

**Overview: BTRB is a professional body recently registered in Sri Lanka, with an immediate objective of creating awareness of its existence and establishing credibility.**

**The proposed website navigation and messaging aim to achieve the following goals:**

- **Clarity and User-Friendliness:** The navigation structure to be clear and intuitive, allowing visitors to find the information they need easily.
- **Targeted Messaging:** Messaging to be tailored to different visitor types (*Therapists, Donors, Caregivers, Government bodies, etc*) to resonate with their specific interests and needs. A clear distinction between certification applicants, practising therapists, and service seekers will be made to enhance user experience.
- **Value Proposition:** Website to clearly communicate BTRB's value proposition. A clear distinction between certification applicants, practicing therapists, and service seekers will be made to enhance user experience. It will emphasise evidence-based practices, high professional standards, and the importance of ethical certification.

### **Primary Navigation:**

**Recommended that the primary navigation be static/frozen throughout. This also allows the footer menu to be simplified.**

**Focus on Core Offerings:** The recommended primary navigation is designed to be intuitive and support the website's goal of establishing BTRB as the authoritative body in behaviour therapy. Tabs have been arranged strategically to facilitate clarity

- **Home:** Introduces BTRB's mission, vision, and impact.
- **About Us:** Establishes credibility by communicating BTRB's role, leadership, and ethics.
- **Certification:** Showcases available certifications, training programs, and professional development opportunities.
- **Training:** Highlights available trainings, awareness programs, and professional networking opportunities.
- **Donation Page:** Encourages contributions to support training and awareness programs.
- **Contact Us:** Provides ways to reach BTRB for inquiries and support.

A primary CTA to “**Apply for Certification**” will be prominently placed on the top right corner above the main navigation.

Additional Information Pages such as About Therapy, Resources (Blog), & Therapist Directory will be available on the footer for easy access, but without cluttering the main navigation.

## Messaging:

**Homepage Hero Section:** It's recommended that this prime location feature:

- Messaging showcasing BTRB's credibility and impact + Real visuals.
- A concise message emphasizing the importance of certification and evidence-based therapy.
- A clear CTA for visitors, whether they are therapists seeking certification, parents searching for professionals, or donors looking to contribute.
- **Targeted messaging:** Throughout the website, content will be tailored to resonate with different visitor types. This will be achieved through:
  - Using specific language and examples relevant to each audience's needs and challenges.
  - *Highlighting the benefits of certification, professional growth, and ethical credibility.*
  - *Emphasizing access to qualified professionals, ethical treatment, and evidence-based practices*
  - *Showcasing how BTRB supports policy development and professional regulation.*
  - *Highlight the need for funding to expand awareness and training programs.*

**Overall value proposition:** BTRB is the first professional body in Sri Lanka dedicated to ensuring that behaviour therapy follows ethical, scientific, and internationally recognized standards. The website will reinforce this by:

- Promoting a structured certification pathway for professionals.
- Establishing a trusted directory of qualified therapists.
- Providing educational resources for professionals, parents, and policymakers.
- Advocating for ethical and evidence-based behaviour therapy practices.

## **Key Benefits for Each User Type:**

- **Therapists & Analysts:** Professional growth, credibility, and networking opportunities.
- **Parents & Caregivers:** Access to ethical and qualified therapists for their children.
- **Government & Institutions:** A structured approach to regulating behaviour therapy standards.
- **Donors & Sponsors:** Contributing to a cause that ensures ethical and impactful therapy services.

This strategic website navigation and messaging plan will ensure that BTRB achieves its goals of awareness, credibility, and impact in Sri Lanka's behaviour therapy sector.

| No | Page  | Role or Function/What to Include  |
|----|---|---|
| 1  | <b>Home Page (First Impression &amp; Credibility)</b> | <p><b>Role:</b> Welcome/Direct Visitors</p> <p><b>What to include:</b></p> <ul style="list-style-type: none"><li>● Clear, compelling headline reinforcing BTRB's authority as a regulatory body.</li><li>● Brief introduction to BTRB's mission and impact.</li><li>● Calls to action: "Join BTRB Today" &amp; "Find a Certified Therapist."</li><li>● Testimonials from professionals and beneficiaries.</li><li>● Quick access to key pages (Certification, Directory, Donate).</li></ul> <p><b>Optimise for:</b></p> <ul style="list-style-type: none"><li>● First-time visitors: Introduce them to BTRB's purpose and credibility.</li><li>● Returning visitors: Provide easy access to certifications, resources, and therapist search.</li><li>● Users with specific goals: Guide them to relevant sections such as certification, workshops, or the therapist directory.</li></ul> |

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| 2 | <b>About Us</b>           | <p><b>Role:</b> Build Trust/Connect</p> <p><b>What to include:</b></p> <ul style="list-style-type: none"> <li>• <b>Mission &amp; Vision</b> – Why BTRB exists and what it aims to achieve.</li> <li>• <b>Board Members &amp; Leadership</b> – Showcase credentials and expertise.</li> <li>• <b>Governance &amp; Ethics</b> – Highlight BTRB's commitment to professional integrity.</li> </ul> <p><b>Optimise for:</b> All visitors seeking credibility and background information on BTRB.</p>                      |
| 3 | <b>Get Certified</b>      | <p><b>Role:</b> Encourage therapists and professionals to become certified members.</p> <p><b>What to include:</b></p> <ul style="list-style-type: none"> <li>• <b>Why Join?</b> – Benefits of being certified and affiliated with BTRB.</li> <li>• <b>Certification &amp; Training</b> – Overview of qualifications and process.</li> <li>• <b>Application Process</b> – Clear steps on how to become certified.</li> </ul> <p><b>Optimise for:</b> Therapists/qualified professionals looking to get certified.</p> |
| 4 | <b>Trainings/Programs</b> | <p><b>Role:</b> Showcase BTRB's training, and professional development programs.</p> <p><b>What to include:</b></p> <ul style="list-style-type: none"> <li>• Overview of training, certification, and ongoing education.</li> <li>• Ethical compliance and professional development.</li> <li>• Partnerships with institutions and government bodies.</li> </ul>  |

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|          |               | <b>Optimise for:</b> Behaviour therapists, trainees, and professionals/organisations seeking continuing education.   |
| <b>5</b> | <b>Donate</b> | <p>Role: Encourage funding, sponsorship, and partnerships.</p> <p>What to Include:</p> <ul style="list-style-type: none"> <li>• The Impact of Behavior Therapy and the need to create awareness + Need for funding</li> <li>• Options for Donations, Volunteering &amp; Corporate Sponsorships.</li> <li>• Transparency on How Funds Are Used.</li> </ul> <p><b>Optimise for:</b> Donors</p> |