

## Suggested Website Tabs & Structure

### Navigation Menu (Tabs)

1. **Home**
  - Engaging banner with tagline (“Beyond Borders, Beyond Books” “Exploring the world, Beyond the Ordinary”)
  - Highlights of Netherlands & Japan study tours.
  - Quick links to brochure & contact.
2. **About Us**
  - Story of the company (Indian roots, global exposure).
  - Vision & mission: cultural immersion + academic excellence.
  - ~~Team introduction.~~
  - Download Brochure
3. **Study Tours**
  - Overview of all programs (Netherlands, Japan, future destinations).
  - Subpages for each tour: itinerary, highlights, academic visits, cultural experiences, FAQs.
4. **Destinations**
  - Country-specific pages (Netherlands, Japan).
  - Academic + cultural highlights with visuals.
5. **Why Globera?**
  - Value proposition (tailored for elite Indian students).
  - Safety, comfort, academic enrichment.
  - Testimonials (later).
6. **Parents & Schools (rename)**
  - Special section for decision-makers.
  - Explains benefits for students, exposure, and credentials.
7. **Gallery / Media**
  - Photos, videos, brochures of past/future tours.
8. **Blog / Insights (optional)**
  - Articles on travel, culture, education, global learning.
9. **Contact Us/Know more**
  - Form for inquiries.
  - Direct email, phone numbers (India & NL).
  - Social media links. (insta, YouTube, Facebook)
  - WhatsApp
10. **Make an Appointment**
  - Online registration form.
  - Document checklist

## Other Inputs

### Hero Section (Top Banner)

- Full-width rotating banner images/videos:
    - Amsterdam canals at sunset
    - Students at WUR campus
    - Agri-tech greenhouse & windmills
    - Group enjoying a Cheese making workshop
  - **Tagline** (centred, bold):  
“*Exploring the world, Beyond the Ordinary*”
  - **CTA Buttons:**
    - *Know More* (links to inquiry form)
    - *Download Brochure*
    - *Whatsapp*
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### Value Proposition (3 Columns)

- **Curated Travel** — Unique, authentic experiences beyond ordinary.
  - **Academic Excellence** — Access to Europe’s top universities & industry.
  - **Multifaceted Insights** — Agri-tech, innovation hubs, and corporate visits.
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### Highlight Destinations / Themes (Visual Grid)

- Tile 1: *Cultural Europe* – Rijk’s, van Gogh
  - Tile 2: *Agri-Tech Netherlands* – WUR, Flora Holland
  - Tile 3: *Student Discovery Tours* – TU Delft, Leiden, Erasmus
  - Tile 4: *Engineering Wonders* – Delta Works, Rotterdam
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### Testimonials Section

- Short quotes from past schools/students with pics.
  - Option to show **logos of universities & industry partners**.
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### Footer

- Quick links, contact info, newsletter signup.
  - Social media icons (Instagram, YouTube, LinkedIn).
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## **Design Style**

- **Color Palette:**
    - Must reflect Dutch flag colours as well as Japanese red
    - Deep blue (trust & professionalism)
    - Orange or saffron (premium, Indian & Dutch connection)
    - White background (clean and global)
  - **Fonts:**
    - Choose the best
    - Sans-serif (Montserrat / Lato) for modern look
  - **Imagery:**
    - High-resolution photos of European and Japanese landmarks, group shots, and cultural activities.
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## **Technical & Functional Features**

- Mobile-optimized (most traffic will be on smartphones)
  - Multi-language support (English, Hindi, others in future)
  - Secure
  - Quick inquiry form on every page
  - Integrated WhatsApp & email click-to-contact
  - Option for brochure PDF downloads
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**Keep in mind :** Tag management, SEO, SEM, Keyword, Pagerank