

Website Blueprint

OP-82608

Location: United States (primary audience); global reach

Business Type: Online News & Information Platform (Federal Reserve/Economic Policy Focus)

Target Audience: Individuals interested in economic policy, financial news, and government institutions, particularly those who follow news about the Federal Reserve. Demographics include adults with an interest in economics, finance professionals, academics, students, and informed members of the general public seeking clear and reliable updates on the Federal Reserve's actions and their impact. Psychographics: intellectually curious, value accuracy and clarity, seek authoritative and accessible information.

Executive Summary

Fed Heads LLC is building a unique online platform focused on reliable news, articles, and resources about the Federal Reserve System. By combining a strong background in journalism with an original editorial approach, the site aims to stand out through clear, accurate content that is easy for readers to understand and navigate—using a style and layout inspired by leading reference sites, but with its own simple, straightforward design. Stock images and an engaging gallery will offer visual appeal, while custom contact and appointment forms make reader interaction simple and direct.

Primary Goals

- Provide clear, accurate, and accessible information about the Federal Reserve System
- Curate and present reliable news articles and developments related to the Federal Reserve
- Establish a unique, trusted online resource for Federal Reserve news and analysis

Brand Values

- Accuracy
- Transparency
- Accessibility

Competitive Advantages

- Unique focus on Federal Reserve news with no direct competition
- Content curated and presented by an experienced journalist with decades of expertise
- Original approach with emphasis on clarity, reliability, and accessibility

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#224488
Secondary		#f9f9f9
Accent		#b99c61

Rationale: The main color is a deep blue, which gives a sense of trust and professionalism, similar to the official Federal Reserve site. The secondary color is a light gray for clean backgrounds, making reading articles easy. The accent color is a gold tone, adding warmth and a feeling of authority without being overwhelming.

Typography

Heading Font: Roboto Slab

Body Font: Open Sans

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

Imagery Style

Use bright, high-quality stock photos of the Federal Reserve building, US currency, and economic themes. Images should feel trustworthy and professional, with a clean, modern look. All banners and image galleries should be filled with stock images, since there are no original images yet.

Overall Aesthetic

The site should feel simple, clean, and easy to use. Readers should not feel lost — everything should be straightforward and calm, with nothing flashy or distracting. The overall look should invite everyone to stay focused on news and articles.

Theme Style

Modern and classic at the same time, much like large financial or government news sites. The design should use lots of white space, clear areas for headlines, and sections that are clearly divided.

Layout Approach

Stick with a simple menu at the top, easy-to-find buttons, and straightforward sections for each topic. Rotating banners should be on the homepage only. The gallery for events and news should be easy to scroll through. Make sure there are no confusing sidebars or pop-ups.

Regional Recommended

- American English language for all text
- Stock images of US buildings, especially the Federal Reserve
- Design elements inspired by official US government and news sites

Regional Avoid

- Bright, flashy colors
- Complex graphics or decorative fonts
- Images not related to US economics, finance, or government

Requirements & Features

Branding and Visuals

Description: Display the business name as 'Fed Heads LLC' on all website pages. Use a placeholder for the logo until a final version is ready. Use stock images throughout the site, especially ones related to the Federal Reserve System.

Validation: Business name shows as 'Fed Heads LLC' in the site header and footer. Logo area has a placeholder image. All images are relevant and from stock sources.

Homepage Design

Description: Add a rotating banner with stock images on the homepage. The homepage must clearly show what the website offers and be easy to use.

Validation: Rotating banner appears at the top of the homepage with at least three different stock images related to the Federal Reserve. Main message and value are easy to spot for new visitors.

Gallery Integration

Description: Add a gallery to the News & Events page using stock images related to the Federal Reserve. Make sure it's easy for visitors to browse.

Validation: Gallery exists on News & Events page. Images are clearly related to Federal Reserve content and load quickly.

Content Structure

Description: Follow the sitemap: Home, About Us, News & Events (with Gallery), Articles (with Contact Form and Appointment Request), Online Store (hidden for now), and Contact Us.

Validation: Site navigation matches the sitemap. Online Store page is set up but not visible to visitors.

Contact Form and Appointment Requests

Description: Add a contact form and an appointment request form under the Articles section. Make both forms simple and collect name, phone, email, and message. Send submissions to peter@fedheads.com.

Validation: Forms work, send submissions to the right email, and confirm to the user their message/request was received.

Online Store (Visibility)

Description: Set up the online store page but keep it hidden from visitors until products are ready.

Validation: Online Store can be enabled when ready but is not visible in site navigation now.

SEO Setup

Description: Add SEO text to pages directly to help people find the website on search engines. Use keywords like Federal Reserve, Fed District Banks, Monetary Policy, and US Monetary Policy. Target United States audience but allow for global reach.

Validation: SEO keywords are present in page content. Site appears in search results for main topics.

Simple and Easy Navigation

Description: Design the website layout to be simple and easy for visitors to find what they need. Use clear labels in the menu and avoid clutter.

Validation: Visitors can move between all sections of the site with one or two clicks. Menu items are clear and not crowded.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce Fed Heads LLC, and quickly show what the website is about: sharing news, insights, and information about the Federal Reserve in a clear and easy-to-understand way.

Sections

Hero

Purpose: Grab attention at the very top, show the business name and slogan, and use a rotating banner with stock images so visitors know right away what the site covers.

Key Elements:

- Fed Heads LLC name displayed front and center
- Placeholder area for logo
- Rotating banner with stock images of the Federal Reserve Building and related themes
- A clear and simple slogan
- Short introduction to what the site is about

Strategy: Make the purpose clear instantly and help visitors see that this site is a trustworthy place to learn about the Federal Reserve, encouraging them to scroll for more.

Psychology: People decide quickly if a site fits their needs. A strong, clear intro with friendly visuals gives confidence and encourages learning more.

Tone: Keep writing friendly, direct, and easy to read for all ages. Avoid complicated words so everyone feels comfortable.

Cta Block

Purpose: Guide visitors to learn more or get involved, such as seeing latest articles or contacting you.

Key Elements:

- Simple button to read latest news
- Button to contact you or ask a question
- Encouraging short invitation (for example: 'Stay informed – see the latest updates from the Federal Reserve')

Strategy: Offer a clear next step right after the site introduction, making it easy for visitors to explore content or reach out.

Psychology: People often need a simple nudge to take action. Easy-to-find buttons help them feel welcome to learn or connect.

Tone: Use plain, welcoming language that encourages visitors without any pressure.

About Us (*Information*)

Purpose: Share the story of Fed Heads LLC, your mission, and what makes the site trustworthy. Explain your background and why you started this project.

Sections

Introduction

Purpose: Welcome visitors and briefly explain who you are and what the website stands for.

Key Elements:

- Short introduction to Fed Heads LLC
- Photo or stock image related to the Federal Reserve

Strategy: Help visitors feel comfortable and confident that the information on the site is reliable.

Psychology: When visitors know the person or team behind the site, trust increases and they're more likely to return.

Tone: Keep the tone genuine, friendly, and clear—show personality and a commitment to informative content.

Background And Values

Purpose: Explain your professional history, your approach to journalism, and what makes the information here unique.

Key Elements:

- Short story about your experience in news and publishing
- Why you're passionate about sharing Federal Reserve updates

Strategy: Build deeper credibility and help visitors see why your perspective matters.

Psychology: Visitors value knowing an experienced person curates the content.

Tone: Write in the first person for a personal touch, and use clear, simple sentences.

News And Events (*Gallery*)

Purpose: Feature a gallery of recent news and events about the Federal Reserve, using engaging stock images.

Sections

Gallery Header

Purpose: Introduce the section and invite visitors to explore visual highlights of news and events.

Key Elements:

- Short, friendly introduction
- Heading that makes it clear this is the news and events area

Strategy: Encourage visitors to view more detailed articles after seeing interesting news images.

Psychology: People connect quickly through images; strong visuals help them understand and remember the news.

Tone: Keep copy brief and inviting, encouraging people to browse.

Image Gallery

Purpose: Show news items and events visually using stock images that relate to the Federal Reserve.

Key Elements:

- Grid or slideshow of stock images
- Simple captions explaining each image or news headline
- Links to full articles where relevant

Strategy: Make it simple for visitors to jump from a visual story to a full article.

Psychology: Image galleries make the content lively and engaging, and help visitors process information quickly.

Tone: Use short, clear captions. Don't overload visitors with details—let images lead.

Articles (*Information*)

Purpose: Provide detailed news, curated articles, and original content about the Federal Reserve. Allow readers to contact you or request an appointment through forms.

Sections

Article Feed

Purpose: Share the latest articles and curated news with brief summaries and easy links.

Key Elements:

- List or feed of articles with headlines, dates, and short summaries
- Links to read each full article
- Stock images related to each article where possible

Strategy: Present headlines and summaries upfront so visitors can choose what interests them.

Psychology: People prefer to scan headlines and summaries, then pick something relevant to read.

Tone: Headlines and summaries should be clear and straightforward, making it easy for anyone to understand what each article covers.

Contact Form

Purpose: Give visitors a simple way to reach out with questions or feedback.

Key Elements:

- Form fields for name, email, phone, and a message
- Optional file attachment
- Clear instructions and submit button

Strategy: Remove barriers to contact so anyone can request more info or start a conversation easily.

Psychology: A simple, friendly contact form increases response rates by making people feel welcome.

Tone: Keep form labels clear and the instructions friendly. Use encouraging language to put visitors at ease.

Request Appointment Form

Purpose: Allow visitors to request a meeting or call directly on the articles page.

Key Elements:

- Form fields for name, contact info, preferred date/time, and reason for appointment
- Short note explaining how appointments work
- Submit button

Strategy: Streamline the process for readers who want to discuss content or connect further.

Psychology: Easy appointment request forms show you value visitor input and time.

Tone: Instructions should be short, clear, and polite—invite visitors to reach out for a chat.

Online Store (*Ecommerce*)

Purpose: This page is hidden for now, but will eventually allow visitors to buy products related to the Federal Reserve or your content.

Sections

Store Coming Soon

Purpose: Inform visitors that the store is not active yet but will be available soon.

Key Elements:

- Short message about the store being in progress
- Optional teaser for future products

Strategy: Start building interest in advance without showing unavailable products.

Psychology: Letting people know what's coming soon can increase excitement and future visits.

Tone: Friendly and forward-looking, simple and brief.

Contact Us (*Information*)

Purpose: Offer a direct way for visitors to get in touch, ask questions, or share feedback.

Sections

Contact Info Block

Purpose: Share the best ways to contact you and give visitors your main email address.

Key Elements:

- Business name and simple contact details
- Email address displayed clearly
- Hours of availability (if any)
- Placeholder for logo

Strategy: Keep all contact details easy-to-find and encourage people to reach out directly.

Psychology: People are more likely to get in touch when they quickly see a direct email and clear contact details.

Tone: Be inviting and clear—make visitors feel welcome to connect at any time.

Contact Form Simple

Purpose: Add a simple form so visitors can message you without leaving the page.

Key Elements:

- Form fields for name, email, and message
- Clear instructions and a submit button

Strategy: Break down barriers and provide another easy way for people to send a message.

Psychology: A simple, easy-to-use message form often makes people more willing to start a conversation.

Tone: Friendly, reassuring, and straightforward—welcome questions and comments.

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: Keep the site simple and familiar.

Application: Follow a straightforward structure so visitors always know where they are and what to do next.

Implementation: Main navigation menu should always be visible. Use plain language for labels like 'Articles' or 'Contact Us.'

Principle: Let people see important information right away.

Application: Highlight the freshest news, key features, and contact options at the top of each page.

Implementation: Use a banner for news flashes and put main actions, like contacting or booking, near the top of relevant pages.

Content Strategy

Area: Homepage and About Us

Recommendation: Summarize the site's mission and focus on accurate, clear updates about the Federal Reserve.

Implementation: Draft welcoming content that explains the site's purpose in a few sentences, using keywords for search visibility.

Area: News & Events

Recommendation: Update regularly with the latest Federal Reserve news. Use galleries to make the page visual and engaging.

Implementation: Add a process for curating news stories and reviewing them for clarity and accuracy before posting.

Area: Articles

Recommendation: Keep articles focused, factual, and easy to read. Offer both the contact form and appointment option for engagement.

Implementation: Break up text with sub-headings and stock images. Review for readability.

Conversion Optimization

Technique: Make contact easy

Rationale: The easier it is for people to reach out, the more inquiries you'll get.

Implementation: Place the contact form and appointment request options where visitors can see them without scrolling too much.

Technique: Build trust with visuals

Rationale: Stock images related to the Federal Reserve make the site look more reliable and professional.

Implementation: Use high-quality images and captions where helpful, especially on the homepage and in the gallery.

Priority Focus

Category: Site Structure and Navigation

Description: Build all pages as listed in the sitemap, ensuring each is easy to reach.

Reason: Direct navigation helps visitors quickly find what matters most to them.

Category: Visual Content

Description: Set up all banners and galleries with relevant stock images early.

Reason: Professional images make a positive first impression and help build credibility.

Category: Contact and Appointment Forms

Description: Make sure both forms are working and simple for visitors to use.

Reason: This is the main way visitors will reach out or interact, so it must work smoothly.

Implementation Order

1. Set up basic site structure and navigation with correct page names
2. Add branding: business name, placeholder logo, and first images
3. Integrate homepage rotating banner with stock images
4. Build News & Events with gallery plugin and upload images
5. Add Articles section with contact and appointment forms connected to email
6. Hide Online Store page from main navigation
7. Install and configure SEO plugin, add SEO-friendly text and keywords
8. Test forms and navigation for ease of use and fix any issues
9. Review complete site for clarity and simplicity before launch

Risk Mitigation

Slow Pages from Heavy Plugins

Category: Performance

Suggested Action: Choose light, reliable plugins for banners, galleries, and forms. Test site speed after installation.

Security Risks from Outdated Plugins

Category: Security

Suggested Action: Keep all plugins updated and use only trusted sources from the official plugin marketplace.

Confusion if Store is Accidentally Live

Category: Usability

Suggested Action: Double-check that the online store page is hidden in the menu and cannot be accessed until products are added.

Business Impact

Impact Level: High