Enquiry Types, Website Service Pages & Professional Structure in Laravel

Professional Structure – Overview

The Professional Structure module in the Laravel platform defines the catalogue of website Service pages and maps each one to an Enquiry Type (ET) and country or countries. It acts as the bridge between BackOffice ET configuration and the public website, ensuring that every visible Service page has a clear ET, jurisdiction, and routing path into BackOffice.

Where the BackOffice ET screens focus on operational configuration and Strategy Guides, Professional Structure focuses on how those ETs are exposed to clients: page titles, descriptions, URL structure, and which countries and categories the service appears under.

Service Record Structure

Each Service in Professional Structure is a configuration record that represents one website Service page. The record holds both business identifiers (linked ET, category, countries) and presentation-layer details (titles, descriptions, SEO fields, ordering). This allows the system to reuse the same ET across multiple countries or contexts while keeping content and URLs appropriate for each case.

Typical fields on a Service record include: Service Name, URL slug and full path, Category, linked Enquiry Type, list of Countries or Sections where the service is available, short and long descriptions, SEO meta title and description, and visibility flags such as Published and Featured.

Mapping Enquiry Types to Service Pages

When defining or editing a Service in Professional Structure, admins select the linked Enquiry Type from a dropdown populated from the central ET catalogue. This association ensures that any enquiry generated from that Service page will create a client record with the correct ET, country and initial Status in BackOffice.

A single ET can underpin multiple Service records when the same type of work is offered in several jurisdictions or when distinct marketing landing pages are required. Conversely, a Service cannot exist without an ET: the Professional Structure page uses the ET as the authoritative reference for routing, pricing defaults, and reporting.

Country Availability & BackOffice Link

Country availability is controlled primarily at the ET level, where each Enquiry Type is configured with the jurisdictions in which it can be offered. Professional Structure must respect these constraints by only allowing an ET to be linked to Services in compatible countries; attempting to configure a Service for a country that the ET does not support should be prevented or clearly flagged.

When admins configure the list of Countries or Sections on a Service record, they are effectively declaring where that ET will be visible on the website. Any changes to ET country rules in BackOffice (for example, making an ET Portugal-only) must trigger a review of associated Services so that no page advertises the service in an unsupported jurisdiction.

Professional Structure UI – Categories and Services

In the Professional Structure UI, Services are typically presented grouped by Category, matching the ET categories used in BackOffice (for example, Criminal Law, Property Law, Visas & Immigration, Tax Returns & Fiscal Services). Within each Category, a column or list shows individual Services such as “Assault Cases”, “Drink Driving Offences” or “Property Purchase”, each corresponding to a specific ET and country configuration.

Each Service card usually displays its name, internal ID and a list of active countries, giving admins a quick view of how widely that ET is exposed on the website. Clicking into a card opens the detailed configuration form where the ET link, countries, descriptions, and ordering can be adjusted.

Service Descriptions and SEO Content

Service descriptions are stored and managed in Professional Structure as content fields on each Service record, rather than directly inside the ET. These descriptions explain what the service covers in a particular country, outline key steps, and may reflect price patterns indicated by Strategy Guides and Intelliquote data.

For each Service, admins can configure a main page title, an introductory paragraph, optional subsections, and SEO-specific fields such as meta title and meta description. Because these texts are effectively the public representation of “this ET in this jurisdiction”, changes in business logic or scope for an ET should be reflected in the corresponding Service descriptions to avoid inconsistencies.

Form Endpoints and Routing into BackOffice

Every Service page that can generate leads has an associated website form endpoint configured in Laravel. The endpoint links the Service URL to a specific ET and country so that when a client submits the form, Laravel creates a BackOffice client record with the correct Enquiry Type, jurisdiction and initial Status.

Form submission configuration typically includes the Service URL path, the target ET, the country, and any Additional Services that should create linked records. Whenever a Service’s ET or country list is changed in Professional Structure, the corresponding form endpoint configuration must be reviewed and updated to ensure that submissions continue to route correctly.

Additional Services and Linked ETs

Some Service pages expose optional checkboxes or prompts for Additional Services such as Translation, Mortgage Brokerage or Accounting. In Professional Structure, these additional offerings are modeled by linking the main Service’s ET to secondary ETs that represent the related services in BackOffice.

When a client selects an Additional Service on the website form, Laravel uses these links to create one or more extra client records with the appropriate ETs, each potentially assigned to different professionals. This keeps the main Service page as the primary marketing entry point while ensuring that all required services are represented as distinct, ET-based cases in BackOffice.

Synchronisation with the ET Catalogue

The list of ETs available in Professional Structure is synchronised from the central ET catalogue maintained in BackOffice and Laravel. New ETs created or updated in BackOffice become selectable in the Professional Structure ET dropdown once they are enabled and, if configured, marked as Public.

Professional Structure itself does not create ETs; instead, it consumes ET definitions, enforcing their country and category rules while attaching website-specific content. This separation ensures that changes to business logic are made in a single place and then reflected downstream in Service page configuration.

Consistency Rules and Special ETs

Several consistency rules govern the relationship between ETs and Services. A Service’s country list must not contradict the ET’s available countries, the Service’s category should match the ET category, and disabling an ET for a country should lead to unpublishing or remapping any dependent Services.

Special ETs, such as strongly country-specific or profession-specific services, may have additional constraints: for example, an ET like “NIF Application Portugal” should only be used for Portuguese Services and must not appear as a generic multi-country Service. Professional Structure should make these constraints visible so that admins cannot accidentally misconfigure the website.

Alignment with Strategies and Intelliquote

Although Strategy Guides and Intelliquote live primarily in BackOffice, their content has a direct impact on how Service pages should be written. Strategy questions and proposals outline the typical steps and options for an ET, while Intelliquote aggregates past quotations to show median and typical fees.

Marketing and operations teams should periodically review Service pages for key ETs against the corresponding Strategies and Intelliquote data, updating descriptions that reference timelines, complexity, or typical fee levels so that public information remains consistent with current practice.

Professional Structure Workflow

The standard workflow for introducing a new Service begins with creating or updating an ET in BackOffice, including its category, country rules, recurring settings and any Additional Services. Once the ET is defined, an admin creates a new Service record in Professional Structure, links it to the ET, sets the countries and category, and completes the website content fields.

After the Service is configured, the corresponding website form endpoint is created or updated so that submissions from the new page create the correct ET in BackOffice. Final checks include verifying that the Service appears under the right Category on the website, that country availability matches the intended jurisdictions, and that a test enquiry from the page reaches BackOffice with the expected ET and routing behaviour.

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