

**Goal:** The website intends to help prospects and customers plan their dream vacation to Italy. Whether an end-to-end luxury customized tour, a perfect day tour or museum tickets, or even an Italophile looking to learn more about Italy travel, we are here to help.

**Task:** Revamp our old site, which has 500 pages, to make it more mobile-friendly and easier to use. We want to ensure the changes improve our SEO without harming our current rankings. Additionally, we plan to switch from Keap to Go HighLevel as our CRM and transfer everything we have from Keap. Below are the following standards we will adhere to:

- **Primary CTA: Top Class Lead Gen for Customized or Escorted Tours**
- **Secondary CTA: Grow Newsletter List**
- **Third CTA: Linking Prospects to New Content or Affiliate Travel Options**
- **Migration from Keap to Go High Level**

### **Additional Requirements**

- Mobile First
- Anyone with or without knowledge of WordPress can easily add and change content.
- Has to have a clear next best actions on every page
- Users can easily navigate page to page
- Loading speed should be very fast
- Stick to the brand guidelines
- Used money and long tail keywords properly
- Always create content that will answer the FAQ of travelers in Italy
- Prospect and customer experience ALWAYS COMES FIRST
- Drive a high conversion experience for all users
- Migrate a max of 300 pages or blogs.

### **Wireframes**

1. Homepage
2. Inner Page
3. Blog Landing Page
4. Blog Pages
5. Escorted Tour Landing Page
6. Escorted Tour Page
7. Lead Capture Pages (Quick Contact, Custom, Honeymoon, Group). All forms will have the same questions we should just capture which page is coming from.
8. Email Capture Pages (Italy Vacation Check List, Winter, Spring, Summer). All forms will have the same questions we should just capture which page is coming from.

### **Homepage Mock Up Layout**

#### **Header**

Logo | Phone Number | Email | Social

## **Navigation Menu**

Home | Customized Tour | Travel Guide | Blog | About | Contact

## **Banner**

- Video or Picture
- One liner (Experience Italy Like Never Before)
- Create an advanced search bar with text like ‘Destinations and timeframes’

## **Customized Tour CTA**

Start Planning Your Dream Vacation Today - Book Your Free Consultation

## **Choose An Experience**

- Escorted Tours
- Honeymoon
- Group Travel
- Solo Traveler
- Attraction Tickets (Tickets)
- Day Tours (Get Your Guide)

## **About Section**

Include a video of Dominic discussing why he founded Tour Italy Now (TIN). When users click the video, it should automatically pop up and play.

## **Reviews**

Client Testimonials with Pictures (That always change)

## **Social Section**

Social Banner with Handles & Follower Count

## **Footer**

Include content in the current footer

We'll make sure Reviews in the footer