**Project Scope**

1. **Website Design and Development**
   1. **Objective**: Create a professional, clean, and user-friendly website for Lita Oakes that effectively showcases her counseling services and provides a seamless experience for clients to book appointments.
   2. **Components**:
      1. Home Page: An overview of Lita Oakes's counseling services with an introduction to her practice.
      2. About Page: Detailed information about Lita Oakes, her qualifications, and her counseling approach.
      3. Services Page: A detailed description of the various counseling services offered, including:
         1. Post-separation and divorce counseling
         2. Low self-esteem counseling
         3. Grief and loss counseling
         4. Anxiety counseling
         5. Weight loss counseling
   3. **Blog Section**: A section for sharing insightful articles on topics related to mental health and counseling. Includes search functionality and categories for easy navigation.
   4. **Appointment Booking System**:
      1. Online booking form for clients to schedule appointments.
      2. Calendar view to display available slots.
      3. Automated email confirmations and reminders.
      4. Options for clients to reschedule or cancel appointments.
   5. **Contact Page**: Contact information, social media links, and an embedded contact form for inquiries. Contact information will also be linked to all pages of the website in the footer section for easy access.
   6. **FAQ Page**: A page answering frequently asked questions to help clients understand the services and process better.
2. **Technical Specifications**
   1. **Responsive Design**: Ensure the website is fully responsive and accessible on various devices.
   2. **Content Management System (CMS)**: Implement a CMS for easy management of blog posts and updates to the website.
   3. **SEO Optimization**: Optimize the website for search engines to improve visibility and attract more clients. Apply appropriate meta tags for each web page so that the website can organically generate more traffic.
   4. **Security**: Implement secure protocols (HTTPS) to protect client data and ensure privacy.
   5. **Performance Optimization**: Ensure fast loading times and smooth navigation across the website.
3. **User Experience (UX) and User Interface (UI) Design**
   1. **Objective**: Design an intuitive and engaging user interface that enhances user experience and facilitates easy navigation.
   2. **Components**:
      1. Consistent design and user-friendly navigation menus
4. **Content Creation**
   1. **Objective**: Develop high-quality content that accurately represents Lita Oakes's services and engages the target audience.
   2. **Components**:
      1. An admin panel for Lita Oakes to easily create, edit, and publish regular blog posts on relevant counseling and mental health topics
      2. Search functionality to find specific articles.
      3. Testimonials from clients to build credibility and trust.
5. **Analytics and Feedback** (Optional)
   1. Integrate Google Analytics or a similar tool to track website performance, user behavior, and conversion rates.
   2. Provide a feedback form to gather client opinions and continuously improve the website.
   3. Analyze data to identify areas for improvement and optimize the user experience.
6. **Launch and Post-Launch Support**
   1. **Objective**: Successfully launch the website and provide ongoing support to address any issues that may arise.
   2. **Components**:
      1. Deployment of the website to a server.
      2. Monitoring and resolving any post-launch issues.
      3. Training for Lita Oakes and her team on how to manage and update the website content.