**AJNA THERAPIE PROJECT**

Déborah CRIADO is the business owner of the AJNA THERAPIE company.

She a therapist specialising in mediumship, yoga and coaching for personal development. She offers video and face to face sessions and she also sells jewelry appropriate for treatments.

She has recently started taking part in conferences and organizing group sessions.

Presently, she has a web site and several social networks to communicate. As she made her web site by herself, she realized there was a large difference between the traffic and the conversion ratio. Then, she asked me some help to create a more optimized and efficient new version.

The objective is to make a web site where visitors can access her online shop, make appointments and book for events.

I am going to focus 3 main points:

* The first one is to define an identity, it means to create a logo, an atmosphere for the web site that looks like her and allows an easier navigation.
* The second point is to make it possible to reserve the services online directly. Indeed, currently, visitors have to call for an appointment. Consequently, she misses out on lots of bookings when people visit the web site after opening hours.
* The last point is to develop a professional section. For example, coaching for managers or team spirit activities session.