Information Architecture

Top Navigation

1. **Home (not included in the navigation menu)**
   - Hero (value prop + CTAs)
   - Powered by OMS expertise (trust, stats, logos)
   - Why Inspektra (outcomes, credibility)
   - Key Features (overview, link to detail pages)
   - Security & Reliability (ISO, Azure, GDPR)
   - How It Works (3 steps)
   - Plans & Pricing (outcome-focused teaser + link to page)
   - Closing CTA
2. **Why Inspektra**
   - Value proposition in detail
   - OMS + Inspektra story
   - Differentiation & positioning
   - Trusted by (logos, testimonials, client stories)
3. **Features**
   - Overview page (all features together, outcome-based)
   - Subpages (each feature page has intro + benefits + screenshots + CTA):
     - Dashboard
     - Assets & Locations
     - Inspections (with Schedule, OMS inspections, In-house inspections)
     - Risk Assessments
     - Tasks
4. **Plans & Pricing**
   - Overview of Free, Business, Enterprise
   - Add-ons (PAT, Home Office Checks, Integrations, Risk Assessments)
   - Outcome-focused messaging (scale as you grow, start free, upgrade anytime)
   - CTA: Start Free / Book a Demo
5. **Resources**
   - Blog / Insights (SEO + thought leadership)
   - Webinars / Podcasts (about electrical safety, compliance)

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- Inspektra Academy (guides, tutorials, best practices)
- Annual Report (credibility + thought leadership)
6. **About**
    - OMS & Inspektra story (backed by OMS Prüferservice)
    - Security & Compliance (ISO, Azure, GDPR)
    - Trusted by (clients, testimonials, case studies)
    - Careers (optional, if hiring)
7. **Contact**
    - Contact form
    - OMS office locations (map, details)
    - Sales & support contact

Footer

- Links: Privacy Policy, Terms of Use, Imprint (required in DACH)
- Social icons: LinkedIn, YouTube (for webinars/podcasts)
- Subtle OMS logo lockup: *"Powered by OMS Prüfservice"*

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