**Marci’s Review:**

Dislikes:   
  
- Fonts in main banner and logo are different; consistency would be visually appealing, help build branding, and not look like a pre-made/do-it-yourself website;   
  
- Font size and color are too small and light at the top where the search function is and the cart info; also, font and size of key categories/links (Home; Store; Blog, About Us; and Contact Us) are fairly small and nondescript - could use some bold or different font to draw eye to them;   
  
- Color - the products are cute and vibrant but the website doesn't convey the same image, it's rather plain/dull; maybe add some color to the banner or background; not flash necessarily, just some color enhancement to draw in  your eye to the products and mission of the website;   
  
- Some distinct separation is needed between Latest News, Browse, and Affiliates sections; maybe a color divider or photo or simply a line so sections don't just fall together in one section of words/writing;   
  
- Featured Products section - the photos/items are oddly pushed over to the right or right justified so the item on the right is up against the black outline/box but the left image has space, visually off-putting; and the image sizes aren't consistent which is more noticeable with the gray box around the photos;   
        - This alignment issue is also the case in the catalog/products page, they are squished to the right side of the box making this look a bit unorganized or lack of attention to detail.  (note - this may not appear the same way on every computer so that may be something to consider).   
  
- If possible, have affiliate and other links open in new page instead of moving completely away from website to another site;   
  
Likes:   
  
- The shopping cart total in the black circle, this is easy to see and helpful.   
  
- Featured product section - the idea of highlighting certain items/most popular items is a great idea - draws attention to click and check out rest of product line.   
  
- Having a photo of each item in the product line is great - important to be able to see the product before buying;   
  
- Drop down with options is nice feature to be able to narrow viewing down to specific types of products;   
  
- Blog posts are great - love that there are photos included to humanize the stories/information; photos of customers using/wearing products would be great too.   
  
  
Overall, site is great, just needs some perking up and tweaking - keep in mind your audience - animal lovers, primarily female. :-)