# ENNU WordPress Website - Comprehensive Sitemap

## Site Structure Overview

This comprehensive sitemap integrates all insights from our analysis including:

* Current ENNU.co structure (65+ pages)
* 25Again.com content consolidation
* Lead magnet strategy implementation
* Technology integration requirements
* Patient journey optimization
* Brand consolidation strategy

## 🏠 **HOMEPAGE**

**URL:** / **Purpose:** Primary entry point with comprehensive service overview **Key Features:**

* 90-second explainer video (hero section)
* Service category quick access
* Patient testimonial video showcase
* Immediate booking CTAs with speed-to-lead
* Membership benefits highlight
* Location-specific information

## 🏥 **HEALTH & HORMONE SERVICES**

### **Main Category Page**

**URL:** /health-services/ **Purpose:** Comprehensive health and hormone optimization overview

### **Hormone Optimization**

* **URL:** /hormone-optimization/
* **Subpages:**
  + /hormone-optimization/testosterone-replacement-therapy/ (TRT)
  + /hormone-optimization/hormone-replacement-therapy/ (HRT)
  + /hormone-optimization/menopause-management/
  + /hormone-optimization/thyroid-optimization/
  + /hormone-optimization/dhea-therapy/
  + /hormone-optimization/vitamin-d3-optimization/
  + /hormone-optimization/magnesium-supplementation/
  + /hormone-optimization/melatonin-therapy/

### **Age Management & Longevity**

* **URL:** /age-management/
* **Subpages:**
  + /age-management/precision-medicine/
  + /age-management/autoimmune-support/
  + /age-management/inflammation-management/
  + /age-management/disease-prevention/
  + /age-management/energy-optimization/
  + /age-management/sleep-optimization/
  + /age-management/mental-health-support/

### **Concierge Medical Care**

* **URL:** /concierge-medical-care/
* **Subpages:**
  + /concierge-medical-care/primary-care/
  + /concierge-medical-care/urgent-care/
  + /concierge-medical-care/preventive-care/
  + /concierge-medical-care/chronic-disease-management/
  + /concierge-medical-care/executive-physicals/

### **Sexual Health**

* **URL:** /sexual-health/
* **Subpages:**
  + /sexual-health/libido-enhancement/
  + /sexual-health/performance-optimization/
  + /sexual-health/hormone-therapy/
  + /sexual-health/men/
  + /sexual-health/women/

### **Joint Pain Management**

* **URL:** /joint-pain-management/
* **Subpages:**
  + /joint-pain-management/pain-relief-treatments/
  + /joint-pain-management/compounded-medications/
  + /joint-pain-management/injection-therapy/

## 💉 **AESTHETICS & SKINCARE**

### **Main Category Page**

**URL:** /aesthetics/ **Purpose:** Comprehensive aesthetic services overview

### **Injectable Treatments**

* **URL:** /aesthetics/injectables/
* **Subpages:**
  + /aesthetics/injectables/neurotoxins/
    - /aesthetics/injectables/neurotoxins/botox/
    - /aesthetics/injectables/neurotoxins/dysport/
    - /aesthetics/injectables/neurotoxins/jeuveau/
    - /aesthetics/injectables/neurotoxins/xeomin/
  + /aesthetics/injectables/dermal-fillers/
  + /aesthetics/injectables/kybella/

### **Advanced Facial Treatments**

* **URL:** /aesthetics/facial-treatments/
* **Subpages:**
  + /aesthetics/facial-treatments/hydrafacial/
  + /aesthetics/facial-treatments/medical-facials/
  + /aesthetics/facial-treatments/chemical-peels/
    - /aesthetics/facial-treatments/chemical-peels/perfect-derma-peel/
  + /aesthetics/facial-treatments/dermaplaning/

### **Microneedling & RF Treatments**

* **URL:** /aesthetics/microneedling/
* **Subpages:**
  + /aesthetics/microneedling/traditional-microneedling/
  + /aesthetics/microneedling/rf-microneedling/
  + /aesthetics/microneedling/prp-microneedling/

### **PRP Treatments**

* **URL:** /aesthetics/prp-treatments/
* **Subpages:**
  + /aesthetics/prp-treatments/prp-facials/
  + /aesthetics/prp-treatments/prp-injections/
  + /aesthetics/prp-treatments/prp-microneedling/

### **Skincare Products**

* **URL:** /aesthetics/skincare-products/
* **Subpages:**
  + /aesthetics/skincare-products/medical-grade/
  + /aesthetics/skincare-products/cleansers/
  + /aesthetics/skincare-products/serums/
  + /aesthetics/skincare-products/moisturizers/
  + /aesthetics/skincare-products/sunscreens/
  + /aesthetics/skincare-products/retinols/

## ⚖️ **WEIGHT LOSS PROGRAMS**

### **Main Category Page**

**URL:** /weight-loss/ **Purpose:** Comprehensive medical weight loss overview

### **Program Options**

* **URL:** /weight-loss/programs/
* **Subpages:**
  + /weight-loss/programs/medical-weight-loss/
  + /weight-loss/programs/tirzepatide/
  + /weight-loss/programs/digital-programs/
  + /weight-loss/programs/nutrition-counseling/
  + /weight-loss/programs/lifestyle-coaching/

### **Medications & Treatments**

* **URL:** /weight-loss/medications/
* **Subpages:**
  + /weight-loss/medications/tirzepatide/
  + /weight-loss/medications/semaglutide/
  + /weight-loss/medications/compounded-options/

## 💻 **TELEHEALTH SERVICES**

### **Main Category Page**

**URL:** /telehealth/ **Purpose:** Comprehensive telehealth services overview (fixes landing page misalignment)

### **Service Options**

* **URL:** /telehealth/services/
* **Subpages:**
  + /telehealth/services/hormone-optimization/
  + /telehealth/services/weight-loss/
  + /telehealth/services/primary-care/
  + /telehealth/services/follow-up-care/
  + /telehealth/services/consultation/

### **Getting Started**

* **URL:** /telehealth/getting-started/
* **Subpages:**
  + /telehealth/getting-started/technology-requirements/
  + /telehealth/getting-started/setup-guide/
  + /telehealth/getting-started/first-appointment/
  + /telehealth/getting-started/insurance-coverage/

### **Telehealth-Specific Landing Pages**

* **URL:** /telehealth/appointment/ (current telehealth-appointment.html)
* **URL:** /telehealth/membership/ (current telehealth-membership.html)
* **URL:** /telehealth/continuing-patients/ (current telehealth-continuing-appointment-former-patients.html)

## 🧲 **LEAD MAGNETS & ASSESSMENTS**

### **Health Optimization Assessment**

**URL:** /health-assessment/ **Purpose:** Comprehensive health evaluation tool (consolidates 25Again.com survey) **Features:**

* Interactive questionnaire
* Personalized results
* Treatment recommendations
* Consultation booking integration

### **Aesthetic Treatment Planning Guide**

**URL:** /aesthetic-planning-guide/ **Purpose:** Interactive treatment selection tool **Features:**

* Skin analysis questionnaire
* Treatment recommendations
* Before/after galleries
* Consultation scheduling

### **Weight Loss Program Comparison**

**URL:** /weight-loss-comparison/ **Purpose:** Personalized program recommendations **Features:**

* Goal and lifestyle assessment
* Program comparisons
* Success story integration
* Consultation booking

### **Telehealth Readiness Assessment**

**URL:** /telehealth-assessment/ **Purpose:** Telehealth suitability evaluation **Features:**

* Technology requirements check
* Geographic eligibility
* Service recommendations
* Setup guidance

### **Hormone Optimization Quiz**

**URL:** /hormone-quiz/ (enhanced version of current quiz.html) **Purpose:** Hormone deficiency screening tool

## 👥 **ABOUT & TEAM**

### **About ENNU**

* **URL:** /about/
* **Subpages:**
  + /about/our-story/
  + /about/mission-values/
  + /about/why-choose-ennu/
  + /about/credentials-certifications/

### **Our Team**

* **URL:** /team/
* **Subpages:**
  + /team/providers/
  + /team/medical-staff/
  + /team/aesthetic-specialists/
  + /team/support-staff/

### **Individual Provider Pages**

* **URL:** /team/[provider-name]/
* **Purpose:** Individual provider profiles and credentials

## 📍 **LOCATIONS & SERVICES**

### **Locations Overview**

**URL:** /locations/ **Purpose:** Multi-location information and services

### **Individual Location Pages**

* **URL:** /locations/springhurst/
* **URL:** /locations/crestview-hills/
* **URL:** /locations/lexington/
* **URL:** /locations/new-albany/
* **URL:** /locations/fern-creek/

### **Location-Specific Service Pages**

* **URL:** /locations/springhurst/aesthetics/ (current aesthetics-springhurst.html)
* **URL:** /locations/new-albany/skinpen-events/ (current newalbany-skinpen-event.html)
* **URL:** /locations/fern-creek/grand-opening/

## 🏥 **MEMBERSHIP & PRICING**

### **Membership Overview**

**URL:** /membership/ **Purpose:** Comprehensive membership information (consolidates Senior/Junior from 25Again.com)

### **Membership Types**

* **URL:** /membership/in-person/ (current inperson-membership.html)
* **URL:** /membership/telehealth/ (current telehealth-membership.html)
* **URL:** /membership/aesthetics/ (current aesthetics-membership.html)

### **Member Benefits**

* **URL:** /membership/benefits/
* **Subpages:**
  + /membership/benefits/health-services/
  + /membership/benefits/aesthetic-services/
  + /membership/benefits/pharmacy-services/
  + /membership/benefits/concierge-care/

### **Pricing & Plans**

* **URL:** /membership/pricing/
* **Subpages:**
  + /membership/pricing/health-optimization/
  + /membership/pricing/aesthetics/
  + /membership/pricing/weight-loss/
  + /membership/pricing/telehealth/

## 🔐 **PATIENT PORTAL**

### **Portal Login**

**URL:** /patient-portal/ **Purpose:** Secure member login area

### **Portal Dashboard**

**URL:** /patient-portal/dashboard/ **Features:**

* Appointment management
* Treatment plans
* Lab results
* Prescription management
* Communication tools

### **Portal Features**

* **URL:** /patient-portal/appointments/
* **URL:** /patient-portal/treatment-plans/
* **URL:** /patient-portal/lab-results/
* **URL:** /patient-portal/prescriptions/
* **URL:** /patient-portal/billing/
* **URL:** /patient-portal/messages/

## 📅 **BOOKING & SCHEDULING**

### **Main Booking Page**

**URL:** /booking/ (current booking.html) **Purpose:** Comprehensive appointment scheduling

### **Service-Specific Booking**

* **URL:** /booking/consultation/ (current consultations.html)
* **URL:** /booking/aesthetics/
* **URL:** /booking/telehealth/
* **URL:** /booking/weight-loss/
* **URL:** /booking/hormone-therapy/

### **Special Booking Pages**

* **URL:** /booking/photo-id-form/ (current photo-id-form.html)
* **URL:** /booking/health-assessment/ (current ennu-healthassesment.html)

## 🛒 **PHARMACY & PRODUCTS**

### **Online Pharmacy**

**URL:** /pharmacy/ **Purpose:** E-commerce integration (consolidates 25Again.com Shopify)

### **Product Categories**

* **URL:** /pharmacy/hormones/
* **URL:** /pharmacy/supplements/
* **URL:** /pharmacy/skincare/
* **URL:** /pharmacy/weight-loss/
* **URL:** /pharmacy/compounded-medications/

### **Product Features**

* **URL:** /pharmacy/prescription-refills/
* **URL:** /pharmacy/auto-refill/
* **URL:** /pharmacy/shipping-delivery/

## 📚 **RESOURCES & EDUCATION**

### **Blog/Articles**

**URL:** /resources/ **Purpose:** Educational content and SEO

### **Patient Success Stories**

* **URL:** /success-stories/
* **Subpages (current testimonial pages):**
  + /success-stories/testosterone-deficiency-signs/ (current the-hidden-signs-of-testosterone-deficiency-you-need-to-know.html)
  + /success-stories/officer-trt-transformation/ (current from-burnout-to-breakthrough-how-trt-gave-this-officer-his-life-back.html)
  + /success-stories/bob-health-transformation/ (current you-might-not-want-to-hear-it-but-you-need-to-know-it-how-bob-h.-transformed-his-health-at-ennu.html)
  + /success-stories/jennifer-aging-confidence/ (current the-secret-to-aging-with-confidence-how-jennifer-l.-found-her-health-partner-in-ennu.html)
  + /success-stories/teacher-energy-transformation/ (current teaching-with-energy-again-how-ennu-became-the-spark-for-change.html)
  + /success-stories/hal-15-year-journey/ (current from-fatigue-to-fulfillment-hal-bomars-15-year-wellness-journey-with-ennu.html)

### **Educational Content**

* **URL:** /resources/hormone-education/
* **URL:** /resources/aesthetic-education/
* **URL:** /resources/weight-loss-education/
* **URL:** /resources/age-management-education/

### **Downloadable Resources**

* **URL:** /resources/downloads/
* **Subpages:**
  + /resources/downloads/hormone-guide/ (from 25Again.com)
  + /resources/downloads/treatment-guides/
  + /resources/downloads/preparation-instructions/

## 🎁 **PROMOTIONS & SPECIAL OFFERS**

### **Current Promotions**

**URL:** /promotions/ **Purpose:** Seasonal and special offers

### **Seasonal Campaigns**

* **URL:** /promotions/mothers-day/ (current mothers-day-aesthetics.html, mothers-day-optimal-health.html)
* **URL:** /promotions/fathers-day/ (current fathers-day-aesthetics.html, fathers-day-optimal-health.html, fathers-day-telehealth.html)
* **URL:** /promotions/derby-specials/ (current aesthetics-derby-specials.html)

### **Monthly Specials**

* **URL:** /promotions/may-specials/ (current aesthetics-may-specials.html)
* **URL:** /promotions/june-specials/ (current aesthetics-june-specials.html)

### **Giveaways & Contests**

* **URL:** /promotions/lip-filler-giveaway/ (current lip-filler-giveaway.html, june-lip-filler-giveaway.html)

## 🤝 **REFERRAL & PARTNERSHIP PROGRAMS**

### **Referral Program**

**URL:** /referral-program/ (consolidates from 25Again.com) **Purpose:** Patient referral incentives and tracking

### **Partnership Programs**

* **URL:** /partnerships/ennfluencer-program/ (current ennfluencer-program.html)
* **URL:** /partnerships/affiliate-program/ (current affiliate-program-ennu.html)
* **URL:** /partnerships/ambassador-program/ (current ambassador-ennu.html)

## 📞 **CONTACT & SUPPORT**

### **Contact Information**

**URL:** /contact/ **Purpose:** Comprehensive contact information and forms

### **Support Pages**

* **URL:** /contact/patient-support/
* **URL:** /contact/technical-support/
* **URL:** /contact/billing-support/
* **URL:** /contact/emergency-contact/

### **Forms & Communication**

* **URL:** /contact/general-inquiry/
* **URL:** /contact/appointment-request/
* **URL:** /contact/consultation-request/

## ✅ **CONVERSION & THANK YOU PAGES**

### **Thank You Pages**

* **URL:** /thank-you/ (current thank-you.html)
* **URL:** /thank-you/consultation/ (current thank-you-0.html)
* **URL:** /thank-you/consent-forms/ (current thank-you-consent-forms.html)
* **URL:** /thank-you/assessment/
* **URL:** /thank-you/booking/

### **Results Pages**

* **URL:** /results/ (current results.html)
* **URL:** /results/assessment/
* **URL:** /results/quiz/

## 📋 **LEGAL & COMPLIANCE**

### **Legal Pages**

* **URL:** /privacy-policy/ (current policy-privacy.html)
* **URL:** /terms-of-service/
* **URL:** /hipaa-notice/
* **URL:** /accessibility-statement/

### **Compliance Documents**

* **URL:** /legal/consent-forms/
* **URL:** /legal/patient-rights/
* **URL:** /legal/billing-policies/

## 🔧 **UTILITY PAGES**

### **Site Functionality**

* **URL:** /sitemap/
* **URL:** /search/
* **URL:** /404/ (custom 404 error page)

### **Temporary Pages** (for development)

* **URL:** /coming-soon/
* **URL:** /maintenance/

## 📊 **ANALYTICS & TRACKING PAGES**

### **Conversion Tracking**

* **URL:** /tracking/conversion/
* **URL:** /tracking/lead-source/
* **URL:** /tracking/campaign/

## 🎯 **STRATEGIC INTEGRATION NOTES**

### **Brand Consolidation Elements**

* All 25Again.com content integrated into appropriate ENNU.co sections
* Unified membership structure and pricing
* Consolidated e-commerce functionality
* Seamless redirect strategy from old URLs

### **Lead Generation Optimization**

* Service-specific landing pages for targeted advertising
* Interactive assessment tools replace basic forms
* A/B testing framework for continuous optimization
* Speed-to-lead integration throughout booking process

### **Technology Integration Points**

* HubSpot form integration on all lead capture pages
* Project Blue iMessage integration for immediate response
* Aircall click-to-call functionality throughout site
* N8N automation triggers for patient journey optimization

### **SEO Preservation Strategy**

* URL mapping from current 65+ pages
* 301 redirects for all existing content
* Meta tag optimization for improved rankings
* Internal linking structure for authority distribution

### **Mobile Optimization Priority**

* Mobile-first responsive design for all pages
* Touch-friendly interface elements
* Fast loading optimization for mobile networks
* Progressive web app features for app-like experience

**Total Pages:** 200+ (including all current content, new features, and strategic enhancements) **Development Priority:** High-impact pages first, then comprehensive feature rollout **Timeline:** 8-week development cycle with phased content migration and feature implementation