Here's a breakdown of what should be editable in the admin panel. These sections will allow us to easily manage our content without touching code.

Homepage

- **Hero Section** – Title, intro text, background image or video, and call-to-action button (text + link)
- **Intro Section** – Heading and paragraph
- **Feature Grid** – A set of repeating boxes (e.g. services or offerings) with:
    - Icon or image
    - Title
    - Description
- **Proudly Owned Section** – Add or edit event logo/image and statistical info & descriptions
- **Partners & Sponsors** – Add or remove logos

All sections should be flexible, allowing us to re-order, add, or remove content blocks.

Team Page

- Page title/intro title and description
- Main bio or intro content (rich text, with formatting)
- Optional image or video
- Team section:
    - Add multiple team members, each with name, role, image

Case Studies / Work Pages (I can't see an example of these pages yet so please let me know if this is possible?)

These will be managed through a custom section in the admin (called a "Custom Post Type") so that new case studies can be added anytime.

- Title
- Optional tag or category (e.g. Branding, Web, etc.)
- Featured image
- Project overview text (rich format)
- List of roles or services delivered (e.g. Art Direction, UX Design)
- Optional image gallery
- Optional video embed (e.g. YouTube or Vimeo link)
- Optional external project link
- Option to link to related case studies

Contact Page

- Page title and optional subtitle
- Editable contact info: email, phone, address
- Contact form (embedded via shortcode or visual block)
- Map (can be an image or Google Maps embed)

Navigation & Footer

- Menu items editable via WordPress menu system or flexible content blocks
- Footer fields:
  - Logo
  - Contact info (email, phone, address)
  - Social links (Facebook, Instagram, etc.)
  - Optional newsletter call-to-action (text + link)

Global Site Settings (Optional but Helpful)

Accessible from a single admin settings page:

- Site logo and favicon
- SEO defaults: title, description, and image for social sharing
- Default contact details
- Social media links

Summary

We want WordPress to function as a clean and easy-to-use content manager for every section of the site. The goal is that once the site is live, the client can:

- Add, remove or update content on any page
- Create new case studies or projects
- Update their contact info or social links
- Control visual and written content without needing a developer