Website Blueprint

OP-85397

Location: Wisconsin Dells, Wisconsin, USA

Business Type: Music Festival and Event Services

Target Audience: Older Americans seeking nostalgic entertainment, young families looking for memorable experiences, music enthusiasts interested in polka, and travelers from across the USA and Canada who value cultural events and resort experiences.

Executive Summary

Wisconsin Dells Polka Fest offers a one-of-a-kind music festival that brings together polka fans, older Americans, young families, and travelers at a beautiful resort in Wisconsin Dells. The festival stands out by combining a diverse lineup of live polka entertainment with exclusive hotel packages and a memorable, family-friendly atmosphere that can't be found anywhere else. Their unique position in a popular vacation city and their special offers make it easy for guests across the USA and Canada to enjoy a nostalgic and lively weekend filled with music, fun, and lasting memories.

Primary Goals

- Enhance online presence with a modern, mobile-friendly website
- Promote entertainment schedule and festival packages
- Drive bookings for Chula Vista Resort with guaranteed package and room rates
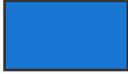
Brand Values

- Celebration of music and culture
- Family-friendly atmosphere
- Memorable experiences in a scenic resort setting

Competitive Advantages

- Unique location in Wisconsin Dells, a renowned entertainment destination
- Seasonal timing for optimal festival experience
- Diverse lineup of polka music and family-oriented activities

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#d32f2f
Secondary		#fffde7
Accent		#1976d2

Rationale: The main red color reflects the joyful, lively spirit of polka music and stands out for festival banners and buttons. The pale yellow brings warmth and a feeling of nostalgia, appealing to both older guests and families. The blue accent connects to Wisconsin Dells' water attractions and brings a sense of trust and calm. These colors together look inviting for all ages and fit well with the festival's family-friendly, memorable vibe.

Typography

Heading Font: Bangers

Body Font: Roboto

Google Fonts Url: https://fonts.googleapis.com/css2?family=Bangers&family;=Roboto:wght@400;700&display;=swap

Imagery Style

Use bright, happy photos of people dancing, families having fun, bands on stage, and scenic shots of the resort. Make sure all photos look welcoming, joyful, and capture real moments from past festivals. The gallery and rotating banner should highlight smiles, music, and the unique Wisconsin Dells scenery.

Overall Aesthetic

The site should be cheerful, classic, and lively. It should bring a sense of fun, togetherness, and a bit of nostalgia, as if you're flipping through a photo album of summer memories. Avoid anything that feels too modern, dark, or plain.

Theme Style

Midwest family festival with classic charm—think colorful banners, vintage touches, and friendly messaging that feels like an invitation to a big community party.

Layout Approach

Keep the layout simple and easy to use, with clear sections for the entertainment schedule, tickets, resort information, and photo gallery. Feature large banners at the top, and make it very clear how to buy tickets and see the line-up. Use buttons and calls to action that stand out and are easy for all ages to see. Make sure the rotating banner and gallery have big, clear images and are easy to click through on any device.

Regional Recommended

- Include local Wisconsin and Dells scenery in photos.
- Showcase local and Midwest bands and dancing.
- Highlight hotel and waterpark packages, popular with families in the region.

Regional Avoid

- Avoid using city or beach imagery not tied to Wisconsin Dells.
- Do not use very modern or corporate looks.
- Stay away from moody or dark color schemes.

Requirements & Features

Homepage Messaging

Description: Make it easy to see festival dates, special offers like resort package guarantees, and a clear welcome message that explains what the event is about.

Validation: Fest dates, location, and special promotions are visible within the first few seconds of landing on the site.

Rotating Banner

Description: Use the rotating banner to showcase music acts, event dates, special guest announcements, and key activities like dance lessons and vendor highlights.

Validation: Rotating images or slides promote multiple headliners, schedule highlights, and special offers.

Gallery

Description: Highlight vibrant photos of past festivals, performers, audiences, and resort amenities in an easy-to-browse gallery.

Validation: Gallery contains recent event photos and is easy to click through.

Mobile Friendliness

Description: Ensure all pages, especially banners and galleries, look good and are easy to use on phones and tablets.

Validation: Site automatically adjusts layout and images for smaller screens.

Simple Navigation

Description: Make it easy to move between pages—especially to key sections like the schedule, tickets, directions, and contact info.

Validation: All important pages can be reached with one or two clicks.

Contact Form & Info

Description: Show a simple way for visitors to reach out – with visible phone, email, and a contact form.

Validation: A visitor can send a message or call without hassle.

Social Media Links

Description: Prominently link to Facebook and Instagram so visitors can follow for updates and photos.

Validation: Icons/links to Facebook and Instagram are visible on home and footer.

Special Offers & Urgency

Description: Show limited-time offers (like guaranteed rates until a given date) and encourage visitors to act quickly.

Validation: Offer deadlines and booking calls to action are easy to find.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and give a lively introduction to the Wisconsin Dells Polka Fest, showing what makes it special and encouraging people to buy tickets, book packages, and join in on the fun.

Sections

Hero

Purpose: Catch attention right away with bright images, an inviting message, the festival dates, and a big splash about the Wisconsin Dells resort location.

Key Elements:

- Festival name and logo at the top
- Large rotating banner with colorful festival photos
- Exciting headline with event dates and a warm welcome
- Short phrase about music, people, and the beautiful Wisconsin Dells setting
- Special offer about hotel and package rates ending soon

Strategy: Draw people in with upbeat images and clear details about the event, then guide them toward buying tickets or booking their stay right from the start.

Psychology: People decide quickly if an event is right for them, so showing the fun atmosphere, community feeling, and urgency (with a special offer or limited-time message) gives them a reason to act now.

Tone: Friendly, cheerful, and welcoming—make readers feel like they are about to join the best party of the year and everyone is invited.

Cta Block

Purpose: Give straightforward ways for visitors to join in—making it easy to buy tickets, book hotel packages, or reach out for more info.

Key Elements:

- Big, colorful button to buy tickets
- Link to view full entertainment schedule
- Special offer message about booking hotel packages
- Clear button to contact the organizers

Strategy: Keep options simple and obvious to reduce hesitation, so visitors know exactly what to do next.

Psychology: People respond better when decisions are easy—by highlighting the main actions with bold buttons and reassuring reminders (like best rates or limited spots), they're more likely to make a move.

Tone: Clear, direct, and helpful—make taking the next step feel easy, rewarding, and risk-free.

Event Ticketing (*Service*)

Purpose: Share all the details visitors need to get their tickets: prices, festival passes, day schedules, and what makes the event unmissable.

Sections

Hero

Purpose: Highlight the ticket-buying experience with photos and happy festival scenes, plus a reminder of the 2026 dates and what the event is all about.

Key Elements:

- • Rotating banner with festival highlights and crowds
- • Short intro about a bigger and better year
- • Easy-to-see list of ticket options and prices

Strategy: Show how simple and flexible it is to get tickets, and make purchasing easy with a clear button or link.

Psychology: Making tickets seem in demand and easy to purchase encourages quick decisions, especially if kids get in free or groups are welcome.

Tone: Lively, helpful, and reassuring—aim to get people excited about coming, with no confusion about pricing or how to buy.

Cta Block

Purpose: Give a bold button for immediate ticket buying, plus contact options for questions or special group bookings.

Key Elements:

- • Big button to buy tickets
- • Contact info for group sales or questions
- • Reminder of deals like free kids admission

Strategy: Keep the path to purchasing short—one clear click to buy. Highlight deals up front.

Psychology: People like knowing they're getting a good deal and an easy process, so keep the messaging straightforward.

Tone: Reassuring, quick, and positive—reduce doubt and make people confident to buy now.

Entertainment Schedule (*Service*)

Purpose: Show off the full musical and event lineup for all festival days, so visitors can plan their perfect weekend.

Sections

Hero

Purpose: Preview the lineup with lively images and a big headline announcing the featured bands and entertainers.

Key Elements:

- • Rotating photos of performers and past festivities
- • Headline: 'See Who's Playing and When!'
- • Quick rundown of daily highlights

Strategy: Keep the schedule easy to scan so people can find their favorites and get excited about new acts.

Psychology: Visitors want to picture themselves enjoying the music—showing familiar names helps, and inviting them to discover something new keeps interest high.

Tone: Fun, energetic, and inviting—bring the musical energy to life and promise something for everyone.

Cta Block

Purpose: Guide visitors to the ticket page or encourage them to share the schedule with friends.

Key Elements:

- Button to get tickets or a weekend pass
- Share link for social media
- Quick calendar reminders

Strategy: Encourage immediate action to secure their spot when they see their favorite artists.

Psychology: FOMO (fear of missing out) works—showing packed schedules and popular acts nudges people to commit.

Tone: Amp up the excitement and urgency. Make visitors feel they'll miss out if they don't act.

Resort Information (*Service*)

Purpose: Offer all the details families and travelers need about staying at Chula Vista Resort for the festival weekend, with rooms, discount packages, and local area info.

Sections

Hero

Purpose: Present the resort as an essential part of the festival experience, featuring inviting photos and highlighting deals.

Key Elements:

- High-quality rotating images of the resort and surroundings
- Headline spotlighting the family-friendly resort experience
- Short blurb on package deals and breakfast buffets

Strategy: Make the resort seem like the best place to stay by showing comfort, convenience, and exclusive offers.

Psychology: Bundling the stay with the festival removes travel worries and feels like a 'VIP' package, increasing appeal.

Tone: Warm, comforting, and informative—help visitors picture how easy and enjoyable their weekend will be.

Cta Block

Purpose: Encourage direct booking with a bold call and provide clear instructions for special rates.

Key Elements:

- Easy-to-see phone number and code for booking
- Reminder of rate guarantees and package deals
- Link to explore room options

Strategy: Remove obstacles between interest and booking—highlight simple steps and reassure about prices.

Psychology: People want good value and a simple reservation process—focus messages here.

Tone: Clear, direct, and supportive—reassure guests it's simple and smart to book now.

Getting Here (*Service*)

Purpose: Help festival-goers plan their trip to Wisconsin Dells, with maps, arrival tips, and transportation info (bus, train, air).

Sections

Hero

Purpose: Welcome out-of-town guests and show how easy it is to get to the event, no matter how they like to travel.

Key Elements:

- Photo of the resort with map and driving route
- Short intro about convenient location
- Quick links to Google Maps and directions

Strategy: Turn travel from a challenge into an opportunity with clear directions, group bus info, and new train/airline options.

Psychology: Travel can be stressful—showing how many options are available reassures people from all over and makes them feel included.

Tone: Helpful, friendly, and clear—replace confusion with confidence ('You can get here with ease!').

Cta Block

Purpose: Make it super simple to get more help: call, email, or check out links for each travel method.

Key Elements:

- Contact info for trip planning help
- Link to maps and nearby hotels
- Directions for bus groups and new train service

Strategy: Encourage contacting the organizer for big groups or unique needs—the support makes it feel welcoming.

Psychology: People love personal help especially when traveling—offering a call or email option builds trust.

Tone: Encouraging, responsive, and open—invite questions and make everyone feel taken care of.

Gallery (*Gallery*)

Purpose: Show off festival memories with an easy-to-browse gallery of past years, costumes, happy moments, and lively crowds.

Sections

Hero

Purpose: Let the photos do the talking—show happy faces, dancing, music, and fun all around.

Key Elements:

- Large, easy-to-view rotating gallery
- Clear headings for each photo set or year
- Short notes or fun captions with highlights

Strategy: Seeing others have fun helps new visitors imagine their own good time and can push them to join in.

Psychology: Photos make memories real. People like to see real experiences before committing their own time or money.

Tone: Joyful, lively, and community-focused—let the images spark excitement for both first-timers and returning guests.

Cta Block

Purpose: Gently nudge viewers to join the fun, buy tickets, and create their own memories (with quick links just below the gallery).

Key Elements:

- Small button to view the schedule
- Invite to tag themselves on Facebook
- Link to contact for group photos

Strategy: Keep riding the emotional high from the photos, leading visitors smoothly to take action.

Psychology: Happiness is contagious—a gallery can convert curiosity into participation.

Tone: Upbeat, fun, slightly sentimental—celebrate the spirit of the Polka Fest.

Contact (*Contact*)

Purpose: Make it easy for anyone to reach out with questions, group ticket requests, or special needs, either by phone, email, or a quick form.

Sections

Hero

Purpose: Welcome all visitors to get in touch and offer real support before, during, and after booking.

Key Elements:

- Friendly invitation to call, email, or visit
- Simple contact form (name, message, phone/email)
- Physical address and map for walk-ins

Strategy: Let people know support is just a call or message away, so they feel safe booking or asking anything.

Psychology: Some visitors still need a friendly voice for reassurance—reminding them helps reduce hesitation.

Tone: Warm and trustworthy—make asking for help feel natural and always welcome.

Cta Block

Purpose: Show phone and email links close by, with a line about quick replies and friendly service.

Key Elements:

- Clickable phone number and email
- Service promises (like 'Quick reply!')
- Hours or 'Anytime!' messages

Strategy: Assure quick, personal attention for every question, building trust and comfort.

Psychology: Quick, warm contact shows there are real people behind the website.

Tone: Friendly and straight-to-the-point—remove barriers to getting answers.

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: Greet visitors with event dates, highlights, and a warm welcome right away.

Implementation: Place main information (dates, location, booking urgency) front and center with friendly language and colorful images.

Principle: Recognition Over Recall

Application: Use clear page labels and repeat important information like dates and contacts.

Implementation: Every page should mention event name and date; navigation and banners should make each section obvious.

Principle: Emotional Connection

Application: Show photos of people enjoying the event to spark memories and excitement.

Implementation: Feature smiling faces, families dancing, and festive crowds in the gallery and on main banners.

Content Strategy

Area: Home Page

Recommendation: Quickly state who the event is for, what happens, and why to attend, in language that excites both the nostalgia crowd and families.

Implementation: Top section: name, dates, and short friendly statement. Next: key activities and booking prompt.

Area: Rotating Banner

Recommendation: Use slides to showcase band lineups, special offers, guest events, and photos from past years.

Implementation: Rotate clear, colorful images with simple captions and links to event pages or booking.

Area: Photo Gallery

Recommendation: Organize and label photos to show the fun atmosphere, music, and family appeal.

Implementation: Sort into sections by year or type of activity; include titles or short captions for context.

Area: Event & Ticket Page

Recommendation: Make ticket options and pricing simple to understand. Highlight free perks for kids or groups.

Implementation: Use clear pricing tables and 'Book Now' buttons.

Area: Directions and Visiting Info

Recommendation: Give simple steps for getting there, including travel tips for out-of-towners.

Implementation: Short, friendly directions with map links, plus transportation options and what to do on arrival.

Conversion Optimization

Technique: Prominent 'Book Now' Buttons

Rationale: Makes it easy for visitors to reserve tickets or rooms before they get distracted.

Implementation: Use large, colorful buttons near top of key pages and banners with simple text like 'Book Your Weekend' or 'Reserve Now'.

Technique: Show Social Proof (Testimonials or Crowd Photos)

Rationale: Seeing others enjoying the event builds trust and excitement.

Implementation: Include a photo section and short visitor testimonials from past years.

Technique: Urgency Messaging

Rationale: Encourages people to act fast because the best packages might sell out.

Implementation: Repeat offer deadlines and warnings about limited availability on multiple pages.

Technique: Easy Contact Options

Rationale: Makes it simple for anyone with questions to reach out, preventing lost bookings.

Implementation: Place phone, email, and form on every page footer and a dedicated contact page.

Priority Focus

Category: Clear Event Information

Description: Make sure visitors quickly see event details, special offers, and booking options.

Reason: Visitors want fast answers. If they wait or search too long, they may leave.

Category: Strong Visuals

Description: Use lively, warm images to create excitement and trust.

Reason: Happy crowd and performer photos connect emotionally and sell the experience.

Category: Easy Booking & Contact

Description: Help people book or ask questions without hassle.

Reason: Confused or lost visitors rarely return—making booking effortless increases sales.

Category: Mobile Experience

Description: Design for easy use on phones and tablets.

Reason: Many travelers plan trips on their mobile devices right before or during travel.

Implementation Order

1. Homepage messaging and layout
2. Rotating Banner setup with event highlights
3. Photo Gallery creation and placement
4. Clear schedules and ticket info page
5. Easy navigation menu
6. Special offers and urgency messages
7. Contact form and visible contact details
8. Mobile responsiveness checks
9. Social media link setup

Risk Mitigation

Outdated Information

Category: Content Management

Suggested Action: Set reminders to review and update event dates, schedule, and special offers after each festival or when changes happen.

Plugin Issues with Banners or Gallery

Category: Technical Stability

Suggested Action: Test banners and gallery on all devices before launch and after plugin updates; have a backup plan if a plugin breaks.

Slow Loading Times

Category: Performance

Suggested Action: Use properly sized images in banners and galleries, and check site speed regularly.

Broken Social Media Links

Category: Trust/Ease-of-Use

Suggested Action: Check links when updating site; confirm they lead to active, official event pages.

Business Impact

Impact Level: High