

Website Blueprint

OP-85547

Location: Boulder, Colorado, USA

Business Type: Residential Real Estate Property Management (Apartments)

Target Audience: Diverse tenant mix including university students, value-conscious renters, professionals, and long-term residents seeking affordable, centrally located apartments with convenient access to the University of Colorado, Naropa Institute, shopping, dining, and public transportation. Appeals to individuals who prioritize location, amenities, and cost-effectiveness.

Executive Summary

Harvest Manor Apartments offers large, affordable studio and one-bedroom apartments in a prime Boulder location, directly across from the University of Colorado and major shopping areas. As a family-owned property for over 50 years, Harvest Manor stands out for its 24/7 maintenance, all-inclusive rent (utilities included), free off-street parking, and spacious living options, making it a top choice for students, professionals, and value-driven renters seeking comfort and convenience.

Primary Goals

- Attract and retain tenants for studio and one-bedroom apartments
- Highlight unique property features and location advantages to increase occupancy
- Streamline the rental application and reservation process for prospective tenants

Brand Values

- Family-owned and privately managed for over 50 years
- Commitment to tenant convenience and satisfaction
- Transparency and reliability in property management

Competitive Advantages

- Prime location across from CU Boulder and adjacent to Boulder Creek Path
- Largest studios in the area with spacious balconies/patios
- All utilities and free off-street parking included in rent

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#28536B
Secondary		#A2C3A4
Accent		#F2D974

Rationale: The main color, a deep blue-green, reflects Boulder’s mountain surroundings and offers a calm, trustworthy feeling. The soft green brings in a sense of nature and fresh living which matches the large, landscaped grounds. The gold accent adds a touch of warmth and gives the site a welcoming and sunny tone, matching the area’s natural light and the 'bright and sunny' apartment features.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Bright, clear photos of the building, apartments, and outdoor areas with natural lighting so visitors feel the openness and location. Highlight mountain views, green spaces, patios, balconies, and easy access features, with well-chosen professional apartment images as backup. Rotating banner on the home page should feature these images to showcase the property’s key strengths.

Overall Aesthetic

Clean and modern with a welcoming, sunny vibe to reflect Boulder’s outdoor lifestyle and the property’s friendly, approachable management.

Theme Style

Natural, relaxed, and approachable—using earthy colors, lots of white space, and subtle touches of gold to add warmth. The site should feel bright and stress-free, putting first-time renters and returning residents at ease.

Layout Approach

Simple and straightforward navigation with main sections easy to find at the top (such as Home, Apartments, About Us, Apply Now/Contact). Rotating banner and calls-to-action are clear and visible, making it easy for visitors to learn about the apartments or begin an application. Custom forms should be easy to fill out with big buttons for mobile users.

Regional Recommended

- Showcase beautiful local scenery and Boulder Creek Path
- Include images or mentions of campus proximity
- Use clean, outdoor-inspired colors
- Emphasize easy access to shopping, dining, and public transport

Regional Avoid

- Overly urban, dark, or city-themed visuals
- Luxury-only or exclusive high-end look
- Busy, cluttered layouts
- Stock photos unrelated to Boulder

Requirements & Features

Home Page Rotating Banner

Description: Show a series of bright, attractive photos of the property and amenities on the home page to immediately capture attention and highlight your top features.

Validation: The home page displays a rotating series of property and amenity images that load quickly and look good on phones, tablets, and computers.

Custom Rental Application Form

Description: Create a simple rental application form that is easy for interested tenants to fill out and submit, with results sent directly to your email.

Validation: A clear, easy-to-use rental application form appears on the rental application page. Submissions are sent to harvestmanor@gmail.com.

Contact Information Display

Description: Make it very easy to find your phone number, email, and address on every page so that interested renters can reach out quickly.

Validation: Phone, email, and address clearly shown at the top or bottom of every page and on a dedicated Contact page.

Listing Amenities and Unique Features

Description: Clearly highlight key benefits, like free parking, all utilities included, large rooms, central location, and affordable lease options, so renters quickly see the advantages.

Validation: Key features are clearly listed on the home page and service pages, using simple language and easy-to-read lists.

Simple, Mobile-Friendly Design

Description: Make sure the website is easy to use and looks good on both computers and phones, so everyone can find information quickly, no matter how they visit.

Validation: Website loads quickly, and visitors can read and use everything easily on any device.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Give a strong first impression, quickly explain what Harvest Manor Apartments offers, and show off the best features to attract people looking to rent.

Sections

Hero

Purpose: To show visitors right away what makes Harvest Manor Apartments special and encourage them to look further.

Key Elements:

- Rotating banner with welcoming pictures of the property, apartments, and outdoor spaces
- Business name and a basic logo
- Short message describing the apartments' central Boulder location and affordable living
- Button to view available apartments or get in touch

Strategy: Make the most appealing features obvious, like free parking, all utilities included, and the great location next to CU. Use a button that leads directly to more information or a contact form to encourage people to take the next step.

Psychology: People want to quickly see if this is a place they could call home. Showing real photos, highlighting cost-savings, and including a clear next step builds trust and excitement.

Tone: Friendly, supportive, and straight to the point—speak as if welcoming someone to a community.

Cta Block

Purpose: Provide a clear next step for people who want more information or are ready to ask about renting.

Key Elements:

- Big, easy to find button to contact you
- Simple phrase explaining people can schedule a tour, ask about availability, or start the rental process
- Phone number and email address in plain view

Strategy: Remove any doubts and make it simple to reach out by showing all contact choices in one spot.

Psychology: People may hesitate if they don't know how to get started. Clear buttons and contact details make it easy to act right now.

Tone: Encouraging, reassuring, and focused on helping people. Use phrases like "Let's find your new home!"

Apartments (*Services*)

Purpose: Show the different apartment options, highlight the best features, and help people see themselves living here.

Sections

Overview

Purpose: Give a quick intro to the types of apartments offered (studio and one-bedroom), who they're best for, and what makes them a good value.

Key Elements:

- Photo slideshow using rotating banner feature showing studios, balconies, and patios
- List of main apartment features: large bright units, free parking, all utilities included
- Button to contact you for availability

Strategy: Highlight what people care about most—space, cost, location—and make it easy to take the next step.

Psychology: Renters look for clear benefits, visuals, and the feeling a place fits their needs.

Tone: Positive, inviting, and clear. Speak to both students and long-term renters.

About Us (Services)

Purpose: Share the story and background of Harvest Manor Apartments, build trust, and explain why residents enjoy living here.

Sections

About Section

Purpose: Let visitors know that Harvest Manor is family-owned, has been in business for over 50 years, and offers a caring approach.

Key Elements:

- Short story about the property's history and local roots
- Mention 24-7 maintenance and helpful on-site staff
- Describe central location and nearby amenities
- Highlight the peaceful, green, landscaped grounds

Strategy: Reassure new renters by showing stability and community.

Psychology: People want to rent from owners they trust, not just a corporate company.

Tone: Warm and neighborly, with a focus on reliability and long-standing ties to the community.

Rental Application (Services)

Purpose: Help interested people easily apply and guide them through the next steps to reserve an apartment.

Sections

Application Info

Purpose: Explain the whole application and reservation process clearly so people know exactly what to do.

Key Elements:

- Step-by-step instructions: contact to check current availability, fill out the reservation form, submit deposit
- FAQ with common questions (minimum lease term, deposit amount, who to contact)
- Downloadable custom reservation form, or use an online form

Strategy: Use an online custom form to increase application completions. Simple instructions keep people from getting lost or overwhelmed.

Psychology: Breaking down the process and showing it's not hard encourages more people to take action.

Tone: Clear, helpful, and direct—spell out every step with short sentences.

Custom Form

Purpose: Let potential renters apply directly by filling out a simple form online.

Key Elements:

- Custom application form fields (kept under 10 questions to make it quick and easy)
- Notice where the application goes (direct to your email)
- Simple submit button

Strategy: Lower barriers to applying by making the process digital, quick, and stress-free.

Psychology: People are more likely to apply when the form feels simple and safe.

Tone: Short, polite reminders and supportive language—thank them for their interest.

Contact (*Info*)

Purpose: Give all the information people need to reach you, visit the property or get answers fast.

Sections

Contact Details

Purpose: Display all the ways to get in touch in one easy-to-find spot.

Key Elements:

- Full address with Google Maps link or map display
- Phone number and email address
- Office hours by appointment
- Short contact form for fast questions

Strategy: Remove friction by putting all contact options front and center.

Psychology: People want to know getting in touch will be fast and easy.

Tone: Direct and service-oriented. Encourage people to call, email, or visit.

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: Help renters quickly understand what you offer and how to take the next step.

Implementation: Use easy-to-read titles and short descriptions. Keep forms and menus simple. Highlight your main features up front.

Principle: Trust and Comfort

Application: Make visitors feel safe and confident when reaching out or applying.

Implementation: Show your long family-owned history, your clear contact info, and explain next steps clearly to reduce worries.

Content Strategy

Area: Amenities and Location

Recommendation: Highlight your biggest advantages, like included utilities, free parking, large living spaces, and central location.

Implementation: Feature these points on the home page banner, in page sections, and repeat them on details pages and the rental application instructions.

Area: Flexible Lease Terms

Recommendation: Display your variety of lease lengths clearly.

Implementation: Add a special offer or note about flexible lease options near the application form and home page highlights.

Area: Rental Application Process

Recommendation: Break down the steps to apply so it feels easy and welcoming.

Implementation: Lay out each step plainly on the rental application page, using numbered lists or clear bullets.

Conversion Optimization

Technique: Clear Contact and Application Actions

Rationale: If it's quick to reach you or apply, more visitors will take action.

Implementation: Make buttons like 'Apply Now,' 'Contact Us,' and your phone/email easy to spot on every page.

Technique: Photo Rotator Showing Life at Harvest Manor

Rationale: People are drawn to real photos of a place, helping them imagine living there.

Implementation: Choose your best, brightest photos for the home page rotating banner so renters see the quality and feel of the property.

Priority Focus

Category: Home Page Rotating Banner and Top Features

Description: Showcase the rotating banner with strong photos and clear details about free utilities, parking, and location.

Reason: First impressions are vital and these points set you apart in a busy college town market.

Category: Custom Rental Application Form

Description: Make the form quick and easy to fill out and submit online.

Reason: Frictionless applications boost inquiries and save staff time.

Implementation Order

1. Display rotating banner with best property photos on home page
2. Clearly list key amenities and location benefits in summary sections
3. Add clear buttons and calls to action for contact and rental application
4. Set up and test the custom rental application form for quick submissions
5. Double check contact info for accuracy and visibility on all pages
6. Review mobile friendliness and loading speed across different devices

Risk Mitigation

Complicated Online Forms

Category: Tenant Experience

Suggested Action: Limit the rental application to key details only; avoid making visitors create accounts or upload sensitive documents.

Slow or Confusing Website

Category: Usability

Suggested Action: Keep the design simple, use large text and buttons, and ensure fast page loading.

Unclear Next Steps

Category: Conversion

Suggested Action: Spell out how to apply, what to expect, and how fast you'll respond so visitors don't get frustrated or leave.

Business Impact

Impact Level: High