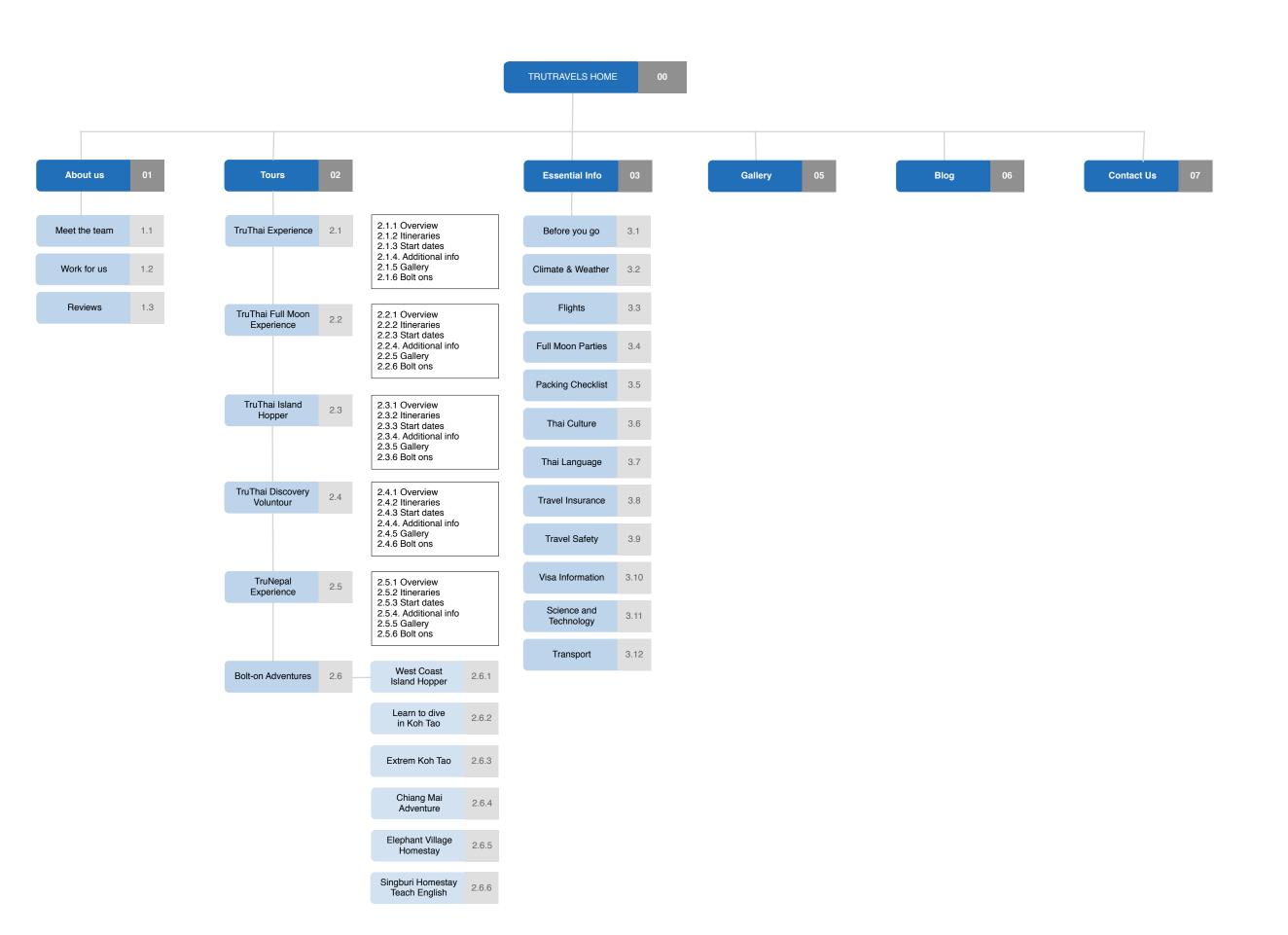
Current website structure



- Brochure download

- Blog (5.0)

Relevant blog post

Proposed website structure http://themeforest.net/item/x-the-theme/full_screen_preview/5871901 Three areas link out from homepage landing: - First time travelling with us? - Choose your TruTour What to expect.. Content (editable content areas): LANDING/HOME PAGE Tours panel - Top Up Adventures - focus panel - Blog focus panel (chosen/picked) Contact us details/Social media links (header) Thai Tours Itinerary Landing page links to: Overview of products on top of - Where are you travelling to? (1.1, 1.2, 1.3 etc... countries) page followed by itinerary to TruFamily **Book now** Get in touch TruTours have mention Visas needed for Plan your trip booking trip + costs - itinerary to Group info (1.4) Safety Content about becoming Content (scroll page): (Blurb plus links to sections) link to 2.1.6 where relevant Social media links. Blurb - About TruTravels One scroll page with Tour Overviews (2.1) How it all began... 3.1 - Our Ethos (e.g. as a blogger) or about hotline. Contact deers anchor links. Visa. Insurance FAQ/Brochure panel Crosslink focus panel: wanting information for a - Responsible travel/ and Flights information will be Top Up's 2.1.6 sustainability blurb news story (as a journalist) presented as check boxes, within a "Before you book" Crossling CTAs: - Brochure request/ Heading on page: - Brochure download section above the widget. - Link 3.3 (Call for media) download Content (scroll page): First time travelling to Thailand with us? - Book now (04) - Link to 3.4 Media pack request/ - Team Biogs (Each TourGuide Crosslink CTA - Brochure download (Call for bloggers) The TruCrew 3.2 has direct link to TourRadar - CTA (1.1) (TourRadar) Overview of sections below - Link to Itinerary (2.1) review page) - First time in Thailand? (1.2) - Top Up's (2.4) Link to Top Up's if relevant TruTravels Thai - Join us blurb - Ask us Helpline (0.6) to article - custom (2.1.6) - CTA Book now (04) Content (scroll page) - Safety (crosslink 3.1) Getting to Thailand 1.1.1 Content (scroll page): TruTravels Full - Flights & Transport Friends of TruTravels Moon Experience - Travel Insurance (Affiliates) COMMENTS (FB/DISQUS) Journalists: Media content Our Global Family 3.3 Destinations in Content: Social media CTA: TruTravels Copy Keep in touch/we miss you 2.1.3 Island Hopper Reviews feed widget (Sell to past tourers) - Blog entries (if relevant) Accommodation 1.1.3 in Thailand FAQs (1.5) TruTravels On each page the info is First time in Thailand? (1.2) Discovery/VolunTour specific to the country in Content (scroll page): CTA Book now (04) question, but has as much - Working for Tru (Vacancies) Culture in Thailand 1.1.4 info as needed, under - Promo team leaders TruTravels Nepal Join us! 3.4 anchored sub-headings nt opportunities Experience Suppliers (how to get in touch) **NB Crosslink to blogs** Food in Thailand 1.1.5 - Bloggers/media - Tour Leaders (crosslink 3.2) Weather in Thailand 1.1.6 TruSalesAchievers Content ltinerary (2.1) Suggested activities/ TruAgents Portal Agents Portal + info Top Ups (2.1.6) (as gathered from intel sesh - Blog posts (0.5) Wildlife in Thailand 1.1.7 today with Georgie - see email) Activities in Thailand 1.1.8 Safety in Thailand 1.1.9 Travelling in Nepal **FOOTER** SOCIAL MEDIA LINKS Nepal - will follow the same structure, as will any other new/additional countries. Brochure (s) Travelling in (NEW) Tru-Tours (landing page link) Currently only Thai Sign up for offers Get in touch Content: Plan your tripTravelling in Thailand brochure here. In Links: - Insta Feed Gallery - Itinerary (2.1) future, you can either - Social Media push - Travelling in Nepal have multiple links to Get social - How the tours are - Group info TourRadar link to the various brochures organised from a or use this as a focus download app social perspective - Book now! panel for anything Reviews feed widget Trip advisor link else you want to focus Tru-Family (landing page link) Tour leaders Group info 1.4 COMMENTS (FB/DISQUS) (cross link 3.2) How it all began - The Tru-Crew - Our Global family - TourRadar sell Crosslink CTAs Book now (04) Agents Portal (link) FAQs

Countries - updated

