**Website Structure for “LUM Data Academy”**

--Logo Image Attached (should be rounded 50%)—

**Domain name will be: lumdataacademy.org**

**Email 1: noreply@lumdataacademy.org**

**Email 2: info@lumdataacademy.org**

**Email 3: careers@lumdataacademy.org**

**1. Homepage (Landing Page)**

* Eye-catching **hero section**: academy logo, tagline - *“Equipping Africa with Future-Ready Data Skills”*, and a strong **Call-to-Action (CTA)** → *“Enrol Now”*.
* Highlight **current intake** (e.g., “September 2025 Intake Ongoing”).
* Brief overview of our mission & uniqueness.
* Testimonials or success stories.
* Quick links to courses and registration.

**2. About Us**

* Vision, mission, and values.
* Brief story of LUM Data Academy (your journey & credibility).
* Partners & collaborators (industry credibility).

**3. Courses & Programs**

* Each course should have its own page or section with:
  + Course title & overview.
  + Courses to be presented in pdf and downloaded formats
  + Duration & schedule (e.g., *8 weeks, online, evenings*).
  + Learning outcomes.
  + Tools/software taught (Python, Power BI, R, AI tools, etc.).
  + Fees, payment plans, and discounts.
  + “Apply Now” CTA button.

Suggested categories:

* **Beginner Courses** (Python for Data Analytics, Excel, Fundamentals of AI)
* **Intermediate Courses** (Data Science, Machine Learning, BI)
* **Advanced Programs** (Cloud + AI, Academic Writing, Agentic AI, etc.)
* **Among others to be added**
* **Masterclasses & Short Workshops**

**4. Admissions & Registration**

* Step-by-step guide on how to apply.
* Admission requirements (if any).
* Tuition & payment options (Mpesa, PayPal, Bank, Instalments). (to be added as we progress depending on how we can integrate the APIs)
* Online registration form.
* FAQ section (common concerns: certificates, online classes, requirements).

**5. Student Resources**

* Learning portal login.
* Timetable & schedules.
* E-library or recommended resources.
* FAQs for ongoing students.
* Student support (contacts for helpdesk).

**6. Blog / Insights (use latest CKEditor 5)**

* Articles on Data, AI, Tech Trends.
* Career guidance in data & tech fields.
* Updates on events, hackathons, webinars.
* SEO benefit → helps rank on Google.

**7. Testimonials & Alumni Success**

* Written & video testimonials.
* Stories of alumni who got jobs, internships, or projects.
* “Hire Our Graduates” link for companies.

**8. Events & Masterclasses**

* Announce upcoming events (Agentic AI Masterclass, hackathons, etc.).
* Past event highlights.
* Event registration forms.

**9. Contact Us**

David Joel - CEO & Co-founder (contacts - social media)

- Facebook: https://www.facebook.com/joel.oluoch.56

- WhatsApp: https://wa.me/254768998305

Website Social Media

- Facebook: https://www.facebook.com/LumDataAnalytica

- Instagram: https://www.instagram.com/lumdataanalytica

- TikTok: https://www.tiktok.com/lumdataanalytica

- WhatsApp: https://wa.me/254768998305 (It should also be a floating button at bottom right corner with z-index)

**10. Call-to-Action Throughout**

* Floating “Enroll Now” or “Register” button on all pages.
* Chatbot or WhatsApp integration for instant communication.

**Technical Recommendations**

* **Responsive design** (mobile-first).
* **SEO optimized** (keywords: Data Analytics in Kenya, AI courses Africa, Python training).
* **Payment integration** (Mpesa + international options).
* **Analytics tracking** (Google Analytics, Facebook Pixel).
* **Student Portal integration** for online classes + course material.

**11. PRIMARY and Important Considerations**

Colours for Website:

Primary colour: Dark Green → #045334

Background colour: #cccfd4

Other colours you can use:

-Light Blue/Cyan: #01bbe1

-Deep Green: #065536

-Red (Price colour): #dc2626

Font for website (install or import from Google Fonts):

Main: Linden Hill "https://fonts.google.com/specimen/Linden+Hill"

Font for codes: Fira Code "https://fonts.google.com/specimen/Fira+Code"

NOTE: All model fields that involves description/details and also blog fields; use the latest Django "CKEditor 5".

-- WE USE UK ENGLISH IN KENYA --