

**1.**

## **Project Overview**

A professional website for a midwife service. The site should introduce services, allow potential clients to learn about offerings, book appointments, contact the midwife, and read articles (blog) to support SEO and credibility.

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**2.**

## **Goals**

- Present the midwife's services and programs clearly.
  - Allow clients to book appointments online.
  - Provide a contact form for inquiries.
  - Enable publishing articles/blog posts to support SEO.
  - Ensure the site is mobile-friendly, fast, and SEO-optimized.
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**3.**

## **Target Audience**

- Expecting mothers and families seeking midwife services.
- Women interested in health programs and consultations.
- Local audience within [City/Region].

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**4.**

## **Core Features**

**4.1.**

### **Homepage**

- Hero section with photo + tagline.
- Brief introduction of midwife.
- Call-to-action: "Book an Appointment".
- Quick links to services, contact, and blog.

**4.2.**

### **About Page**

- Biography of the midwife.
- Qualifications and certifications.
- Personal story and approach.

**4.3.**

### **Services Page**

- List of offered services/programs (e.g., prenatal care, postpartum care, workshops).
- Each service has a description, duration, and optional price.

- Option to book directly from service detail.

#### **4.4.**

### **Booking System**

- Online appointment reservation.
- Calendar view with available time slots.
- Integration with email notifications (confirmation + reminders).
- Optional: Sync with Google Calendar.

#### **4.5.**

### **Blog/Articles**

- Ability to add, edit, and delete blog posts.
- Posts should support images, categories, and tags.
- video and video from youtube
- SEO fields: meta title, meta description, keywords.

#### **4.6.**

### **Contact Page**

- Contact form (Name, Email, Phone, Message).
- Map integration (optional).
- Social media links.

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## 5.

### Technical Requirements

- Platform: Php, python, ...
- Responsive Design: Works on desktop, tablet, and mobile.
- SEO:
  - Fast loading times.
  - Clean URLs.
  - Alt text for images.
  - Structured metadata for pages and posts.
- Security: SSL certificate, spam-protection for forms.
- Performance: Optimize for Core Web Vitals.

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## 6.

### Design Requirements

- Clean, professional, calming colors (suggested: soft blues, greens, neutrals).
- Use of natural imagery (motherhood, newborn, wellness).
- Logo and branding provided by owner.
- Accessibility-friendly (large fonts, high contrast, easy navigation).

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## 7.

### Admin Panel Requirements

- Owner should be able to:
    - Add/edit blog posts.
    - Manage services (add/remove/update).
    - Manage bookings (approve, reschedule, cancel).
    - Edit basic site content (text, images).
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## 8.

### Timeline & Deliverables

- Week 1: Setup, homepage design, content structure.
  - Week 2: Services, booking system integration.
  - Week 3: Blog and contact form.
  - Week 4: SEO, testing, launch.
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## 9.

## **Future Considerations (Optional)**

- Multi-language support.
- Online payments for paid workshops.
- Newsletter subscription.
- Source code