

Strategic Website Blueprint

Glori Cole, Real Estate Professional

PROJECT OVERVIEW	
Location:	Inland Empire, California, USA
Target Audience:	First-time homebuyers seeking guidance and education, bilingual (English & Spanish)
Primary Goal:	Guide buyers, sellers, and investors through real estate transactions with confidence

BRAND COLORS

Color 1	Color 2	Color 3
#003366	#C8102E	#FFFFFF

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Customer Overview

BUSINESS TYPE

Real Estate Agency

LOCATION

Inland Empire, California, USA

TARGET AUDIENCE

First-time homebuyers seeking guidance and education, bilingual (English & Spanish) buyers and sellers, homeowners in the Inland Empire looking to maximize sale profits, real estate investors interested in fix/flip or rental properties, mature clients (seniors) needing specialized real estate services, and individuals or families relocating to or from the Inland Empire. Psychographics include clients valuing transparency, personalized service, and local expertise.

PRIMARY GOAL

Guide buyers, sellers, and investors through real estate transactions with confidence and clarity

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.