

# Website Blueprint

## OP-85133

Location: Wichita, KS, USA

Business Type: Manufacturing and Trade of Manual and CNC Lathes, Hydraulic Tools

Target Audience: Professionals and businesses in driveline repair, oil country industry, and hydraulic repair sectors, primarily located in the US and Canada, with international clients except Russia, China, Iran, and India. Audience includes technical buyers, shop owners, and industrial maintenance managers seeking specialized machining equipment.

## Executive Summary

R L Dial Company manufactures compact manual and CNC lathes, as well as specialized hydraulic tools like the YP-4 Hydraulic Yoke and Stub Puller, serving professionals and businesses in the driveline repair, oil country, and hydraulic repair sectors across the US and Canada. Their unique 10-inch bore hollow spindle lathes set them apart by allowing for the processing of long shafts without restriction, offering a major advantage compared to competitors. The new website will showcase their top products, streamline customer communication through custom quote forms, and reflect their brand's commitment to high-quality, reliable machining solutions.

## Primary Goals

- Enhance online presence with a modern, user-friendly website
- Showcase core products (manual lathes, CNC lathes, YP-4 hydraulic yoke and stub puller)
- Facilitate customer inquiries and quote requests through custom contact forms

## Brand Values

- Precision engineering
- Customer-centric service
- Innovation in compact and specialized machinery

## Competitive Advantages

- Compact 10-inch bore hollow spindle lathes that do not restrict shaft length
- Specialized hydraulic yoke and stub puller (YP-4) with demo and featured placement
- Ability to serve niche markets with custom solutions and technical expertise

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1E2A38
Secondary		#F8F9FB
Accent		#D98C1E

Rationale: The main color is a strong blue-gray, which gives the site a sturdy and professional look that fits with industrial equipment. The secondary color is a clean, light gray, keeping everything easy to read and modern. The accent color is a bold orange-gold, making important buttons and links stand out and showing energy and innovation.

## Typography

Heading Font: Roboto Slab

Body Font: Open Sans

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

## Imagery Style

Show your machines in real environments, with close-up shots of equipment, working tools, and parts. Use clear, high-quality photos and include demonstration videos where possible. Avoid very busy backgrounds—keep the focus on your machines and how they are used.

## Overall Aesthetic

Clean, strong, and direct. Everything should look simple, without distractions. Images and text should be balanced so information is easy to find. The site should give a feeling of trust and solid quality.

## Theme Style

Industrial and modern. Mix strong colors and bold fonts with plenty of clear space. Use sharp lines and blocks to help visitors find what they need quickly. The look should be professional and built to last, just like your machines.

## Layout Approach

Use a simple menu with most navigation in a hidden hamburger menu, as requested. Highlight your three main products on the home page with clear links. Add special sections for videos and product details. Make it easy for visitors to contact you using custom forms—put these forms on a dedicated contact page and make them quick to find. Keep pages light and uncluttered so busy professionals can get details fast.

## **Regional Recommended**

- Photos of machines and workspaces that match U.S. and Canadian shop styles.
- Straightforward language without slang.
- Clear legal and contact information.
- Measurement units in inches and feet, not metric.

## **Regional Avoid**

- Images or text that suggest you serve restricted regions (Russia, China, Iran, India).
- Bright or flashy colors that feel more consumer-focused.
- Overly complex or confusing menus.
- Heavy backgrounds or cluttered designs.

# Requirements & Features

## Homepage

**Description:** Feature the YP-4 hydraulic yoke and stub puller, 1640-Gaft hollow spindle lathe, and Series 200 CNC lathes on the home page with links to their dedicated pages. Make clear what each product does and highlight what makes them special.

**Validation:** Homepage displays all three featured products with descriptions and clickable links to relevant pages.

## Contact Page

**Description:** Create a 'Request A Quote' form on the Contact Us page with fields for First Name, Last Name, Email, Phone, and Message. Submissions should go to d.dial@rldial.com. No file attachments allowed.

**Validation:** Contact Page includes a visible, working request form sending to the correct email without file upload option.

## Product Pages

**Description:** Create pages for Manual Lathes, CNC Lathes, Hollow Spindle Lathes, and YP-4. Each product should have a clear description and specifications section that visitors can click to expand.

**Validation:** Each main product page includes description and expandable specifications section.

## Navigation

**Description:** Use a hamburger menu for page navigation instead of spreading links across the top. This keeps the site clean and modern.

**Validation:** Navigation found in hamburger menu on all pages.

## Branding

**Description:** Use the supplied logo for branding. If not available, create a simple placeholder logo matching the business name.

**Validation:** Logo is displayed on all pages. Placeholder used if original is missing.

## Videos and Images

**Description:** Add demo videos and product images provided for each dedicated product page (YP-4, 1640-Gaft, Series 200, etc.) and the homepage as appropriate.

**Validation:** Videos and images appear under correct product sections and home page.

## Slogan/Tagline

**Description:** Create a new, simple slogan or tagline for the business to appear on the website.

**Validation:** Slogan/tagline is present and easy to understand.

## **Special Offers**

**Description:** Do not include offers, discounts, or specials on the website.

**Validation:** No special offers section on the homepage or service pages.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: To introduce R L Dial Company and quickly show visitors what makes the business and its products unique, helping people understand at a glance what R L Dial offers.

### Sections

#### Hero

Purpose: Give visitors the first impression of the company, showing what R L Dial does and making them feel confident they are in the right place for specialized lathes and hydraulic tools.

Key Elements:

- Business name and a strong, clear slogan explaining what the company does
- Eye-catching photo of a key machine or product
- A short line describing the main benefit or specialty that sets R L Dial apart
- Link to learn more about the flagship products (manual lathes, CNC lathes, YP-4 Hydraulic Puller)

Strategy: Make it easy to see what you offer right away and invite visitors to see featured products or contact for more info.

Psychology: People feel more comfortable reaching out when they immediately understand what a business does and see that it addresses their specific needs.

Tone: Use clear, direct language that speaks to professionals. Focus on reliability, expertise, and the unique advantages of R L Dial Company machines.

#### Cta Block

Purpose: Encourage visitors to take the next step, such as asking for a quote or getting in touch.

Key Elements:

- Big button to contact you or request a quote
- Short message explaining the benefits of reaching out (fast help, expert advice, or customized solutions)
- Phone number and email easy to find

Strategy: Make it as simple as possible to start a conversation by giving several clear ways to reach out with no confusion.

Psychology: People appreciate when they don't have to hunt for contact details and can quickly act on their interest.

Tone: Inviting and straightforward. Reassure visitors that connecting is easy and there's always a real person ready to help.

## Product Manual Lathes (*Product*)

Purpose: Showcase manual lathes, highlighting the compact 10-inch bore hollow spindle model and its unique benefits.

### Sections

#### Overview

Purpose: Briefly explain what the manual lathes are for, who uses them, and why they are special.

Key Elements:

- Product images
- Video or demo if available
- Short paragraphs explaining typical uses

Strategy: Encourage visitors to read the specs or contact you for details.

Psychology: Visitors want to quickly see if the product fits their specific needs before reading technical specs.

Tone: Clear, factual, and focused on real-world results—show how your lathe can solve their problems.

## Features

Purpose: List the key features and unique points (like the hollow spindle not restricting shaft length).

Key Elements:

- Bullet points of features
- Small photos focusing on special parts or capabilities
- Links or buttons to reveal technical specifications below the text (accordion style)

Strategy: Highlight what makes this machine stand out from other options.

Psychology: Clearly listed features and interactive spec reveal help technical buyers trust and remember your offering.

Tone: Use simple descriptions. Avoid assuming advanced technical background.

## Cta Block

Purpose: Let people easily ask questions or request a quote for manual lathes.

Key Elements:

- Button to contact you or get a personalized quote
- Direct email or phone info

Strategy: Offer a low-pressure way to take the next step.

Psychology: Some buyers are only interested in one machine—give them a way to act on that page.

Tone: Helpful and clear; invite questions.

## Product Cnc Lathes (*Product*)

Purpose: Present CNC lathes to buyers looking for automated or advanced machinery with professional specifications.

### Sections

#### Overview

Purpose: Give a quick explanation of what CNC lathes do and who needs them.

Key Elements:

- Photo and/or demo video
- Simple summary paragraph

Strategy: Show enough benefits that visitors want to see more details or contact you.

Psychology: People want to know you offer serious, advanced equipment for their needs.

Tone: Professional but easy to understand, focus on power and accuracy.

## Features

Purpose: Show technical strengths (highlight Series 200 models) and list important details.

Key Elements:

- List of features and options
- Expandable section for specifications
- Gallery of available models

Strategy: Make it easy for technical buyers to compare and choose the right model.

Psychology: Easy-to-access specs and comparisons save buyers time and help decision-making.

Tone: Be precise and specific about what makes your CNC line a smart choice.

## Cta Block

Purpose: Encourage quick contact for more info or a quote.

Key Elements:

- Button to request a quote
- Visible phone and email information

Strategy: Remove friction in getting answers and pricing.

Psychology: Responding quickly to technical questions builds trust.

Tone: Encouraging and responsive.

## Product Yp4 Hydraulic Pullers (*Product*)

Purpose: Highlight the YP-4 Hydraulic Yoke and Stub Puller as a key specialty product, showing how it makes tough jobs easier.

### Sections

#### Overview

Purpose: Explain what the YP-4 does, who uses it, and typical applications.

Key Elements:

- Product photo and demo video
- Clear headline and short description

Strategy: Capture attention of those needing hydraulic tools and drive them to learn more or contact you.

Psychology: Showing the product in action makes it easy to understand the value.

Tone: Show confidence and expertise; use simple, convincing language.

#### Features

Purpose: List YP-4's benefits and unique capabilities.

Key Elements:

- Bullets with main uses and advantages
- Customer success story or testimonial if available

Strategy: Address common pain points and show how YP-4 solves these.

Psychology: Real-life benefits and user proof help move buyers from thinking to acting.

Tone: Friendly and expert.

## **Cta Block**

Purpose: Let visitors ask questions or request a quote easily.

Key Elements:

- Contact and quote request buttons
- Simple contact line

Strategy: Encourage direct outreach, reducing hesitation.

Psychology: People get more serious when they can see and ask about a solution quickly.

Tone: Inviting and action-oriented.

## **Contact Page (*Contact*)**

Purpose: Give visitors all the info they need to reach R L Dial Company, and make it easy to ask specific questions or request a quote with a custom form.

### **Sections**

#### **Main Contact**

Purpose: Show all ways visitors can reach you—phone, email, and address.

Key Elements:

- Map of business location
- Hours of operation
- Direct phone and email

Strategy: Remove all barriers for contact.

Psychology: Trust is built when contact information is clear and transparent.

Tone: Clear, warm, and professional.

#### **Custom Form**

Purpose: Let customers fill out a simple form to ask for a quote or make a special request.

Key Elements:

- Form fields: First Name, Last Name, Email, Phone, Message
- Submit button that confirms form was sent to your email

Strategy: Gather key information without making it feel like a chore.

Psychology: Short, focused forms lower anxiety and increase completion.

Tone: Friendly and reassuring.

## **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:** Make it clear what you offer right away

**Application:** Show the top products and services with brief descriptions on the home page. Use strong headlines and images.

**Implementation:** Add product photos/videos, clear descriptions, and links to key pages right at the top of the homepage.

**Principle:** Reduce confusion and make things easy to find

**Application:** Use a hamburger menu so busy visitors find pages quickly without clutter.

**Implementation:** Place all navigation links inside the hamburger menu. Make sure page names are simple and direct.

**Principle:** Build trust with visuals and proof

**Application:** Use real demo videos and product images to show your machines in action.

**Implementation:** Add supplied videos and photos to the relevant product pages and the homepage.

## Content Strategy

**Area:** Product Pages

**Recommendation:** Write clear descriptions and make important details stand out.

**Implementation:** List the main features and benefits, and include a simple section visitors can click to see specifications.

**Area:** Homepage

**Recommendation:** Showcase main products and unique points.

**Implementation:** Use headlines and short paragraphs for each featured product. Make sure each has a link to a full page.

**Area:** Contact Page

**Recommendation:** Make it easy for buyers to reach you.

**Implementation:** Place a simple request form on the Contact Us page with just the necessary fields.

## Conversion Optimization

**Technique:** Simple quote request form

**Rationale:** Busy professionals can quickly ask for information or quotes without frustration.

**Implementation:** Include the custom contact form on Contact Us page, using First Name, Last Name, Email, Phone, and Message fields.

**Technique:** Clickable specifications

**Rationale:** Technical buyers often want quick access to detailed specs without reading through long pages.

**Implementation:** Set up a section for specifications that expands when clicked.

## Priority Focus

**Category:** Homepage Product Highlights

**Description:** Clear, visible display of top products with links.

**Reason:** Tells visitors what you offer right away and drives them to the main sales pages.

**Category:** Request A Quote Form

**Description:** Simplified custom form on Contact Us page.

**Reason:** Encourages more leads and makes it simple for buyers to reach you.

**Category:** Expandable Specifications

**Description:** Quick view of detailed specs on product pages.

**Reason:** Saves buyers time and makes decision-making easier.

## Implementation Order

1. Set up main homepage with featured products and links
2. Build separate product pages with expandable specifications
3. Add demo videos and product photos to each relevant page
4. Create Contact Us page with the custom request form
5. Use supplied logo or create placeholder if missing
6. Enable hamburger menu for navigation

## Risk Mitigation

### Form plugin security

**Category:** Custom Forms

**Suggested Action:** Make sure the contact form plugin is kept updated and set proper spam protection.

### Regional exclusions

**Category:** Legal/Compliance

**Suggested Action:** Do not advertise or mention business in restricted countries. Double-check that content avoids these regions.

### Low quality visuals

**Category:** Brand Image

**Suggested Action:** Use only supplied images and videos; avoid stock visuals that may look generic.

## **Business Impact**

**Impact Level:** High