

Website Blueprint

OP-85718

Location: Kennerdell, Pennsylvania, USA

Business Type: Custom Woodworking & Archery Display Retailer (Ecommerce)

Target Audience: Bowhunters seeking high-quality, handcrafted display racks for bows and arrows; homeowners, interior designers, and contractors looking for custom trim accents, corner blocks, and moldings for new builds or home renovations. Audience includes individuals valuing craftsmanship, authenticity, and unique, artisanal products. Customers are primarily adults, often male, with an appreciation for traditional woodworking and archery, and are located both in the US and internationally.

Executive Summary

Mason Woodworking is a family-owned business in Kennerdell, Pennsylvania, known for its exceptional quality, hand-crafted archery display racks and custom wood trim accents. With over 44 years of experience, each piece is carefully made from solid hardwood by Bill Mason himself, setting their products apart from mass-produced competitors. Their products have gained worldwide attention, featured in Traditional Bowhunter magazine and shipped to customers across the globe, making them a trusted name for anyone seeking true craftsmanship and authentic woodworking value.

Primary Goals

- Increase online sales of custom bow and arrow racks, corner blocks, and moldings
- Enhance brand visibility and credibility through a professional website
- Attract a broader, global customer base interested in handcrafted woodworking products

Brand Values

- Exceptional craftsmanship
- Authenticity and tradition
- Personalized customer service

Competitive Advantages

- Every piece is handcrafted by the owner and artisan, ensuring unique quality
- Products are made from solid, hand-selected hardwood, not mass-produced materials
- Over 44 years of experience with a reputation for exceptional quality and prompt delivery

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#6B4B27
Secondary		#A9865B
Accent		#C3A47E

Rationale: These colors reflect the rich and natural tones of real wood, which connects well with the handcrafted wooden products Mason Woodworking creates. The main brown color brings to mind the look and feel of quality hardwood. Lighter brown and tan shades add warmth and approachability, helping the website feel inviting and trustworthy, which is important for customers looking for custom, artisanal items.

Typography

Heading Font: Roboto Slab

Body Font: Open Sans

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

Imagery Style

Photos should highlight real products in natural light, preferably with simple backgrounds. Show close-ups of the wood grain, craftsmanship, and details to help customers see the quality of each piece. Group some images to show finished racks in home or workshop settings. Keep the style authentic, honest, and natural.

Overall Aesthetic

Warm, inviting, and traditional. The website should feel like a mix of a high-end woodshop and an artisan's gallery. Bring out the story of the family business and its hands-on, personal touch. The look should focus on trust, skill, and the beauty of real wood.

Theme Style

Rustic and classic, with clean lines. No clutter—products are the main highlight. Add gentle touches of tan or lighter brown as highlights to keep it from looking too dark or heavy.

Layout Approach

Use clear sections with enough space between items, so each product gets its own moment to shine. Feature main products near the top, with a photo gallery for the archery display racks. Simple, easy-to-read navigation—customers can always find the contact info and order instructions. Make sure all important actions are obvious without needing to scroll too much.

Regional Recommended

- Emphasize values like honesty, craftsmanship, and tradition, which resonate well with local and rural customers.
- Use American English and familiar, welcoming phrases.
- Keep the design accessible for older audiences.

Regional Avoid

- Avoid busy patterns or overly modern, high-tech looks.
- Do not use very bright or neon colors that clash with natural wood themes.
- Skip slang or regional phrases that might not make sense to international buyers.

Requirements & Features

Contact Information

Description: Show phone number, email, and address at the top and bottom of every page so people can easily get in touch or find the business.

Validation: Contact details are visible on every page and are easy to read.

Gallery

Description: Use the Gallery feature on the 'Archery Display Racks' page to showcase multiple product photos. Clearly show product options and finishes to help customers make choices.

Validation: Product gallery is on the archery rack page and easy to look through, with captions for each product.

About Us / Story Page

Description: Tell the story of Mason Woodworking on a dedicated 'About Us' page. Highlight 44 years in business, family ownership, and unique craftsmanship for trust and credibility.

Validation: About Us page shares owner story, history, and what makes products special.

Product Pages

Description: Create individual product pages for key items (Walnut Deer Rack, Oak Four Bow Rack, Arrow Holders). List features, exact sizes, wood types, price, and ordering instructions.

Validation: Each featured product has its own page with clear info and photo.

Ordering and Payment Instructions

Description: Explain clearly how to place an order: collect customer details, explain invoice by PayPal, and outline shipping options and costs.

Validation: Easy-to-understand step-by-step order instructions on relevant pages.

Page Load Speed

Description: Make sure pages load quickly, especially the Gallery and product images, so customers don't get frustrated or leave.

Validation: Images and pages load within 3 seconds on regular internet connection.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and help them quickly understand what Mason Woodworking offers. Set the tone for craftsmanship, tradition, and trust so people feel comfortable looking further or reaching out.

Sections

Hero

Purpose: First thing visitors see that shows who you are and what you make. Create an immediate sense of quality, tradition, and handmade artistry.

Key Elements:

- Business name and tagline about custom woodworking and archery displays
- Large photo of a featured archery display or custom woodwork
- Simple message describing years of experience and unique, handmade products
- Menu at the top for easy navigation

Strategy: Build trust by showing hands-on expertise, years in business, and specialty for both hunters and home renovators. Use standout images and clear language to create confidence and curiosity.

Psychology: People quickly decide if a website feels trustworthy. Using a personal story and real workshop photos draws attention and helps people feel connected, like they're buying from a true craftsman instead of a box store.

Tone: Use warm, personal words. Focus on authenticity and skilled hands, not technical details. Make every visitor feel welcome, as if they've walked into a craftsman's studio.

Cta Block

Purpose: Tell visitors the easiest way to take the next step—whether to see the full gallery, view products, or contact you for a custom order.

Key Elements:

- Button to view archery racks and holders
- Button to learn about custom trim and moldings
- Button to contact
- Quick summary of how easy it is to place an order or ask questions

Strategy: Use simple and direct words like 'See Our Racks' or 'Get Custom Woodwork.' Remove all doubt about how to start. Remind visitors of your experience and prompt response.

Psychology: Clear, visible prompts reduce hesitation. If people know exactly where to click and what to expect, they're more likely to take action and reach out.

Tone: Encouraging, genuine, and reassuring. Use friendly calls to action ('Let's Get Started,' 'See Our Work') and reassure about quick answers from a real craftsman.

Archery Display Racks (*Product_List*)

Purpose: Showcase all bow and arrow display racks with details, photos, and options for purchase or inquiry. Clearly present benefits for bowhunters and collectors.

Sections

Gallery

Purpose: Let visitors see high-quality images of each rack—front, side, and close-up—to appreciate the craftsmanship and decide which style fits them.

Key Elements:

- Large photos of each rack (Walnut Deer Rack, Oak Four Bow Rack, Arrow Holders, and more)
- Image captions with brief descriptions and sizes
- Highlight on unique woodworking and finish options

Strategy: Combine clear, inviting photos with matching descriptions and prices. Show why a handcrafted rack is worth it. Remind that each is made to order.

Psychology: Seeing the quality close-up helps people imagine these pieces in their home or collection, making them feel more comfortable reaching out.

Tone: Descriptive but approachable. Focus on what makes each rack special (type of wood, hand-finished details, display features). Simple and honest, not salesy.

Product Highlights

Purpose: Show main features and options for each rack along with prices and easy next steps for ordering.

Key Elements:

- List of rack types and sizes
- Simple pricing
- List of what's included and how to order
- Button to contact for purchase (since eCommerce not enabled)

Strategy: Make it easy to compare and pick the right rack. Buttons and instructions on how to order create confidence and reduce friction.

Psychology: People want to know exactly what they get and how to buy. Removing confusion makes them more likely to reach out.

Tone: Clear, practical, and reassuring. Avoid complex words. Use phrases like 'Ready to order?' or 'Questions? Just ask.'

Custom Trim Blocks Moldings (Service)

Purpose: Show homeowners and designers what's possible with custom wood trim, corner blocks, and molding. Highlight experience and flexibility for new builds, renovations, and restoration.

Sections

Examples Gallery

Purpose: Show a range of completed projects and available wood styles to inspire and reassure new customers.

Key Elements:

- Gallery of moldings and trim details (close-ups and installed pics)
- Captions about types of wood and where each style fits best
- Example projects for homes, churches, and historic restorations

Strategy: Visual proof of quality builds trust—showing before/after or 'in use' images helps visitors picture results in their own space.

Psychology: People feel safer buying what they can see. Showing projects in homes and public buildings reassures about quality and experience.

Tone: Warm and professional. Use success stories and words like 'hand-matched to your space' or 'restoring the beauty of historic homes.'

Ordering Info

Purpose: Explain how to get a quote, what info is needed, and what makes the process easy for the customer.

Key Elements:

- Simple step-by-step: measure, email, confirm price
- Mention of wood options and made-to-fit orders
- Easy button to request a quote or ask a question

Strategy: Break down the process so it feels manageable and custom-fit for each customer.

Psychology: Most customers worry about complicated orders. Simplicity reduces hesitation.

Tone: Direct and encouraging. Let people know you'll walk them through every step and answer quickly.

About (Story)

Purpose: Share the story of Mason Woodworking, the people behind the craft, and the core values that set your work apart. Help customers feel they know and can trust you.

Sections

Our Story

Purpose: Describe the 44-year family history, personal approach, and proud tradition of handcrafted work.

Key Elements:

- Short story about Bill and Delphine Mason
- Timeline or highlights (since 1982, magazine features, shipped worldwide)
- Photos from the workshop, tools, and past projects

Strategy: Build a personal connection so customers feel positive about supporting a true craftsman rather than a big chain.

Psychology: People like to buy from businesses with real stories and faces, not faceless companies.

Tone: Friendly, straightforward, and genuine. Keep it personal—let your pride and craftsmanship show.

Why Choose Us

Purpose: Show why Mason Woodworking's pieces are special—solid wood, truly handmade, and crafted one at a time.

Key Elements:

- Side-by-side with mass-produced alternatives
- Customer feedback or praise
- Quick comparison chart (solid wood vs. pressed board, handcrafted vs. machine-made)

Strategy: Position as the only choice for quality and authenticity, not the cheapest or fastest.

Psychology: When people see 'why us' clearly laid out, they feel smarter and more confident in choosing you.

Tone: Confident without boasting, and always customer-focused. Keep explanations clear and friendly.

Contact (*Contact*)

Purpose: Make it as easy as possible for customers to get in touch to order, ask a question, or request a quote.

Sections

Contact Form Details

Purpose: Remove hurdles—give clear options for calling, emailing, or visiting. Remind visitors of your hours and how quickly you respond.

Key Elements:

- Phone number and email clearly shown
- Physical address for visits
- Hours of operation
- Simple contact form asking for name, email, reason for inquiry
- Note about prompt replies and how orders work (custom quote, PayPal invoice)

Strategy: Reassure about easy communication and quick response so people feel comfortable reaching out.

Psychology: People hesitate if they worry no one will respond. Promising direct answers from the owner helps remove that fear.

Tone: Inviting and supportive. Use words like 'We're here to help' and keep prompts easy to understand.

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 clear up front what the business does: custom woodworking and handcrafted archery display racks.

Implementation: Place a welcoming statement and product highlights right at the top of the homepage so visitors know what's special.

Principle: Social Proof

Application: Show positive feedback or stories from past customers, or mention features in magazines.

Implementation: Add a quote about being featured in Traditional Bowhunter magazine or include customer testimonials under product listings.

Content Strategy

Area: Product Detail

Recommendation: Give full details and clear, honest descriptions for each product, including sizes, wood types, and special features.

Implementation: Use separate product pages or sections for each main product, with several pictures for each.

Area: Ordering and Payment

Recommendation: Explain order steps in simple, numbered parts.

Implementation: Add a section on each product page and a main ordering page showing how to order, what details to send, and how payment works with PayPal.

Area: Brand Storytelling

Recommendation: Share Bill Mason's long history and personal touch with every product.

Implementation: Use a friendly 'About Us' page that shows Bill and Delphine's story along with a photo.

Conversion Optimization

Technique: Make Contact and Order Easy

Rationale: People are more likely to order if they don't have to look hard for a phone number or email.

Implementation: Always show contact info in the top corner and in a "Contact" button that leads to a simple contact form.

Technique: Show Clear Pricing and Photos

Rationale: When people see clear prices and plenty of real photos, they feel more confident buying.

Implementation: Put prices in large, bold text under each product with detailed photos shown in a gallery format.

Technique: Explain Shipping and Process

Rationale: Customers are more likely to order if they know exactly how shipping and payments work.

Implementation: Add a clear, friendly paragraph or FAQ about how shipping and PayPal payment is handled—including for international buyers.

Priority Focus

Category: Gallery Displays

Description: Use strong, honest product photos to showcase handcrafted details.

Reason: Visual proof of quality sells handmade products, especially to distant buyers.

Category: Simple Order Process

Description: Lay out easy-to-follow steps for how to order and pay.

Reason: Reduces confusion and makes it more likely customers will place an order.

Category: Trust and Authenticity

Description: Tell the Mason Woodworking story and stress experience.

Reason: Builds trust in high-value, custom goods and sets the business apart from mass-market competitors.

Implementation Order

1. Contact information on every page
2. Gallery for Archery Display Racks page
3. Individual product pages with details and photos
4. About Us/Story page
5. Clear ordering and payment instructions
6. Page load speed optimizations

Risk Mitigation

No Instant Checkout

Category: Sales Process

Suggested Action: Make sure ordering steps are simple and reassure buyers about the manual order process and use of PayPal.

No Social Media Links

Category: Traffic and Reputation

Suggested Action: Add a note inviting word-of-mouth and encourage sharing by satisfied customers, or consider adding a simple customer review section.

No Logo or Branding

Category: Brand Identity

Suggested Action: Create a clean, name-based graphic logo to use site-wide for professionalism and recognition.

Business Impact

Impact Level: High