

Website Content

1. Website Section: Home

Content Details for Home Page:

Banner and Introduction:

Description: A rotating banner showcasing key services like CV Services, Packages, One-on-One Consult, etc., with engaging visuals.

Call to Action: Buttons like “Learn More” or “Get Started” linked to respective service sections

About Us Perview:

Description: A brief introduction to Masaarak, highlighting the mission and what sets Masaarak apart.

Call to Action: “About Us” leading to the full About Us page.

Featured Services:

Description: A quick overview of the main services like CV Writing, LinkedIn Profile Setup, etc., with space for succinct descriptions.

Call to Action: Direct links to each service's detailed page.

Testimonials:

Description: Teaser to client testimonials.

Call to Action: “Read More” leading to the testimonial section.

Latest Insights:

Description: Preview of the latest articles or videos from the Insights section.

Call to Action: “View All” to direct visitors to the full Insights section.

Newsletter Sign-Up:

Description: An invitation to subscribe to the newsletter for updates, tips, and offers.

Call to Action: “Subscribe” button with an email input field.

Contact Us Teaser:

Description: A prompt encouraging visitors to get in touch with any questions or to start their service.

Call to Action: “Contact Us” leading to the Contact Us page.

Footer:

Description: Standard footer containing essential information like contact details, quick links to main sections, social media icons, and legal information (privacy policy, terms of use).

2. Website Section: About Us

Subsection: Our Mission

Content Details for Subsection Page:

Title: Our Mission

Description: A brief description of the company's mission and values.

Call to Action: “Learn More” button leading to detailed company history and philosophy.

Subsection: Our Team

Content Details for Subsection Page:

Title: Our Team

Description: The team with short bios and their professional backgrounds

Subsection: Testimonials

Content Details for Subsection Page:

Description: Showcase testimonials from satisfied clients.

3. Website Section: CV Services

Subsection: Basic CV Writing

Content Details for Subsection Page:

Title: CV Writing

Description: CV writing services tailored to your expertise, whether you're stepping into your first job or navigating a career transition.

Experience Level Selector: Interactive button allowing clients to choose their experience level (e.g., "Entry-Level," "Mid-Career," "Senior"), which adjusts the price and service level accordingly.

Call to Action: “Level of Experience” button.

Detailed Content:

Price: \$ Price according to the experience level

Features/Inclusions:

Professional layout and content

Tailored for each level positions

Call to Action: “Order Your CV” button leading to the order form.

Subsection: Professional LinkedIn Profile Setup

Content Details for Subsection Page:

Title: Professional LinkedIn Profile Setup

Description: Enhance your online professional presence with our LinkedIn profile optimization service.

Experience Level Selector: Interactive button allowing clients to choose their experience level (e.g., "Entry-Level," "Mid-Career," "Senior"), which adjusts the price and service level accordingly.

Call to Action: “Level of Experience” button.

Detailed Content:

Price: \$ Price according to the experience level

Features/Inclusions:

Complete profile overhaul

Optimized for visibility and networking

Call to Action: “Optimize Now” button.

4. **Website Section:** Interview Prep

Subsection: Interview Preparation Guide

Content Details for Subsection Page:

Title: Interview Preparation Guide

Description: Overview of the guide offering key interview strategies and common questions.

Detailed Content:

Price: \$

Features/Inclusions:

Essential interview tips

Sample questions and answers

Call to Action: “Get Your Guide” button for immediate download.

Subsection: Mock Interviews

Content Details for Subsection Page:

Title: Mock Interviews

Description: Details on how mock interviews are conducted, the skills developed, and the showcase the professional/s who will conduct it and its duration (30 minutes)

Price: \$

Features/Inclusions:

Real-life interview scenarios

Feedback and improvement tips

Call to Action: “Book Your 30 min Mock Interview” button.

5. Website Section: Packages

Subsection: Starter Package

Content Details for Subsection Page:

Title: Starter Package

Description: A versatile package that adapts to your career level. Whether you're just starting out or looking for a career change, this package scales to fit your needs.

Experience Level Selector: Interactive button allowing clients to choose their experience level (e.g., "Entry-Level," "Mid-Career," "Senior"), which adjusts the price and service level accordingly.

Call to Action: “Level of Experience” button.

Detailed Content:

Price: \$ Price according to the experience level

Features/Inclusions:

Basic CV Writing or Enhanced CV Writing depending on experience level

Cover Letter Writing

Call to Action: “Start Your Path” button for detailed information and purchase.

Subsection: Professional Package

Content Details for Subsection Page:

Title: Professional Package

Description: Tailored for growth at any career stage. From ambitious professionals making their mark to seasoned experts aiming higher, this package is your stepping stone to the next level.

Experience Level Selector: Interactive button allowing clients to choose their experience level (e.g., "Entry-Level," "Mid-Career," "Senior"), which adjusts the price and service level accordingly.

Call to Action: "Level of Experience" button.

Detailed Content:

Price: \$

Features/Inclusions:

Enhanced CV Writing

LinkedIn Profile Setup

Cover Letter Writing

Call to Action: "Elevate Your Career" button for purchase and details.

Subsection: Executive Package

Content Details for Subsection Page:

Title: Executive Package

Description: A comprehensive suite for all professionals aspiring to reach the pinnacle of their career. Ideal for those seeking a sophisticated and detailed approach, regardless of where you are on your career path.

Experience Level Selector: Interactive button allowing clients to choose their experience level (e.g., "Entry-Level," "Mid-Career," "Senior"), which adjusts the price and service level accordingly.

Call to Action: "Level of Experience" button.

Detailed Content:

Price: \$

Features/Inclusions:

Advanced CV Writing

LinkedIn Profile Setup

Cover Letter Writing

Interview Guide

Call to Action: “Achieve Excellence” button for detailed information and purchase.

6. Website Section: **One-on-One Consult**

Subsection: HR Strategy Session

Content Details for Subsection Page:

Title: HR Strategy Session

Description: Engage in personalized career strategy sessions with our skilled HR professionals, tailored to your unique career path and aspirations.

Interactive Information Submission Form: Clients can input detailed information via a dynamic form, including personal details, current professional status, experience level, career goals, key skills, areas for improvement, and preferred session focus.

Post-Form Submission Process: Upon form submission, clients will automatically receive an acknowledgment email, thanking them for their interest and informing them that a personalized quote will be sent shortly. Our team will review each submission to create a customized quote based on the information provided. Clients will then receive this quote via email, complete with session pricing and additional details.

The email will include instructions for the next steps, such as booking the session and completing payment.

Call to Action: A prominent button “**Start Your Personalized Session**”. Upon clicking, clients will be directed to fill in their career profile to initiate the process

Subsection: VIP Consultation (Exclusive Access)

Content Details for Subsection Page:

Title: VIP Consultation

Description: An exclusive, premium consultation service with top-tier industry experts.

Interactive Information Submission Form: Clients can input detailed information via a dynamic form, including personal details, current professional status, experience level, career goals, key skills, areas for improvement, and preferred session focus.

Post-Form Submission Process: Upon form submission, clients will automatically receive an acknowledgment email, thanking them for their interest and informing them that a personalized quote will be sent shortly. Our team will review each submission to

create a customized quote based on the information provided. Clients will then receive this quote via email, complete with session pricing and additional details.

The email will include instructions for the next steps, such as booking the session and completing payment.

Call to Action: A prominent button “Start Your VIP Session”. Upon clicking, clients will be directed to fill in their career profile to initiate the process

7. Website Section: Workshops

Subsection: Skills Development Workshops

Content Details for Subsection Page:

Title: Skills Development Workshops

Description: Catalog of workshops focused on in-demand skills like digital literacy, communication, and leadership.

Workshop Listing: Each workshop will be listed with a brief overview. Next to each workshop, there will be an “Inquire More” button.

Call to Action: “Inquire More”:

Subsection: Workshop

Content Details for Subsection Page:

Detailed description of the workshop.

Profile of the professional conducting the workshop.

Scheduled date and time.

Price Range: \$

Call to Action: A “Book Your Spot” button will be available on the detailed page, allowing clients to easily register and secure their place in the workshop.

8. Website Section: Insights

Subsection: Articles and Tips

Content Details for Subsection Page:

Title: Articles and Tips

Description: Regular posts on career advice, industry trends, and job market insights.

Call to Action: “Read More” for the latest articles.

Subsection: Educational Videos

Content Details for Subsection Page:

Title: Educational Videos

Description: Library of short, informative videos on resume building and job search strategies.

Call to Action: “Watch Now” for video access.

9. Website Section: Contact Us

Subsection: General Inquiries

Content Details for Subsection Page:

Title: General Inquiries

Description: Contact form for questions or inquiries

Call to Action: “Submit Inquiry” button.

Subsection: Feedback and Testimonial Submission

Content Details for Subsection Page:

Title: Feedback Submission

Description: A section for clients to provide feedback on services.

Call to Action: “Leave Feedback” button with a simple form.