

Website Blueprint

OP-85354

Location: Westlake Village, CA, USA

Business Type: Human Resources Consulting Firm

Target Audience: Owners and decision-makers of new or existing small- to medium-sized businesses (1–100 employees) across diverse industries—including manufacturing, entertainment, medical laboratory, and education—primarily located in Los Angeles city, northwest LA County, and Ventura County, who lack in-house HR expertise and seek strategic HR partnership and compliance guidance.

Executive Summary

Petroff Consulting Group, Inc. delivers tailored Human Resources solutions for small and medium-sized businesses lacking in-house HR support. With nearly 40 years of expertise across many industries and a strong understanding of compliance, Petroff stands out by blending hands-on business consulting and personalized HR guidance, creating cost-effective, customized strategies that competitors like larger payroll firms cannot match.

Primary Goals

- Enhance online presence to attract new clients in target regions
- Position the firm as a trusted strategic HR partner for small and medium businesses
- Showcase comprehensive HR services and expertise to drive lead generation

Brand Values

- Expertise developed over 40 years in the HR field
- Personalized, strategic partnership with clients
- Commitment to compliance, professionalism, and client protection

Competitive Advantages

- Nearly 40 years of hands-on HR experience across multiple industries
- 23 years of continuous service to a wide range of clients
- Expertise in multi-state labor law compliance and all HR disciplines
- Founder holds an MBA with honors in Management and Organizational Development
- \$1M Professional Liability Insurance for client protection

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#17406d
Secondary		#e4e9ee
Accent		#f7b801

Rationale: The primary blue color represents trust, professionalism, and stability, which are important for an HR consulting firm. The light secondary color keeps the site clean and easy to read, while the gold accent adds warmth and draws attention to key information like calls to action and special offers.

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 clear, professional photos that show real people in business and workplace settings. Focus on diverse teams, offices, and comfortable meeting spaces. Images should feel welcoming and show collaboration without looking overly staged or formal.

Overall Aesthetic

The site will look clean, trustworthy, and modern, balancing a professional HR consulting image with an approachable and supportive feel. Information will be easy to find, with clear sections and friendly calls to action.

Theme Style

Simple, professional, and approachable. Use clearly defined spaces, soft background colors, and high contrast for important buttons or information. Nothing should feel cluttered or overwhelming.

Layout Approach

Keep navigation straightforward using easy-to-read sections and clear headings. Use callout boxes for services and offers like the free consultation. Ensure every page is simple to use on both computers and

phones, with consistent placement of contact information.

Regional Recommended

- Show images of Southern California offices or scenery in banners or backgrounds to reflect local presence.
- Use diverse imagery that reflects the multicultural businesses in the Los Angeles and Ventura county areas.
- Feature contact details and service areas clearly, so local business owners see relevance right away.

Regional Avoid

- Avoid stock photos that look too corporate, rigid, or not reflective of a Southern California business environment.
- Do not use color schemes or imagery that feel cold, stark, or 'big city' urban if it doesn't fit the Westlake Village area.
- Avoid fonts or styles that are hard to read or too decorative, which can feel unprofessional to the target audience.

Requirements & Features

Business Overview

Description: Clearly explain who you are, what you do, and who you help right at the top of the website, using straightforward language.

Validation: Website visitors quickly understand services offered and target audience after landing on the homepage.

Contact Information

Description: Make it easy for visitors to reach out with a contact form, phone number, and prominent email address. Add a button for scheduling through Calendly.

Validation: Contact form works, email and phone are easy to find, Calendly link listed and functional.

Service Pages

Description: Create three clear service pages—HR Operations, HR Management, and Financial Consulting—each with easy-to-read bullet points and a 'get in touch' option.

Validation: Service pages live with simple explanations and a 'contact us' button on each.

SEO and Business Directory

Description: Target search phrases like 'HR Consulting', 'California labor laws', and 'Employee Handbooks'. Confirm business name, address (partial if privacy preferred), phone, and email for directory listings.

Validation: SEO content live; directory entries correct, avoiding personal address if desired.

Special Offer Display

Description: Clearly show 'Free Consultation' on the homepage to encourage new clients to get in touch.

Validation: Offer is visible above the fold on homepage and easy to contact about.

Social Media Links

Description: Add LinkedIn profile link; do not include unused platforms like Facebook or Instagram.

Validation: LinkedIn icon/link present and working on the website.

Load Speed and Mobile

Description: Make pages load quickly and look good on both computers and phones. Use Siteplus features for mobile-friendly design.

Validation: Site loads in under 3 seconds and is easy to use on phones and tablets.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, explain what Petroff Consulting Group does, highlight what makes the business unique, and guide visitors to the right part of the site.

Sections

Hero

Purpose: Make it clear, right away, that Petroff Consulting Group is an experienced HR strategic partner for small to medium businesses in the Greater LA and Ventura area.

Key Elements:

- Business name and professional logo
- Clear headline that says what the business does (for example, 'Your Local HR Strategic Partner')
- Short statement about almost 40 years' experience
- Mention of free consultation offer
- Photo or friendly business image

Strategy: Create a strong first impression and let visitors know right away they can get expert HR help, encouraging them to read more or take the next step.

Psychology: People look for signs of credibility and experience when they need business help. Showing years in business and professionalism builds trust.

Tone: Friendly, direct, and professional; use simple language and make the visitor feel understood and welcome.

Cta Block

Purpose: Prompt visitors to reach out for a free consultation or to ask questions.

Key Elements:

- Clear button to contact you
- Short note about the free consultation
- Phone number and email
- LinkedIn button if visitor wants to connect

Strategy: Reduce friction by making it easy to get in touch in different ways. Mentioning a free consultation lowers barriers for new clients.

Psychology: People are more likely to reach out when the process is simple, quick, and there's a low-risk first step like a free consultation.

Tone: Inviting, reassuring, and confident, focused on making the next step feel easy.

Services Operations (*Services*)

Purpose: Detail key HR operation services and highlight solutions for common business challenges.

Sections

Hero

Purpose: State the range of HR operation services available and build confidence.

Key Elements:

- Headline about operational HR support
- Short intro of main services (Audit Assistance, Benefits Evaluation, Compliance, etc.)
- List of industries served

Strategy: Showcase expertise and breadth, making it clear businesses from any industry will find help.

Psychology: Business owners want to quickly see you have the solutions they need and that you understand their industry.

Tone: Clear, helpful, and focused on outcomes and value.

Cta Block

Purpose: Encourage visitors to discuss operational needs or book an assessment.

Key Elements:

- Contact button
- Phone and email
- Brief form or link to schedule a quick call

Strategy: Make reaching out easy and position Petroff Consulting Group as approachable.

Psychology: Offering a personal connection builds trust with decision-makers.

Tone: Encouraging, helpful, concise.

Services Management (Services)

Purpose: Explain the business's HR management, leadership training, and employee relations offerings.

Sections

Hero

Purpose: Introduce management-level HR guidance for businesses looking to build stronger teams and leadership.

Key Elements:

- Emphasize experience in leadership, team building, and conflict resolution
- Short list of services like Leadership Development, Recruitment, Coaching

Strategy: Show decision-makers this firm can help with both everyday HR and bigger team goals.

Psychology: Business owners want partners who not only solve problems but help them grow.

Tone: Supportive, forward-looking, and clear.

Cta Block

Purpose: Encourage businesses to ask about custom training or mentorship.

Key Elements:

- Clear way to request more info
- Phone, email, and scheduling link

Strategy: Show you're ready to personalize your help.

Psychology: Customization makes small businesses feel cared for.

Tone: Approachable, expert, warm.

Services Financial Consulting (*Services*)

Purpose: Describe financial consulting offerings related to HR, payroll, and operational efficiency.

Sections

Hero

Purpose: List financial solutions provided to support business stability and growth.

Key Elements:

- Highlight support for payroll, HRIS, and financial reporting
- Mention operational improvement and system setup

Strategy: Make it simple for a business to see you offer more than just HR—you help with finance too.

Psychology: Showing you handle both people and numbers positions your business as a true partner.

Tone: Clear, confidence-building, practical.

Cta Block

Purpose: Invite visitors to discuss their finance or payroll needs.

Key Elements:

- Button to schedule a call
- Direct contact details
- Option for brief question form

Strategy: Direct and easy, making help feel within reach.

Psychology: Decision-makers want a trusted advisor who can handle sensitive areas.

Tone: Professional but easygoing, solution-oriented.

Contact (*Contact*)

Purpose: Make it easy for visitors to reach you, ask questions, or request a consultation.

Sections

Hero

Purpose: Welcome visitors to connect in whatever way suits them best.

Key Elements:

- Simple contact form
- Phone, email, and business address (if appropriate)
- LinkedIn link
- Calendly booking link

Strategy: Combine immediate and scheduled contact options to suit all comfort levels.

Psychology: Providing choices shows flexibility and respect for different communication preferences.

Tone: Straightforward, inviting, clear and reassuring.

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 Simplicity

Application: State services and value clearly without overwhelming visitors with details.

Implementation: Homepage headline explains what you do; service pages use bullet points and short sentences.

Principle: Trust Building

Application: Make business experience and credentials visible. Highlight local expertise (California employment laws and regulations).

Implementation: Add years of experience, MBA degree, liability insurance, and client testimonials near the top or alongside services.

Principle: Ease of Action

Application: Make it obvious how to contact or book.

Implementation: Sticky contact button, visible phone number, and Calendly scheduling button on each page.

Content Strategy

Area: Service Descriptions

Recommendation: Break down services into easy-to-understand sections for each audience.

Implementation: Use simple lists, avoid HR lingo. Highlight types of businesses served and common HR challenges solved.

Area: Local Relevance

Recommendation: Tailor content to Los Angeles and Ventura County business owners.

Implementation: Mention California-specific compliance issues and local industry challenges in body text.

Area: SEO Content

Recommendation: Use plain language that business owners might type into Google.

Implementation: Work in phrases like 'HR help for small business', 'California labor law advice', 'Need an employee handbook in LA'.

Conversion Optimization

Technique: Highlight 'Free Consultation'

Rationale: Lower the risk for new visitors and encourage them to reach out.

Implementation: Show this offer prominently on the homepage and on every service page near the contact button.

Technique: Simple Scheduling

Rationale: Make it as easy as possible for visitors to set up a call.

Implementation: Add a visible 'Book a Call' or 'Schedule Now' button linked to Calendly on the contact and service pages.

Technique: Customer Testimonials

Rationale: Build trust with real feedback from current or past clients.

Implementation: Display 2-3 short testimonials about quick problem-solving or personal touch in HR guidance.

Priority Focus

Category: Homepage Clarity

Description: Clear business overview, fast way to reach out.

Reason: If people don't quickly know what you do, they'll leave.

Category: Service Page Simplicity

Description: Simple language, clear calls to action, local relevance.

Reason: Business owners are busy and need to find what they want fast.

Category: Contact Options

Description: Multiple easy ways to reach out, including online scheduling.

Reason: Increases the chance of turning browsers into leads.

Implementation Order

1. Business Overview and Homepage clarity
2. Service Pages with bullet points and contact options
3. Contact Page with form, details, and Calendly link
4. SEO and business directory setup
5. Special offer on homepage
6. LinkedIn social link
7. Test load speed and mobile usability

Risk Mitigation

Calendly Integration Security

Category: Contact Information

Suggested Action: Ensure Calendly links are embedded correctly to avoid spam or exposing personal schedules.

Privacy Concerns

Category: Directory Listings

Suggested Action: Display only partial address or omit street address if you do not want office location fully public.

Outdated or Broken Contact Methods

Category: Credibility

Suggested Action: Double-check that only the desired phone, email, and no fax or unused platforms are visible.

Business Impact

Impact Level: High