

Website Blueprint

OP-84411

Location: Tiffin, Ohio, United States

Business Type: Auto and Diesel Repair Shop; Performance Parts Retailer

Target Audience: Diesel repair shops and automotive professionals across the United States seeking specialized diesel services, tools, and performance parts. Audience includes shop owners, mechanics, and enthusiasts focused on diesel vehicle maintenance and upgrades.

Executive Summary

Daniel Performance Diesel is an auto and diesel repair shop in Tiffin, Ohio, that also sells specialized diesel tools and performance parts online. Their main value comes from providing both high-quality repair services and hard-to-find performance products for diesel vehicles, making them a one-stop shop for diesel professionals and enthusiasts. With their focus on specialized tools like the Ford 6.7 PowerStroke Crank Alignment Tool and their aim to serve customers nationwide, Daniel Performance Diesel stands out by combining skilled service with expert product recommendations.

Primary Goals

- Enhance online presence with a professional website
- Prominently feature diesel services, tools, and performance parts
- Enable eCommerce for selling tools and parts directly to customers

Brand Values

- Technical expertise in diesel repair
- Commitment to quality parts and tools
- Customer-focused service

Competitive Advantages

- Specialized focus on diesel vehicles
- Direct sales of performance parts and tools
- Comprehensive service offerings for repair shops

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#203040
Secondary		#E2E6EA
Accent		#FFBF00

Rationale: We chose dark blue for trust, dependability, and a clean, professional look that fits the auto and diesel industry. The light gray keeps the site easy to read and modern, while the bold gold accent draws attention to key buttons and offers a high-performance feel for parts and e-commerce.

Typography

Heading Font: Oswald

Body Font: Open Sans

Google

Fonts

Url:

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

Imagery Style

Use clear, well-lit photos of tools, parts, and diesel vehicles. Show close-up details of products and action shots of mechanics at work. Add images with a tidy, workshop setting that feels real and approachable.

Overall Aesthetic

The website should look tough, honest, and modern. It needs to feel welcoming to both professionals and enthusiasts, showing that the business is skilled and reliable.

Theme Style

Simple and bold, with strong colors, clear buttons, and clean lines. The site should focus on making services and products easy to find, with big, readable headlines and product photos that stand out.

Layout Approach

Use a clear and organized layout. Put the most important services, products, and contact details near the top. Use large buttons for shopping and contacting. Keep the menu simple to help people quickly find repairs, parts, or diesel tools.

Regional Recommended

- Show American diesel trucks and workshop scenes
- Use English language and US dollars
- Highlight location in Ohio for local trust

Regional Avoid

- Do not use flashy or European sports car images
- Avoid styles that look too fancy or high-tech
- Stay away from using hard-to-read script fonts

Requirements & Features

Homepage Clarity

Description: Make it instantly clear on the homepage what services and products you offer, including diesel services, tools, and performance parts.

Validation: When a visitor loads the homepage, they can easily tell what the business does within a few seconds.

Service Pages

Description: Create individual pages for diesel service, diesel tools, and performance parts. Make each page easy to find and simple to understand.

Validation: Each service or product has its own clear page with a brief explanation and practical details.

Product Listing and E-commerce

Description: Feature the Ford 6.7 PowerStroke Crank Alignment Tool with price, simple description, and images. Make sure it's easy for customers to buy online.

Validation: Product is clearly listed with price and images, and online purchase is easy for users.

Contact Options

Description: Feature your phone number, email, and address so customers can easily reach you.

Validation: Contact information is visible on every page and easy to use.

Store Email Setup

Description: Use `orders@danielperformance.com` for purchase notifications and customer communications about orders.

Validation: Store email is set up for order confirmations and customer questions.

Images and Branding

Description: Add clear images of your product and a simple logo. Make your site look professional and trustworthy.

Validation: Homepage and product pages have business logo and several product images.

Store Tax Setup

Description: Apply a 7.25% tax rate on product sales as required.

Validation: Store automatically calculates 7.25% tax for each sale.

Professional Look

Description: Even if you don't have a full set of images or marketing materials, use a mix of your photos and high-quality stock photos for a consistent, trustworthy look.

Validation: Each page has at least one image, logo, and consistent styling.

Social Media Links

Description: Display Facebook and Instagram links so customers can connect with your business on social platforms.

Validation: Social media links are visible and working.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Make a strong first impression and clearly show that Daniel Performance Diesel is the place for diesel repairs, tools, and performance parts for customers all across the United States.

Sections

Hero

Purpose: Let visitors know right away what Daniel Performance Diesel does and who it helps.

Key Elements:

- Business name and logo at the top
- Main headline such as 'Specialized Diesel Services & Performance Parts'
- Brief description of the business and what makes it unique
- Photo highlighting service or the shop environment
- Button to contact you
- Menu at the top for easy navigation

Strategy: Help visitors immediately understand they're in the right place and encourage them to explore services or shop for parts.

Psychology: People decide quickly if a website meets their needs. Clarity and trust up front keep them from leaving.

Tone: Direct, professional, and confident. Make it clear you're the experts in diesel repairs and tools.

Cta Block

Purpose: Give visitors an easy way to get in touch or start shopping, depending on what they need.

Key Elements:

- Button to contact you for questions or quotes ('Contact Us Today')
- Button to shop for tools and parts ('Shop Now')
- Short text inviting both repair shops and enthusiasts
- Visible phone number and email

Strategy: Make it fast for people to reach out or start shopping, which increases the chances they'll become a customer.

Psychology: When people see what action to take, they're more likely to do it. Multiple options support different types of visitors.

Tone: Friendly and motivating. Encourage action with clear reasons ('Get expert help', 'Find the parts you need').

Other Pages ()

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: Clear First Impression

Application: Use a simple headline and clear language to tell visitors what you do right away.

Implementation: Place a short statement at the top of the homepage describing your services and products so visitors understand your business without searching.

Principle: Trust Building

Application: Show images of your tools, parts, and shop to help visitors trust your expertise.

Implementation: Add your logo, pictures of real products, and photos of your shop or tools throughout the site.

Principle: Easy Action Steps

Application: Make it simple for visitors to contact you or buy products.

Implementation: Use large buttons for 'Call Now', 'Email', and 'Buy' near product details and service pages.

Content Strategy

Area: Homepage

Recommendation: Highlight your main services: diesel service, diesel tools, and performance parts.

Implementation: Write a brief explanation for each service and use a friendly tone that appeals to auto shops and professionals.

Area: Product Pages

Recommendation: Provide clear details about each tool or part, including what it does and how it helps customers.

Implementation: Write simple descriptions and add multiple images for each product, making sure prices and tax rates are visible.

Area: Contact Information

Recommendation: Keep contact options visible everywhere on your site.

Implementation: List your phone, email, and address in the website footer and on the contact page.

Conversion Optimization

Technique: Prominent Contact and Buy Buttons

Rationale: Making it easy to call, email, or buy helps visitors turn into customers without hassle.

Implementation: Add clear, bright buttons for 'Call', 'Email', and 'Buy' on product and service pages, keeping them near product descriptions.

Technique: Simple Checkout Process

Rationale: Reducing steps and making instructions clear helps visitors easily complete their purchase.

Implementation: Use the Siteplus E-commerce module to keep checkout quick with easy-to-follow instructions and immediate order confirmation.

Technique: Visible Pricing and Tax

Rationale: Being upfront about costs builds trust and avoids confusion during purchase.

Implementation: Show product prices and calculated tax on product pages and at checkout.

Priority Focus

Category: Homepage Clarity

Description: Make your main services and products obvious as soon as someone loads your site.

Reason: First impressions matter most for new visitors, and clarity brings more business.

Category: Product Listing and E-commerce

Description: Let customers see exactly what you sell and make online purchases simple.

Reason: Ease of buying means more sales and satisfied customers.

Category: Contact Options

Description: Keep your phone number, email, and address front and center on every page.

Reason: Auto professionals appreciate quick and direct ways to reach you.

Implementation Order

1. Homepage Clarity
2. Service and Product Pages
3. E-commerce Store Setup
4. Contact Options
5. Images and Branding
6. Store Tax Setup
7. Social Media Links

Risk Mitigation

Missing contact details

Category: Customer Communication

Suggested Action: Double-check that phone, email, and address are on every page—fix any missing contact info before publishing.

Complicated checkout process

Category: Sales

Suggested Action: Test the checkout process to make sure it's easy—remove extra steps or confusing language.

Incorrect tax rate application

Category: Compliance

Suggested Action: Verify the store uses the right Ohio tax rate and displays it during checkout.

Lack of professional images

Category: Brand Trust

Suggested Action: Use stock photos that match diesel services and performance parts if business images are lacking.

Business Impact

Impact Level: High