

Website Blueprint

OP-85618

Location: Augusta, Georgia, USA

Business Type: Home Medical Equipment Retailer

Target Audience: Seniors, senior caregivers, caregivers, and individuals recovering from surgery who require short-term or long-term home medical equipment. Demographics include adults aged 50+, family caregivers, and healthcare decision-makers in the Central Savana River Area, Georgia, and surrounding regions. Psychographics: individuals seeking reliable, high-quality medical equipment, prioritizing service, trust, and local expertise.

Executive Summary

DuraMed Medical is a trusted, locally owned home medical equipment retailer that has served the Augusta, Georgia area for nearly 40 years. The business stands out for its strong family ownership, unmatched local reputation, and exclusive flagship dealership with leading brands like Golden Technologies and Pride Mobility. DuraMed's commitment to customer service, quality products, and in-house equipment servicing positions it as the go-to provider for families, seniors, and caregivers seeking reliability, expertise, and comprehensive solutions in home medical support.

Primary Goals

- Enhance online presence to attract new customers
- Showcase top products and services to drive in-store visits and inquiries
- Position the business as a trusted, long-standing provider in the local medical equipment market

Brand Values

- Dedication to improving quality of life
- Long-term family business with a legacy of service
- Commitment to servicing and supporting products sold

Competitive Advantages

- Over 40 years serving the local area
- Flagship dealer for Golden Technology and Pride Mobility brands
- Family-owned business providing personalized service and equipment support

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1a4765
Secondary		#f4f8fc
Accent		#007a3e

Rationale: The main color is a deep blue, which gives a feeling of trust and professionalism—important for a medical equipment store. The soft, very light blue helps the site feel open, clean, and easy to read, making it comfortable for seniors and caregivers. The green accent adds warmth and freshness, and it highlights calls to action and buttons effectively.

Typography

Heading Font: Montserrat

Body Font: Source Sans Pro

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

Imagery Style

Use large, bright photos of real, friendly staff helping customers, clean product images, and clear shots of store interiors. Show local people and recognizable environments so visitors feel connected to Augusta and the surrounding area. Images should feel inviting, not overly staged.

Overall Aesthetic

The website should feel trustworthy, welcoming, and local. It should be bright, not cluttered, and always focus on comfort and independence for seniors and caregivers. Use good contrast, big buttons, and easy-to-see links suitable for older adults.

Theme Style

A homey and approachable style, with plenty of space between sections, rounded corners on boxes or banners when possible, and gentle transitions in the rotating banner. Add small pops of green for energy, but keep most backgrounds light.

Layout Approach

Create a main banner on the homepage with a rotating feature for top services, special highlights, or community involvement. Use clear sections for each product or service. Choose large headline text, big feature images, and keep blocks of text short and digestible. Add galleries on relevant product pages—like seat lift chairs, scooters, and walking aids—so visitors can browse products visually. Keep contact info and store location easy to find. Make sure all images, especially in galleries, are sharp and labeled for easy browsing by people who may be less comfortable online.

Regional Recommended

- Show local Augusta and Central Savannah River Area themes, such as photos with Georgia landscapes or local homes.
- Include images of local team members to make the business feel more personal.
- Feature comfort and independence in Southern homes.

Regional Avoid

- Avoid cold, overly modern hospital images.
- Skip sterile, generic stock photos not related to home or local community.
- Do not use tiny text or low-contrast colors that are hard for older adults to read.

Requirements & Features

Homepage Rotating Banner

Description: Showcase a rotating banner with clear, easy-to-read images on the home page, featuring top products and the message 'Dedicated to improving the quality of life.' Use images that reflect real customers, staff, and products to help visitors feel welcome and trust your business.

Validation: Banner rotates 3 or more high-quality images showing main product categories and includes the business motto in readable text.

Product Galleries

Description: Create galleries for Seat Lift Chairs, Scooters & Power Equipment, Walking Aids, Bathroom Safety, Miscellaneous Supplies, and Rentals. Each gallery should show real product photos and allow visitors to easily see what is available.

Validation: Each gallery has 5 to 30 images and is easy to click through, with simple captions for each product.

Contact Form & Information

Description: Display easy-to-find contact options at the top of every page. Include phone numbers, physical address, email, and a simple form for visitors to send questions or appointment requests.

Validation: Contact details are at the top and bottom of each page. Contact form is quick to fill out and works on mobile devices.

Simple Navigation

Description: Keep the menu at the top of the website clear and easy to use. Show main pages and product categories so visitors can find what they need without scrolling.

Validation: All major sections (Home, In-Store, Product categories, Rentals, Wellness, Contact) are visible and work with one click.

Mobile Friendliness

Description: Make sure the entire website, including banners and galleries, is easy to see and use on a phone or tablet. All buttons and forms should be big enough for easy tapping.

Validation: Site passes mobile-friendly test, and every page, button, gallery, and form is simple to use on mobile devices.

Fast Page Loading

Description: Make sure all images, banners, and galleries load quickly even for people with slow internet. This keeps visitors from getting frustrated or leaving the site.

Validation: Images are sized for web and homepage loads in 3 seconds or less.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Main landing page

Sections

Hero

Purpose: Main value proposition

Key Elements:

- Headline
- Subheadline
- CTA

Strategy: Clear value proposition

Psychology: First impression matters

Tone: Professional and trustworthy

Cta Block

Purpose: Lead generation

Key Elements:

- Contact form
- Phone number

Strategy: Multiple contact options

Psychology: Reduce friction

Tone: Action-oriented

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: Use simple headlines with the business's 40-year history and local service commitment right on the home page. Pair these with authentic shop and product photos in the banner and galleries.

Implementation: Start homepage with your slogan and number of years serving the community. Add friendly team or store photos. Use real customer service language throughout the site.

Principle: Ease of Use for Older Adults

Application: Design menus, buttons, and contact forms to be large and easy to read, with no distracting movement.

Implementation: Pick large, high-contrast fonts and clear labels like 'Contact Us,' 'Rentals,' or 'View Our Products.' Make sure all forms and banners work without small clicks or hard-to-read text.

Content Strategy

Area: Product Descriptions

Recommendation: Write short, clear product and service descriptions that focus on solutions for daily living and safety. Repeat messages about trust, expertise, and service quality.

Implementation: Highlight which products help with comfort, independence, or recovery. Use a friendly tone and avoid any technical details or sales pressure.

Area: Local and Family-Owned Story

Recommendation: Show your local history and commitment to the area, using team photos and a brief business story in the About section.

Implementation: Include a photo of your founder or team and a brief summary of your years of service and dedication to customers' quality of life.

Area: Calls to Action

Recommendation: Encourage people to call, visit, or fill out the contact form by using straightforward language like 'Call Us Today' or 'Visit Our Location.'

Implementation: Place big, clear buttons after key services and at the bottom of major pages, so it's always easy to contact or visit you.

Conversion Optimization

Technique: Highlight Service and Rentals

Rationale: Visitors need to quickly know that equipment is available for both sale and rental—a key difference from competitors and a fast way to meet urgent needs.

Implementation: Show 'Sales & Rentals' on banners and category pages, and make sure the rental gallery is near the top for those in a hurry.

Technique: Quick Contact Options

Rationale: Seniors and caregivers may need help right away or prefer calling over filling forms.

Implementation: Prominently display both local and toll-free phone numbers at the top of every page and place a short, friendly contact form in the menu or on key pages.

Priority Focus

Category: Easy-to-Use Rotating Banner and Product Galleries

Description: Make the rotating banner and each gallery clear, friendly, and focused on trust and ease.

Reason: Most visitors decide to stay or leave in seconds, so seeing real products, local credentials, and team photos builds comfort quickly.

Implementation Order

1. Homepage rotating banner with business slogan and key images
2. Clear, easy-to-use navigation with menu showing all main pages
3. Create galleries for top categories (Seat Lift Chairs, Scooters, Walking Aids, Bathroom Safety, Misc., Rentals)
4. Add visible contact information and simple contact form to every page
5. Add easy-to-read, solution-focused product/service descriptions
6. Test all pages on mobile devices for readability and tapping
7. Check and optimize all images for fast loading
8. Review site for clarity, trust, and friendly calls to action

Risk Mitigation

Low-Quality or Incomplete Images

Category: Visual Content

Suggested Action: Make sure all images are clear, not blurry, and show your real location, staff, and products. Replace any that look generic or low resolution to avoid appearing untrustworthy.

Site Performance

Category: Site Speed

Suggested Action: Prepare and compress all images for fast loading, especially in banners and galleries. Avoid videos or heavy animations unless needed.

Business Impact

Impact Level: High