

Website Blueprint

OP-85878

Location: Sackets Harbor, NY, USA

Business Type: Marina and Marine Services (Hospitality & Travel)

Target Audience: Families and boating enthusiasts from across the United States seeking safe, full-service marina facilities in a historic, resort village. Demographics include middle to upper-income individuals, boat owners (power and sail), seasonal and transient travelers, and those interested in waterfront recreation and historic tourism. Psychographics: value safety, convenience, community, and quality service.

Executive Summary

Navy Point Marine offers families and boating enthusiasts a top-quality, full-service marina experience in the historic village of Sackets Harbor, NY. The marina stands out with its fully protected deepwater slips, modern amenities like power, Wi-Fi, and water, and leading marine service certifications, making it the safest and most complete choice on eastern Lake Ontario. Navy Point's blend of convenience, safety, expert service, and access to a resort village rich in history sets it apart from regional competitors.

Primary Goals

- Enhance online presence with a refreshed, professional website
- Prominently feature top marina services and facilitate reservations
- Increase engagement and attract new customers from a national audience

Brand Values

- Safety and protection
- Historic charm
- Comprehensive, modern service

Competitive Advantages

- Located in a naturally protected harbor, shielded from winds and wave action
- Situated in a historic village with unique cultural and dining experiences
- Modern, complete marina services including electrical, potable water, WIFI, and certified technicians

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1a4a6c
Secondary		#f5f5f2
Accent		#f9aa33

Rationale: The main color is a deep blue inspired by the marina, the harbor, and the lake. Blue conveys professionalism, calm, and trust. The secondary is a warm off-white that creates a clean, friendly background for all pages without feeling cold or hospital-like. The accent color is a bright, fresh gold that highlights buttons and calls to action, making them easy to spot and inviting for bookings or reservations. These colors fit the boating and hospitality theme, look good alongside real marina photos, and feel welcoming to both families and travelers.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Montserrat:700,600,400|Open+Sans:400,600,700&display;=swap>

Imagery Style

Use only real, high-quality photos provided by the marina. Show shots of boats at slips, families at the docks, scenic views of the water and the village. Use a mix of wide shots for the beautiful setting and close-ups that highlight safety, friendliness, and activity. Avoid using stock images—focus on real moments so visitors get an authentic feel of the marina and historic village.

Overall Aesthetic

The site should look clean, open, and bright. Every page must feel safe, organized, and easy to use. The overall look is professional but friendly, showing off the marina's modern features, the calm harbor, and the charm of Sackets Harbor. Details like clear buttons, soft backgrounds, and well-placed real photos make the site inviting for families and boating travelers.

Theme Style

Modern resort with a focus on boating life and village history. Combine nautical touches (like blue highlights and boat imagery) with subtle hints of the area's important past. Stay away from busy patterns—use lots of breathing room to let the content and photos shine. Keep the feel comfortable,

neither too formal nor too casual, to appeal to both travelers and local families.

Layout Approach

Keep each page simple and easy. Prioritize clear sections with strong headings, short text blocks, and real-life images. Use clean, open layouts that work well on both phones and computers. For special features (like forms, schedule pages, galleries), use built-in WordPress tools and full gallery displays to show off facilities and life at the marina. Make buttons large and easy to find. Main actions like 'Reservations', 'Contact', and 'Members' should always stand out on the page.

Regional Recommended

- Display photos of Lake Ontario, the marina, and the nearby historic village prominently.
- Showcase the clean, safe harbor and friendly community.
- Use local scenes, summer activities, and events unique to Sackets Harbor.

Regional Avoid

- Do not use any stock images or generic boating graphics.
- Avoid dull or grayish blue on similar backgrounds—it makes information hard to read.
- Avoid heavy or outdated design elements that look out of place with the bright, active setting.

Requirements & Features

string

Description: string

Validation: string

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome families and boating enthusiasts, giving them a quick feel for Navy Point Marine's safe, full-service marina and the charm of historic Sackets Harbor.

Sections

Hero

Purpose: Grab attention right away and let visitors know they are in the right place for a top marina experience in a historic, protected harbor.

Key Elements:

- Big welcome headline with your business name
- Photo of your marina (from your real images)
- Short sentence showing what makes you stand out (safe, protected harbor, modern services, historic location)
- Logo
- Easy-to-see button to contact you or check slip availability

Strategy: Showcase why Navy Point Marine is unique, encourage visitors to check slip availability or get in touch, and offer a clear route into your services.

Psychology: First-time visitors want to feel confident in the safety and reliability of your marina before they take action. Using a strong headline and real images builds instant trust.

Tone: Friendly, professional, welcoming — like greeting a family visiting your marina for the first time.

Cta Block

Purpose: Encourage visitors to take the next step, such as making a reservation or contacting you.

Key Elements:

- Simple headline asking if they're ready to reserve a slip or learn more
- Button to your Reservations or Contact page
- Phone number and email visible

Strategy: Make it as easy as possible to reach out, reducing hesitation and making the process clear.

Psychology: People need a nudge and a clear, simple action to take, especially for important plans like travel or boat storage.

Tone: Direct, reassuring, and action-focused — help them feel it's easy and safe to reach out.

Service And Restoration (*Information*)

Purpose: Explain your industry-leading boat service and restoration, giving details that matter most to boat owners.

Sections

Intro

Purpose: Let families and boaters know about your trusted service reputation.

Key Elements:

- Headline about expert boat service
- Real photo of the service area/building

Strategy: Quickly prove your experience and certifications with logos or short points to boost trust.

Details

Purpose: List the main features and what sets your service apart.

Key Elements:

- Details (heated building, certified techs, brands you're authorized for)
- Call to action for boaters to contact you for service

Strategy: Emphasize professional experience and easy service access so owners feel good about leaving their boat with you.

Live (*Engagement*)

Purpose: Give real-time information and build the experience of being by the water at your marina.

Sections

Videos

Purpose: Show what the marina is like with real video footage.

Key Elements:

- Embedded videos from your provided YouTube links

Strategy: Let visitors picture themselves at the marina, making it feel familiar before visiting.

Tone: Descriptive and inviting, encourage them to imagine themselves here.

Weather

Purpose: Help boaters plan by displaying up-to-date weather for the marina.

Key Elements:

- Weather map from windy.com showing local lake weather and forecasts

Strategy: Meet the practical needs of boaters and show you are prepared for their safety.

Reservations (*Lead*)

Purpose: Allow boaters to easily request a slip for their boat — either for a season or just a visit.

Sections

Intro

Purpose: Explain the benefits and how the process works.

Key Elements:

- Clear headline on how to book a slip or storage
- Short summary of annual and transient options, amenities, and pricing high points

Strategy: Be clear about the simple steps, make the options and value obvious, and lower any worry.

Reservation Form

Purpose: Make it easy to fill out a slip reservation request using your custom form.

Key Elements:

- Custom reservation form matching your intake details
- Clear notes: this is a request and you will contact them to confirm

Strategy: Quick, guided form to turn browsers into real leads without confusion.

Contact (*Contact*)

Purpose: Give visitors quick ways to get in touch or visit you.

Sections

Contact Info

Purpose: Display phone, email, location, and office hours.

Key Elements:

- Easy-to-read address, hours for marina office and service department
- Map showing your location
- Direct links for calling and emailing

Strategy: Remove barriers to contacting you; answer basic questions up front.

Members (*Member-Protected*)

Purpose: Offer secure, members-only information like the haul schedule and spring launch access.

Sections

Login Prompt

Purpose: Let members know this is a protected page for their use.

Key Elements:

- Simple, secure login
- Friendly welcome to members

Strategy: Clearly show value and privacy for members.

Haul Schedule

Purpose: Let members check their haul status with clear icons and names.

Key Elements:

- Legend showing icon meanings (for received forms, ready for haul, boat hauled)
- List by owner and boat name with icon statuses by week

Strategy: Make it easy to check the status of their boat at a glance.

Downloads And Forms

Purpose: Offer important downloadable files and access to the launch form.

Key Elements:

- Download link for Launch Form PDF
- Button to fill out launch form (brings to hidden Launch Form page)

Strategy: Reduce back-and-forth by making documents easy to get without extra steps.

Launch Form (*Member-Form*)

Purpose: Allow logged-in members to fill out the spring commissioning and launch form securely.

Sections

Instructions

Purpose: Let members know how and why to fill out the form.

Key Elements:

- Brief steps and assurance of security

Launch Custom Form

Purpose: Provide the launch request fields as required in your provided PDF/form.

Key Elements:

- All launch form fields for collection
- Clear explanation about required fields and privacy

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