

Content Strategy

vermonturns.com

Overview

Our objective is to craft a welcoming space that instills a sense of tranquility and reassurance in every customer. By evoking comfort, offering guidance, and implementing an easy-to-follow process, we aim to create an environment that puts our customers at ease.

For our wholesale customers, we aim to create a clear and simple workflow for ordering large quantities of handcrafted urns.

Branding Standards

Target Audience

- General Public
- Funeral Directors
- Middle Class - Upper Middle Class
- Educated
- Proactive planners

Voice

Vermont Urn Company's voice embodies the qualities of caring, compassion, consideration, and supportiveness with grace and genuine intentions, while maintaining a professional approach.

Colors

Primary #f8f5e5	Secondary #344b33	Tertiary #867530
Alternative #c5ae96	Text #fedcba	

- To set ourselves apart from our online competitors' websites, we should avoid using stark whites and blacks.
- Focus on incorporating comforting and warm colors into the design,
- Earth tones evoke the natural beauty of Vermont's landscapes and your urns.
- These tones will help connect those who appreciate the inviting charm of Vermont.
- Soft and inviting color for the background

Content Outline

The following are recommendations, but we welcome changes.

Navigation

The navigation should be simple and intuitive. It should include:

- Home
- Shop
- About
- Process
- Contact
- Funeral Homes (emphasis here)
- Cart

Homepage

Introduce The Business (Hero Section)

Recommended Headline: Solid Wood Urns, Made in Vermont

Recommended Subhead: Honor Your Loved Ones With Timeless Remembrance.

Recommended Call to Action: Explore Options

Declare the Problem

Recommended Headline: Selecting an urn is a deeply personal decision

Recommended Text: The Vermont Urn Co. is committed to bringing the highest level of care that urns require by guaranteeing top-quality products with a great degree of personalization and customization. Pay respects to those closest and meaningful to you with a sincere message on the urn itself. *(from existing site)*

Best Sellers

Grid of the top 3-8 best sellers

CTA: See all

Featured Categories

Grid of the top 6 featured categories

CTA: See all

Benefits and Perks

Recommended Headline: Urn Quality Matters

Recommended Content: List 3-6 values speaking to the quality of the product (responsibly sourced, long lasting, high quality craftsmanship, etc). Each value should be given a name/title and a short fragment describing what they are (7 words or less)

Social Proof and Stats

Recommended Headline: Experienced and Professional

Recommended Content: We have built connections and experience all across the Northeast, expanding our horizons and deepening the care that goes into the urn making process. The Vermont Urn Co. is focused on ease and accessibility, streamlining the necessary steps without obstacles. (from the current site)

Stats: 3-6 tangible numbers that demonstrate experience. This could be years in operation, number of urns made, etc.

Testimonials

Recommended Headline: Genuine Testimonials: Cherishing Memories with Our Urns

Recommended Content: Cycle through existing testimonials from the site.

FAQs

We typically include a few FAQs on the homepage related to the overall company or main product/service. After reviewing your faqs these could be viable choices.

There are existing questions on the site that can be used, though more could be considered.

- **Is shipping free?**

- **When Can I Expect a Standard Urn?**
- **When Can I Expect a Custom Urn?**
- **What Size Urn Do I Need?**

Call To Action

Suggested Headline: Find the Right Fit

Suggested Content: At The Vermont Urn Co., we take great pride in being the premier online destination for those seeking meaningful urns for ashes. Our meticulously handcrafted selection includes a range of options, from cremation urns to funeral urns, military and public service urns, companion urns, and more. We understand the importance of finding the perfect urn to honor your loved one, and we are here to assist you every step of the way.

Suggested CTA: See All Options

About Page

Mission/Vision

At The Vermont Urn Co., we embody Lans Christenson's unwavering commitment to impeccable craftsmanship and deeply personalized service. Our mission goes beyond providing mere urns – we create timeless tributes that honor the lives of cherished individuals, celebrating their unique stories and preserving legacies that resonate for generations.

Immerse yourself in a world of extraordinary artistry and heartfelt remembrance. Each urn we offer is meticulously crafted with utmost care and attention to detail, using the finest materials that truly reflect the individuality of your loved one. From customizable designs to intricate engravings, we ensure that every urn becomes a meaningful symbol of love, cherished memories, and a lasting testament to a life well-lived.

Join us on this profound journey of honoring and preserving the legacies that matter most. Let us guide you through the process, helping you find the perfect urn that beautifully encapsulates the essence of your loved one's unique story.

Values

1. **Craftsmanship:** We are committed to exceptional craftsmanship, ensuring that every urn we create is a testament to our dedication to quality and artistry.
2. **Personalization:** We believe in the power of personalization, allowing individuals to customize urns to reflect the unique lives and stories of their loved ones.

3. **Meaningful Tributes:** Our mission is to provide urns that go beyond mere vessels, offering meaningful tributes that honor and commemorate the lives of cherished individuals.
4. **Empathy and Support:** We understand the emotional significance of the urn selection process, and we are committed to providing empathetic support to guide individuals through their journey of remembrance and honoring their loved ones.
5. **Attention to Detail:** We believe in meticulous attention to detail, from the selection of high-quality materials to the intricacy of engraving and customization, ensuring that every urn is crafted with utmost care.
6. **Compassion and Sensitivity:** We approach every interaction with compassion and sensitivity, recognizing the delicate nature of our customers' journeys and the importance of providing a supportive environment.

People

Lans Christenson started The Vermont Urn Co. after 30 years at the second-oldest family-owned casket company in the U.S. Starting at age 15 and eventually becoming vice president at the company, Lans decided it was time for something new.

Lans learned the entire manufacturing process, performing almost all jobs in the factory. The Massachusetts native managed up to 50 people and spent several months traveling and training salesmen across the Northeast each year. As a family man with three daughters, Lans knows the importance of keeping your loved ones close at all times. The Vermont Urn Co. expands Lans' viewpoint and nourishes the passion that he's had for the casket and urn industry.

History

The casket and urn business is very tight-knit, which makes it difficult for smaller companies to exist, thus bringing down quality of product. The Vermont Urn. Co. is focused on bringing the best possible products, utilizing the best possible finishes in the United States. The Vermont Urn Co. aims to make business easy for the Chester area community and beyond, providing access to everyone without obstacles like funeral homes and large businesses.

Our urns use wood to preserve the memories and those most meaningful to you, with wood being a great, carbon-absorbing, renewable resource. Rather than using stone like many other urn makers, we are doing our part in forest management and helping the environment.

As a small business, we take a very hands-on approach. From [building connections and experience](#) to taking responsibility for all production including order and delivery, The Vermont Urn Co. is committed to bringing the highest level of care that urns require by guaranteeing high-quality products.

Call to Action

Explore handcrafted, solid wood urns for your remembrance. (links to shop page)

Urn Buying Process

We should use the content from the existing process page, but present it as a more visual, step-by-step process.

Funeral Homes

We have two options to easily offer bulk pricing. The simplest way is to offer bulk discounts. Alternatively, we can ask the funeral directors to make a wholesale account and offer unique pricing for those accounts. Finally, we can offer both options, so that funeral directors can buy a small quantity at a discount, or a large quantity at an even greater discount.

Header

Headline: Short and appeals to funeral directors - something like “We make buying urns in bulk *easy*”

CTA: See Pricing OR Apply Now

Pricing Table

Assuming we simply offer bulk discounts (since only funeral directors are likely to buy in bulk), we should include the discount table at this location.

FAQ

A list of 3-6 of the most commonly asked funeral director related questions and/or the questions you’d prefer they ask.

Support

We recommend a support section at the bottom of this page with a simple form and potentially phone number for funeral directors to reach out. We can duplicate the contact form here.

Contact

- Facebook, instagram, Pinterest
- 90 Depot st, Chester, VT 05143
- (413) 219-3832.
- Contact form
 - Fields

- Name
- Email
- Phone
- Inquiring about
 - Custom Urn inquiry
 - Wholesale
 - General Inquiry
 - Damages and Issues
 - Exchange
- Message
- Mailing list signup checkbox
- Page (hidden - to track which page submissions are happening on)
- Notifications
 - Send all FROM noreply@Vermonturns.com
 - Send to lanschristenson@outlook.com.
- Workflows
 - Trigger mailing list signup if checked

Shop

User Navigation:

We want to offer Amazon style filters here. This means we'll be using a search bar paired with top level categories, which include:

- Flag Case & Flag Case Urns
- Specialty Urns
- 3-D Art Urns
- Standard Urns
- Military & Public Service Urns
- Personalization & Customization

Filters will include:

- Subcategories
- Available Wood types
- Finish Options
- Relief carving options

Single Product

Once the Urn of choice has been found lets have the customization option built into each item. This will give us control over what wood types, finishes, laser engravings, and painted sections the selected Urn can have. This will eliminate most questions about customization.

- Description
- Price
- Product images
- Dimensions
- Inside Capacity
- Customization
 - Choose your Wood Type: required field
 - Maple (Image required)
 - Pine (Image required)
 - Poplar (Image required)
 - Oak (Image required)
 - Walnut (Image required)
 - Cherry (Image required)
 - Mahogany (Image required)
 - Birdseye Maple (Image required)
 - Repurposed Vermont Barnboard (Image required)
 - Choose your Finish: required field
 -
 - Huguenot Satin Finish (Image required)
 - Walnut Satin Finish (Image required)
 - Baronial Satin Finish (Image required)
 - Cherry Satin Finish (Image required)
 - Natural Satin Finish (Image required)
 - Cherry Satin Finish (Image required)
 - Baronial High Gloss Finish (Image required)
 - Cherry Satin Finish (Image required)
 - Unfinished (Image required)
 - Natural Oil Finish (Image required)
 - Laser Engraved
 - Laser Engraving Samples (Image for each)
 - Maple
 - Pine
 - Poplar
 - Oak
 - Walnut
 - Cherry
 - Mahogany
 - Birdseye Maple

- Image Upload
 - Pixel Requirements
 - File Size Limit
 - List acceptable film formats
 - Sides up to 5
 - Side 1 image upload
 - Side 2 image upload
 - Side 3 image upload
 - Side 4 image upload
 - Side 5 image upload
 - Painted
 - (functionality: the selected relief carving above shows the color options available for customization). **(images required)**
 - Multiple colors
 - Single Color
 - Finish Painted
- Payment Options
- Shipping
- Product Gallery
- Related products

Open Questions

- List of solid paint colors / paint options for customizations verified
- List acceptable file formats for laser engraving image uploads.
- For urn sizing: add a quick reference guide for multiple weights. less math the better
- What payment processors should we be using?
- Should we plan to use affirm for installment options?
- Should the funeral home discounts be setup as automatic bulk discounts, or tied to an authorized account?