

Strategic Website Blueprint

Serene Haven Spa

| PROJECT OVERVIEW | |
|------------------|--|
| Location: | Scottsdale, Arizona, USA |
| Target Audience: | Affluent adults aged 35-65, predominantly female (70%), residing in Scottsdale |
| Primary Goal: | Increase online bookings by 40% within 6 months |

BRAND COLORS

| Color 1 | Color 2 | Color 3 |
|---------|---------|---------|
| #E5E0D8 | #B7AFA3 | #7A6C5D |

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Customer Overview

BUSINESS TYPE

Luxury Wellness & Beauty Services Spa

LOCATION

Scottsdale, Arizona, USA

TARGET AUDIENCE

Affluent adults aged 35-65, predominantly female (70%), residing in Scottsdale, Phoenix, and nearby upscale areas. Household income of \$100K+, including health-conscious professionals, retirees, and luxury lifestyle enthusiasts. They value premium, personalized experiences, prioritize self-care and wellness, are willing to pay for quality, seek stress relief and relaxation, and are active on Instagram and Facebook.

PRIMARY GOAL

Increase online bookings by 40% within 6 months

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.