

Feature List

This is a high-level overview of all the components and functionalities the website will include.

Core Website Pages & Structure:

- Homepage: A welcoming, trust-building entry point with clear calls-to-action (CTAs).
- Our Care (Core Services Hub): A parent page that introduces the types of care offered and links to individual "Money Pages."
 - Residential Care Page: Dedicated "Money Page."
 - Dementia & Alzheimer's Care Page: Dedicated "Money Page."
 - Respite & Short-Stay Care Page: Dedicated "Money Page."
- Why Choose Us: A page combining the "About Us" story, the home's philosophy, and key differentiators.
- The Home (Facilities & Lifestyle): Showcasing the physical environment, rooms, gardens, and daily activities.
- Meet The Team: Bios and photos of key staff (manager, head of care) to build personal trust.
- Local Information/Blog: A section for hyper-local content and news.
- Contact Us: A clear, simple page with a form, map, phone number, and address.

Key Functionality & Features:

- "Book a Tour" System: A prominent and simple form on all key pages.
- "Download Brochure" Feature: A lead-capture mechanism offering a detailed PDF in exchange for an email address.
- Click-to-Call Buttons: For mobile users.
- Testimonials Component: A dedicated, reusable block to display quotes and photos from residents' families.
- Image & Video Gallery: High-quality, *real* photos and a virtual tour video.
- Fully Responsive (Mobile-First) Design: The site must be flawless on all devices.

SEO & Technical Foundation Features:

- XML Sitemap Generation
- robots.txt File
- Local Business Schema Markup
- Google Analytics 4 (GA4) & Google Search Console (GSC) Integration
- Optimized Page Speed (Core Web Vitals)
- Clean, SEO-Friendly URL Structure