

Website Blueprint

OP-85596

Location: Walkill, NY, USA

Business Type: Handcrafted Birdhouse Manufacturer and Retailer

Target Audience: Homeowners, gardeners, decorators, primarily women aged 30-80 (but also men), realtors seeking house-warming gifts, garden centers, and birding stores across the United States. Psychographically, the audience values unique, artisanal home and garden decor, enjoys nature and birding, and appreciates American-made, family-owned craftsmanship.

Executive Summary

Birdhouse Brokerage is a family-owned business in Walkill, NY, specializing in handcrafted birdhouses made from new and antique barn wood, proudly built in the USA since 1997. Their long-standing reputation is supported by national magazine features, celebrity owners, and consistent high quality that keeps customers coming back. By launching a new Pro Website with e-commerce and a product gallery, they aim to reach homeowners, gardeners, and retailers nationwide with their unique, American-made birdhouses, standing out for their craftsmanship, durability, and personalized customer service.

Primary Goals

- Enhance online presence and website usability to drive awareness and sales
- Showcase handcrafted birdhouses and facilitate nationwide orders
- Promote in-person sales at events and provide up-to-date event information

Brand Values

- Quality craftsmanship using American-sourced materials
- Family ownership and tradition since 1997
- Authenticity and uniqueness in every product

Competitive Advantages

- Featured in 16 national magazines and newspapers
- Birdhouses owned by select celebrities
- Products are fully functional, durable, and made from new and antique barn wood sourced in the USA

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#8B5D3D
Secondary		#F5E9DE
Accent		#547C45

Rationale: We chose earthy brown as the main color, echoing barn wood and handcrafted materials. The soft cream brings a welcoming, cottage-like feel for homeowners and gardeners. The green accent hints at nature and gardens. Together, these colors create a warm, rustic look and reinforce the idea of American-made, natural, long-lasting birdhouses.

Typography

Heading Font: Roboto Slab

Body Font: Open Sans

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

Imagery Style

Use photos with natural light and uncluttered backgrounds, like wood tables, gardens, or simple outdoor settings. Show close-ups of the birdhouses from different angles, highlighting wood texture and details. Include groups of birdhouses and single pieces to show variety. Avoid busy or dark backgrounds. For galleries, keep image sizes similar for a clean, tidy look.

Overall Aesthetic

Warm, rustic, and welcoming, with a touch of classic country style. The site should feel friendly and genuine, like visiting a small-town craft market. Clear sections and gentle colors make people feel at home and encourage browsing.

Theme Style

Classic farmhouse with garden inspirations—think weathered wood, garden greens, and comforting touches. Balance handcrafted charm with a clean design so it never looks crowded or old-fashioned.

Layout Approach

Keep pages neat and simple. Use large product photos and short descriptions. Make it easy to scroll and click between birdhouse styles and colors. Show all buying choices clearly, especially in the gallery and store. Use plenty of white space so the products stand out. Make buttons noticeable and easy for anyone to use on a phone or computer.

Regional Recommended

- Show images and inspiration from the Hudson Valley, Catskills, or American barns and gardens.
- Feature seasonal backgrounds—spring, summer, fall—to connect with gardening and gifting times.
- Use natural scenery common in the Northeast as a backdrop for lifestyle shots.

Regional Avoid

- Avoid desert or palm tree backgrounds not found in the Northeast or Midwest.
- Skip overly modern, urban looks or bright neon colors.
- Do not use snowy, muddy, or bleak outdoor photos.

Requirements & Features

string

Description: string

Validation: string

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce Birdhouse Brokerage, share what makes the business special, and help people quickly learn what is offered. Encourage visitors to explore the birdhouses and start shopping.

Sections

Hero

Purpose: Make the first thing visitors see inviting and memorable. Show what Birdhouse Brokerage does and highlight that the birdhouses are handcrafted, unique, and made in America.

Key Elements:

- Large friendly photo of a signature birdhouse or workshop
- Simple welcoming headline about handcrafted birdhouses
- Short description about family ownership, lasting quality, and unique wood
- Logo and business name displayed clearly
- Easy-to-find menu at the top

Strategy: Let people know right away that these birdhouses are not ordinary. Clearly show how to start browsing or learn more, and build trust by highlighting years in business and press mentions.

Psychology: People will feel drawn in by the story, the handmade touch, and the promise that every birdhouse is one-of-a-kind. The use of warm, welcoming photos and simple messaging helps visitors feel at home and interested.

Tone: Use friendly, welcoming language. Highlight the care, tradition, and uniqueness. Speak like you would to a neighbor who loves their home and garden.

Cta Block

Purpose: Guide visitors to take the next step, such as browsing the gallery or visiting the online store. Make it very easy for them to get started.

Key Elements:

- Button to shop now or view gallery
- Reminder that each birdhouse is handcrafted in New York
- Short reasons to buy (unique, long-lasting, made from reclaimed barn wood)
- No-pressure invitation to learn more or contact

Strategy: Give people a clear action with inviting words. Remove obstacles by addressing quality and uniqueness right up front. Show that shopping is simple and enjoyable.

Psychology: People feel more comfortable buying when the next step is obvious and feels low-risk. Reassuring them about materials and care can ease any doubts.

Tone: Use encouraging, down-to-earth words. Be positive, clear, and honest about why people love these birdhouses. Avoid sales pressure.

Shop (*Store*)

Purpose: Let customers browse and buy handcrafted birdhouses directly online. Show all models, colors, and prices in an easy and inviting way.

Sections

Shop Intro

Purpose: Help people know they're in the online shop, explain how to browse or sort by birdhouse style or color, and highlight featured products.

Key Elements:

- Simple welcome message about finding the perfect birdhouse
- Clear overview of product options and how to search
- Highlight bestsellers or new arrivals

Strategy: Make it easy to scan products, compare styles, and feel excited to buy. Offer sorting options that help the customer—such as by color or style.

Psychology: People want confidence that they can find what fits their home or garden best, so showing all colors and explaining options upfront keeps them engaged.

Tone: Focus on friendly, helpful language. Use descriptions that make it easy for people to picture how a birdhouse could fit into their life.

Product Grid

Purpose: Display all available birdhouse models and options clearly. Each item should show a photo, name, price, and choices for color.

Key Elements:

- Main image of each birdhouse
- Birdhouse name and model
- Price
- Color options shown with simple swatches or small images
- Add to bag button under each birdhouse

Strategy: Keep everything clear and uncluttered. All important buying information is visible immediately, with no guessing.

Psychology: When people see their choices easily, they're more likely to make a confident purchase. Visual color selection reduces confusion.

Tone: Be practical and direct. Use a calm tone that matches the handcrafted brand.

Shopping Bag

Purpose: Show customers what's in their bag, including the birdhouse, color picked, and quantity. Make it easy to update choices or continue to checkout.

Key Elements:

- List of selected birdhouses with photos in chosen colors
- Product name, color, quantity, and price
- Option to update quantities or remove items
- Show total price clearly
- Button to start checkout

Strategy: Keep the bag page simple and friendly so people feel comfortable checking out. Make updates hassle-free.

Psychology: People want to double check exactly what they're buying. Clear pictures and totals calm last-minute doubts.

Tone: Keep it clear, easy, and reassuring. Use straightforward instructions.

Checkout

Purpose: Help customers enter their shipping and payment details, choose payment with credit card (using Square), apply any available discounts, and confirm their order.

Key Elements:

- Simple form for name, address, and email
- FedEx Ground shipping calculator
- Credit card payment fields powered by Square
- Spot for discount codes (with note about possible military discounts in future)
- Order summary and confirmation

Strategy: Make every step short and self-explanatory. Remove friction or concerns by explaining what to expect.

Psychology: People want the checkout process to feel safe, fast, and private. Trust badges and plain explanations help.

Tone: Be calm and supportive. Use plain words, no technical terms. Reassure about security.

Gallery (*Gallery*)

Purpose: Inspire visitors and show off the full variety of handcrafted birdhouses, including larger and detailed photos. Create pride and curiosity about the craftsmanship.

Sections

Gallery Intro

Purpose: Welcome visitors to the collection, share the story behind the handcrafted designs, and explain what makes each birdhouse special.

Key Elements:

- Short warm introduction about the gallery
- Highlights about reclaimed barn wood and family craftsmanship

Strategy: Draw visitors in with story and visuals. Encourage them to click on images for more details.

Psychology: People looking for something unique or personal appreciate seeing up-close details and multiple examples.

Tone: Be inviting and story-driven. Use language that feels poetic and personal.

Gallery Grid

Purpose: Show photo thumbnails of all available birdhouses, making it easy to scan and choose favorites.

Key Elements:

- Grid of birdhouse images
- Small titles or model names
- Clickable images for more information

Strategy: Let guests access more detail or purchase with a single tap or click. Visual layout puts photos front and center.

Psychology: Seeing a range of options at once inspires ideas for gifts or personal spaces.

Tone: Keep wording minimal—let images tell the main story.

Gallery Item Page

Purpose: Give each birdhouse its moment to shine by showing large photos, all available colors, close-ups, dimensions, and a short story about the piece. Allow customers to purchase straight from this view.

Key Elements:

- Main large photo of birdhouse
- Smaller photos of color variations
- Measurements, price, and short story or inspiration about the model
- Add to bag button
- Option to return to main gallery

Strategy: Bring out the feeling of holding something unique and lasting, while making buying just a click away.

Psychology: People form an emotional connection to the item when they see details and the care behind it.

Tone: Tell a warm story about each birdhouse—focus on what makes it special.

About (*About*)

Purpose: Share who is behind Birdhouse Brokerage, how the business got started, and what sets the birdhouses apart. Build trust and a sense of family with visitors.

Sections

About Intro

Purpose: Give background—years in business, family ownership, the story of the barn wood, and what makes the workshop unique.

Key Elements:

- Owner story and family photo
- Mention of being featured in national press
- Pride in American sourcing and small business

Strategy: Connect personally with visitors. Help them feel part of the story and confident in buying.

Psychology: People buy from people, not companies, especially with handcrafted goods.

Tone: Be heartfelt and genuine, using everyday talking language.

Contact (*Contact*)

Purpose: Make it easy for customers to reach out with questions, special requests, or wholesale orders.

Sections

Contact Info

Purpose: Share clearly how to get in touch by phone or email. Let customers know their questions are welcome.

Key Elements:

- Phone number and email
- Simple form to write a message
- How to ask about wholesale orders or custom requests

Strategy: Remove doubt about how to reach the business. Encourage quick conversations.

Psychology: A visible, personal contact option helps people feel respected and valued.

Tone: Be courteous and approachable. Invite questions, even if simple.

Events (*Events*)

Purpose: Help visitors find out where and when they can see the birdhouses in person at shows and markets.

Sections

Events List

Purpose: Keep people up to date on upcoming appearances, shows, and craft fairs. Share why it's worth visiting in person.

Key Elements:

- List or calendar of upcoming events
- Dates, places, and short descriptions of each event
- Invitation to visit and see the birdhouses

Strategy: Encourage repeat visits to the website and in-person events. Remind people most sales happen face-to-face.

Psychology: FOMO (fear of missing out) and the appeal of in-person discovery motivates visitors to plan a visit.

Tone: Be energetic and positive. Make each event sound inviting and fun.

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: string

Application: string

Implementation: string

Content Strategy

Area: string

Recommendation: string

Implementation: string

Conversion Optimization

Technique: string

Rationale: string

Implementation: string

Priority Focus

Category: string

Description: string

Reason: string

Implementation Order

1. array

Risk Mitigation

string

Category: string

Suggested Action: string

Business Impact

Impact Level: High | Medium | Low