Website Blueprint

OP-84337

Location: United States (primary), global audience

Business Type: Online Publishing and News Aggregation (Federal Reserve/Economic Policy)

Target Audience: Individuals interested in economic policy, financial news, and government institutions; includes professionals, academics, journalists, and members of the general population seeking reliable updates about the Federal Reserve's actions and their impact. Audience is niche but open to anyone globally with an interest in central banking and economic trends.

Executive Summary

OP-84337 is an online publishing platform that provides clear, accurate, and accessible news about the Federal Reserve and economic policy. Founded by an experienced journalist with over forty years in the industry, the project stands out by curating reliable articles and updates, filling a gap in specialized economic reporting without competing platforms. By focusing on transparency, journalistic integrity, and easy navigation, OP-84337 offers readers trusted content and a unique online destination for Federal Reserve insights.

Primary Goals

- Provide clear, accurate, and accessible information about the Federal Reserve
- Curate and aggregate reliable news articles and content related to Federal Reserve developments
- Build a unique online platform for economic policy enthusiasts without commercial intent

Brand Values

- Accuracy
- Transparency
- Accessibility

Competitive Advantages

- Original concept with no direct competition
- Founder's extensive journalism and research experience
- Unique focus on Federal Reserve news aggregation

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#003366
Secondary		#eaeaea
Accent		#c8102e

Rationale: The deep blue gives a trusted, professional look that is often used in news and government sites. Light grey keeps the pages feeling open and easy to read. The red accent highlights important buttons and key information, giving a clear and reliable feel for the audience.

Typography

Heading Font: Merriweather

Body Font: Open Sans

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

Imagery Style

Use clean stock photos or user-uploaded images of the Federal Reserve Building, money, and graphs. Images should feel serious and trustworthy, avoiding any casual or playful styles.

Overall Aesthetic

Serious, clean, and trustworthy. The design is focused on making information clear and simple, helping users find what they need fast without clutter.

Theme Style

A classic news site style, featuring clear sections, easy navigation, and a strong logo or site name at the top. Key headlines and newest articles are always easy to find.

Layout Approach

Use a three-column style for desktop screens: main stories in the middle, latest links or highlights on one side, and quick navigation or extra info on the other. For mobile devices, everything stacks for easy scrolling. All galleries and article lists are clearly labeled so users never get lost.

Regional Recommended

- Photos and graphics of US financial buildings
- Clear date and location tags for news
- Simple buttons for email contact

Regional Avoid

- Bright, playful colors
- Busy backgrounds
- Cartoon images or icons

Requirements & Features

Homepage Design

Description: Create a homepage that clearly explains the purpose of the website, features links to news articles about the Federal Reserve, and uses stock images of the Federal Reserve building.

Validation: Website homepage displays clear messaging, includes links to latest news, and uses at least one stock image related to the Federal Reserve.

Contact Form

Description: Add a contact form with fields for name, phone, email, and notes, plus an option to upload files. Send submissions to peter@fedheads.com.

Validation: Contact form works, allows uploads, and sends to correct email.

Appointment Request Form

Description: Provide an easy-to-use form for visitors to request appointments, including fields for contact details, preferred date/time, and request notes.

Validation: Appointment form visible, easy to submit, and notifications sent.

Gallery

Description: Showcase a gallery with up to 30 images highlighting news, events, or Federal Reserve-related visuals using provided or stock images.

Validation: Gallery displays properly on device, easy to browse, and includes at least 10 relevant images.

SEO Features

Description: Include SEO-friendly text using keywords like 'Federal Reserve', 'Monetary Policy', and 'US Economic Trends'. Allow ongoing content updates to help Google and Bing find the site.

Validation: Site content contains targeted keywords, regular updates, and SEO tools are properly integrated.

About Us Page

Description: Create an About Us page describing the website's purpose and background, centered on the Federal Reserve and news aggregation.

Validation: Page exists, easy to find, and explains who runs the site with basic background.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Give visitors a simple, clear introduction to the latest Federal Reserve news and why this site exists.

Sections

Hero

Purpose: Grab attention right away with a strong headline and a brief summary about the site's focus on Federal Reserve news.

Key Elements:

- Short headline with the site's slogan: 'The Latest News About The Federal Reserve System!'
- One-sentence overview describing the unique mission of honest, accessible financial reporting
- Stock image of the Federal Reserve Building in Washington DC
- Menu at the top making it easy to jump to About, News, Articles, and Contact

Strategy: Make it easy to understand what the website is about in seconds, so visitors stay and explore further.

Psychology: People want trustworthy, easy-to-access information on complicated topics like the Federal Reserve. Immediate clarity reduces uncertainty and builds trust.

Tone: Keep it straightforward, welcoming, and confident. Avoid jargon and write like you're explaining to a curious friend.

Cta Block

Purpose: Encourage visitors to read recent articles or contact the publisher for questions.

Key Elements:

- Button to view latest news articles
- Short sentence inviting users to send questions or feedback by email
- Simple, friendly contact button

Strategy: Offer clear choices: read news or get in touch, addressing both passive and active visitors.

Psychology: People feel more comfortable taking action when their choices are obvious and the language is friendly.

Tone: Be inviting and helpful. Use everyday words that are encouraging, not pushy.

About Us (*Info*)

Purpose: Give background on who runs the site, why it was started, and the values behind the reporting.

Sections

Introduction

Purpose: Introduce the founder and the mission for honest, clear news about the Federal Reserve.

Key Elements:

- Brief founder story
- Why experience in journalism matters for this site

• Reference to VSP books publishing background

Strategy: Show credibility and build trust by spotlighting deep experience.

Psychology: Personal stories and experience connect with readers, showing there's a real expert behind the site.

Tone: Keep it warm, direct, and relatable. Use first person where appropriate.

What The Federal Reserve Does

Purpose: Explain in simple terms what the Federal Reserve is and why it's important.

Key Elements:

• List of main Federal Reserve functions in plain language
• Stock image of the Federal Reserve building or related imagery

Strategy: Help more people feel confident about reading the site by demystifying the Federal Reserve.

Psychology: Breaking down big, complicated ideas makes the site more inclusive and less intimidating.

Tone: Explain ideas like you would to someone brand new to the subject.

News Events (*Gallery*)

Purpose: Showcase a rotating gallery of recent news, press releases, and Federal Reserve updates.

Sections

Gallery

Purpose: Let visitors browse fresh images and headlines from important events and news stories.

Key Elements:

• Photo gallery featuring stock and uploaded images tied to news highlights
• Captions with links to full articles or press releases
• Date labels for clarity

Strategy: Make the experience visual and quick to scan, so even casual visitors stay updated.

Psychology: People process visuals faster than words. A gallery encourages browsing and return visits.

Tone: Keep captions concise and clear, focusing on what matters most.

Articles (*Info*)

Purpose: Present a curated list of major Federal Reserve articles with easy ways to get in touch and request more information.

Sections

Featured Articles

Purpose: Give direct access to important, recent Federal Reserve news stories.

Key Elements:

• Article headlines as clickable links
• One-sentence preview for each article
• Date of each article

Strategy: Highlight essential stories, helping readers quickly find what matters.

Psychology: When content is well organized and up-to-date, people see the site as reliable.

Tone: Use simple, bulletin-style summaries with clear links.

Contact Form

Purpose: Let people quickly ask questions or request more info through a simple online form.

Key Elements:

- Form fields for name, phone, email, and message
- File upload option if users have documents
- Submit button sending inquiries directly to the main business email

Strategy: Lower barriers to interaction by keeping the form short and easy to use.

Psychology: The easier it is to get in touch, the more likely people are to ask questions or share tips.

Tone: Write form prompts as if speaking directly: 'Tell us your question.'

Appointment Request

Purpose: Allow people to request a time for a call or interview easily, especially useful for journalists or professionals.

Key Elements:

- Simple fields: name, phone, email, preferred date/time, request details
- Confirmation message explaining next steps

Strategy: Show openness and responsiveness to collaboration or deeper discussion.

Psychology: People feel important and heard when they can ask for a dedicated time to talk.

Tone: Be clear, polite, and reassuring about follow-ups.

Contact Us (*Info*)

Purpose: Provide a direct way for visitors to email questions or feedback, and share your contact details clearly.

Sections

Contact Details

Purpose: Display main contact email and a simple message inviting outreach.

Key Elements:

- Business email: peter@fedheads.com
- Short, friendly invitation to get in touch

Strategy: Encourage questions and feedback by making contact information obvious.

Psychology: When people know exactly how to reach you, they feel more confident and welcomed.

Tone: Keep it open and personal, avoiding stiff language.

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 Simplicity

Application: People want to understand what your site does right away.

Implementation: Use plain language on the homepage, clear headlines, and easy-to-read explanations.

Principle: Trust Building

Application: Visitors are looking for reliable sources.

Implementation: Use professional stock images, consistent branding, and show real, up-to-date news links.

Content Strategy

Area: News Aggregation

Recommendation: Regularly update the site with new articles and Federal Reserve news.

Implementation: Add links to official press releases and news events. Make updates at least weekly.

Area: Educational Value

Recommendation: Provide background information for readers who may be new to economic policy.

Implementation: Create a simple section or page explaining key Federal Reserve roles, with easy language.

Conversion Optimization

Technique: Visible Contact Form

Rationale: Makes it easy for visitors to reach out with questions or suggestions.

Implementation: Show the contact form on the main navigation and include file upload for feedback or article submission.

Technique: Easy Appointment Requests

Rationale: Lets professionals and journalists request interviews or meetings quickly.

Implementation: Keep appointment request process simple and confirm submissions promptly.

Priority Focus

Category: Homepage Messaging

Description: Clear homepage stating the site's focus on Federal Reserve news.

Reason: This builds trust and encourages repeat visits.

Category: SEO Integration

Description: Make sure all pages use keywords closely related to economic policy and Federal Reserve activity.

Reason: Helps more people find the website in search engines.

Implementation Order

1. Homepage design and messaging
2. About Us page creation
3. Gallery setup with bulk upload
4. Contact form integration
5. Appointment request form
6. SEO content and plugin setup

Risk Mitigation

Overwhelm with Too Many Features

Category: Usability

Suggested Action: Keep navigation and forms simple; avoid adding extra pages or plugins unless necessary.

Plugin Conflicts

Category: Technical

Suggested Action: Test gallery and SEO plugins for compatibility before launch.

Business Impact

Impact Level: High