Website Blueprint

OP-84896

Location: Charlotte, North Carolina, USA

Business Type: Student Housing Real Estate Property Management

Target Audience: College students aged 18 to 25 and recent graduates, primarily attending UNC-Charlotte, including those from North Carolina, South Carolina, and the broader East Coast. Audience values proximity to campus, affordability, safety, and upgraded amenities.

Executive Summary

OP-84896 manages and leases affordable, upgraded student housing within walking distance of UNC-Charlotte, setting itself apart with personal service and modern amenities. By focusing on proximity to campus, updated units, and competitive pricing, OP-84896 aims to stand out from larger competitors in the area and attract students who want safe, convenient housing. Their owner-managed approach and ongoing property updates offer clear advantages to students looking for value near campus.

Primary Goals

- Increase occupancy rates for student housing units near UNC-Charlotte
- Enhance online presence and lead generation through improved website and SEO
- Streamline application and leasing processes for prospective tenants

Brand Values

- Service excellence
- Modern, upgraded living spaces
- Convenient campus proximity

Competitive Advantages

- Walking distance to UNC-Charlotte campus
- Most upgraded units in the area
- 25 years of industry experience

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#336699
Secondary		#FFFFFF
Accent		#83B81A

Rationale: The primary color blue (#336699) is inspired by UNC-Charlotte's colors and gives a trustworthy and welcoming feel. The white (#FFFFFF) keeps the site bright and clean, making it easy to read. The green accent (#83B81A) gives an energetic touch, appeals to students, and draws attention to buttons and special features.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: https://fonts.googleapis.com/css?family=Montserrat:700,600,500|Open+Sans:400,600&display;=swap

Imagery Style

Use bright, high-quality photos that show updated apartment interiors, friendly students, and attractive outdoor spaces. Highlight proximity to campus and modern amenities. Rotating banners should display inviting lifestyle shots and upgraded features.

Overall Aesthetic

Fresh, modern, and inviting. The look should feel safe, upbeat, and welcoming for college students and parents. Avoid clutter and keep information clear and easy to find.

Theme Style

Modern campus living. Use clean lines, plenty of white space, and pops of green to show energy and growth. Highlight a blend of student life and comfortable living.

Layout Approach

Simple and straightforward. Use large, easy-to-read sections with clear headings. Keep navigation easy to use on phones and laptops. Place contact details, inquiry buttons, and the application link in

easy-to-find areas, with the rotating banner at the top to show off property features.

Regional Recommended

- Incorporate UNC-Charlotte school spirit with colors and lifestyle images.
- Show walkable access to campus and neighborhood landmarks.
- Highlight safety, affordability, and upgraded amenities to appeal to families in the Carolinas and the East Coast.

Regional Avoid

- Avoid overly formal, dark, or corporate looks.
- Do not use outdated photos.
- Avoid busy patterns or crowded page layouts that make reading difficult.

Requirements & Features

Homepage Rotating Banner

Description: Showcase high-quality images of your properties using the rotating banner on the homepage. This helps students quickly see upgraded amenities and proximity to campus.

Validation: At least 3-5 current images displayed in a rotating banner, featuring upgraded units and campus proximity.

Updated Property Gallery

Description: Create a photo gallery showing updated flooring, appliances, and paint for each property. Make sure photos look fresh and inviting to attract students.

Validation: At least 5 new and clear photos per property included in main and extra galleries.

Easy Application and Lease Access

Description: Make it simple for students to find and fill out rental applications and lease guaranty forms. Place links clearly on the homepage and main property pages.

Validation: Visible clickable links/buttons for applications and lease forms on homepage and each property page.

Clear Contact Information

Description: Show phone, email, and visit address plainly on every page, making it easy for students and parents to reach you.

Validation: Phone number, email, and address shown at top or bottom of all pages.

Easy Navigation

Description: Set up clear, simple menus making it easy for visitors to find key info like properties, application forms, and galleries.

Validation: Menus include main sections: Home, Properties, Apply, Gallery, Contact.

SEO-Friendly Content

Description: Add words and phrases to pages that students use when searching for housing near UNC-Charlotte. Focus on 'walk to UNCC', 'affordable student housing', 'UNC-Charlotte rentals', and similar.

Validation: Top phrases included in homepage, property, and contact pages.

Mobile-Friendly Design

Description: Ensure all page layouts, images, and forms look good and are easy to use on phones and tablets.

Validation: Homepage, gallery, banners, and forms are easy to use on both desktop and mobile.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, clearly explain who you are, and help college students quickly see why your student housing is the best choice near UNC-Charlotte.

Sections

Hero

Purpose: This is the first thing visitors see. It introduces your business, highlights that you offer affordable and upgraded student housing close to UNC-Charlotte, and builds immediate trust.

Key Elements:

- Large, rotating banner with fresh photos showing upgraded student apartments
- Simple and clear headline describing student housing near UNC-Charlotte
- Short description capturing your best features, like walking distance, affordability, safety, and upgrades
- Quick button to view available properties or apply now

Strategy: Make it simple for students to see your value right away and encourage them to check out listings or apply. Use the rotating banner to keep it lively and show different top benefits or properties.

Psychology: Students like to make fast decisions and want to feel safe, welcomed, and confident they're making a smart choice. Big, bright images of the apartments help create trust and excitement.

Tone: Keep it upbeat, friendly, and direct. Speak to what college students care about most—convenience, price, and community.

Cta Block

Purpose: Encourage visitors to take the next step, such as checking what's available, applying, or contacting you.

Key Elements:

- Clear button to apply online
- Button to call or email you directly
- Short note highlighting quick responses and personal service

Strategy: Place these buttons where they can't be missed, making it very easy to take action whether someone is on their phone or computer.

Psychology: College students appreciate speedy answers and simple processes, so offer a fast path to apply or ask questions.

Tone: Be warm, helpful, and practical—encourage students to reach out with any questions, and let them know someone real will respond.

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: First Impression Matters

Application: Use fresh, inviting images and clear banners to quickly show your upgraded properties and walkability to UNC-Charlotte.

Implementation: Rotate best photos on homepage banner; highlight benefits in short phrases at the top.

Principle: Simplicity

Application: Make everything easy to find and use, especially for students looking for affordable rentals.

Implementation: Keep menus short, use simple words, and place application links up front.

Principle: Trust and Safety

Application: Show clear contact info and photos of safe, well-lit buildings to reassure parents and students.

Implementation: Add phone and email at top and bottom of every page; highlight amenities like secure entries and campus proximity.

Content Strategy

Area: Property Pages

Recommendation: Keep descriptions short and focused on upgrades and distance from campus.

Implementation: Use bullet points, clear photos, and list walking distance in minutes.

Area: Images and Gallery

Recommendation: Use updated, clean, and well-lit photos to show recent improvements.

Implementation: Replace old photos with new ones; add captions explaining upgrades.

Area: SEO Keywords

Recommendation: Write page titles and content using words students use in searches.

Implementation: Include phrases like 'walk to UNCC', 'safe student housing', and 'affordable apartments' in main sections.

Conversion Optimization

Technique: Prominent Application Button

Rationale: Making it easy to start the rental application boosts inquiries and completed applications.

Implementation: Put large 'Apply Now' buttons on homepage and every property page.

Technique: Clear Contact Form

Rationale: A simple contact form makes it easy for students and parents to ask questions or schedule tours.

Implementation: Offer a basic form with fields for name, email, phone, and message on Contact page.

Technique: Fast Loading Photos

Rationale: Quick-loading images keep visitors from leaving and make galleries look professional.

Implementation: Compress image files, especially banner and gallery photos, without losing quality.

Priority Focus

Category: Images and Rotating Banner

Description: Feature fresh, appealing property photos on homepage and gallery.

Reason: Students need to see upgrades and walkability right away — this drives interest.

Category: Application and Lease Access

Description: Make forms and instructions easy to find and use.

Reason: Quick access to applications increases completed rentals and boosts occupancy.

Category: Contact Details

Description: Present phone, email, and address clearly on all pages.

Reason: Helps students and parents trust the business and reach out easily.

Implementation Order

1. Update Property Images and Galleries
2. Set Up Rotating Banner with Best Photos
3. Make Application and Lease Forms Easy to Access
4. Display Contact Information on All Pages
5. Create Short, Simple Menus for Easy Navigation
6. Write Page Content with Student Search Phrases
7. Make Sure Site is Mobile-Friendly

Risk Mitigation

Outdated Images

Category: Gallery & Banner

Suggested Action: Replace old photos with new images that show upgrades and current conditions.

Hidden Forms

Category: Applications

Suggested Action: Add large, visible buttons so students can easily find and fill out forms.

Slow Photo Loading

Category: Website Speed

Suggested Action: Compress images and test site speed regularly to keep visitors engaged.

Hard-to-Find Contact Info

Category: Communication

Suggested Action: Always place phone and email at top and bottom of every page.

Business Impact

Impact Level: High