**MSA Site Planning**

**Site Purpose**.

Promote MSA services for Abroad students that seek for medical schools in eastern europe.

**Site strategies.**

Which are the motivations that influence the decision to choose for the services of the company?

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**Questions to answer(visitor point of view):**

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* Who are these people?
* What programs are available?
* What countries are available?
* Is this information updated?
* How can I register, which are the registration steps?
* Can I speak with someone of the company?
* How much money I need to study there, how much this service cost me?

**------------------------------------------------------------------------------------------Main Sections:**

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**Company credibility:**

* Company Info facts:

1. Years of experience, success rate, number of clients
2. Company history
3. Company Team

* Testimonials

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**Programs available:**

* Programs section:
* Programs select form
* Info About the places:

1. Universities.
2. Cities.
3. Countries
4. Image Galleries

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**About Money issues:**

* University fees
* Msa service fees
* Living cost.
* Do you give students loans?

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**Q&A support:**

* FAQ's Section:

1. List of questions
2. Submit your question(registration required?)

* Online chat

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**Site overall feeling:**

* Updated info:

1. Blog monthly data:

(Plan who take cares of this section.)

Blog topics:

(todo: make a list if suitable topics for this section)

* Easy to navigate

**Call to action button:**

Some tips:

* use first person speech
* create sense of urgency
* use short text for the button
* use a bonus button text
* give some whitespace
* (plan A/B testing)

**Colors consideration:**

* BLUE: trust and security
* Green: associated with whealth, easy to process, relax
* Orange: agressive - creates call to action