

# Strategic Website Blueprint

Lancaster Law

PROJECT OVERVIEW	
Location:	Chesterton, Indiana, USA
Target Audience:	Individuals and businesses in need of legal services, particularly those seeking legal advice and representation.
Primary Goal:	Rebuild and modernize the firm's website to improve SEO and online visibility.

## BRAND COLORS

Color 1	Color 2	Color 3
#1A237E	#FFFFFF	#263238

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# Customer Overview

## ***BUSINESS TYPE***

Law Firm

## ***LOCATION***

Chesterton, Indiana, USA

## ***TARGET AUDIENCE***

Individuals and businesses in need of legal services, particularly those seeking professional, trustworthy, and approachable legal representation. Demographics likely include adults aged 25-65, local residents, small business owners, and professionals seeking legal advice or representation. Psychographics include clients who value credibility, personal attention, and clear communication.

## ***PRIMARY GOAL***

Rebuild and modernize the firm's website to improve SEO and online visibility

# 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.