

Your project focuses on creating a professional and structured website that highlights your expertise in lifelong learning, organizational development, leadership training, and team-building. The main goals are to:

- ★ - Provide an engaging and user-friendly experience.
- ★ - Organize content clearly, with an emphasis on your consulting services.
- ★ - Ensure seamless navigation with a responsive, modern design.
- ★ - Enable easy contact options and provide useful resources for visitors.

## Development in WordPress:

### Homepage:

- ★ The homepage will feature a hero section with a title and teaser, accompanied by an impactful image that sets the tone.
- ★ We will focus on the working areas with links to sections within the homepage, eliminating the need for extra menu items.
- ★ We'll implement your unique selling points (USP) in a collapsible three-column layout to keep the page neat and engaging.
- ★ A call-to-action (CTA) will be prominently placed to drive visitors to the contact form.

### Working Areas:

- ★ Each section (Organisation, Leadership, Team, Individual) will be clearly highlighted with a two-column layout for better readability.
- ★ Leadership will include a block of three columns with your unique services and features.
- ★ The Team and Individuum sections will also feature a title, text, and visuals for a cohesive look.

### Über mich (About Me):

- ★ A clean, professional About Me page, showcasing your experience, mission, and services. The page will also include a customer quote and network/cooperation section.

- ★ We will incorporate a customer testimonial for authenticity and trust-building.

#### Lernwerkstatt (Workshop):

- ★ This section will highlight the services and tools you offer, with options to download materials like skill profiles.

#### Kontakt (Contact):

- ★ The contact page will have a simple form for inquiries with dropdown options for specific requests (leadership training, organizational development).
- ★ It will also include checkboxes for **\*\*data protection\*\*** consent.

### Responsive Design

- ★ The website will be fully responsive, ensuring a seamless experience on all devices (desktop, tablet, and mobile).
- ★ The header and navigation will adjust dynamically for different screen sizes. For mobile, we'll implement a hamburger menu for easy access to the sections.

### SEO Optimization

- ★ We will integrate basic on-page SEO.

### Content Management

- ★ The website will be built using WordPress, which will provide you with an intuitive backend for easy content management.
- ★ We'll use Elementor for a flexible page-building experience, allowing you to make changes or updates without needing technical knowledge.

### Testing and Launch

- ★ Once the site is developed, we will conduct comprehensive testing across various browsers and devices to ensure optimal performance.

★ After final approval, I will handle the site launch, ensuring everything is configured correctly for live use.

Please let me know after reviewing everything to ensure it works for you. I will make sure you receive the best quality work, and the website will reflect your business goals. I'm waiting for your response!