

Document for Landing Page Design

1. Overview

The purpose of this document is to outline the key elements and sections of the landing page for Wild Rose Wellness Travel . Our team has carefully incorporated your feedback, shared content, and references to ensure the design aligns with your vision of promoting wellness travel, spiritual rejuvenation, and mindfulness.

2. Key Features of the Landing Page

A. Hero Section (Top Section)

- Background Image: Soothing visuals of nature (e.g., forests, hot springs, temples) from the assets you provided.
- Headline Text:
"Discover Stories Through Wellness Travel with Wild Rose Wellness Travel"
Subheading:
"Journeys that connect you to nature, culture, and yourself."
- Call-to-Action (CTAs):
 - Button 1: *"Watch Shimane Wellness Videos"*
 - Button 2: *"Download Your Free Ebook on Japan Wellness Travel"*
 - Button 3: *"Schedule a Free Consultation"*

B. About Section

- Image: Your photo or a serene image related to wellness.
- Text:
"Hello, I'm Li Wiesel. As your wellness advisor, I invite you to embark on transformative journeys across Japan's hidden gems. My curated wellness tours are designed to help you reconnect with yourself, find clarity, and embrace personal growth."
- CTA:
 - Button: *"Learn More About Me →"*

C. Services Section

This section highlights the core offerings of your business:

1. Shimane Wellness Videos:
 - Thumbnail of the video with a "Watch Now" button.
 - Short description: *"Explore the healing power of Shimane through our wellness videos."*
2. Tailored Wellness Tours:
 - Description: *"Custom-made tours designed to meet your unique wellness goals."*
 - CTA: *"Book Your Journey →"*
3. Free Consultation:
 - Description: *"Get a free 1-hour consultation to discuss your wellness travel needs."*
 - CTA: *"Schedule Now →"*
4. Ebook Download:
 - Title: *"Download Your Free Ebook on Japan Wellness Travel"*
 - Short description: *"Discover the secrets of Japan's wellness landscape."*
 - CTA: *"Download Now →"*
5. Newsletter Sign-Up:
 - Form Fields: Name + Email
 - Description: *"Subscribe to our newsletter for updates on wellness travel and exclusive offers."*
 - CTA: *"Subscribe Now →"*

D. Testimonials/Success Stories

- Include quotes from past clients who have experienced spiritual rejuvenation through your tours.
- Example:
"This journey helped me rediscover my purpose and find peace within myself."
- Add client photos (if available).

E. Blog/Resources Section

Highlight articles or resources related to wellness travel:

- Example Topics:
 - *"Mindfulness Practices in Japanese Forests"*
 - *"The Healing Power of Hot Springs in Shimane"*
 - *"Ancient Meditation Techniques at Japanese Temples"*
- Include thumbnails with links to read more.

F. Footer Section

- Links to:
 - About Us
 - Services
 - Blog
 - Contact Us
- Social Media Icons
- Newsletter Sign-Up Form

3. Design Guidelines

A. Color Scheme:

- Primary Colors: Green + Light Pink/Purple (soothing tones).
- Secondary Colors: Neutral shades like white, off-white, and light gray for text boxes and backgrounds.

B. Typography:

- Use clean, readable fonts (e.g., Open Sans, Lato).
- Headings: Bold and slightly larger font size.
- Body Text: Simple and elegant.

C. Layout:

- Minimalistic and clutter-free design.
- Proper spacing between sections for a clean look.
- Mobile-friendly and responsive layout.

4. Assets Used

- All images and videos provided by you will be used strictly as per your instructions.
- Ensure consistency in visuals to reflect the calming and rejuvenating theme of wellness travel.

5. Next Steps

- Please review this document carefully and provide your feedback.
- If there are any changes or additional elements you'd like us to include, let us know.
- Once we receive your approval, we will proceed with the final design and development.

6. Contact Information

For any queries or further discussions, feel free to reach out:

- Email: [chandan@itfutz.com]