

# Landing Page Development Documentation: "OET Preparation for Healthcare Professionals"

## 1. Introduction

This document provides a detailed explanation of the design choices, technologies used, and integration of a new landing page for the course "OET Preparation for Healthcare Professionals." The page is built to align with the branding and design aesthetic of [www.promedicalenglish.com](http://www.promedicalenglish.com) while enhancing user experience (UX) and supporting the conversion funnel through strategic call-to-action (CTA) placements.

## 2. Design Choices

### 2.1 Aesthetic Alignment

The landing page maintains consistency with the existing website's design by adopting the same color palette, typography, and layout structure:

- **Typography:** The landing page uses the same font family and sizes to maintain brand consistency.
- **Color Scheme:** Existing brand colors are utilized to enhance visual coherence, with contrasting colors employed for buttons and key elements to draw attention.
- **Imagery:** Healthcare-related visuals and icons are chosen to reinforce the course's target audience.

### 2.2 Layout Design

The layout follows a clean, structured format, guiding users intuitively through the page with clear sections:

- **Header with CTA:** A bold, visually striking header containing the course title and a clear "Enroll Now" button designed to capture immediate attention.
- **Course Key Features:** A section detailing the main benefits and features of the course with concise bullet points and corresponding icons.
- **Timeline/Module Breakdown:** A visually appealing timeline that breaks down the course structure into easy-to-digest segments, allowing users to understand the course progression at a glance.
- **Testimonials:** Featuring real or hypothetical student feedback in a card layout, with student names and profile images to add authenticity.
- **FAQ Section:** An accordion design is used for FAQs, allowing users to expand and collapse answers to maintain a clean, uncluttered look.
- **Footer:** A footer that integrates with the website's existing footer structure, providing links to other website sections, contact information, and a CTA for inquiries.

## 3. Technologies Used

### 3.1 HTML5 & CSS3

- **HTML5** was utilized for semantic structure, ensuring that content is presented clearly for both users and search engines.
- **CSS3** (with Flexbox and Grid layout) was implemented to create a responsive, modern design that adapts seamlessly to different screen sizes (mobile, tablet, desktop).

### 3.2 JavaScript (Vanilla)

- **JavaScript** was used for interactive elements, such as expanding/collapsing FAQs and handling form validation for the sign-up CTAs.

### 3.3 Bootstrap Framework

- **Bootstrap 5** was leveraged to ensure mobile-first responsiveness, reducing the amount of custom code needed for responsiveness and speeding up the development process.

### 3.4 Figma/Adobe XD

- **Figma/Adobe XD** was employed for the initial wireframe and prototype designs, ensuring that the visual elements and layouts were refined before implementation in code.

## 4. User Experience (UX) Focus

### 4.1 Conversion-Oriented Design

- **Strategic CTA Placement:** Two CTAs were placed: one in the header section (primary) and another in the mid-page (secondary) after the course module breakdown. Both buttons lead directly to the course registration form.
- **Funnel Optimization:** The design emphasizes the user journey from understanding the course benefits (section two) to visualizing the learning process (module breakdown), which builds confidence before presenting the final registration call.

### 4.2 Mobile-First Approach

- The design is optimized for mobile devices to cater to the majority of users. Interactive elements, such as the FAQ accordion, are touch-friendly, ensuring ease of use on smaller screens.

## 5. Integration and Compatibility

### 5.1 CMS Compatibility

The website [www.promedicalenglish.com](http://www.promedicalenglish.com) runs on a Content Management System (CMS). The landing page was designed with the following CMS considerations in mind:

- **Modular Approach:** The page components (header, key features, testimonials, FAQ, etc.) are designed as modular blocks. This approach allows for easy integration into any existing CMS or custom-built platform by enabling flexible use and re-arrangement of individual sections without affecting the overall design or functionality.
- **CSS and JS Integration:** Custom CSS and JavaScript are externalized, enabling easy integration with the site's existing CSS and JS files without causing conflicts.

### 5.2 Suggestions for Seamless Integration.

- **Custom Framework:** If the site is built on a custom framework, the HTML, CSS, and JavaScript files can be directly added to the project directory, with necessary links to style sheets and scripts in the existing head section of the website's layout file.

## 6. Conclusion

This landing page for the "OET Preparation for Healthcare Professionals" course aligns with the branding and aesthetic of [www.promedicalenglish.com](http://www.promedicalenglish.com) while providing an enhanced user experience. With responsive design, strategic CTA placement, and smooth integration with the current CMS, this landing page is geared towards maximizing conversions and offering an intuitive user journey.