

# 0.1 Zen Constructions — Website & Business System Export

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## **WEBSITE STRUCTURE FOR: [www.zenbtpci.com](http://www.zenbtpci.com)**

Platform: WordPress (preferred)

Language: Bilingual – French FR + English GB

Theme: Clean, modern, mobile-responsive (Astra or Hello Theme recommended)

### **Homepage**

Hero banner:

- Text: "Rental of Construction Equipment & Materials / Location de Matériel de Chantier"
- Button: "Request Rental / Demander une Location"

Sections:

- About Us (short mission, links to About page)
- Top Equipment Categories (with icons or images)
- Call-to-Action section: "Request a Quote"
- Contact Info Footer (Phone, WhatsApp, Email)

### **About Page**

- Mission & Vision (EN/FR)
- Values: Reliability – Speed – Simplicity – Zen
- Optional: Founder story or photo

### **Equipment Catalog Page**

Categories:

1. Scaffolding & Props
2. Block-Making & Construction Tools
3. Safety Equipment
4. Concrete & Ground Tools

Each item includes:

- Title (EN + FR)

- Description/specs
- Image
- Rental price fields: Daily, Weekly, Monthly rate with discount

## **Rental Request Page**

Form Fields:

- Full Name / Nom complet
- Company Name / Nom de l'entreprise (optional)
- Phone / Téléphone
- Email
- Equipment requested (dropdown or checklist)
- Rental duration
- Upload ID or company doc
- Notes

Trigger: email to admin and CRM logging

## **Contact Page**

- Address (placeholder until updated)
- WhatsApp click-to-chat
- Email form
- Embedded Google Map
- Hours of Operation

## **BUSINESS DOCUMENTS TO IMPLEMENT**

1. Rental Pricing Sheet (daily/weekly/monthly, discounts)
2. Business Plan (EN + FR)
3. Rental Contract Template
4. Invoice Template
5. Maintenance Checklist
6. Equipment Catalog PDF
7. Brand Pack (logo, business card, letterhead)

## CRM + Automation Setup

- Use FluentCRM or Jetpack CRM
- Add birthday tracking field
- Use MailPoet or MailerLite for automated birthday emails and holiday deals
- Export client list quarterly

## Developer Instructions

- Install WordPress on Hostinger
- Set bilingual plugin (Polylang or WPML)
- Build pages with Elementor or Gutenberg
- Add forms via WPForms + File Upload Add-on
- Use CPT UI + ACF for equipment entries
- Add CRM & email automation plugins if needed

## Final User Checklist

- Update real Google Map location after visiting the site
- Confirm final rental prices
- Set up business email (e.g., [contact@zenbtpci.com](mailto:contact@zenbtpci.com))