Website Blueprint

OP-84946

Location: Portland, Maine, United States

Business Type: Cruise Travel Agency

Target Audience: Individuals and groups interested in cruise vacations, including families, solo travelers, seniors, and groups residing in Maine, New Hampshire, and other New England states. Audience includes people seeking personalized travel planning, exclusive cruise deals, and group packages for celebrations or company events.

Executive Summary

OP-84946 is a cruise travel agency based in Portland, Maine, offering personalized cruise planning and exclusive deals for travelers in Maine, New Hampshire, and New England. The agency stands out with expert travel advice, special access to promotions, and group packages for families, solo explorers, seniors, and celebrations. Featuring leading cruise lines, the business emphasizes hands-on service and unique deals that are often not available directly to customers.

Primary Goals

- Enhance online presence to attract new clients
- Prominently feature cruise offerings from US ports
- Drive engagement through special offers and personalized service

Brand Values

- Expertise in cruise travel
- Personalized customer service
- Access to exclusive deals and promotions

Competitive Advantages

- Experienced traveler and cruise advisor
- Direct communication with cruise lines for personalized service
- Access to deals and promotions not available to the general public

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#00577a
Secondary		#ffffff
Accent		#e9b000

Rationale: The main blue color suggests trust, stability, and the open sea, which is perfect for a cruise agency. White keeps the site looking clean and easy to read. The gold accent adds a touch of luxury and highlights deals or calls to action, matching the idea of special, memorable vacations.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Use bright, inviting photos that show cruise ships, ocean views, happy families, and groups enjoying their vacation. Include images of real ships from Boston, New York, and New Jersey whenever possible. Pictures should feel fun, relaxing, and trustworthy. Show a mix of celebrations, couples, families, and seniors so everyone feels welcome.

Overall Aesthetic

The website should feel inviting, trustworthy, and exciting—like the start of a great vacation. It should be clean and open, making it easy for visitors to find deals and see what makes your agency special. It should look friendly but also professional.

Theme Style

A coastal and travel-inspired style, bringing in elements like the ocean, sunny skies, and friendly guides. Add touches of gold for a feeling of celebration and special offers. The style should fit New England but also feel welcoming to anyone dreaming about a cruise.

Layout Approach

Use clear sections with large headings and lots of space so everything is easy to find. Feature special cruise lines and deals up front. The gallery should have big, bright images to catch attention. On every page, make sure ways to contact you are always easy to see. Make sure it works well on phones and computers.

Regional Recommended

- Showcase popular cruises leaving from nearby ports like Boston and New York.
- Include scenes that feel familiar to people from New England, such as coastal images and fall colors if possible.
- Use friendly, straightforward language in banners and buttons.

Regional Avoid

- Do not use images or terms that suggest international trips only; focus on US departure ports.
- Avoid crowded, cluttered pages or overly bright neon colors that don't fit the relaxed, coastal theme.
- Try not to use small fonts or long blocks of text, since many customers are seniors or families who want to read information easily.

Requirements & Features

Homepage

Description: Showcase six featured cruise lines clearly at the top of the homepage with their names, logos, and a short introduction.

Validation: Six cruise lines are easy to find and recognizable on the homepage with their logos shown.

Photo Gallery

Description: Use the Gallery feature to display uploaded customer images and professional cruising pictures to inspire visitors.

Validation: Gallery is visible from the menu and works correctly on phones and computers.

Contact Methods

Description: Make phone number, email, and business address easy to find on every page and in a dedicated Contact page.

Validation: Phone, email, and address are clearly listed and easy to use, with a simple contact form provided.

Service Pages

Description: Create separate pages for Bermuda/Bahamas cruises, Cruises from US Ports, and Group packages, with a short summary and a 'Get a free quote' button on each.

Validation: Three service pages are present, each with a summary, main benefits, and a clear button to request a free quote.

Special Offers

Description: Highlight the 'Contact us for a free quote today' special offer with a visible call-to-action throughout the site.

Validation: Offer and call-to-action are visible on the homepage and service pages.

Social Media Link

Description: Show the business's Facebook link in the website header or footer for visitors wanting more updates.

Validation: A clickable Facebook icon is on the site and leads to the correct company Facebook page.

Logo Display

Description: Show the provided logo at the top of each page for strong brand recognition.

Validation: Logo is shown at the top of each site page, is clear and not distorted.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome new visitors, quickly explain what the business offers, highlight key cruise lines and destinations, and invite visitors to start planning their cruise vacation right away.

Sections

Hero

Purpose: Make a strong first impression and clearly show that this is a cruise travel agency ready to help people plan great vacations.

Key Elements:

- Business name and logo
- Slogan: 'Work Hard, Vacation Harder'
- A photo that reflects fun and adventure
- Simple message about cruises from Boston, New York, and Cape Liberty
- Button to contact you for a free quote

Strategy: Give visitors a feeling of excitement and make it easy for them to get in touch with you right away by using a clear button.

Psychology: People want to know they're in the right place within seconds—big visuals and a clear message build trust and spark interest.

Tone: Friendly, inviting, energetic, and simple—focus on helping people dream about their next vacation.

Cta Block

Purpose: Prompt visitors to reach out for a free quote and make it easy for them to take that first step.

Key Elements:

- Short, encouraging statement about booking a cruise
- Contact button ('Get Your Free Quote Today!')
- Phone number and email displayed clearly
- Mention easy and personal service

Strategy: Reduce barriers by making it clear there is no obligation, and guide people to reach out with as little hassle as possible.

Psychology: People like to feel special and worry-free when planning travel—emphasize how easy you make it to get started.

Tone: Clear, reassuring, and personal. Focus on how easy it is to get a quote or start planning with help.

Cruises To Bermuda And Bahamas (*Service*)

Purpose: Give details about cruises to Bermuda and the Bahamas, especially those leaving from Boston, New York City, and Cape Liberty. Show off personal service and unique deals.

Sections

Main Content

Purpose: Explain what cruises are available, highlight ports, and make it clear why booking through you is better.

Key Elements:

- Description of cruises to Bermuda and the Bahamas
- List of cruise lines offered
- What's special about your agency: personal communication with cruise lines, access to exclusive promotions
- Photos of destinations and ships
- Simple contact form or button for more info

Strategy: Show clear advantages and make it tempting to reach out for hidden deals or more info.

Psychology: Travelers are motivated by exclusivity and insider access—let people know they are getting something extra by using your service.

Tone: Upbeat and enthusiastic, put the reader in the vacation mood, and stress the personal connections and deals.

Cruises From Us Ports (*Service*)

Purpose: Showcase all cruises sailing from major U.S. ports, describe destinations, and highlight the wide range of options.

Sections

Main Content

Purpose: Help visitors see all the places they could cruise to and make decision-making easy.

Key Elements:

- Overview of departure ports: Boston, New York, Cape Liberty, Florida, and others
- List of destinations: Bermuda, Bahamas, Caribbean, Mexico, Canada/New England, Alaska, more
- Map or graphic of cruise regions
- Images of ships and destinations
- Contact button for requesting more details

Strategy: Give enough options to interest all types of travelers and reassure them your agency can handle any request.

Psychology: Travelers can feel overwhelmed by choices—organize options clearly and offer to help narrow things down.

Tone: Helpful, knowledgeable, and friendly, showing that you are ready to guide people step by step.

Group Cruise Packages (*Service*)

Purpose: Promote group cruise options for celebrations, families, and corporate events.

Sections

Main Content

Purpose: Let groups know about package deals and how easy it is to book special trips with you.

Key Elements:

- Examples of group events (family reunion, birthday trip, company party)
- Highlights of group package savings or perks
- How your agency helps organize group bookings

- Gallery images of groups on cruises
- Contact information for group quote requests

Strategy: Appeal to planners—make it clear you handle the work and offer special group rates.

Psychology: People organizing groups want simplicity and reassurance that all details are handled—offer peace of mind.

Tone: Supportive and enthusiastic, address the reader directly as a fellow organizer who wants things to go smoothly.

Gallery (*Gallery*)

Purpose: Show off beautiful cruise destinations, ships, happy customers, and fun moments to inspire visitors.

Sections

Main Content

Purpose: Visually transport visitors to places they could go on a cruise, adding inspiration and trust.

Key Elements:

- Large gallery of travel, ship, and destination photos
- Captions with each image to give context
- Mix of real photos and professional images

Strategy: Photos help people imagine themselves on a trip, making it more likely they will reach out.

Psychology: People connect with real images—they help dreams feel possible.

Tone: Simple, upbeat, and inspiring captions that put the visitor in the scene.

Contact (*Contact*)

Purpose: Make it easy for customers to get in touch quickly.

Sections

Main Content

Purpose: Provide clear, simple ways for anyone to call, email, visit, or send a message.

Key Elements:

- Phone number, email, address
- Simple contact form
- Hours of operation
- Map to your Portland office
- Facebook link

Strategy: Remove all obstacles—show you are responsive and ready to help.

Psychology: Direct contact info builds trust—people want acknowledgement fast when planning a big trip.

Tone: Warm, clear, and practical. Invite questions, offer personal attention.

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

Application: Help visitors understand what you offer within seconds of landing on the site.

Implementation: Use plain language headlines such as 'Cruises from Maine, Boston & New York' and brief descriptions at the top of the homepage.

Principle: Ease of Contact

Application: Make it easy for people to reach out for more information or to get a quote.

Implementation: Add a simple contact form and always-visible phone number and email on each page.

Principle: Social Proof

Application: Show customer photos and lively scenes to build trust and interest.

Implementation: Use the Gallery to share real cruise photos and group celebrations.

Content Strategy

Area: Homepage

Recommendation: Highlight six featured cruise lines and your main services right away.

Implementation: Display cruise line names and logos near the top, with a brief 'what we do' below.

Area: Services

Recommendation: Set up separate service pages for main destinations and group packages.

Implementation: Each page should have an easy-to-understand summary, destinations list, and a clear button to get a free quote.

Area: Gallery

Recommendation: Blend customer photos with professional images showing real cruise experiences.

Implementation: Fill out the Gallery with both uploaded images and carefully selected stock photos when needed.

Conversion Optimization

Technique: Visible Call-to-Action

Rationale: People are more likely to reach out when the button is obvious.

Implementation: Use bold 'Contact us for a free quote' buttons on main pages and in the site banner.

Technique: Short Contact Form

Rationale: People fill out forms more often when they are short and only ask for basics.

Implementation: Keep the quote request form simple: name, email, phone, and message.

Technique: Trust-building Gallery

Rationale: Real cruise photos help people picture themselves on a trip and trust your business.

Implementation: Show happy customers, ship views, and group celebrations in the Gallery.

Priority Focus

Category: Homepage and Contact

Description: Making information and contact choices clear and easy from the very first page.

Reason: Most visitors decide fast if a site is useful—they must see what you offer and how to reach you immediately.

Category: Service Details

Description: Separate pages for key cruise services and group travel.

Reason: Helps people find what they're looking for, and matches your products to real visitor needs.

Category: Gallery

Description: Publish a quality Gallery that inspires and reassures visitors.

Reason: Travel decisions are emotional—showing real photos builds excitement and trust.

Implementation Order

1. Set up homepage with cruise line features and main offer
2. Add logo and social media link
3. Build service pages for destinations and group travel
4. Create and fill image Gallery
5. Set up simple contact form and check all info is easy to find
6. Add banners or buttons for special offer

Risk Mitigation

Slow Page Load Due to Large Images

Category: Performance

Suggested Action: Compress photo files and resize gallery images to make pages load faster for everyone, especially mobile users.

Unclear Contact Options

Category: User Experience

Suggested Action: Check that phone, email, and contact form are always easy to find and not hidden on any pages.

Missing Local Focus

Category: Content

Suggested Action: Mention local departure ports (Boston, New York, Cape Liberty) and serve New England travelers in every main section.

Business Impact

Impact Level: High