**Web Designer Instructions & Suggestions**

We want our site to feel instantly credible, exclusive, and sophisticated, while quietly signaling technical excellence and unmatched expertise. We also want to optimize the site for SEO, SERP, EEAT, and AI Search—and maximize “hook” and flow for your audience:

**1. Flow, White Space & UX: Make It Breathe**

**White Space & Flow**

* **Generous margins**—especially for body text. Aim for 80–110 characters per line max.
* **Ample padding** between sections, and extra whitespace around calls-to-action and visual elements.
* **Scannable section headings**—clear, descriptive, no jargon.
* **Consistent “section opener” formatting**: Each major section starts with a bold, two- or three-line contextual intro, followed by bullets or a short narrative.

**Above-the-Fold**

* **Video:** 
  + **Imagery:** **Combo -** **Blueprint overlay on a natural landscape** (e.g., a transparent “grid” atop a panoramic view), merging “nature” (timelessness) and “engineering” (intentional legacy).

**. A. Architectural Blueprints + Light**

* **Visual:** Macro shot of intricate blueprints or master plans, with sunlight or a bright line tracing through the design—symbolizing “engineered legacy” and forward motion.
* **Why:** Instantly signals precision, custom-building, and structure. Architectural metaphors resonate with builders, founders, and those who appreciate process and mastery.
* **How:** Subtle animation could show a line drawing itself along the blueprint as the headline appears.

**B. Timeless Natural Landscape**

* **Visual:** Sweeping, panoramic landscape—think mountain range, forest, or ocean at sunrise—layered with a translucent overlay of geometric lines or “flow” lines (symbolizing order from nature’s chaos).
* **Why:** Nature’s endurance and scale match your “outlast generations” message, while the overlays signal structure and intentionality.
* **How:** Very soft motion (slow mist, gentle light sweep) can add modernity without distraction.
  + **Mood:** Quiet confidence, not opulence. Avoid “wall of mahogany” or bank vault clichés. Go for authenticity: a partner shaking hands in a modern office, whiteboarding, guiding a family through a portfolio review.
  + **Competitor Visuals:** MFO/Bank sites use lots of stock, handshake, and “city at night” shots. **We want to go the opposite way:** high-contrast, sharp, modern
  + **CTA:** One, prominent, “Start Your Family Office Conversation”—not multiple links.

**How Should Peter and Brendan’s Videos Appear? (Design and Placement)**

* **What works best:**
  + Small “frozen screen” thumbnail or rectangular video preview.
    - **Make it look inviting:** A crisp freeze-frame of both of you, or a clean branded “QP Global” still, with a clear play button overlay.
  + **Place side-by-side** right below it (but still visible without scrolling on desktop).
  + **Caption** under each: e.g.,
    - *“Brendan MacMillan, CIO: What Makes a Real SFO”*
    - *“Peter Pauley, CEO: Our Promise to Families”*
* **On mobile:** Stack vertically, but keep thumbnails small—readers should always see the value prop headline and CTA without needing to scroll.
* **Don’t:**
  + Use tiny icons (too easy to miss).
  + Let the videos dominate the above-the-fold section.
  + Hide them too far down the page (you lose their engagement power).

**Sectional Flow**

* **Modular Layouts:**
  + Use clear, full-width bands with **ample padding** between each section (don’t run text blocks right up to the next H2/H3).
  + Alternate visual backgrounds: white, off-white, QP blue—never “bank grey.”
  + Employ “sticky” nav or jump links for long pages.
* **Visual Hierarchy:**
  + Use **hero statements** (bold, large type) to open each major section, with supporting detail below—break up the “wall of text.”
  + Place key visuals (roadmap, Venn, org chart, etc.) on alternating left/right or center for rhythm.
* **Accordions & Expandables:**
  + **Where:** Use for the detailed “Seven Pillars,” testimonials, and **definitely for all FAQs and the 4Ps -** or anything else that is dense.
  + **Why:** This lets deep readers go as far as they want, while casual readers keep scrolling.
  + **How:** Custom-styled accordions—no default browser gray—QP color palette, small icon for expand/collapse.
* **Pull Quotes & Testimonial Callouts:**
  + Feature these in **wide cards** with soft background (e.g., pale gold or blue) every 2–3 scrolls.
  + Pair with a family “seal” icon or abstract legacy symbol for gravitas.
* **Sidebar or Floating CTA:**
  + On desktop, float a subtle CTA (“Speak With QP”) as the user scrolls for instant access.

**2. Engagement: Invite, Don’t Overwhelm**

* **Section Introductions:**
  + Lead each block with a 2–3 sentence “scene setter.” You do this well—keep it. For dense areas, consider a one-sentence “What You’ll Learn Here” or an icon/badge for first-time users.
* **Chunking:**
  + Break up heavy narrative with **bulleted summaries** (not just at the start), using icons or bold for each.
* **Visuals:**
  + **Visual Flow:** Insert at least 1 custom visual, icon, or “progress” graphic per screen.
  + **White Space:** Never let paragraphs run more than 5 lines. **Max 90 characters per line** for readability.

**3. Actionable Advice for Your Designer**

* **Mobile First:** 65%+ of your initial traffic will be mobile/tablet. Test readability, tap targets, video performance.
* **Typography:**
  + Large, high-contrast headings.
  + Plenty of line height in body text.
  + Use serif for quotes/testimonials for gravitas, sans for core content.
* **CTAs:**
  + One primary CTA per screen, max.
  + Use sticky/floating buttons for “Speak With Brendan & Peter.”
* **Images:**
  + All key visuals (roadmap, Venn, org chart, etc.) as **SVGs** or high-res PNGs, not fuzzy JPGs.
* **Scroll Animations:**
  + Light fade-ins for visuals or text blocks as they enter viewport—don’t overdo.
* **Accordions:**
  + FAQs, testimonials, 4Ps, “Who Should Start a Family Office,” “SFO vs MFO vs Bank”—all can be expandable.
* **Case Studies/Testimonials:**
  + Each one in a card, visually offset with colored background or a “legacy” ribbon.

**4. Cross-Linking & SEO/AI Optimization**

* **Internal links:**  
  Every major term or topic (e.g., Family Office, FOA, SIP, PFTC, SFO CIO) links to the relevant landing page or glossary.
* **Schema markup:**  
  FAQ schema for Q&A sections, Article schema for white papers, Person/Organization for leadership/team.
* **AI search hooks:**  
  Use clear, “snippet-ready” H2/H3s and lists.
* **Download links:**  
  White papers available as both HTML (for indexing) and PDF (for download).
* **Breadcrumb navigation:**  
  On every page for clarity and crawlability.

**5. Other Web Designer Advice:**

* Each visual should leave **ample whitespace** for your main headline/CTA.
* Avoid cliches (stock marble columns, dollar bills, chess pieces).
* All visuals should be **brand-color graded**—navy, gold, QP blue—never out-of-the-box stock photo colors.
* Motion (if used) must be subtle: a slow light shift, a gentle moving overlay—not distracting.
* Home page is bold, open, and acts as a “choose your own journey” starting point
* Each landing page is deep, visual, and internally linked for both readers and SEO/AI
* White papers are HTML static pages—searchable, crawlable, with summary and download
* Visuals, accordions, and white space used to keep long-form content inviting
* All content, navigation, and CTAs are mobile-first and optimized for billionaires’ browsing habits (quick scan, drill deep if interested)
* Custom illustrations, not stock—especially for process maps, org charts, or frameworks (4Ps, FOA, roadmaps).
* Design consistency—QP brand colors, fonts, iconography. All visuals should feel like one system, not cobbled together.
* User Experience First, Not Just Pretty Design
  + The site must feel like a billion-dollar tool: clear, high-trust, sophisticated, never overwhelming, always actionable.
  + Don’t get distracted by “dribbble” prettiness. Great UX is king—especially for wealthy, busy visitors.
* Real Mobile Mockups, we want both
  + 60%+ of wealthy prospects begin on mobile—even if they follow up on desktop.
* We want your “Scroll Psychology”
  + How do you invite scrolling: alternating section backgrounds, visuals, subheads, and CTAs that create curiosity (“what’s next?”)?
* We need great section transitions—not just blocks stacked up, but intentional, flowing movement down the page.
* **We want suggestions to make this better**
  + Is there a better way to display your 4Ps? A novel testimonial slider? Interactive timeline? They should show curiosity and expertise.

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* **Breadcrumb navigation:**  
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**7. Competitor Sites**

<https://www.rockco.com/>

<https://www.summit-rock.com/>

<https://cressetcapital.com/>

<https://www.iconiqcapital.com/>

<https://www.bessemertrust.com/>

<https://www.stonehagefleming.com/>

<https://twinfocus.com/>

<https://www.bbrpartners.com/>

<https://www.scsfinancial.com/>

<https://www.wefamilyoffices.com/>

<https://www.willettadvisors.com/>

<https://callanfamilyoffice.com/>

<https://pathstone.com/>

**7. Web Pages**

1. Home Page

2. What is a Family Office

3. SFOs vs MFOs

4. Family Office Structure and Your Family Organizational Architecture

5. Investment Philosophy & Approach

6. Family Strategic Investment Plan

7. QP Technology to Enable Your Family Office

8. Reporting, Benchmarking and Technology - Creating Transparency & Accountability

9. Succession Planning & Family Legacy

10. Philanthropy and Family Foundations –

11. About QP & the QP Team

12. The QP Value Proposition

**8. Homepage Layout (Wireframe)**

**Above the Fold:**

* Main headline/tagline
* 1–2 sentence value proposition
* [Speak With Brendan & Peter] CTA button
* 2 short video thumbnails (Brendan & Peter) w/ play buttons, captions
* Hero image: Abstract, architectural, or “legacy/infrastructure” visual (not people)

**Section 1: 90-Day SFO Build**

* Step-by-step “How We Work” flow
* Simple icons/roadmap visual

**Section 2: Family Testimonial**

* Rotating/testimonial carousel (text only or photo + text if allowed)

**Section 3: What is a Family Office?**

* Excerpt + visual (with link to full landing page)

**Section 4: Anatomy of a True SFO**

* Key features/benefits (bulleted)
* Simple graphic (e.g., “SFO vs. MFO” side-by-side comparison)

**Section 5: Why QP?**

* Value prop, team creds, unique differentiators

**Section 6: Major Landing Pages Preview**

* Tiles for: FOA Structure, Investing, Tech, Succession, Philanthropy, etc.

**Section 7: Industry Recognition**

* Logos/links to publications, conference badges, etc.

**Section 8: Latest Insights (White Papers)**

* Featured 3–6 white papers as cards (title, 2-line summary, [Read More])

**Section 9: Final CTA**

* [Speak With QP] [Download White Paper] [Ask QP Anything]

**Footer:**

* Nav links, privacy, disclaimer, social media, contact, newsletter signup