

Instructions for Fiverr Designer: aitoolfrontier.com Divi Website Setup

Project: Setup and initial customization of a WordPress website (aitoolfrontier.com) using the Divi theme.

Website Purpose: To serve as a professional B2B authority site focused on reviewing, comparing, and providing strategic insights about AI Learning Platforms for enterprise customers. The goal is to attract organic traffic (via SEO), build trust, and drive affiliate conversions for high-value AI Learning software.

Target Audience: Business decision-makers, L&D (Learning & Development) professionals, IT managers, and executives within medium to large enterprises who are researching or considering implementing AI-powered learning solutions.

Theme: Divi (Client will provide the theme license/files if necessary).

Hosting: Hostinger (Client will provide WordPress admin access).

Desired Style & Tone: * **Professional & Authoritative:** Clean, modern, corporate aesthetic. Should convey expertise and trustworthiness. * **User-Friendly & Clear:** Easy navigation, readable typography, intuitive layout. * **Performance-Oriented:** Must be fast-loading and mobile-responsive. * **Minimalist:** Avoid overly flashy animations or clutter. Focus on clarity and content presentation.

Required Pages & Structure:

- 1. Homepage:**
 - Clear value proposition (e.g., "Your Guide to Enterprise AI Learning Platforms").
 - Brief intro to the site's purpose.
 - Sections highlighting latest blog posts/reviews.
 - Potentially sections featuring key platform categories or top recommendations.
 - Clear calls-to-action (e.g., "Read Our Latest Reviews," "Explore Top Platforms").
- 2. About Page:**
 - Explain the mission of aitoolfrontier.com.
 - Build credibility (focus on expertise in AI and enterprise learning needs).
- 3. Blog Page:**
 - Standard blog listing page to display articles, reviews, and comparisons.
 - Clean layout, potentially with sidebar for categories/search.
- 4. Contact Page:**
 - Simple contact form (basic setup, backend integration will be handled separately).
 - Optional: Other contact details if desired.
- 5. Standard Pages:**
 - Privacy Policy (Placeholder content acceptable).
 - Terms of Service (Placeholder content acceptable).

Key Functionality & Setup Requirements:

- **Divi Theme Installation & Setup:** Install Divi and any necessary child theme.
- **Basic Theme Customization:** Set up global styles (colors, typography) based on a professional palette (client may provide guidance or examples).
- **Header & Footer Design:** Design a clean, professional header (with logo placeholder) and footer (with standard links like Privacy Policy, Contact).
- **Page Layouts:** Create the basic structure and layout for the required pages using Divi builder, ensuring consistency.
- **Responsiveness:** Ensure the design is fully responsive and looks great on desktop, tablet, and mobile devices.
- **Performance:** Optimize basic Divi settings for speed (e.g., enable relevant performance options within Divi).
- **SEO Foundation:** Ensure basic on-page SEO elements are configurable (e.g., ensure compatibility with standard SEO plugins like Yoast or Rank Math - client will install/configure plugin later).
- **Navigation:** Set up the primary site navigation menu.

Deliverables: * A fully set up WordPress site using the Divi theme with the core pages created and styled according to the requirements. * A clean, professional, responsive design. * Basic performance optimizations applied within Divi.

What is NOT Required (Will be handled by client/agent later): * Writing website copy (placeholder text is acceptable). * Creating actual blog post content. * Advanced SEO configuration or keyword research. * Complex form integrations or CRM connections. * Affiliate link implementation. * Advanced performance optimization beyond Divi's built-in settings.

GA4: Google Analytics –

Create the data stream for aitoolfreedom.com and implement it correctly across the site using the Divi theme options or a suitable method.

Stream Name: AI Tool Frontier

Stream URL: <https://aitoolfreedom.com>

Stream ID: 11179847551

Measurement Id: G-BPNKCVZQF0

Please provide: * Examples of previous professional B2B websites you have designed using Divi. * Your estimated timeframe for completion. * Your process for communication and revisions.