Priority Implementation Plan for SEO and UI/UX Enhancements

1. Ability to Create New Pages from the CMS

Ensure that the CMS allows the creation of new pages for the following types:

- Course Detailed Pages
- Blog Pages
- Podcast Pages
- Detailed Team Pages

2. SEO-Friendly Options

Implement SEO-friendly features across all pages:

- Metadata management (title, description, Keywords, etc.)
- URL customization
- Internal linking options
- Structured data (Schema) can be added directly from the CMS

3. About Us Page Redesign

Redesign the **About Us** page with the following improvements:

- Add a hero section at the top.
- Include a detailed narrative on ArtGharana's mission, vision, and history.
- Add a **"What Legends Say About Our Company"** section.
- Include student video testimonials.
- Add a clear **Call to Action (CTA)** to engage visitors.

4. FAQ Page

Add a **Frequently Asked Questions (FAQ)** page to address common queries from users. This will improve the overall user experience and reduce the load on customer support.

5. Technical SEO Improvements

1. **Add a robots.txt file** to control how search engines crawl and index the website.
2. **Create and submit an XML Sitemap** to ensure better website indexing by search engines. This should be submitted to Google Search Console and Bing Webmaster Tools for proper indexing.

6. Page Separation

- Create a **dedicated 'Book Free Trial' page**.
- Adjust the **'Contact Us' page** to be exclusively for handling queries (remove any sign-up forms for free trials).

7. Separate Pages for 'Become a Teacher' and 'Join Our Sales Team' -

Replace the existing pop-ups on the home page for "Become a Teacher" and "Join our Sales Team" with dedicated pages. Each section should have its own standalone page.

8. Hero Section Video

Include a **30 to 40-second promotional video** in the hero section of the homepage. The video should feature a **clear Call to Action (CTA)** to engage visitors immediately.

9. Featured Courses Section

Add a dedicated **Featured Courses** section on the homepage to highlight key courses. This section should be CMS-manageable, allowing easy updates to featured courses.

10. Why Choose Us (USPs) Section

Create a **"Why Choose Us" section** to highlight ArtGharana's unique selling points (USPs) and emphasize the benefits of learning with ArtGharana.

11. Course Dropdown Menu

Rename the "Gharana Offerings" section to **"Courses"** and incorporate a **dropdown menu** for easier navigation through different course categories.

12. Minor Changes

1. **Remove the border radius** from the 'Book Free Trial' sticky button on the mobile version.
2. Add **+1 (858) 705-9898** to the sticky **WhatsApp icon** for quick messaging access.
3. On the **'Contact Us' page**, add an email address. Ensure that when users tap on the email address, it opens the default email client.
4. In the **header**, add **Blog, Podcast, and FAQ** under a new dropdown menu titled **"Resources"**. When users hover over "Resources," it should display these options in a dropdown.
5. Thank You Page After Form Submission