**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.

**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.