**AJNA THERAPIE PROJECT**

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

She a therapist specialist in mediumship, yoga and coach for personnal development. She offers session in video, in person and she offers too a sales of jewellery appropriate for treatments.

For some time, she takes part at conferences and she organizes group sessions.

Presently, she has a web site and severale social network to communicate. As, she makes her web site by herself, she realized a large difference between the trafic and the conversion ratio. Then, she asked to me some help to create a new version more optimized and efficient.

The objectif is to make a web site where visitors can have access to her online shop, reserve an appointment for her services and book for her events.

I am going to work on 3 approches :

* The first one is to define an identity, it means to create a logo, an atmosphere for the web site that seems to her and outline the web site an easyer navigation.
* The second point is to offert the possibility to do a direct action to reserve the services. Currently, visitors have to call by phone to have an appointement. She loses lots off booking when people visite the web site after opening hours.
* The last point is to develop the activity for offert her services at professional. For exemple, coaching for manager or session of activities for team spirit.