

Strategic Website Blueprint

Trash Pandy's Utah

PROJECT OVERVIEW	
Location:	Utah County, Salt Lake County, Utah, USA
Target Audience:	Homeowners, renters, landlords, property managers, and business owners in
Primary Goal:	Increase inbound phone calls for service inquiries

BRAND COLORS

Color 1	Color 2	Color 3
#000000	#FFFFFF	#39FF14

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Customer Overview

BUSINESS TYPE

Junk Removal and Property Cleanout Services

LOCATION

Utah County, Salt Lake County, Utah, USA

TARGET AUDIENCE

Homeowners, renters, landlords, property managers, and business owners in Utah County, Salt Lake County, and surrounding areas seeking fast, affordable, and eco-friendly junk removal or cleanout services. Demographics include adults aged 25-65, middle-income to upper-middle-income, environmentally conscious, value convenience and local businesses, and prefer approachable, friendly service providers.

PRIMARY GOAL

Increase inbound phone calls for service inquiries

Page Structure & Recommendations

Page structure data not available in this blueprint format.

Visual Direction

Color Palette:

#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.