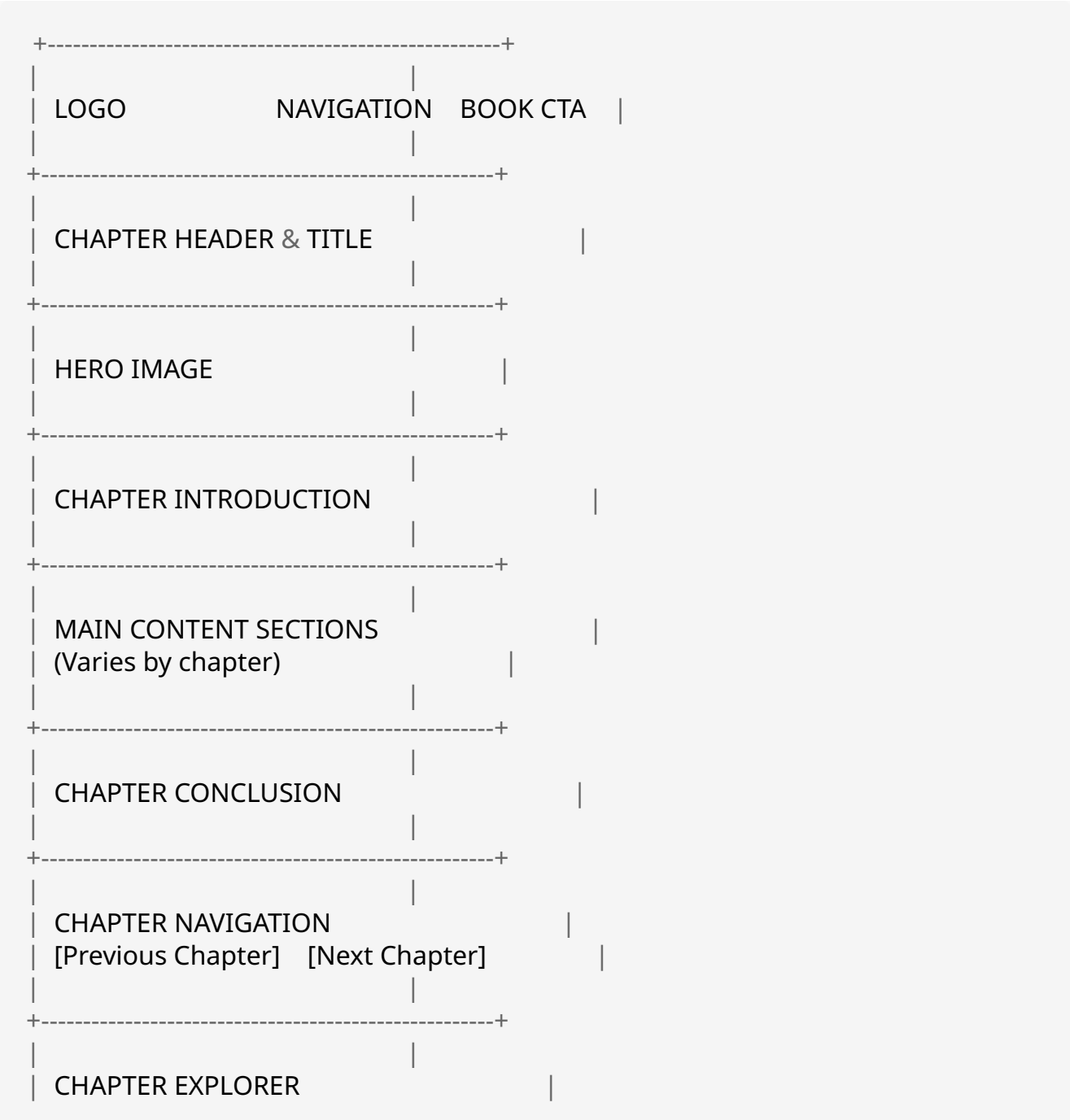


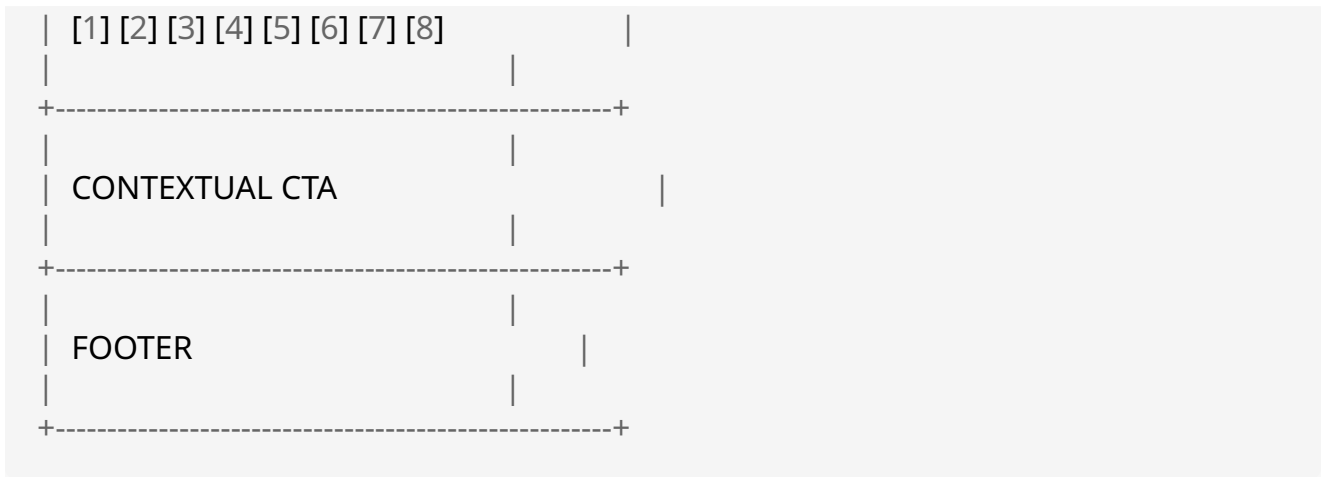
Epic Smiles Website: Key Page Layouts and Content Placement

This document outlines the key page layouts and content placement for all eight chapters of the Epic Smiles website, ensuring consistency with the pocket book metaphor while accommodating chapter-specific content needs.

Global Layout Structure

All pages will follow this consistent layout structure:





Responsive Behavior

The layout will adapt to different screen sizes as follows:

Desktop (1200px+)

- Two-column layout for some content sections
- Chapter explorer displayed horizontally
- Navigation displayed in full

Tablet (768px - 1199px)

- Primarily single-column layout with occasional two-column sections
- Chapter explorer displayed horizontally
- Condensed navigation menu

Mobile (320px - 767px)

- Single-column layout throughout
- Chapter explorer displayed as scrollable row
- Hamburger menu for navigation
- Fixed "Book Appointment" button

Chapter-Specific Layouts

Chapter 1: Welcome to Epic Smiles

- Hero Section:** - Full-width warm, inviting image - Overlay text: "Welcome to Epic Smiles"
- Subtitle: Brief welcome message

Content Sections: 1. **Welcome Introduction** - Single-column text block - 2-3 concise paragraphs

1. **Pocket Book Explanation**

2. Visual representation of the pocket book concept

3. Brief explanation text

4. **Patient Pathways Introduction**

5. Two-column layout on desktop

6. Left: "Single Problem Visit" with icon

7. Right: "Comprehensive Examination" with icon

8. Single column stacked on mobile

Contextual CTA: - "Explore More" primary button - "Book Your Visit" secondary button

Chapter 2: Our Philosophy

Hero Section: - Image of Dr. Lima with patient in conversation - Overlay text: "We Exist for a Reason" - Subtitle: "The Heartbeat of Epic Smiles"

Content Sections: 1. **Philosophy Introduction** - Single-column text block - 2-3 concise paragraphs

1. **Core Principles**

2. Three principle blocks

3. Each with icon, title, and description

4. Stacked vertically on all devices

5. Numbered: 01, 02, 03

6. **Our Inspiration**

7. Single-column text block

8. Reference to Dr. Lima's influences

9. Connection to practice values

Contextual CTA: - "Discover Your Dental Experience" button - Links to Chapter 3

Chapter 3: Your Dental Experience

Hero Section: - Image showing patient consultation - Overlay text: "Your Dental Experience" - Subtitle: "Two Paths, One Destination"

Content Sections: 1. **Experience Introduction** - Single-column text block - Brief explanation of pathways concept

1. **Single Problem Visit**

2. Icon and title

3. What to expect

4. Ideal for whom

5. Timeframe (30 minutes)

6. Visual timeline element

7. **Comprehensive Examination**

8. Icon and title

9. What to expect

10. Ideal for whom

11. Process overview

12. Visual timeline element

13. **Choosing Your Path**

14. Comparison points

15. Decision guidance

16. Next steps

Contextual CTA: - "Book Your Visit" primary button - "Explore Our Care Options" secondary button (links to Chapter 4)

Chapter 4: Specialized Care

Hero Section: - Subtle before/after smile transformation - Overlay text: "Specialized Care" - Subtitle: "Solutions for Every Smile"

Content Sections: 1. **Care Introduction** - Single-column text block - Emphasis on tailored solutions

1. **Service Categories**

2. Grid layout (3 columns on desktop, 2 on tablet, 1 on mobile)

3. Each service with icon, title, brief description

4. Categories:

- Preventive Care
- Restorative Solutions

- Cosmetic Treatments
- Bite Correction
- TMJ Therapy
- Sleep Apnea Solutions

5. **Technology & Techniques**

6. Single-column text with supporting images

7. Brief overview of technology

8. **Finding Your Solution**

9. Guidance on next steps

10. Connection to consultation options

Contextual CTA: - "See Real Patient Transformations" button (links to Chapter 5) - "Schedule Your Consultation" secondary button

Chapter 5: Patient Stories

Hero Section: - Collage of patient smiles - Overlay text: "Patient Stories" - Subtitle: "Real Transformations, Real Lives"

Content Sections: 1. **Stories Introduction** - Single-column text block - Introduction to the stories section

1. **Patient Story Blocks**

2. 3-4 patient stories

3. Each story includes:

- Before/after images (interactive slider on desktop)
- Patient quote
- Brief narrative
- Solution provided
- Impact on life

4. Full width, stacked vertically

5. Optional: Video testimonial with transcript

6. **Common Themes**

7. Highlighted quotes or takeaways

8. Connection to practice philosophy

Contextual CTA: - "Begin Your Smile Transformation" primary button - "Learn About Our Approach to Ongoing Care" secondary button (links to Chapter 6)

Chapter 6: Hygiene Partnership

Hero Section: - Warm image of hygiene appointment - Overlay text: "Hygiene Partnership" - Subtitle: "The Foundation of Lasting Health"

Content Sections: 1. **Partnership Introduction** - Single-column text block - Explanation of hygiene as partnership

1. **Benefits of Professional Care**

2. Icon-based grid layout

3. Each benefit with icon and brief description

4. 3 columns on desktop, 2 on tablet, 1 on mobile

5. **The Epic Smiles Hygiene Experience**

6. What makes it different

7. What to expect

8. Supporting image

9. **Home Care Support**

10. Tips and guidance

11. Visual guides

12. Connection to professional care

13. **Oral-Systemic Health**

14. Simple diagram showing connection

15. Brief explanation

Contextual CTA: - "Schedule Your Hygiene Visit" primary button - "Meet Our Team" secondary button (links to Chapter 7)

Chapter 7: Meet the Team

Hero Section: - Team group photo - Overlay text: "Meet the Team" - Subtitle: "The People Behind Your Care"

Content Sections: 1. **Team Introduction** - Single-column text block - Introduction to team approach

1. **Dr. Lima Profile**

- 2. Featured profile with larger image
- 3. Professional background
- 4. Philosophy and approach
- 5. Personal interests

6. Full width

7. **Team Member Profiles**

- 8. Grid layout (3 columns on desktop, 2 on tablet, 1 on mobile)

9. Each profile includes:

- Professional photo
- Name and role
- Brief professional background
- Personal touch

- 10. Consistent sizing and layout

11. **Team Values**

- 12. Single-column text block
- 13. Shared commitment statement

Contextual CTA: - "Connect With Our Team" primary button (links to Chapter 8) - "Book Your Visit" secondary button

Chapter 8: Connect With Us

Hero Section: - Welcoming office exterior/interior image - Overlay text: "Connect With Us" - Subtitle: "We're Ready to Welcome You"

Content Sections: 1. **Connection Introduction** - Single-column text block - Invitation to connect

1. **Contact Information**

- 2. Two-column layout on desktop
- 3. Left: Contact details (phone, email, address, hours)
- 4. Right: Interactive map
- 5. Single column stacked on mobile

6. **Appointment Request**

- 7. Simple, user-friendly form
- 8. Clear fields and submission button
- 9. Privacy statement

10. **What to Expect**

- 11. Brief explanation of next steps after contact
- 12. Timeframe for response

13. **Emergency Information**

- 14. Highlighted box with emergency contact details
- 15. Clear instructions

16. **Additional Connection Points**

- 17. Social media links with icons
- 18. Newsletter signup (optional)

Contextual CTA: - "Book Your Visit Now" primary button - "Return to Homepage" secondary button (links to Chapter 1)

Content Placement Best Practices

1. **Visual Hierarchy**

- 2. Most important content appears first
- 3. Headings and subheadings clearly distinguish sections
- 4. White space used strategically to separate content blocks

5. **Content Chunking**

- 6. Information divided into digestible sections
- 7. No text blocks longer than 3-5 sentences
- 8. Bullet points used for lists where appropriate

9. **Visual Support**

- 10. Every major concept supported by visual element
- 11. Images placed adjacent to related text

- 12. Icons used consistently to represent key concepts
- 13. **Call-to-Action Placement**
- 14. Primary CTA appears prominently at bottom of page
- 15. Secondary CTAs integrated within relevant content sections
- 16. Book appointment button persistent in header
- 17. **Mobile Considerations**
- 18. Touch targets minimum 44x44 pixels
- 19. Critical content appears before scroll on mobile
- 20. Forms and interactive elements optimized for touch

Accessibility Layout Considerations

- 1. **Heading Structure**
- 2. Proper H1, H2, H3 hierarchy maintained
- 3. No skipped heading levels
- 4. Headings descriptive of content they introduce
- 5. **Content Spacing**
- 6. Generous line height (1.5x minimum)
- 7. Paragraph spacing for readability
- 8. Adequate contrast between text and background
- 9. **Form Layout**
- 10. Labels positioned above input fields
- 11. Error messages clearly associated with fields
- 12. Focus states highly visible
- 13. **Image Integration**
- 14. Images never contain critical text information
- 15. All images have proper alt text
- 16. Decorative images marked appropriately
- 17. **Navigation Accessibility**
- 18. Skip-to-content link at page top

19. Keyboard focus indicators clearly visible
20. Logical tab order through page elements

Implementation Notes

1. **Component-Based Approach**

2. Layouts built from reusable components
3. Consistent spacing and sizing throughout
4. Global style definitions for common elements

5. **Content Management Considerations**

6. Templates allow for content updates without breaking layout
7. Image aspect ratios and sizes standardized
8. Character limits for headings and descriptions

9. **Performance Optimization**

10. Critical CSS inlined for above-the-fold content
11. Images lazy-loaded when below the fold
12. Responsive images with appropriate srcset attributes