sees it first.

Principle: Consistency

Application: Use the same colors and logo on every page to build familiarity.

Implementation: Match the new site colors to the old site (white, blue, yellow) and show the business logo on all pages.

Principle: Simplicity

Application: Make the website easy for anyone to use and understand without needing technical knowledge.

Implementation: Use short headings, bulleted lists, and clear menu labels like 'Support' and 'Migration.'

Content Strategy

Area: Homepage

Recommendation: Focus the message on ongoing Dynamics GP support and options for migration, using customer-friendly language.

Implementation: Rewrite content to be clear and inviting. Highlight two main messages: support for GP and help with migration.

Area: Services Pages

Recommendation: Describe the main services simply, one per page, with benefits stated clearly.

Implementation: List what you'll do, how you can help, and why you're the right choice, in everyday language.

Area: Visual Content

Recommendation: Use the provided images and logo for brand recognition.

Implementation: Add supplied business logo and images. Use stock images only to complement, not replace, what was provided.

Conversion Optimization

Technique: Visible Contact Options

Rationale: Easy to find phone number, email, and address increase the chance customers will reach out.

Implementation: Show contact details at the top and bottom of every page. Link phone numbers and emails so users can tap to call or email.

Technique: Simple Calls to Action

Rationale: Direct, short action buttons reduce confusion and make it more likely someone will take the next step.

Implementation: Use buttons like 'Request Support' or 'Start Your Migration' on key pages.

Priority Focus

Category: Modernization and Security

Description: Update the look of the site and make it secure with HTTPS.

Reason: A modern, secure site builds trust with potential clients and meets current expectations.

Category: Clear Value Proposition

Description: Show why your support is trustworthy and relevant, especially after Microsoft's official end date.

Reason: Clients need to see that you're the safe, experienced choice for their legacy ERP needs.

Implementation Order

1. SSL and website security setup
2. Set up color scheme and branding
3. Draft homepage and rewrite key messages
4. Create main service pages with unique benefits
5. Add clear contact details to header and footer
6. Add simple calls to action on every page
7. Test for mobile-friendliness and functionality
8. Review and launch

Risk Mitigation

Website Security

Category: Technical

Suggested Action: Make sure SSL is set up correctly to prevent browser warnings or access problems.

Outdated Content

Category: Content

Suggested Action: Review all text every year at minimum to keep details and dates accurate.

Mobile Access Problems

Category: Usability

Suggested Action: Test the entire site on various phones and tablets before launch.

Business Impact

Impact Level: High