01 / CLIENT PROJECTS

Diana Tovar · Website and Appointment Journey

A personal website. A carefully integrated contact route.

View online

DOCUMENTED CONTRIBUTION

For Diana Tovar, I connected website development, multilingual content, appointment integration and email communication. The project shows that my work does not stop at an attractive homepage: navigation, calls to action, email templates and redirects all belong to the complete visitor journey.



Desktop view · Supplied project screenshot · Original language: ES. Source language: ES.

AREAS OF WORK

Website development · Appointment integration · Email templates

Project overview

The public website explains Diana’s offering and guides visitors to information about her background, approach and appointments. For a personal service website, trust and understandable interaction are equally important. The site should answer initial questions and offer an appropriate next step without exposing sensitive conversation content.

Task & objectives

Personal content, language options, appointment links and reliable contact information needed to form a connected visitor journey.

My contribution

I developed and maintained the website, worked on German, English and Spanish content, and integrated the Calendly booking route through navigation and calls to action. SMTP configuration, email templates, redirects and search metadata complement my technical contribution. Design and integration are treated as one connected task.

Features that support everyday work.

Appointment orientation

Navigation and relevant content links lead to appointment arrangements.

Multilingual content

DE, EN and ES versions form part of the documented work.

Email communication

Templates and delivery configuration complement the enquiry and confirmation journey.

Design & user experience

The structure connects a personal introduction with clear content sections and a recognisable appointment route. Mobile interaction and legible contact links formed part of the adjustments. Some current content may have changed since the documented work.

Value of the solution

The service website gains a clear route from personal introduction to appointment. The work connects the website, external booking and supporting communication. Professional counselling services or health outcomes are outside this technical reference.

Could this approach work for your project?

Should your website do more than inform and lead to relevant enquiries? We can connect content, appointments and responses into a coherent process.

Further insights

Visit project website

Explore the project online →

Arrange an initial conversation →

All references online