Website Blueprint

OP-85210

Location: United States (serving nationwide and international clients)

Business Type: Diabetes Education & Natural Health Coaching

Target Audience: Individuals of all ages diagnosed with Type 2 diabetes, particularly those currently prescribed Insulin and/or Metformin, who are seeking natural, non-pharmaceutical alternatives to manage or reverse their condition. Audience includes health-conscious adults, caregivers, and those interested in holistic wellness solutions worldwide.

Executive Summary

Beat-Type 2 Diabetes helps people dealing with type 2 diabetes learn how to manage or even reverse their condition without drugs. Unlike competitors who focus on medication, this business offers education, coaching, and a trusted, natural product system that is physician recommended, highlighting a 90-day money-back guarantee and worldwide reach.

Primary Goals

• Educate people with Type 2 diabetes on how to reduce or eliminate dependence on Insulin and Metformin through diet and natural supplements

• Promote and sell Balance and Unimate, 100% natural supplements listed in the Physicians' Desk Reference

• Establish a trusted online presence as a leading resource for natural diabetes management

Brand Values

• Empowerment through education

• Natural and holistic health solutions

• Transparency and customer satisfaction (90-day money-back guarantee)

Competitive Advantages

• Focus on natural, non-pharmaceutical solutions with no side effects

• Supplements featured in the Physicians' Desk Reference, lending medical credibility

• 90-day money-back guarantee for risk-free trial

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#339966
Secondary		#ffffff
Accent		#f8c146

Rationale: Green represents health, wellness, and a natural approach, which matches the focus on reversing diabetes naturally. White gives a clean and trustworthy feel, while yellow adds energy and optimism without being overwhelming.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Use bright, positive photos showing active adults, families, and fresh healthy foods. Show before-and-after success, smiling people, and simple illustrations for products.

Overall Aesthetic

Bright, welcoming, and trustworthy. The website should feel positive, supportive, and focused on health and hope, not fear or medical anxiety.

Theme Style

Simple and modern with gentle curves and lots of white space. Key areas should highlight special offers, health success stories, and product benefits.

Layout Approach

Organize the website in clear sections. Top banner for main message and call-to-action, three clearly marked sections for main services, and easy-to-find contact and offers. Every page should have large buttons and easy ways to send questions. The design should work well for both computers and phones.

Regional Recommended

- Include diverse images showing a variety of age groups and backgrounds to reflect a worldwide audience.
- Promote trust by showing references like PDR and physician approvals prominently.

Regional Avoid

- Do not use dark or heavy colors that look medical or scary.
- Avoid cluttered or text-heavy pages.
- Do not use only young or only older people in images—show a range.

Requirements & Features

Site Structure

Description: Create clear home, about, services, and contact pages, plus separate pages for each major offering: Diabetes Education, Health/Meal Tips, and Unimate/Balance supplements.

Validation: Visitors can easily find main services and contact information within two clicks from the home page.

Contact Options

Description: Place a simple contact form for email inquiries and show email contact clearly on all main pages.

Validation: Customers can fill out and submit a form or find your email address without confusion.

Guarantee Display

Description: Show the 90-day money-back guarantee clearly on home and product/service pages.

Validation: Guarantee is visible without scrolling on main offers and in at least one other prominent spot.

Stock and Custom Images

Description: Use the provided logo and images for branding, add stock photos with a healthy, positive tone, and create a simple logo inspired by the provided references if needed.

Validation: Pages look professional with consistent colors and clear branding. Logo looks trustworthy and not generic.

Easy-to-Read Content

Description: Rewrite all content in clear, everyday language and highlight how customers can improve health naturally. Avoid jargon or long, technical explanations.

Validation: Someone reading each page for the first time clearly understands your message without medical knowledge.

Guarantee and Offer Highlight

Description: Show the unique 90-day refund and 'natural alternative' solution as badges or highlight boxes on main pages.

Validation: At least one large visual element on each service/product page shows the guarantee or unique, non-drug-based service.

Performance and Speed

Description: Make pages load as fast as possible using only necessary images and avoiding heavy features you don't need.

Validation: Site loads in 3 seconds or less on standard home internet and mobile.

Mobile Friendliness

Description: Ensure the site looks good and works well on phones and tablets as most people will visit from mobile devices.

Validation: Pages and forms are easy to read and use on small screens without zooming or sideways scrolling.

Social Media Links and Branding

Description: Set up spots for Facebook and Instagram if/when launched. Use a branded 'coming soon' note for now.

Validation: Social links are present but marked as coming soon or 'follow us soon'.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and quickly explain how you help people manage or reverse Type 2 diabetes naturally. Show your main offers and convince visitors this is a safe, trusted alternative to medication.

Sections

Hero

Purpose: Make sure the first thing visitors see explains your natural approach to beating diabetes and why it's different from staying on medication.

Key Elements:

- Headline showing you help people beat diabetes naturally
- Short line mentioning you serve people globally
- A photo or graphic inspired by Pop Eye, showing health and strength
- A clear slogan like 'Beat Diabetes and Win!'
- Menu at the top so people can find main pages easily

Strategy: Build trust right away with messages about being listed in trusted medical references, and show the money-back guarantee to reduce risk.

Psychology: Visitors are likely worried about their health and afraid of lifelong medication. Seeing a path to wellness through natural means brings hope.

Tone: Friendly, caring, uplifting, and supportive. Use clear words. Focus on results and hope, not fear.

Cta Block

Purpose: Encourage visitors to take the next step by contacting you or learning more about your natural diabetes solution.

Key Elements:

- Button to contact you through email for a free consultation or more info
- Short statement urging action (example: 'Take the first step to a healthier, medication-free life!')
- Mention of 90-day money-back guarantee for reassurance

Strategy: Reduce hesitation by making it risk-free to reach out and learn more. Offer something of value instantly (free tips or brochure).

Psychology: People want to feel safe and certain before contacting you, so highlight your unique guarantee and how easy it is to get started.

Tone: Encouraging, direct, reassuring, positive. Keep it simple and personal.

Other Pages ()

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 First

Application: State exactly who the site is for and how you help people right at the top of the home page.

Implementation: Use a headline stating 'Natural ways to beat Type 2 diabetes' and a short line about getting off medications naturally.

Principle: Trust Marks Build Confidence

Application: Display trust badges, money-back guarantee, and reference to well-known health references.

Implementation: Add a badge for the 90-day guarantee, and show the 'Prescribers' Digital Reference' mention with a logo or icon.

Principle: Easy Action

Application: Make it simple for customers to reach you or request information right away.

Implementation: Place a clear contact form button at the top and bottom of key pages, and use 'Get Answers' or 'Contact for Free Help' as button text.

Content Strategy

Area: Core Services and Benefits

Recommendation: Explain each offering in plain language focusing on benefits, not just features.

Implementation: Use short paragraphs or bulleted lists to show how each service or product helps the visitor live healthier and reach goals naturally.

Area: Storytelling

Recommendation: Share customer stories or examples of improvements without medical jargon.

Implementation: Create a 'Success Stories' section or use simple quotes with a short explanation under each main service.

Area: Natural Solutions Emphasis

Recommendation: Hammer home how your solutions are drug-free and supported by recognized resources.

Implementation: Include simple callouts in every service section saying '100% natural, recognized by health professionals.'

Conversion Optimization

Technique: Highlight Flexible Money-Back Guarantee

Rationale: Reduces fear and makes trying your services risk-free.

Implementation: Use a bright-colored box or a border around the guarantee section on each main page.

Technique: Quick Contact Option

Rationale: Makes it easy for a curious visitor to reach out even if they're not sure yet.

Implementation: Keep the contact form very simple: name, email, and a message box. Place it on every page bottom.

Technique: Show Real Benefits Fast

Rationale: Gives confidence and gets attention from the moment someone visits.

Implementation: Top 3 'Why choose us?' statements in a row near the top of the home page.

Priority Focus

Category: Messaging Clarity

Description: Your top priority is to help people understand your offer right away with simple words and clear benefits.

Reason: If they are unsure, they will leave before reaching out.

Category: Contact Simplicity

Description: Keep your contact form and methods as straightforward as possible.

Reason: Your audience covers all ages, so easy contact is critical.

Category: Speed and Mobile Usability

Description: Focus on fast-loading, phone-friendly pages so everyone can access your help.

Reason: Most traffic comes from mobile, and slow sites lose people.

Implementation Order

1. Clarify home page messaging and navigation
2. Write clear, benefit-based content for all pages
3. Upload and select images; create or finalize logo
4. Set up main service pages and guarantee highlights
5. Add contact form and confirm email delivery
6. Optimize pages for fast loading and mobile use
7. Prepare social/profile links as 'coming soon'
8. Do a complete final check from a visitor's perspective

Risk Mitigation

Undeliverable email or missed inquiries

Category: Contact functionality

Suggested Action: Test the contact form regularly and use a backup notification email to avoid missing potential clients.

Unclear or unproven health claims

Category: Compliance and trust

Suggested Action: Avoid promises of results, instead share stories and references. Clearly state you provide educational information, not medical advice.

Outdated or missing social media links

Category: Brand credibility

Suggested Action: Show upcoming social links or leave them hidden until active profiles are created.

Business Impact

Impact Level: High