

Strategic Website Blueprint

Glory Cole Real Estate Professional (Glory CORE RE)

PROJECT OVERVIEW	
Location:	Inland Empire, California, USA
Target Audience:	First-time homebuyers, home sellers seeking maximum profit, and real estate professionals.
Primary Goal:	Develop a bilingual (English & Spanish) website that highlights unique real estate opportunities in the Inland Empire.

BRAND COLORS

Color 1	Color 2	Color 3
#003366	#F5F5F5	#D4AF37

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Customer Overview

BUSINESS TYPE

Real Estate Agency

LOCATION

Inland Empire, California, USA

TARGET AUDIENCE

First-time homebuyers, home sellers seeking maximum profit, and real estate investors looking for smart deals in the Inland Empire region of California. Audience includes both English and Spanish-speaking clients, with an emphasis on individuals and families seeking personalized, trustworthy guidance and community-focused service.

PRIMARY GOAL

Develop a bilingual (English & Spanish) website that highlights unique real estate services and expertise in the Inland Empire market

Page Structure & Recommendations

Page structure data not available in this blueprint format.

Visual Direction

Color Palette:

#ffffff #000000 #ff6600

TYPOGRAPHY:

Headers:

"WELCOME TO THE BRAND"

Body Text:

"Modern design meets simplicity"

Main font: Helvetica; Accent font: Georgia

DESIGN RATIONALE

Professional design approach tailored to business needs and target audience psychology.

Strategic Recommendations

Strategic recommendations not available in this blueprint format.