# Website Blueprint

## OP-85770

Location: Miami, FL, USA (serving Port Charlotte to Marco Island, east to Pompano Beach, south to Homestead)

Business Type: Electrical Contractor (Residential & Commercial)

Target Audience: General contractors (commercial and residential), homeowners, property management companies, and large overhead fan companies. Demographics include property owners and managers seeking reliable, experienced electrical services; psychographics include value-driven clients who prioritize quality, trust, and long-term relationships.

## Executive Summary

Tidal Power Solutions is a woman-owned electrical contracting business with over 25 years of combined experience, standing out for its dedication to reliable service and personalized customer care. Serving both residential and commercial clients across the Miami area and beyond, they build long-term relationships by offering guaranteed quality, competitive pricing, and special benefits like veterans' discounts. Their broad service area and certification for large fan installation give them an edge over competitors, appealing to value-driven clients who demand trust, quality, and ongoing support.

### Primary Goals

- Enhance online presence and attract new clients through a professional website
- Showcase unique value propositions such as woman ownership, veteran discounts, and extensive experience
- Convert website visitors into leads via clear calls to action and special offers

### Brand Values

- Quality service
- Trusted results
- Long-term client relationships
- Inclusivity (woman-owned business)
- Integrity

### Competitive Advantages

- Woman-owned business with over 25 years of combined experience
- Veterans receive a 10% discount and dispatch fee is waived when hired
- Dedication to earning and retaining client business through quality and trust

# Visual Identity

## Color Palette

| Color Type | Color Swatch | Hex Value |
|---|---|---|
| Primary | | #184966 |
| Secondary | | #61A4BC |
| Accent | | #F8B400 |

Rationale: These colors show trust, reliability, and energy. Dark blue suggests professionalism and experience, light blue is welcoming and bright, and gold brings energy and draws attention to special offers, calls to action, and the woman-owned and veteran-friendly highlights. These colors are easy to read and help customers take you seriously.

## 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 photos that show real workers, electrical equipment, and bright, safe job sites—clean, friendly, and professional. Highlight the two office managers in welcoming shots, and use stock images of homes, businesses, and Miami-area settings. Show before-and-after results, modern lighting, and outdoor work to match what your clients look for.

## Overall Aesthetic

Clean, modern, and inviting. Make the site feel current and organized so customers can trust you and find what they need quickly. No clutter—every section directs people to contact you or learn more. The look should build trust with property owners, general contractors, and managers.

## Theme Style

Professional with a warm touch. Use lots of space and clear sections. Show that you care about quality and long relationships with clients. Use gold for important info like discounts and calls to action to make those stand out.

## Layout Approach

Easy and simple. Main contact details and specials should be near the top. Use big buttons for calling or contacting you. Pages are organized with clear titles and clear lists of services. Make fonts large enough for everyone to read, and keep menus simple. Use plenty of images, including the two office managers, and fill in with high-quality stock photos as needed.

## Regional Recommended

- Photos showing Miami and coastal southwest Florida homes and businesses
- Images with outdoor lighting and palm trees
- Color combinations that feel bright but professional
- Bilingual cues if adding Spanish in the future

## Regional Avoid

- Dark, industrial, or overly corporate-looking images
- Cluttered layouts or small, hard-to-read fonts
- Colors that clash with blue and gold (like bright red or deep green)
- Heavy use of Miami neon or tropical themes—keep it business-focused

# Requirements & Features

## Homepage Essentials

**Description:** Show the business name, logo, contact phone number, and email at the top of the homepage. Highlight the slogan 'Quality Service, Trusted Results.' Clearly display offers like the 10% veterans discount, waived dispatch fee, and $10 discount for a Google review. Feature the images of Gaige Ray (office manager logistics) and R.J. Porter (office manager operations) on the homepage.

**Validation:** All key info and images are visible on the homepage. Special offers can be easily spotted without scrolling.

## Service Pages Structure

**Description:** Create dedicated pages for Residential Services, Commercial Services, Service Area, and Contact Us, following the approved sitemap. Each service page should explain what is offered, focusing on the top customer needs like remodels, new construction, panel changes, EV chargers, generator inlets, lighting, and more.

**Validation:** Each main service gets its own easy-to-find page. Each page uses plain language to explain services.

## Contact Options

**Description:** Place a simple contact form on both the homepage and the dedicated contact page. Make sure the phone number and email are always easy to find. Do not display the full business address as requested.

**Validation:** Contact options are visible from any page; contact form is simple to use.

## Visual Branding

**Description:** Use the approved logo and staff images on the homepage. Use additional uploaded images across the site where they fit. Use stock images when needed for a professional and consistent look.

**Validation:** Business branding and real staff photos show up on site; no blurry or unprofessional images.

## SEO Basics

**Description:** Allow the built-in SEO tools to update website text for relevant keywords like 'electrician,' 'home electric repair,' and 'commercial electrical contractor.' Exclude words like 'cheap,' 'wholesale,' and 'extra fast.' Make sure the service area is clearly listed for search engines.

**Validation:** Pages use keywords naturally and mention all locations served.

## Mobile and Accessibility

**Description:** Make sure the site looks good and is easy to use on phones and tablets. Use large, readable fonts and make sure buttons and forms are easy to tap.

**Validation:** Website is simple to read and navigate on any device. No tiny text or hard-to-press buttons.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome visitors and quickly show them they've found a trusted, experienced electrical contractor serving their area.

**Sections**

**Hero**

Purpose: To make a positive first impression, show what you do, and give visitors a reason to stay and read more.

Key Elements:

- Business name and logo up front
- Slogan: 'Quality Service, Trusted Results'
- Short statement about being a trusted, woman-owned electrical contractor
- Professional photo of the team, featuring Gaige Ray and R.J. Porter with their roles
- Special offers: 10% off for veterans, waived dispatch if hired, $10 for Google reviews
- Button to contact you by phone
- Easy-to-see contact info (phone and email)

Strategy: Invite visitors to contact right away using clear buttons and upfront offers. Make trust and experience obvious up front.

Psychology: People make snap judgments—making your experience, offers, and real team visible helps them feel you are authentic and safe to contact.

Tone: Friendly, straightforward, and trustworthy. Show confidence and warmth, aiming for approachable professionalism.

**Cta Block**

Purpose: Give visitors an easy way to take the next step, like calling or sending a message.

Key Elements:

- Short and clear invitation to call or email
- Contact button that says 'Call Now' and another for 'Send a Message'
- Simple contact form that asks just what's needed (name, how to reach them, message)
- Reminder of working hours
- Mentions of guarantees or trustworthy points

Strategy: Reduce barriers by making it very easy for busy homeowners and contractors to reach out in seconds, from phone or form.

Psychology: The easier you make it to contact you, the more likely visitors act while motivation is high.

Tone: Encouraging and direct, stress how easy and quick it is to get help.

## Residential Services (*Service*)

Purpose: Showcase all the ways you help homeowners with their electrical needs and make it clear why you're the right choice.

**Sections**

**Overview**

Purpose: Give an overview of what you can do for someone's home.

Key Elements:

- List of main home services: panel changes, full home rewiring, new circuits, lighting upgrades, remodels
- Boat dock power, landscape and dock lighting

Strategy: Use short service descriptions and photos to help people quickly see their needs are covered.

Psychology: Homeowners want providers who seem experienced, safe, and fast. Showing a full range of services builds confidence.

Tone: Helpful, reassuring, focused on being careful and skilled with people's homes.

**Cta Block**

Purpose: Encourage homeowners to get a quote or ask questions.

Key Elements:

- Clear call to call or fill out form
- Reminder of veteran and review discounts

Strategy: People often compare providers, so use trust points and convenience to make you their first call.

Psychology: Specific offers or discounts hit home for value-driven customers.

Tone: Inviting, with gentle reminders about your experience and offers.


## Commercial Services (*Service*)

Purpose: Show commercial contractors and property managers you understand their unique electrical needs.

**Sections**

**Overview**

Purpose: Highlight your experience with big jobs and specialized business needs.

Key Elements:

- Services listed: builds and remodels, panel upgrades, low-voltage systems, parking lot and pole lighting, EV chargers
- Certifications such as 'Big Ass Fan' installation
- Photos of commercial work where available

Strategy: List the kinds of businesses you help and share highlights of reliability and qualifications.

Psychology: Property managers and contractors want a partner they can trust—showing experience and certifications matters.

Tone: Confident, concise, and tailored to B2B decision makers.

**Cta Block**

Purpose: Encourage busy businesses to reach out efficiently.

Key Elements:

- Easy-to-spot call and email buttons
- Contact form for project estimates

Strategy: Short, logic-based call to action with emphasis on your quick reply.

Psychology: Commercial clients appreciate firms that value their time and can handle scale.

Tone: Businesslike, prompt, but still friendly.

## Service Area (*Info*)

Purpose: Make it clear where you work and give local customers confidence you serve them.

**Sections**

**Overview**

Purpose: Show the full area you cover and help visitors quickly see if you work in their location.

Key Elements:

- Simple list of the main cities and areas: Port Charlotte, Marco Island, Pompano Beach, Homestead
- Placeholder or stock map image with the region highlighted
- Clear mention that both residential and commercial work is offered throughout this area

Strategy: Locals want to know fast if you'll come to them. Keep it obvious and simple.

Psychology: People choose local; reminding them you're nearby makes them feel connected.

Tone: Clear, straightforward, welcoming to all in the service area.

## Contact (*Contact*)

Purpose: Let anyone reach out in the way that's easiest for them. Make sure every visitor can get in touch without confusion or frustration.

**Sections**

**Form**

Purpose: Give a simple, direct way to send you a message.

Key Elements:

- Short form: name, email or phone, message box
- Option to select residential or commercial inquiry
- Short statement of your working hours
- Listing of payment methods you accept

Strategy: Remove any doubts about how to reach you and let people contact you any time.

Psychology: The less effort a form takes, the more people use it. Make it friendly, quick, and low-pressure.

Tone: Clear, respectful of people's time, encouraging them to reach out with questions big or small.

## 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 trust

**Application:** Always show who is behind the business and what you stand for. Sharing real staff photos and mentioning 'woman owned' and 'veteran discount' builds trust for first-time visitors.

**Implementation:** Place team photos with names and roles on the homepage and About section. Highlight experience and values in the opening statement.

**Principle:** Ease of contact

**Application:** People want to get in touch quickly. Make it simple to call or request service from anywhere on the site.

**Implementation:** Keep the phone number, email, and a short contact form in view on all main pages, not just the contact page.

**Principle:** Social proof

**Application:** People trust reviews and visible appreciation of customers.

**Implementation:** Encourage Google reviews by showing the $10 discount for honest feedback. Include a few recent reviews if possible.

## Content Strategy

**Area:** Homepage

**Recommendation:** Clearly say what the company does, where you serve, why choose you, and your top offers.

**Implementation:** Use short, direct text in visible spots. Put service highlights and discount offers up front.

**Area:** Service Pages

**Recommendation:** Describe each service using plain language. Stress reliability, experience, and value.

**Implementation:** Write bullet points or short summaries for each service. Avoid technical terms that customers may not know.

**Area:** Service Area Page

**Recommendation:** List all primary areas served. Include a simple map or graphic showing the coverage.

**Implementation:** Add a placeholder map for now and update later when the custom image arrives.

## Conversion Optimization

**Technique:** Visible contact options

**Rationale:** When people can easily find ways to connect, they're more likely to reach out or request a quote.

**Implementation:** Keep a 'Call Now' button and contact form visible from every page, especially on phones.

**Technique:** Special offers up front

**Rationale:** Discounts and perks help people decide to contact you instead of a competitor.

**Implementation:** Put the veterans discount, waived dispatch fee, and review incentive near the top of the homepage.

**Technique:** Show human side

**Rationale:** Showing real people builds trust and helps people remember your company.

**Implementation:** Display staff images and names on the homepage and about area, as requested.

## Priority Focus

**Category:** Clear homepage messaging

**Description:** Make sure anyone can quickly understand services and reach you easily.

**Reason:** Most visitors decide in seconds whether to stay or leave. Clarity helps keep them.

**Category:** Simple contact options

**Description:** Have contact info and forms easy to access.

**Reason:** Customers often choose the first business that responds or answers the phone.

**Category:** Show real people and values

**Description:** Feature actual staff and promote values like being woman owned and supporting veterans.

**Reason:** Many buyers value trust, experience, and local connection.

## Implementation Order

1. Homepage layout and messaging
2. Add real staff photos and special offers
3. Structure and fill out Service pages
4. Create clear Service Area listing and placeholder map
5. Place visible contact information and simple contact forms on all main pages
6. Set up SEO basics and ensure keywords and areas are listed
7. Test site on phones/tablets for readability and ease of use

## Risk Mitigation

**Confusion about services or areas served**

**Category:** Content

**Suggested Action:** List all key services and territories on their own clear pages. Update the service area map promptly when available.

**Hidden contact info**

**Category:** Conversion

**Suggested Action:** Place phone number and contact form at the top or in a sticky section, not just at the bottom or one page.

**Unreadable text or poor mobile layout**

**Category:** Accessibility

**Suggested Action:** Use large, clean fonts and test the site on phones and tablets before launch.

## Business Impact

**Impact Level:** High