Website Blueprint

OP-85281

Location: Stamford, CT, USA

Business Type: Theatrical Production Company

Target Audience: Theatre professionals and performers, particularly those based in the NYC/Connecticut area, including directors, producers, actors, and industry collaborators seeking Broadway and international production expertise.

Executive Summary

Strut & Fret, Inc. is a Stamford-based theatrical production company known for its Broadway and international expertise, serving theatre professionals and performers in the New York and Connecticut region. The company stands out by offering high-quality producing, directing, and consulting services, and differentiates itself through its deep experience and a straightforward, easy-to-understand approach in an industry that values credibility and a proven track record. The new website, created with Pro Website Siteplus, focuses on showcasing their expertise, production history, and portfolio in a professional and simple way.

Primary Goals

- Showcase the company's theatrical production, directing, and consulting services
- Highlight Broadway and international experience to attract high-caliber clients
- Provide an accessible, professional online presence with up-to-date CV, production history, and project information

Brand Values

- Professionalism
- Artistic Excellence
- Industry Experience

Competitive Advantages

- Broadway and international experience
- Comprehensive production history
- Direct access to principal's CV and current projects

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1a1a2e
Secondary		#3a3a54
Accent		#e94560

Rationale: Deep blues and gray give the site a classic theater feel, like sitting in a darkened auditorium. The accent red brings energy and draws attention to important details, much like a stage curtain. This combination feels professional, creative, and helps important buttons or links stand out without feeling overwhelming.

Typography

Heading Font: Montserrat

Body Font: Source Sans Pro

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

Imagery Style

Use high-quality, professional stage photos when possible. When unavailable, choose images that show the feeling of the theater: spotlights, curtains, silhouettes, and behind-the-scenes moments. Use images sparingly to keep the site clean and simple, as requested.

Overall Aesthetic

Simple, professional, and easy to read. The site should feel welcoming to other professionals but also creative, hinting at Broadway and international experience without looking busy or flashy.

Theme Style

Classic theater with modern touches. Think dark backgrounds with pops of red for drama, crisp white text for clarity, and subtle lines or boxes to organize the information. Use a placeholder logo for now.

Layout Approach

Keep it straightforward. Use lots of space around sections, clear menus, and big headings so visitors can find what they need fast. Each page should focus on one topic at a time, with the main services front and

center and any long lists easy to scan. Include room for a button or link styled to look like a stage script or curtain, connecting to the Sailing History page as requested.

Regional Recommended

• Feature achievements and experience with Broadway and international productions to connect with the NYC/Connecticut audience.

• Keep the site accessible and mobile-friendly, as many industry professionals view sites on various devices.

Regional Avoid

• Avoid using New England clichés (no lighthouses, sailboats, etc.) in the main theater sections.

• Don't use overly bright colors or playful fonts, as these may look amateur in this industry-focused region.

Requirements & Features

Homepage

Description: Make the homepage clearly say what your company does and highlight your Broadway and international experience. Include your top services (Producing, Directing, Consulting) each with a short description and a way for people to contact you.

Validation: Homepage headline and intro show what the business offers and highlight experience; top three services each have a short summary and a contact method.

Navigation

Description: Set up the site menu to include Home, Watson CV, Production History, Sailing History, and Contact Us, making it simple to find and use.

Validation: Menu has all 5 required sections and is easy to spot on every page.

Contact

Description: Display your email address and phone number on every page so people can easily reach you.

Validation: Email and phone are visible on all pages, not just the contact page.

Call to Action

Description: Add a contact form in the Contact Us page for direct inquiries, keeping it basic (name, email, message).

Validation: Contact form works and sends messages to the right email.

Content Pages

Description: Use your own uploaded documents for the Watson CV, Production History, and Sailing History pages, with content left as provided. Add a linked quote box that leads to Sailing History from the Production History page.

Validation: Pages show your exact text. Linked quote takes visitors directly to Sailing History.

Visual Branding

Description: Use a simple placeholder logo since none is provided. Use only a few stock images that match the theater theme and include any customer-supplied images if provided later.

Validation: Placeholder logo visible, images are relevant and enhance professionalism.

Mobile Access

Description: Make sure all pages and navigation are easy to read and use on phones and tablets.

Validation: Pages show up clearly and work well on phone and tablet screens.

Page Speed

Description: Make pages load faster by limiting large files and images, since no complex features or galleries are needed.

Validation: Site loads fully in under 3 seconds on typical home internet and mobile connections.

Accessibility

Description: Use easy to read fonts, good contrast, and describe images so everyone, including people with visual needs, can use the site.

Validation: Font is readable, colors have high contrast, images have descriptions.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and quickly explain what Strut & Fret, Inc. does, showing off Broadway and international theatre expertise.

Sections

Hero

Purpose: Grab attention right away with a clear message about who you are and what you do.

Key Elements:

- Business name (Strut & Fret, Inc.)
- Short description of your work in theatrical productions
- Mention of Broadway and international experience
- Simple background image related to theatre
- Menu at the top for easy page access

Strategy: Make it immediately clear you are experts in theatre production, so visitors want to learn more or get in touch.

Psychology: First impressions matter. A simple and professional look helps visitors trust your expertise.

Tone: Confident, direct, and welcoming—speak clearly about your track record and what you offer.

Cta Block

Purpose: Encourage visitors to get in touch or explore your production history and current projects.

Key Elements:

- Button to contact you (phone and email)
- Quick links to Watson CV, Production History, and Sailing History
- Text box featuring a quote as a clickable link to the Sailing History page

Strategy: Make it easy for theatre professionals to reach you or learn more by providing visible, accessible links and contact details.

Psychology: When options are easy to find, people are more likely to take action.

Tone: Inviting yet professional—let visitors know they're welcome and you're ready for new collaborations.

Watson Cv (*Information*)

Purpose: Showcase David Watson's professional theatre background and accomplishments.

Sections

Bio

Purpose: Share a straightforward overview of David Watson's experience.

Key Elements:

- Introduction summary
- Key career highlights

• Connections to Broadway and international theatre

Strategy: Make it easy for potential collaborators to see experience at a glance and recognize value.

Psychology: People want to see proof of expertise before reaching out.

Tone: Clear, factual, and focused on professional achievements.

Production List Link

Purpose: Lead visitors to the full Production History page.

Key Elements:

• Short sentence or button directing to Production History

Strategy: Guide the audience to explore more about your work history.

Psychology: Simple pathways keep visitors engaged on the site.

Tone: Friendly and straightforward—encourage further exploration.

Production History (*Portfolio*)

Purpose: Display a complete, updated list of productions and special projects, with the most recent and important work highlighted.

Sections

Production List

Purpose: Provide a detailed list of all past theatre productions.

Key Elements:

• Easy-to-read, updated text list (not in a table)
• Highlight of major or notable productions
• Download link or viewable attachment for the official production history document

Strategy: Visitors can quickly see depth and variety of experience—builds trust and shows credibility.

Psychology: A well-organized, up-to-date record reassures collaborators of your professionalism.

Tone: Neat and uncluttered. Let your work speak for itself.

Current Projects

Purpose: Feature any current or ongoing projects that can be updated easily.

Key Elements:

• Text section titled 'Current Projects'
• Option for easy updates
• Visual cue (such as an open stage curtain) to separate this section

Strategy: Shows the business is active and busy with new work.

Psychology: Current activity signals momentum and drives more interest.

Tone: Energetic and up-to-the-minute. Use straightforward, active language.

Sailing History (*Biography*)

Purpose: Share personal and professional sailing milestones, giving a window into another side of your story.

Sections

Sailing Overview

Purpose: Introduce the reason behind including a sailing page.

Key Elements:

- Intro text taken from the uploaded Sailing Post Script
- Personal insights or stories tied back to the business or owner where relevant

Strategy: Present your story in a way that humanizes the business and creates a memorable impression.

Psychology: Personal touches make your site more relatable and memorable, even for theatre professionals.

Tone: Warm, engaging, and personal—share the story as if talking to a peer or friend.

Sailing Resume

Purpose: Offer a detailed, downloadable summary or a viewable file of sailing achievements.

Key Elements:

- List of key sailing milestones
- Download link or embedded resume for those interested

Strategy: Add a unique angle to your business, which may deepen connections.

Psychology: People like to see the person behind the professional.

Tone: Clear and proud—show off what makes you unique without being boastful.

Contact Us (*Contact*)

Purpose: Provide a simple way for visitors to get in touch, with clear instructions and all the info they need.

Sections

Contact Details

Purpose: List all the ways visitors can reach out to you.

Key Elements:

- Phone number and email
- Physical address
- Quick contact form for easy questions

Strategy: Give multiple ways to connect, lowering barriers and making it convenient.

Psychology: The easier it is to reach out, the more likely people are to do so.

Tone: Friendly and responsive—let them know you're available and look forward to talking.

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 builds trust

Application: From the first glance, show visitors they are in the right place by explaining clearly what you do and who you help.

Implementation: Write a simple opening statement on the homepage, such as 'Broadway and International Theatrical Production Experts for NYC and Connecticut.'

Principle: Easy navigation reduces frustration

Application: Keep the menu short and make sure every section is easy to find so visitors can quickly get where they want to go.

Implementation: Create a top menu with Home, Watson CV, Production History, Sailing History, and Contact Us.

Principle: Consistency increases professionalism

Application: Use the same style, fonts, and color scheme throughout the site to show you are organized.

Implementation: Set one or two fonts and colors for headings and body text and stick with them everywhere.

Content Strategy

Area: Service Descriptions

Recommendation: Describe your top three services (Producing, Directing, Consulting) in a few sentences each using strong, confident language.

Implementation: Use plain language to explain how each service benefits potential collaborators, keeping details focused on results and expertise.

Area: Professional Credentials

Recommendation: Use your own CV and production history as proof of your work and experience.

Implementation: Copy your provided text to the Watson CV and Production History pages, making sure it is readable and formatted simply for the web.

Area: User-Requested Features

Recommendation: Include special links and quote boxes that let users click to see related content, like the 'Sailing History' page.

Implementation: Turn the quote box on the Production History page into a clickable button that leads directly to the Sailing History page as requested.

Conversion Optimization

Technique: Simple contact form

Rationale: Visitors who can message you directly are more likely to reach out than those who have to copy your email address or call.

Implementation: Use a straightforward contact form with fields for name, email, and message, placing it on the Contact Us page.

Technique: Visible contact details

Rationale: Many visitors want to call or email quickly; showing contact info everywhere makes this easy.

Implementation: Repeat your phone and email in the footer and at the top or bottom of each main page.

Priority Focus

Category: Navigation and Content Clarity

Description: Make sure site visitors can find all major sections and understand what each page is about right away.

Reason: This helps busy theatre professionals and performers move through your website quickly and with confidence.

Category: Fast and Mobile Access

Description: Ensure the site works well and loads fast on all devices, especially phones and tablets.

Reason: Much of your target audience will check your site from mobile devices, so it must look good and perform well everywhere.

Implementation Order

1. Set up main navigation menu
2. Build homepage with summary and top services
3. Add Watson CV, Production History, and Sailing History using uploaded text files
4. Add quote box link to Sailing History
5. Create Contact Us page with contact form and display phone/email on all pages
6. Add simple placeholder logo and relevant images
7. Test site on mobile devices
8. Check that all pages load quickly
9. Review all links and contact functions

Risk Mitigation

Outdated or broken links

Category: Content management

Suggested Action: Regularly check that all links, especially the special 'Sailing History' link, still work as intended.

Plugin contact form failure

Category: Form function

Suggested Action: Test the contact form after setup and again after each update to confirm messages are being sent and received.

Business Impact

Impact Level: High