

Website Blueprint

OP-85574

Location: Van Buren, Arkansas, USA

Business Type: Children's Gymnastics and Cheerleading Center

Target Audience: Mothers of children ages 2-13 interested in gymnastics, cheer, tumbling, and related activities; families in Van Buren, AR and surrounding counties seeking recreational and competitive athletic programs for kids; parents who value a safe, modern, and family-friendly environment with amenities for both children and adults.

Executive Summary

Didion Athletics is a modern, 10,000-square-foot children's gymnastics and cheerleading center in Van Buren, Arkansas, offering a safe, family-friendly environment with top-level recreational and competitive programs, unique amenities for parents, and one of the most complete activity centers in the region. The business stands out by combining award-winning coaching, an impressive variety of classes for children ages 2-13, and extras like a parent wellness area, party spaces, and innovative programs such as NinjaKore and All Star Cheer teams. Didion Athletics attracts families seeking both quality athletic instruction and a community-focused, stress-free place for kids to learn, grow, and celebrate.

Primary Goals

- Increase enrollment in gymnastics, cheer, and birthday party programs
- Enhance online presence and modernize website design
- Promote special offers such as multifamily discounts to attract new families

Brand Values

- Family-focused community
- Excellence in youth athletic development
- Safety and inclusivity

Competitive Advantages

- 10,000-square-foot, state-of-the-art, climate-controlled facility
- Comprehensive amenities including parent wellness area, café, and pro shop
- Wide range of programs for all ages and skill levels, including unique offerings like Ninja Core and parkour

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#17408B
Secondary		#FFB81C
Accent		#F25C05

Rationale: The main color is a bold blue, matching the spirit and uniform colors often found in gymnastics and cheer gyms, and provides a sense of trust. The bright yellow brings energy and optimism, appealing to kids and parents. The orange accent adds warmth and excitement, making the site feel fun and welcoming without being overwhelming.

Typography

Heading Font: Nunito Sans

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Nunito+Sans:wght@700;800&family=Open+Sans:wght@400;600&display=swap>

Imagery Style

Action shots of kids participating in gymnastics, cheer, and birthday parties. Show smiling children, active coaches, and groups having fun in the gym. Balance professional photos with real images from your own classes and events to establish trust and show your facility. Use lots of color and movement to make it feel lively and up to date.

Overall Aesthetic

Fresh, friendly, and energetic. The website should feel clean and inviting, with large lively photos, clear buttons, and a playful but professional look that appeals to both kids and their parents.

Theme Style

Youthful, uplifting, and safe. Mix modern touches with playful details like rounded boxes, bold buttons, and ample white space. Show that this is a place for movement and fun, but also a safe and trusted center for families.

Layout Approach

Easy to use with clear sections. Home page features a rotating banner with action images and main offerings. Highlight buttons for joining, booking, or learning more. The gallery stands alone for event and class highlights, making it easy for parents to find photos. Phone and contact details are always visible in the header or footer. Keep text readable, with short paragraphs and lots of images to break up content.

Regional Recommended

- Use photos of local kids and local events whenever possible
- Feature imagery that reflects the Arkansas River Valley community and diverse families
- Highlight the large, modern facility in photos to stand out locally

Regional Avoid

- Avoid overly urban or city-focused images
- Do not use dark, moody colors or complex designs that could feel cluttered or outdated to a local family audience

Requirements & Features

Homepage Design

Description: Create a welcoming homepage with a rotating banner that highlights gymnastics, cheer, and birthday parties. Clearly show what Didion Athletics offers right away.

Validation: Visitors can immediately see what Didion Athletics offers and main services are featured in the rotating banner.

Gallery Page

Description: Add a stand-alone gallery page using selected images to show facility features, staff, activities, and happy children.

Validation: Gallery loads correctly; images show real programs and happy families.

Contact Information

Description: Place phone number, email, address, and social media links clearly in the header or footer of every page. No separate 'Contact' page is needed.

Validation: Contact details are always visible and correct on every page.

Calls to Action (CTAs)

Description: Add clear action buttons like 'Register Now', 'Try a Class Free', and 'Book Your Party' on key pages, linking directly to booking or class registration.

Validation: Every service and event page includes direct action buttons with working links.

Special Offers

Description: Showcase the multi-child family discount on the homepage and relevant class pages to attract families.

Validation: Discount details are visible and easy to understand for visitors.

Social Media Integration

Description: Display Facebook and Instagram icons linking to Didion Athletics' social pages in the footer and homepage.

Validation: Social icons are visible and link to the correct accounts.

Members Login Link

Description: Add an easy-to-find 'Member Login' button on the homepage leading to the registration and account portal.

Validation: Login button leads to the correct portal page and is visible on the homepage.

Loading Speed

Description: Make sure pages with photo galleries and banners load quickly so families do not leave the site.

Validation: Image pages load in under 3 seconds on broadband internet.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome families and showcase what makes DIDION ATHLETICS the top choice for kids' gymnastics, cheer, ninja, and parties in Van Buren.

Sections

Hero

Purpose: Make a strong first impression by showing happy children participating in classes and activities, with details about programs and facility highlights.

Key Elements:

- Rotating banner with lively, colorful photos of kids doing gymnastics, cheering, and having fun at parties
- Headline describing what DIDION ATHLETICS offers
- Quick facts about size, comfort, and unique features for parents and kids
- Button to join, learn more, or book a party

Strategy: Quickly reassure moms and families that DIDION ATHLETICS is safe, fun, and professional. Show your most popular programs right away to catch their interest.

Psychology: Parents want to see a clean, happy, and exciting space where their child will be engaged and cared for. Giving parents a clear visual sets the right mood and builds trust fast.

Tone: Warm, enthusiastic, clear, and parent-focused

Cta Block

Purpose: Encourage visitors to sign up, register for a trial, book a party, or explore your programs with easy steps.

Key Elements:

- Standout button to 'Register or Try a Class'
- Link to 'Book a Birthday Party'
- Clear next steps for new families
- Mention of the family discount for multi-child enrollments

Strategy: Make the path from interest to action as easy as possible with visible, friendly options. Highlight your special offer.

Psychology: Moms want simple, straightforward next steps and to know there's a real benefit for their families.

Tone: Encouraging, friendly, confident, and clear

All Star Cheer (*Internal*)

Purpose: Showcase the competitive cheer program and invite interested families to register for clinics and tryouts.

Sections

Program Details

Purpose: Explain the program, skill levels, schedules, and benefits.

Key Elements:

- Program description
- Clear list of age groups and team levels
- Tryout and clinic information
- Join/register button

Strategy: Draw in families whose kids want the excitement and structure of team cheerleading.

Psychology: Families want to see progress, recognition, and a team spirit.

Tone: Upbeat, motivational, and community-driven

Cheer And Tumbling (*Internal*)

Purpose: Explain tumbling and cheer classes for different ages and skill levels.

Sections

Class Offerings

Purpose: Make it easy to see which class fits their child and what they'll learn.

Key Elements:

- Simple table or list of classes by level
- Skill focus descriptions
- Action buttons to register for each level

Strategy: Help parents pick the right class and take action instantly.

Psychology: Parents want to match their child's skill and see the learning path.

Tone: Helpful, straightforward, encouraging

Team Gymnastics (*Internal*)

Purpose: Introduce girls and boys team programs, highlight achievements, and guide athletes on how to join.

Sections

Team Info

Purpose: Outline team structure, benefits, and tryout steps.

Key Elements:

- Highlights of team success
- Difference between girls and boys teams
- Tryout info and registration buttons
- Photos of team in action

Strategy: Give families confidence in your experience and success, and make next steps clear.

Psychology: Parents want to see real results and long-term development.

Tone: Proud, supportive, focused on growth

Rec Gymnastics (*Internal*)

Purpose: Help families understand the recreational program and find the right starting class.

Sections

Program Overview

Purpose: Show the pathway from beginner to advanced in a fun, safe setting.

Key Elements:

- Benefits of rec gymnastics for kids 5+
- Descriptions of beginner to advanced classes
- Sign-up button for each class

Strategy: Present gymnastics as accessible and fun with easy enrollment steps.

Psychology: Moms want a safe and positive starting point with visible ways to progress.

Tone: Nurturing, easygoing, positive

Tots Gymnastics (*Internal*)

Purpose: Present programs for toddlers and preschoolers, focusing on fun, learning, and bonding.

Sections

Age Groups

Purpose: Divide by age so parents instantly find the right class.

Key Elements:

- Mom & Me program details
- Pre-K class description
- Free trial and open play call-outs
- Easy-to-find signup buttons

Strategy: Support decision-making for first-time class experiences and make sign-up stress-free.

Psychology: Parents of little ones want clear guidance, safety assurances, and easy steps.

Tone: Gentle, warm, comforting

Ninja Core (*Internal*)

Purpose: Introduce NinjaKore classes as a high-energy, unique option, with an easy way to enroll.

Sections

Program Details

Purpose: Explain what makes NinjaKore different and list level opportunities.

Key Elements:

- Activity list
- Class details and progression
- Photos of the course
- Signup and free trial options

Strategy: Appeal to families looking for something active and different, with a sense of adventure.

Psychology: Kids love dynamic activities—parents want structure, safety, and progress.

Tone: Energetic, adventurous, clear

Birthday Parties (*Internal*)

Purpose: Highlight birthday party offerings and make it easy for parents to book a date.

Sections

Party Details

Purpose: Respond to real parent concerns: fun, price, convenience, and no hassles.

Key Elements:

- Party features and included activities
- Pricing and options clearly listed
- FAQ for set-up and details
- Button to book a party instantly

Strategy: Remove concerns, show value, and capture bookings right away.

Psychology: Parents want low stress, high fun, and something memorable.

Tone: Playful, stress-free, reassuring

Day Camps (*Internal*)

Purpose: Advertise fun day camps for different skills and make sign-up easy.

Sections

Camp Listings

Purpose: Summarize different camps and clinics, with times and ages.

Key Elements:

- List of options
- What to expect
- Signup/registration button

Strategy: Encourage parents to register quickly for limited slots.

Psychology: Parents want easily-digestible info and fast registration.

Tone: Excited, brief, easy to act on

About Us (*Internal*)

Purpose: Build trust by sharing the mission, values, and team behind DIDION ATHLETICS.

Sections

Mission And Team

Purpose: Show your commitment to families and introduce coaches and staff.

Key Elements:

- Mission and values statement
- Photos and short bios of key staff members
- Welcoming message

Strategy: Make parents feel safe, valued, and part of your community.

Psychology: Parents need to trust the people caring for their kids.

Tone: Open, inviting, reassuring

Gallery (*Gallery*)

Purpose: Let parents see kids enjoying classes, parties, and the facility with real images.

Sections

Photo Grid

Purpose: Show authentic, fun, dynamic moments of real kids in action.

Key Elements:

- Stand-alone gallery of high-quality images from classes, parties, camps
- Simple category filters if needed

Strategy: Use visuals to create desire and trust by showing what their child can experience.

Psychology: Visual proof is powerful; happy, active kids reassure parents.

Tone: Vivid, joyful, genuine

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 and trust

Application: Make it very clear who the business serves and what services are offered in the top section of the homepage.

Implementation: Use short, simple wording and icons in the rotating banner showing Gymnastics, Cheerleading, and Birthday Parties.

Principle: Consistency

Application: Keep information, color choices, and titles the same across all pages.

Implementation: Use the same style and color for buttons, headers, and banners so the website feels trustworthy and easy to use.

Principle: Social proof

Application: Show real pictures of children and families enjoying activities.

Implementation: Fill the gallery page and banners with actual facility and class photos to give parents confidence.

Content Strategy

Area: Homepage

Recommendation: Welcome visitors with a brief, friendly message and the rotating banner showing all main services.

Implementation: Write three short sentences explaining Gymnastics, Cheer, and Parties. Each banner section should link to its detailed page.

Area: Service Pages

Recommendation: Give a plain explanation of each program, what ages it is for, and how to register.

Implementation: Each program page lists age groups, skills taught, and has a big action button to register or learn more.

Area: Gallery

Recommendation: Showcase a wide variety of activities and happy moments to help parents imagine their child at Didion Athletics.

Implementation: Select images that show full classes, smiling children, and the facility's unique features.

Conversion Optimization

Technique: Action buttons for registration

Rationale: Having an easy place to sign up encourages visitors to become customers right away.

Implementation: Place 'Register Now', 'Book a Party', and 'Try a Free Class' buttons on all key pages above the fold.

Technique: Visible family discounts

Rationale: Highlighting discounts helps convince families to enroll more children.

Implementation: Include a colorful section on the homepage and class pages showing the multi-child family offer.

Technique: Quick photo loading

Rationale: Parents are impatient—if photos take too long, they may leave.

Implementation: Use smaller file sizes for images; test galleries and banners to make sure they load fast on phones and computers.

Priority Focus

Category: Homepage with Rotating Banner

Description: Focus on a clean, inviting homepage that showcases all main programs and the multi-child family discount.

Reason: The homepage is the first thing parents see and is critical for making a good first impression.

Category: Gallery Page

Description: Make the gallery simple to use and visually appealing.

Reason: This gives parents confidence and excitement about the environment and activities.

Category: Calls to Action

Description: Clear, easy-to-find buttons for registration and booking.

Reason: More action buttons make it easy for busy parents to sign up immediately.

Implementation Order

1. Homepage with rotating banner and key program highlights
2. Header/footer with always-visible contact info and social links
3. Calls to action buttons for registrations and bookings
4. Gallery page setup with optimized images
5. Service/Birthday/Camp pages with clear details and registration links
6. Showcase multi-child discount on homepage and classes
7. Test all links and image pages for speed and accuracy

Risk Mitigation

Slow page loading with gallery and banner images

Category: Performance

Suggested Action: Reduce image size before uploading and keep the number of gallery images reasonable.

Outdated or broken links

Category: User experience

Suggested Action: Regularly check and update action and login links to make sure they go to the right places.

Unclear contact information

Category: Communication

Suggested Action: Keep phone and address at the top or bottom of every page so nobody has to hunt for it.

Business Impact

Impact Level: High