

# Website Blueprint

## not matching

Location: Lebanon, Tennessee, USA

Business Type: Contractor - Construction Water Delivery Services

Target Audience: Homeowners with swimming pools, residential property managers, commercial event organizers, construction companies, and industrial clients within a 100-mile radius of Lebanon, TN. Demographics include families seeking pool filling services, businesses requiring bulk water delivery, and event coordinators needing reliable water supply. Psychographics: Value convenience, reliability, safety, and professional service; prioritize property care and high-quality water.

## Executive Summary

BRIAN RISTAU TRUCKING and WATER HAULING provides dependable bulk water delivery for pools, residential, commercial, and industrial needs within a 100-mile radius of Lebanon, Tennessee. The company stands out by offering a wide range of water hauling services, personalized attention from the owner, and a reputation for integrity and safety, making them the preferred choice for customers who value reliability and professional service.

## Primary Goals

- Deliver high-quality, treated water for pools, residential, commercial, and industrial needs
- Ensure seamless, damage-free delivery with exceptional customer service
- Expand market reach within a 100-mile radius of Lebanon, TN

## Brand Values

- Integrity
- Reliability
- Customer-focused service

## Competitive Advantages

- Owner personally oversees each delivery for quality assurance
- Meticulously sourced and treated water ensuring safety and clarity
- Extensive 100-mile service area with prompt, reliable service

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#27628C
Secondary		#86B1D8
Accent		#64A12D

Rationale: The main blue color gives a sense of trust, professionalism, and water, which fits the company's business. The lighter blue works well for backgrounds and adds a fresh, clean look. The green accent adds a touch of energy and suggests growth, safety, and reliability. These colors feel local and friendly for customers in Tennessee.

## Typography

Heading Font: Roboto

Body Font: Open Sans

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

## Imagery Style

Use real photos of your trucks, water delivery, pools, and commercial work provided by the owner. Show clean, friendly staff and vehicles in action, focusing on clear, bright outdoor shots. This helps build trust and shows your work directly to your customers.

## Overall Aesthetic

Simple, clean, and trustworthy. Large, welcoming images with clear text and plenty of white space. The style will make it easy for customers to find information fast and feel secure in choosing your company.

## Theme Style

Professional, straightforward, and friendly. The look will fit both pool owners and business clients, combining reliability with a welcoming feel. The site will use solid colors and strong headlines to match your slogan: "Service fueled by integrity."

## Layout Approach

Easy to follow and clear. Main navigation at the top, with clear links to Home, Delivery, Gallery, Pools, Commercial and Industrial, and Contact. The Gallery will be a standalone page showing your own images. Pages will be kept simple, so information is easy to find and steps are clear for customers.

### **Regional Recommended**

- Use friendly colors and sunny, clear outdoor photos that suit the Middle Tennessee area.
- Show photos that match the local landscape and customer types (homes with pools, trucks on local roads, friendly staff).
- Keep a practical and honest look that appeals to both families and businesses in Tennessee.

### **Regional Avoid**

- Avoid dark colors, gloomy photos, or fancy styles that feel out of place in Tennessee.
- Do not use stock images that do not reflect local work or your real trucks.
- Skip modern trends that are too flashy or complex, as your audience values clarity and trust.

# Requirements & Features

**string**

**Description:** string

**Validation:** string

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors, introduce BRIAN RISTAU TRUCKING and WATER HAULING, and quickly explain what your business does. Show your slogan and make it easy for people to find out more or contact you.

### Sections

#### Hero

Purpose: This is the first thing visitors see. It creates a strong first impression, tells them who you are (BRIAN RISTAU TRUCKING and WATER HAULING), what you do, and shares your slogan.

Key Elements:

- Business name clearly displayed
- Slogan: Service fueled by integrity
- Photo from your uploads (use a strong, relevant image)
- Simple sentence about what you offer (example: Water delivery services in and around Lebanon, TN)
- Menu at the top to access other pages

Strategy: Let visitors see right away what you do and why they should trust you. Use a clear photo and slogan to build trust quickly.

Psychology: People make decisions fast. By showing them your name, what you do, and a confident message, you help them feel comfortable and interested.

Tone: Friendly, straightforward, and trustworthy. Use clear and warm sentences.

#### Cta Block

Purpose: Encourage visitors to get in touch with you or learn more about your services.

Key Elements:

- Button to contact you
- Quick message inviting people to call or fill out your form
- Links to your Facebook page and contact page
- Another strong image from your uploads

Strategy: Make it as easy as possible for people to take the next step by making your button and contact details stand out.

Psychology: People are more likely to reach out if it is simple and clear what to do next.

Tone: Encouraging, approachable, and confident. Let people know you are ready to help.

## Delivery (*Service*)

Purpose: Show details about your residential and bulk water delivery services, so visitors know exactly what you deliver and how you do it.

### Sections

#### Introduction

Purpose: Explain the value of your water delivery services and who you serve.

Key Elements:

- Simple summary of services
- Mention 100-mile service area around Lebanon, TN
- Image showing your truck or delivery in action

Strategy: Help visitors see you as reliable and able to meet their needs, with images that show your real work.

Psychology: Images of real people and trucks help build trust and make services relatable.

### **Service Details**

Purpose: List all types of water delivery you offer (such as pool filling, well filling, event water supply). Explain how the process works and your attention to care and safety.

Key Elements:

- Short description for each service
- Bulleted list or simple icons for different delivery types
- Photo from uploads showing your equipment or delivery process

Strategy: Make it clear how you can help in different situations, so customers see exactly what fits their needs.

Psychology: Having all services listed makes the visitor feel catered to and increases the chance of getting requests.

## **Gallery (*Standalone\_Media*)**

Purpose: Show real photos of your team, trucks, water deliveries, and happy customers to prove the quality of your work.

### **Sections**

#### **Photo Gallery**

Purpose: Let visitors see your real work and build trust by showing them actual photos.

Key Elements:

- Multiple images from your uploads
- Short caption for each image or a general welcoming message
- Simple layout so the images are easy to view

Strategy: Visual proof reassures customers you are professional and trustworthy, encouraging them to contact you.

Psychology: People trust what they can see. Real photos reduce doubts.

Tone: Genuine and friendly. Let the images speak for themselves with short, positive captions.

## **Pools (*Service*)**

Purpose: Explain your pool filling water services, benefits, and how easy it is for homeowners to use your service.

### **Sections**

#### **Overview**

Purpose: Highlight how you make pool filling simple, fast, and stress-free for families and property owners.

Key Elements:

- Clear headline (example: Pool Filling Made Easy in Lebanon, TN)
- Photo of a pool being filled or a family enjoying a pool
- Step-by-step of how booking and delivery works

Strategy: Show how your service makes life easier and summer more enjoyable, prompting more inquiries.

Psychology: Families want solutions that are quick, safe, and easy. Emphasize your experience and care.

### **Details**

Purpose: Give details about pool water quality, safety, scheduling, and customer care.

Key Elements:

- Bullet points of service advantages (clean water, careful delivery, protection of property)
- Quote or testimonial from a happy customer if available
- Image from uploads of a successful pool fill

Strategy: Detailed info builds confidence and motivates action.

Psychology: Providing more clarity helps decision-makers feel informed and secure.

## **Commercial And Industrial (Service)**

Purpose: Describe your water delivery services for businesses, events, and industrial needs, including emergencies and construction.

### **Sections**

#### **Overview**

Purpose: Let business owners and managers know you have the experience and equipment for large or urgent water needs.

Key Elements:

- Intro for commercial, event, and industrial clients
- Uploaded photo showing large delivery or project site
- List of scenarios you serve (events, emergency response, construction, more)

Strategy: Position yourself as the go-to source for any big or complex water delivery job.

Psychology: Businesses want to see capability, reliability, and experience. Real images and lists of covered scenarios highlight your expertise.

#### **Details**

Purpose: Share stories or examples of past jobs, your equipment, and how you handle urgent or special situations.

Key Elements:

- Descriptions of past success stories or typical projects
- Photo or two of your crew on the job
- Reassuring statement about your readiness and ability to handle emergencies

Strategy: Sharing real experiences makes you more credible, encouraging business contacts to choose you.

Psychology: Proof of previous experience eases concerns for clients taking on large jobs.

## **Contact Us (*Contact*)**

Purpose: Make it easy for anyone interested to reach out, ask questions, or request a quote.

### **Sections**

#### **Contact Form**

Purpose: Allow visitors to send you a message with name, phone, email, and their request.

Key Elements:

- Simple contact form (name, email, phone, message)
- Clear heading inviting them to get in touch
- Optional phone number for direct calls
- Link to your Facebook page
- Relevant image from your uploads to make the page welcoming

Strategy: Reduce barriers to contact by keeping things simple and friendly.

Psychology: If people feel the process will be simple and their questions will be answered, they are much more likely to reach out.

## **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:** string

**Application:** string

**Implementation:** string

## Content Strategy

**Area:** string

**Recommendation:** string

**Implementation:** string

## Conversion Optimization

**Technique:** string

**Rationale:** string

**Implementation:** string

## Priority Focus

**Category:** string

**Description:** string

**Reason:** string

## Implementation Order

1. array

## Risk Mitigation

string

**Category:** string

**Suggested Action:** string

## Business Impact

**Impact Level:** High | Medium | Low