

Ezoria.com — Proposed Website Structure

Below is a structured proposal tailored to the Brief's "checked" items only, separated into MVP, Recommended (to compete with Airbnb-level UX), and Extras. It's optimized for a fast first launch and a scalable roadmap, with conversion-focused UX, SEO-ready architecture, and modular blocks for rapid iteration.

1) MVP+Optional — Must-Have for First Iteration

Directories (Top-level taxonomy and URL structure)

1. /villas
2. /collections
3. /offers
4. /destinations
5. /about
6. /faq
7. /contact
8. /blog
9. /account
10. /legal
11. /checkout (booking and payment process)

Pages, Sections, and Blocks

- **Navigation**
 - Villas
 - Destinations

- Special Offers
- Get in Touch ([example](#))
 - Phone
 - Schedule a call
 - Booking Assistance (Inquiry) *
 - Rent Your Property
- **Home**
 - **Hero block**
 - **Search bar** (destination/dates/guests)
 - Destination (Predefined list with icons)
 - Date Picker (simple)
 - ±number of days *
 - I'm flexible (amount of days + period) *
 - Long-term rentals discount) *
 - Guests selector (simple list)
 - ± buttons, divided by age +pets
 - **Value proposition**, brand promise
 - Not Just a Villa. Not Just a Vacation. A Feeling Called Ezoria. 100+ handpicked villas across Cyprus.
 - Ezoria is... Salt on Skin, Silence in Your Head, and a Villa Just for You
 - Private Villas in Cyprus for the Moments that Matter. Before you search... remember why you came.
 - **Main USP's Shorted** (Utility costs included, Cleaning included, Only pay 25% now)
 - **Trust badges**
 - **Featured Villas**: 8+ cards
 - Find your Dream Villa (**Collections**)
 - Beachfront Villas
 - Family Villas
 - Private Pool Villas
 - Large Pools Villas
 - Luxury Villas
 - Large Groups Villas

- Organic Villas
 - Resort Villas
- Ezoria is... (**Why Ezoria**): 3 USP tiles
 - Curation
 - Guest service
 - Local expertise
- **Social Proof**: testimonials + review scores
- **CTA**: "Explore our villas"
- **Schedule a call** with an advisor
- **Property Management Service** (Listing Your Home) + learn more
- **Blog posts**: 3-4 cards
- Content **SEO block/accordion**: text with internal links
- **Search Results**
 - Filters (live filters, without page reload)
 - Price
 - Bedrooms
 - Amenities (with search)
 - Top 10 list
 - All: Categorized list
 - Collections
 - Before results
 - NN results
 - Note: «Prices include all fees»/«Pay only 25% now»
 - Sort: Featured (Recommended), Lowest price first, Highest price first, ~~More beds, Less beds~~
 - Listings grid (property card):
 - Image (or Quick View gallery)
 - Title
 - X bedrooms/ Y beds price for X nights or per night, rating, favorite icon, instant book, badge
 - Pagination (1-2-3 next)
 - Interactive Map: prices pins with property cards, zoom in/out buttons, "search as you move" *

- Empty Search (no-results version)
- Recently viewed *
- **Villa Details** (/villas/[slug])
 - Title
 - Subtitle
 - Actions:
 - Share
 - Save
 - Instant Book / Reserve
 - Add to comparison *
 - **Gallery:**
 - Simple carousel + zoom
 - 2-Step gallery (First 3-5 photos thumbnails + show all button, then all photos layout to scroll, then swipe one-by-one big-size images, optionally with zoom)
 - Structured gallery (photos divided by categories: Kitchen, Bedroom, Bathroom etc).
 - **Key Facts:** guests, bedrooms, bathrooms, size, location
 - **Badges:**
 - Instant Book
 - Guest Favorite (by Rating 4.9+) *
 - Rare find (by more than 70% booked criteria) *
 - **Price/Book widget (sticky):**
 - Date picker (change dates, see availability)
 - Guests selector
 - Total for N nights (with fees)
 - Only pay X today (25%)
 - Info messages
 - About cancellation
 - What's included
 - You won't be charged yet
 - book/reserve
 - Ask the host button *
 - **Description:** short + "show more" button

- **Highlights:** 3-6 cards or bullets (curated) *
- **Amenities:** grouped with icons for groups
- **Date Picker:** change dates, see availability directly on the page *
- **Location:** map preview
 - What's nearby Map + distance chips: beach, town, airport, POI etc. *
- **Policies:** house rules, check-in/out, cancellation
- **FAQs:** about Property *
- **More questions? Ask or expert:**
 - Call back form (phone, name, questions, dates, hidden field: villa) *
 - Schedule a call (with calendar and time slot) *
 - Online chat *
- **Ezoria Experience** (list of promises, same for all properties)
- **Reviews:** average rating + list of reviews
- **Similar Villas:** 3-6 cards (available to the dates!)
- **Additional features:**
 - Villa comparison *
 - Download Brochure (file attached) *
 - View Floorplans (image) *
- **Destinations** (/destinations)
- **Destination Details** (/destinations/[slug])
 - Overview: hero + intro
 - Top Villas in Destination: 6-12 cards
 - Neighborhoods/Areas: chips/cards
 - Travel Tips: short content block
 - CTA to Search
- **Collections** (/collections and /collections/[slug])
 - **All Collections page**
 - Ezoria's handpicked (short description of what collections are)
 - Collection name + 6-8 properties
 - **Collection page** (Search results with collection filter)
- **About** (/about)

- Why Ezoria?
- Brand story and values
- Team highlights
- Trust/partners badges
- CTA (for customers): Book your Dream villa in Cyprus
- CTA (for owners): Rent your home with us
- **Rent with us (Landing Page for Owners)**
 - 1
 - 1
 - 1
- **Contacts** (/contact)
 - Direct contacts (email, phone)
 - Contact form (name, email, phone, message)
 - Office address, hours
- **Blog** (/blog and /blog/[slug])
 - **Articles List + filters + tags**
 - Articles cards
 - Filters/tags:
 - Destinations: Argaka, Ayia Napa, Aiya Thekla, Coral Bay, Larnaka, Limassol, Paphos, Peyia, Platres, Poli Chrysochous, Protaras
 - Experiences: Adventures, Excursions, Gastronomy, Wellness
 - News: Cyprus, Ezoria
 - Stories: Culture, Mindfulness, Travel, Routes
 - **Article page**
 - Content Blocks: Paragraph, Headings, Lists, Quote, Details, Single Image, Gallery, Video, File
 - Related posts: 3-6 cards (same category or tag)
- **Global Navigation & Components**
 - Header: logo, search, nav, favorites, contact
 - Footer: quick links, contact, social, subscribe, legal, copyright, author
 - Cookie agreement banner (basic)

- **Standard pages & Elements**
 - Legal Pages
 - Privacy Policy
 - Terms&Conditions
 - Cookies
 - 404 (Page not found)
- **Core MVP Features**
 - Booking flow:
 - Direct booking and Prepayment (integration with PMS and Stripe)
 - Inquiry-first (Request to Book)
 - Calendar/date picker with min stay rules
 - Pricing display with fees/taxes line items at checkout
 - Basic availability sync with PMS
 - Prepayment via Stripe, synced with PMS
 - Basic favorites/wishlist (without account, with cookies only)
 - Email notifications (request received/confirmed) * now via PMS
 - Performance/SEO: clean URLs, meta tags, schema for VacationRental, fast images

2) Recommended for the future— Good-to-Have to Compete with Airbnb

- **User Account *** (/account)
 - Login/Register
 - Login with Google
 - Bookings list
 - Favorites (wishlists)
 - Profile details
 - Security / change password
- **Enhanced Search & Discovery**
 - Full interactive map-first search with clustering and

- Advanced filters: flexible cancellation, accessibility, child-friendly, parking, EV charging
 - Saved searches with alerts
- Pricing & Availability
 - Transparent price breakdown with fee tooltips
 - Smart min-stay and seasonal pricing display
 - Real-time availability (API or robust ICS handling)
- Booking & Payments
 - Instant Book where applicable
 - Secure payments (Stripe) with deposit and balance schedules
 - Apple Pay/Google Pay
 - Coupon codes/promo support
 - Currency switcher
 - Concierge upsells inside booking flow
- Trust & Social Proof
 - Verified listings badges
 - Rich reviews with categories and keywords
 - Owner/host profile snippets or Ezoria's promise
- Guest Experience
 - Multi-language website
 - Multi-currency display
 - Trip planner (itinerary + add experiences)
 - Post-booking guest portal (itinerary, communications, upsells)
- Content & Personalization
 - Dynamic cross-sell: "Add private chef" on villa pages
 - Recommended for user based on previous search
 - Landing pages for long-tail SEO (e.g., "Paphos villas with heated pool")
- Performance & Technical
 - Core Web Vitals optimization (LCP, CLS)
 - Server-side rendering for listings and detail pages
 - Image CDN with next-gen formats
 - Structured data expansion (BreadcrumbList, Product/Offer)
- Operations & Admin

- Owner portal (basic): calendar blocks, availability sync
 - Inventory management (internal)
- Consent management (GDPR-compliant)
 - Compliance & Accessibility
 - Accessibility enhancements (WCAG 2.1 AA)
 - Cookie preferences center
- Marketing
 - Email capture modals with incentive
 - Abandoned search/booking emails
 - UTM tracking and attribution setup
 - Affiliate/referral tracking (basic)

3) Extras — Nice-to-Have Later

- Loyalty program/points
- Corporate/Group bookings portal
- Additional Services (car, yacht, chef, experience trip)
- Dynamic packages (villa+car+yacht)
- AI trip assistant/chat for discovery
- Virtual tours/3D walkthroughs
- Gift cards
- Help Center
- Mobile app

Implementation Notes

Tech stack suggestion: Next.js (SSR), headless CMS (Sanity/Strapi), Stripe, Mapbox, Algolia/Elastic for search, SendGrid for emails.

Data model MVP: Destination, Villa, Collection, Review, AvailabilityBlock, PricingSeason, ContentPage.

Tracking: GA4 + server-side events for search, view_item, begin_checkout, add_to_wishlist, generate_lead.

Delivery Table (это пока не смотрим)

Item	Notes	Iteration
/destinations	SEO and discovery hub with top villas per area	MVP
/villas	Core inventory with filters and sort	MVP
/collections	Thematic discovery pages	MVP
/experiences	Concierge/services overview	MVP
/about	Brand trust and story	MVP
/contact	Lead capture form and direct channels	MVP
/blog	Content marketing and SEO	MVP
/account	Auth, bookings list, favorites	MVP
/legal	Privacy, terms, cookies	MVP
Home: hero search	Primary conversion entry point	MVP
Home: featured destinations/villas	Faster discovery of top supply	MVP
Home: USPs/testimonials/CTA	Trust building and conversion	MVP
Search filters (basic)	Destination, dates, guests, bedrooms, price, amenities	MVP
Search sorting	Relevance, price, rating	MVP
Map toggle (basic)	Optional modal/sheet map	MVP
Villa detail gallery	Visual decision driver	MVP
Villa key facts	Guests, beds, baths, size, location	MVP
Price widget + date picker	Inquiry or direct booking	MVP

Amenities grouped	Clear comparison	MVP
Policies & rules	Transparency	MVP
Reviews	Social proof	MVP
Similar villas	Cross-sell	MVP
Destinations overview	Orient users by area	MVP
Collections list	Curated categories	MVP
Experiences detail	Lead gen for services	MVP
Contact form	Lead capture	MVP
Favorites/wishlist	Save intent	MVP
Email notifications	Transactional comms	MVP
Basic availability sync	ICS/manual	MVP
Schema markup	VacationRental schema	MVP
Map-first search with clusters	Competitive discovery experience	Recommended
Advanced filters	Cancellation, accessibility, child-friendly, EV charging	Recommended
Saved searches + alerts	Lifecycle marketing	Recommended
Real-time availability	Better conversion and trust	Recommended
Seasonal pricing display	Transparency	Recommended
Transparent fee tooltips	Reduce surprise at checkout	Recommended
Instant Book	Airbnb parity where possible	Recommended
Stripe + wallets + deposits	Frictionless checkout	Recommended
Promo codes	Marketing flexibility	Recommended
Currency switcher	International guests	Recommended
Verified listing badges	Trust signal	Recommended
Rich reviews facets	Quality insight	Recommended
Host/Owner snippets	Adds confidence	Recommended
Multi-language	Localized UX	Recommended
Multi-currency	Global UX	Recommended
Trip planner	Itinerary value-add	Recommended
Concierge upsells in flow	Increase AOV	Recommended
Guest portal	Post-booking experience	Recommended

Dynamic cross-sell	Contextual merchandising	Recommended
Recently viewed/reco	Personalization	Recommended
Long-tail SEO landers	Demand capture	Recommended
Core Web Vitals focus	SEO + UX	Recommended
SSR across key pages	Speed + SEO	Recommended
Image CDN + WebP/AVIF	Performance	Recommended
Expanded structured data	Rich snippets	Recommended
Owner portal (basic)	Supply operations	Recommended
Inventory management	Internal efficiency	Recommended
CRM integration	Lead handling at scale	Recommended
Consent mgmt center	GDPR compliance	Recommended
WCAG 2.1 AA	Accessibility	Recommended
Email capture + incentive	List growth	Recommended
Abandoned search/booking	Recovery flows	Recommended
Attribution & UTM	Marketing analytics	Recommended
Affiliate/referral tracking	Growth	Recommended
Loyalty program	Repeat bookings	Extra
Corporate/Group portal	B2B channel	Extra
Dynamic packages	Bundled AOV growth	Extra
AI trip assistant	Differentiation	Extra
Virtual tours/3D	High-intent conversion	Extra
Owner payouts & tax	Finance ops	Extra
Yield management integrations	Advanced pricing	Extra
Multi-owner revenue rules	Complex supply	Extra
Gift cards	New revenue stream	Extra
Community forum	Engagement	Extra
Mobile app	Long-term	Extra