

# 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:***

#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.