

# Website Blueprint

## OP-85241

Location: Shirley, Croydon, Surrey, United Kingdom

Business Type: Procurement and Logistics Services for Oilfield Equipment and Supplies

Target Audience: Decision-makers and procurement managers at oil, gas, and mining companies operating in Africa and the Middle East who require reliable, cost-effective sourcing and logistics solutions for industrial equipment and supplies. These clients value quality assurance, timely delivery, and transparent communication throughout the procurement process.

## Executive Summary

OP-85241, trading as Berrycote Limited, is a UK-based procurement and logistics company specializing in sourcing and delivering oilfield equipment and supplies to clients in the oil, gas, and mining industries across Africa and the Middle East. The company differentiates itself with its commitment to on-time delivery, strict quality control, regular communication, and a global network that ensures customers get the best manufacturers, cost savings, and reliable services. Their ability to handle the entire procurement and logistics process efficiently sets them apart as a dependable one-stop shop for industrial clients who need dependable equipment sourcing and supply chain solutions.

## Primary Goals

- Consistently provide quality goods and services to existing and future clientele
- Meet client expectations through cost-effective services without compromising quality and safety
- Develop into a self-reliant company capable of delivering goods and services most effectively

## Brand Values

- Integrity
- Resilience
- Consistency
- Innovation

## Competitive Advantages

- Delivery on schedule without compromising quality
- Regular communication and process updates throughout procurement
- Cost benefits of worldwide purchasing and selection of top manufacturers

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#093349
Secondary		#e9ecef
Accent		#e5a100

Rationale: The main color is a deep blue, which gives a feeling of trust, strength, and reliability, suited to a business focused on oilfield procurement and logistics. The light gray secondary color helps keep the site clean and easy to read. The gold accent brings a touch of energy and highlights calls to action and important details.

## Typography

Heading Font: Montserrat

Body Font: Open Sans

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

## Imagery Style

Use high-quality photos showing oilfield equipment, logistics operations, and industrial scenes. Show a mix of real equipment, workers, and shipping activity to help clients see the real work done. Make sure images look clear, professional, and focus on actual field operations.

## Overall Aesthetic

Professional, clean, and modern. The goal is to make the site feel reliable and efficient, showing that Berrycote Limited is a trustworthy partner.

## Theme Style

Crisp and businesslike, with strong lines and organized sections. Use plenty of white space so the site doesn't feel cluttered. Highlight key services and use short, direct messages.

## Layout Approach

Main services are clearly shown across the top and on the homepage with short descriptions. Contact options are always easy to find. Home page includes company overview, services, and main strengths.

Service pages use clear sections and large headings, keeping all pages easy to scan on both computers and smartphones.

## **Regional Recommended**

- Include some images of international shipping routes or maps showing Europe, Africa, and the Middle East.
- Showcase diversity in any staff or field images if possible.
- Use British English spelling and formal tone in text.

## **Regional Avoid**

- Avoid cartoon-style pictures or overly bright, playful colors.
- Skip any holiday or cultural symbols specific to just the UK.
- Do not show old equipment or warehouse scenes that look outdated.

# Requirements & Features

## Site Structure

**Description:** Build a website with a clear main menu showing the Home page, three pages for services (Oilfield Equipment, Procurement Service, Logistics), and a Contact page.

**Validation:** Menu is easy to find and each service has its own page visible from the main menu.

## Visual Branding

**Description:** Use a placeholder logo with 'Berrycote Limited' and include business slogan: 'Delivery on Schedule, without Compromising Quality' on Home page.

**Validation:** Logo matches business name. Slogan is clearly displayed on Home page.

## Images

**Description:** Show the 'rig2.jpg' image on the Home page and 'deck.jpg' on the Oilfield Equipment page. Add a stock image showing a container ship to the Logistics page.

**Validation:** 'rig2.jpg' appears on Home, 'deck.jpg' on Oilfield Equipment, container ship picture on Logistics page.

## Contact

**Description:** Make it easy for clients to contact the company by showing the phone number, email (sales@berrycote.com), office address, and a simple contact form that sends information to dipo@berrycote.com (email hidden from visitors).

**Validation:** Contact details are visible. Form sends email directly but does not display recipient address on the site.

## Performance

**Description:** Make pages load faster, especially for users in Africa and the Middle East who may have slower internet connections.

**Validation:** Site loads quickly on desktop and mobile even in areas with slow internet.

## Content Quality

**Description:** Rewrite all provided text for clarity, proper English, and professionalism to match expectations of international procurement managers.

**Validation:** Text is clear and free of errors, and matches tone expected by business clients.

## Mobile Design

**Description:** Make sure the website looks good and works well on mobile phones and tablets.

**Validation:** All main sections, contact details, and forms are easy to see and use on a small screen.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors and quickly show what Berrycote Limited does, highlight key services, and build trust with oil, gas, and mining industry decision-makers.

### Sections

#### Hero

Purpose: First thing visitors see – introduces the company and its promise of reliable, on-time delivery without cutting corners on quality.

Key Elements:

- Company name and slogan ('Delivery on Schedule, without Compromising Quality')
- Professional photo showing oilfield equipment (use 'rig2.jpg')
- Menu at the top for easy navigation
- Short sentence about who you help and what you do

Strategy: Make the business trustworthy and clearly state the benefits of choosing Berrycote Limited so visitors quickly know they are in the right place.

Psychology: People trust companies that state their mission and show clear, industry-specific images. A strong promise about quality and on-time delivery speaks directly to concerns of procurement managers.

Tone: Clear, confident, and friendly. Use direct language that focuses on solving the visitor's problems.

#### Cta Block

Purpose: Get visitors to contact you for a quote or more information.

Key Elements:

- Button to contact you ('Request a Quote')
- Phone number and email (sales@berrycote.com)
- Short invitation to reach out for reliable supply and logistics solutions

Strategy: Make reaching out feel easy, and remind visitors of the benefits they get by choosing your company.

Psychology: People are more likely to act when they are greeted by simple, clear instructions and are reassured they are dealing with helpful professionals.

Tone: Inviting and reassuring. Encourage action with language like 'Let's talk about your needs' or 'Get your reliable supply solution today.'

## Oilfield Equipment (*Service*)

Purpose: Show details about oilfield equipment and supplies, highlight factory-direct sourcing and worldwide logistics strength.

### Sections

#### Intro

Purpose: Explain why oil and gas companies choose Berrycote Limited for oilfield equipment needs.

Key Elements:

- Photo related to oilfield equipment (use 'deck.jpg')
- Overview of supplies offered
- Explanation of sourcing from top manufacturers

Strategy: Reassure buyers that Berrycote finds the best value and quality from reliable sources.

Psychology: Procurement managers want proof of quality and wide selection. Images and real-world language help them imagine your firm as a trusted partner.

Tone: Direct and professional, with a focus on trust and selection.

### **Process Highlights**

Purpose: Show the steps Berrycote takes to assure quality and on-time delivery.

Key Elements:

- Simple process list (inspection, updates, quality checks)
- Mention worldwide partner network

Strategy: Show how careful processes control quality and keep clients informed.

Psychology: Showing a clear step-by-step process builds confidence.

Tone: Step-by-step and practical.

### **Cta Block**

Purpose: Encourage visitors to request a quote for their oilfield equipment needs.

Key Elements:

- Contact button ('Get Oilfield Equipment Quote')
- Short reminder of benefits

Strategy: Focus the visitor on taking the next step.

Psychology: Visitors respond well to clear options and benefits.

Tone: Encouraging and confident.

## **Procurement Service (*Service*)**

Purpose: Highlight Berrycote Limited's strengths in handling all types of procurement for industrial clients, emphasizing transparent communication and global sourcing.

### **Sections**

#### **Intro**

Purpose: Explain what makes Berrycote Limited's procurement service reliable and cost-effective.

Key Elements:

- Mission and vision statements
- List of values (integrity, consistency, etc.)
- Brief client testimonial or review if available

Strategy: Show that the team understands the pressures and expectations of procurement managers.

Psychology: Showing your values and mission makes businesses seem dependable and serious about service.

Tone: Open, professional, and focused on solutions.

#### **How It Works**

Purpose: Show the process from placing an order to delivery.

Key Elements:

- Easy-to-read process steps
- Assurance of regular updates at each stage

Strategy: Help visitors feel confident their order will be handled smoothly from start to finish.

Psychology: People act when work feels predictable, and communication is promised.

Tone: Simple and step-by-step.

### **Cta Block**

Purpose: Get visitors to start a conversation about their procurement needs.

Key Elements:

- Contact button ('Start Your Procurement Project')
- Short explanation inviting buyer to discuss needs

Strategy: Make it feel easy and friendly to make the first contact.

Psychology: Removing obstacles encourages faster decision-making.

Tone: Encouraging and open.

## **Logistics (Service)**

Purpose: Show how Berrycote Limited's logistics services make international supply efficient and reliable across Africa and the Middle East.

### **Sections**

#### **Intro**

Purpose: Explain the company's experience and strengths in logistics for industrial supplies.

Key Elements:

- Photo of a ship with containers (as requested)
- Simple list of industries served (oil, gas, mining, marine, rail)

Strategy: Reinforce peace of mind about delivery reliability.

Psychology: Industry buyers are reassured by practical examples and real-world images.

Tone: Reassuring, practical, and specific to region.

#### **Logistics Process**

Purpose: List the clear steps in a logistics project, from need to delivery.

Key Elements:

- Easy process steps (listing stages: need, source, select vendor, order, track, receive goods, verify invoice, pay)
- Quick facts about safe, economic transport

Strategy: Show how nothing is left to chance and transparency is a top priority.

Psychology: Detail helps people visualize their own orders being carefully tracked.

Tone: Step-by-step and customer-focused.

### **Cta Block**

Purpose: Invite clients to discuss their logistics requirements.

Key Elements:

- Contact button ('Get Logistics Support')
- Short encouragement to request details or a quote

Strategy: Reduce hesitation by making contact feel safe and productive.

Psychology: Simple invites make it easy for busy managers to take action.

Tone: Friendly and approachable.

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

Purpose: Allow visitors to contact Berrycote Limited easily for quotes, questions, or to request more information.

### **Sections**

#### **Contact Form**

Purpose: Collect key details from visitors to help with quotes and follow-up.

Key Elements:

- Simple form: name, business name, phone, email, message box
- Submit button that sends details to the internal email (dipo@berrycote.com) but shows sales@berrycote.com to the user
- Clear reassurance about privacy and response time

Strategy: Encourage visitors to reach out without fear their information will be misused.

Psychology: Quick forms and privacy reassurances increase inquiry rates.

Tone: Friendly, direct, and respectful.

#### **Business Info**

Purpose: Share practical contact details for those who prefer phone or in-person contact.

Key Elements:

- Business address
- Main phone (+442089169442)
- Email (sales@berrycote.com)
- Operating hours

Strategy: Offer multiple options so visitors can contact in the way that suits them best.

Psychology: Giving choices and showing real hours/location builds trust.

Tone: Clear and informative.

## **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 builds trust

**Application:** Make services, contact details, and company background easy to find from the first page.

**Implementation:** Put key services in main menu and clear summaries at the top of each page.

**Principle:** Social proof and credibility

**Application:** Showcase experience since 1986 and highlight quality assurance and global reach.

**Implementation:** Add statements about years in business and unique selling points on the Home page.

**Principle:** Reduce user effort

**Application:** Limit the number of steps needed to contact you or find information.

**Implementation:** Keep forms short and only ask for essential details. Place contact info in the footer and a separate Contact page.

## Content Strategy

**Area:** Service communication

**Recommendation:** Highlight the three main services on the Home page with short, clear explanations.

**Implementation:** Use bold section titles and 2-3 bullet points explaining what makes each service valuable.

**Area:** Quality assurance

**Recommendation:** Stress regularly how quality, timely delivery, and transparency set your company apart.

**Implementation:** Repeat key phrases (like 'on schedule without compromising quality') on service and Home pages.

**Area:** Regional focus

**Recommendation:** Clarify your service areas (Africa and Middle East) and ability to serve clients globally.

**Implementation:** Include a map or simple list of target regions on the Home or About page.

## Conversion Optimization

**Technique:** Easy contact access

**Rationale:** Busy decision-makers want quick ways to ask for quotes or project details.

**Implementation:** Place a simple form and visible phone/email at the top and bottom of key pages.

**Technique:** Clear calls to action

**Rationale:** Visitors are more likely to engage when asked directly.

**Implementation:** On every service page, end with a clear message: 'Contact us to request a quote' or 'Find out more about our process.'

**Technique:** Consistent messaging

**Rationale:** Consistency builds confidence in your business.

**Implementation:** Use the same slogan, value promises, and visual style across all pages.

## Priority Focus

**Category:** Contact and trust-building

**Description:** Make it as easy as possible for prospects to know you're reliable and get in touch.

**Reason:** This is the top priority for conversion and matches buyer expectations for procurement businesses.

**Category:** Service Clarity

**Description:** Focus on clearly listing and describing services for busy buyers.

**Reason:** Procurement managers want to check capabilities quickly.

## Implementation Order

1. Content rewrite for clarity and professionalism
2. Update visual branding with placeholder logo and slogan
3. Build main navigation with required pages
4. Add key images to each page as specified
5. Create and link the contact form (make sure recipient email is hidden)
6. Test website for fast loading and mobile usability
7. Final quality checks and cross-device testing

## Risk Mitigation

### Hidden contact address

**Category:** Contact

**Suggested Action:** Test the contact form to ensure user information goes to the right email without revealing the recipient address.

### Slow website for some regions

**Category:** Performance

**Suggested Action:** Test website loading speeds for Africa and Middle East, and use smaller image sizes where possible.

### Outdated visuals or inconsistent branding

**Category:** Branding

**Suggested Action:** Replace old logos and use only current business name and a matching colour scheme.

## **Business Impact**

**Impact Level:** High