

Website Scope of Work - Page-by-Page Breakdown

Homepage

- Hero Banner: Personalized welcome, Anoop's vision, hooks (reverse diabetes, free consult) and vibrant visuals.
- Who is Anoop Gupta Section: Strong brand story, credentials, mission; CTA for About/Profile and Free Discovery Call.
- Diabetes Reversal Highlights: Clear bullet points on what sets Anoop apart (e.g., real, sustainable lifestyle change, clinical results).
- Book Your Free Workshop/Consultation: Prominent slot booking widget (can book for online, retreat, or call).
- Success Metrics: Live stats (patients reversed, meds discontinued, testimonials, case studies).
- Services Strip: Quick-link icons for Consultations, Programs, Workshops, Diet, Mental Wellness, Educational Content.
- Programs Showcase: Cards for Diabetes Reversal Program, Retreats, Workshops; click-through for details or instant registration.
- Patient Success Stories & Video Testimonials: Raw case studies, improvement stats, short before/after videos; dynamic carousel.
- Diet Plan Previews: Featured sample plans, nutrition value cards, link to download or explore more.
- Featured Educational Videos: Scrollable embedded YouTube gallery sorted by topic.
- Upcoming Workshops Calendar: Dynamic dates, details; quick sign-up; slot availability.
- Lead Magnet CTA: Newsletter, free e-book, health score assessment.
- Media Mentions / Awards Bar: Press, influencer shout-outs, badges (optional for credibility).
- Gallery & Event Snapshots: Photo/video grid from prior workshops, retreats, events; lightbox play.
- Scrolling Marquee: Recent patient outcomes, workshop reviews, book launches.
- FAQ Preview: Top trending queries, quick answers (link to full FAQs).
- Blog Highlights: 2–3 featured posts with titles and images.
- Footer: Socials, contact, newsletter subscribe, WhatsApp integration, policy links.

About Us

- Anoop's Profile: Credentials, journey, philosophy.
- Mission & Values: Vision for diabetes reversal and holistic health.
- Timeline / Story: Evolution of Anoop's coaching and Diabefreelife.
- Media Mentions: Awards, articles, recognitions.
- Team Bios: Dietitians, coaches, mental health experts.
- Patient Quotes: Key testimonials; video introductions.
- Call to Action: Join the movement, book a consult, meet the team.

Services

- Consulting Streams: Diabetes / Mental Wellness / Nutrition / Retreat.
- One-to-One Bookings: Integrated instant slot booking with calendar sync.
- Consultation Overview: Outcomes, process, frequently asked questions.
- Pricing Cards: Tiered packages, EMI info, promo offers.
- FAQ Section: Service-related queries.
- Service Success Stories: Tailored testimonials for each offering.
- CTA: "Book A Session," "Get Your Health Score."

Programs (with Rich Subpages)

- Diabetes Reversal Program
 - The science of reversal, step-by-step process, measurable results (HbA1c reductions, offmedication ratios).
 - Success stories gallery, downloadable case reports.
 - Embedded clinical research and publications.
 - Journey infographic.
 - Promo video and intro webinar.
 - Registration CTA, FAQ.

Physical Retreat

- Location, schedule, daily activities.
- Retreat team bios, patient reviews.
- Registration and payment flexibility.
- FAQs, packing guide, photo gallery, transport details.

Workshops

- Upcoming events, topics, speaker details.
- Slot availability, price, WhatsApp reminders.
- Recordings of past workshops (if available).
- Payment integration for instant booking.
- FAQ and testimonials.

Diet Plans

- Sample meal plans (Beginner, Advanced, Diabetic-Friendly, PCOS), printable/downloadable PDFs.
- Dietitian bios and video intros.
- Nutritional science explained (infographics, case stats).
- Patient transformation images.
- CTA: Consult a Dietitian; Request Custom Plan.

Educational Videos

- Categorized video grid—diabetes reversal, nutrition, mental wellness, exercise tutorials.
- Playlists and search filter.
- Video testimonials.
- User-submitted questions (video answers).
- CTA: Subscribe to YouTube, Request a topic.

Career

- Open positions, volunteering, internship opportunities, job descriptions.
- Employee/volunteer video testimonials.
- Application form (dynamic).
- Life at Diabefreelife section: Values, culture, perks.
- CTA: Apply Now, Refer a Friend.

Blogs

- Featured, trending, and latest posts.
- Search and category filter.
- Comments, likes, share buttons.
- Author bios.
- CTA: Write for Us, Subscribe to Blog.

Dynamic Features Across Website

- Dynamic banners, marquees, testimonials, photo/video galleries, FAQs, and all main content.
- Latest workshop/events section, lead magnets, instant WhatsApp chat and email updates.

User Features

- Login/Registration: Social sign-on, OTP/email verification.
- User Dashboard: My Consultations, Programs joined, Bookings, Payment history, Profile,

Progress stats.

- Book Consultations/Workshops: Calendar, slot booking, payment gateway.
- Educational Resource Library: Save, share, recommend features.
- Real-time WhatsApp & email updates for consults, reminders.

Admin Panel Features

- Full content management (home, programs, workshops, blogs, career pages content images, banners, carousel, gallery, testimonials, workshops, events,).
- Video upload/embedding (YouTube links, local uploads).

- Dynamic FAQ management.
- Workshop and event calendar management.
- User management & analytics dashboard (leads, appointments, conversions, stats).
- Notification engine (WhatsApp, email, SMS).
- Payment records, slot management, refund handling.
- Data export, reporting, CRM integration.
- All APIs, settings, and integrations manageable in admin.

Conversion and Engagement CTAs

- Everywhere: Free consultation, instant WhatsApp support, “Tell Me More,” book appointment, join retreat/workshop.
- Prominent: Newsletter, downloadable guides, personalized journey assessment.