**Website Structure Summary**

**1. Home**

*Landing hub that sparks wanderlust.*

* **Hero banner** (full-width image/video + headline & sub-copy)
* **Top Destinations carousel** linking to Skardu, Hunza, Fairy Meadows, Deosai, Khunjerab
* **Featured Packages**: three enticing cards with price from-text and “View Itinerary” CTA
* **Trust ribbon**: safety badges, review rating, responsible-travel promise
* **Sticky “Plan My Trip” button** visible on scroll

**2. Destinations**

*Research zone for place-specific inspiration.*

* Grid or interactive map of northern hotspots
* Individual pages (SEO-rich slugs) with hero image, quick facts, must-see spots, best season chart, photo gallery, internal link to relevant tours

**3. Tours & Packages**

*Revenue engine of the site.*

* Filterable catalog (Adventure / Culture / Family / Photography)
* Each tour page: day-by-day itinerary, inclusions/exclusions, dates & prices table, “Reserve Seat” and “Enquire Now” CTAs, testimonials slider

**4. Travel Guide**

*Authority-building knowledge base & blog.*

* Planning essentials: visas, weather, packing lists, safety prep
* Evergreen blog articles for SEO (e.g., “Complete Fairy Meadows Trek Guide”)
* Search bar + category tags to keep visitors onsite longer

**5. About & Contact**

*Trust-building and conversion support.*

* Our Story, Mission, Meet the Team bios
* Responsible tourism pledge & community projects
* Testimonials mash-up
* Contact section: form, WhatsApp click-to-chat, phone, office map, business hours
* Footer repeats primary CTAs, social icons, newsletter signup, and legal links

**User Flow Highlights**

1. Inspire ➜ Home hero & destination teasers
2. Educate ➜ Dive into Destinations / Travel Guide
3. Convert ➜ View Tours, click “Reserve” or “Plan My Trip”
4. Support ➜ About & Contact for credibility and quick assistance

**SEO Foundations**

* Keyword-rich URLs and H1s (e.g., /destinations/hunza-valley)
* Schema markup: TouristDestination, TouristTrip, Organization
* Internal linking loops (“You may also like” widgets)

**Technical Extras**

* Mobile-first, lazy-loaded images, Core Web Vitals optimized
* Accessible design (contrast, alt text, keyboard navigation)
* SSL, CDN, daily backups, and multilingual ready (EN/UR at launch)