

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.