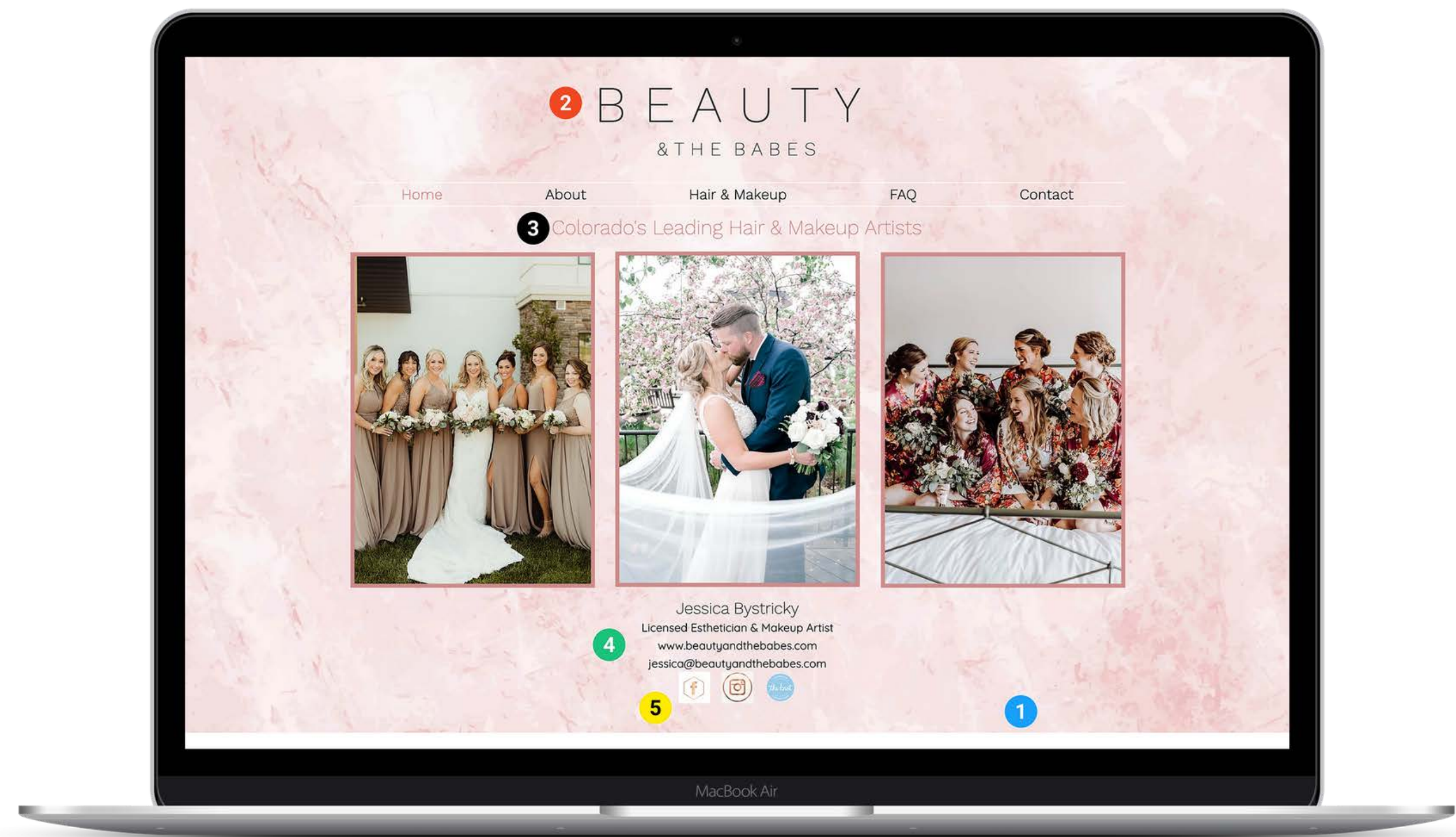# INITIAL WEBSITE REVIEW

Home

1 White Footer?

There is some sort of white footer at the very bottom of the homepage. When I hover over it on the site it looks like copyright information?

It is in the old playfair display text too - consider changing it so that it uses one of the new fonts

2 Logo doesn't link?

Users have been trained over time to click on a website's logo to be taken back to the homepage. Highly recommend linking this to the homepage

3 Homepage Headline

I've got a couple thoughts on this space:
The color is very light and it is difficult to see. Accessibility standards for color are not met (ratio of text to background color is 2:1, when it should be 3:1)

This section is overall very tightly compacted. Let the information breathe with a bit of spacing on top and bottom.

When the visitor lands on this page, what action do you want them to take? Should they view reviews, packages, contact you, etc? Right now, they land, their eyes look at the photos and then go back up to the navigation where they next view about.

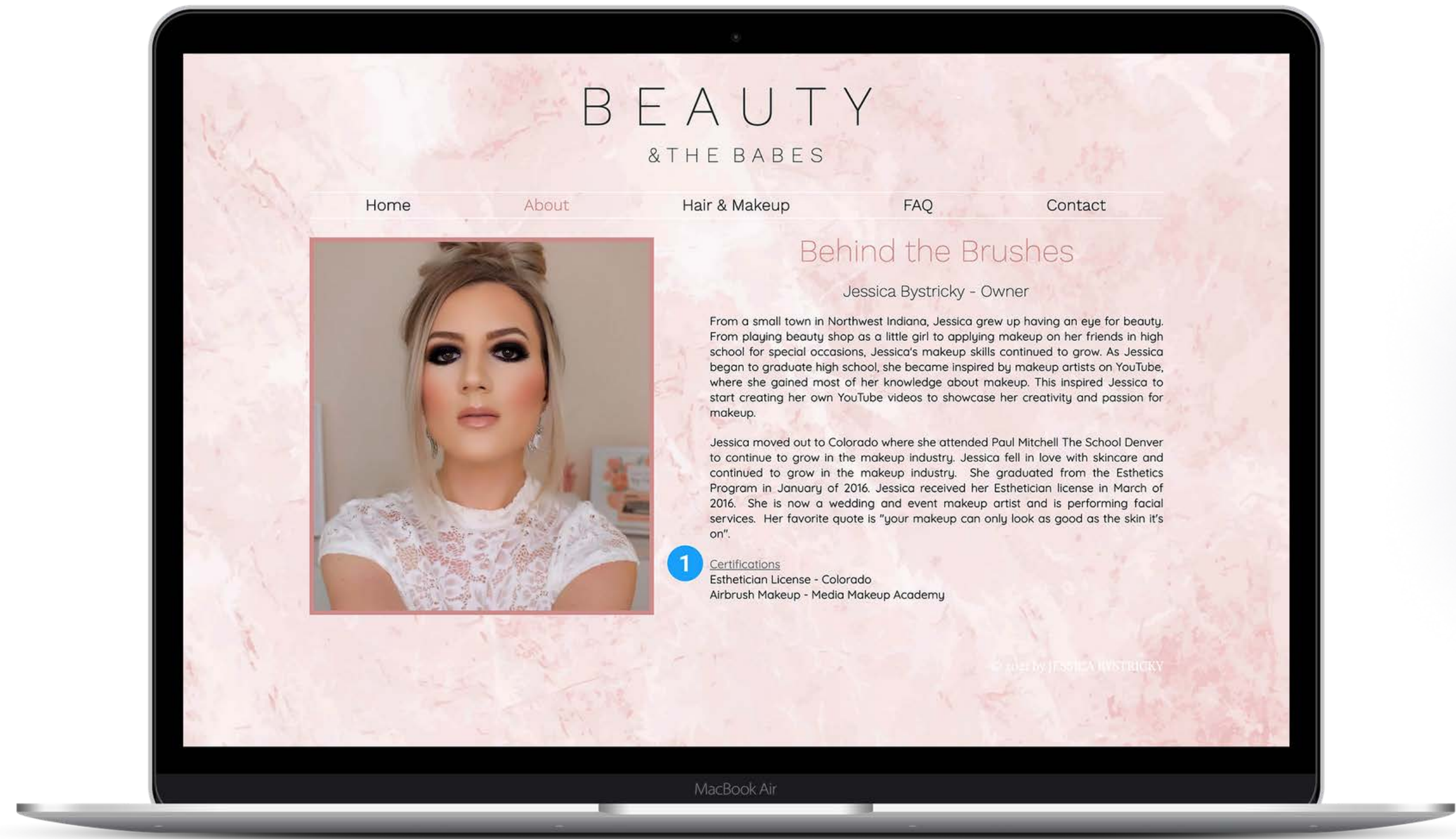**4 Links**

No need for website URL on the actual website.

Your email address should be clickable (and it opens the user's mobile email app)

5 Low res social icons?

These images are pretty low resolution. Does the platform provide any higher quality images? (The knot one looks good though)

About

① **Odd gray**

Is this the only place that this gray is used? Maybe use a different method
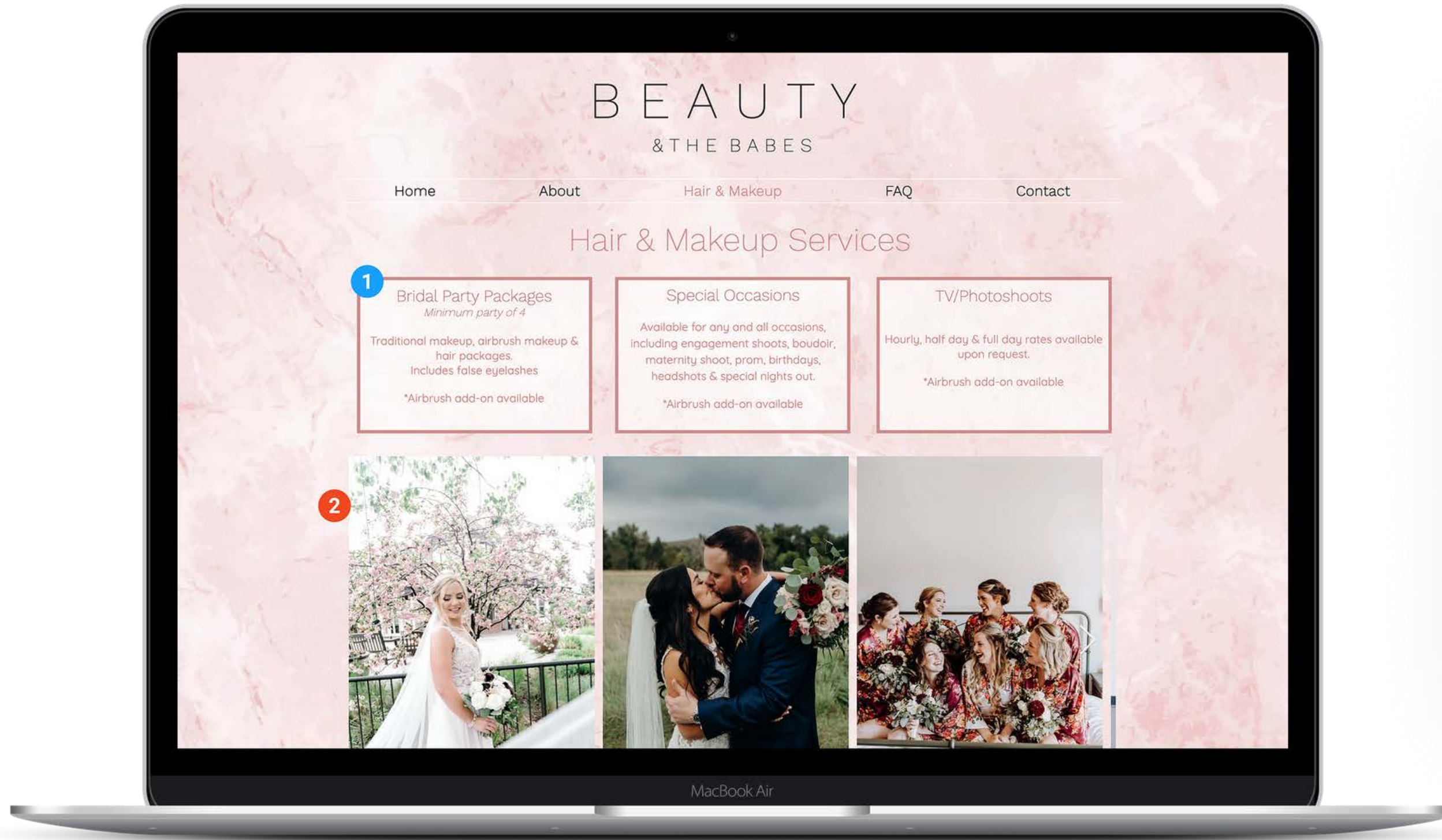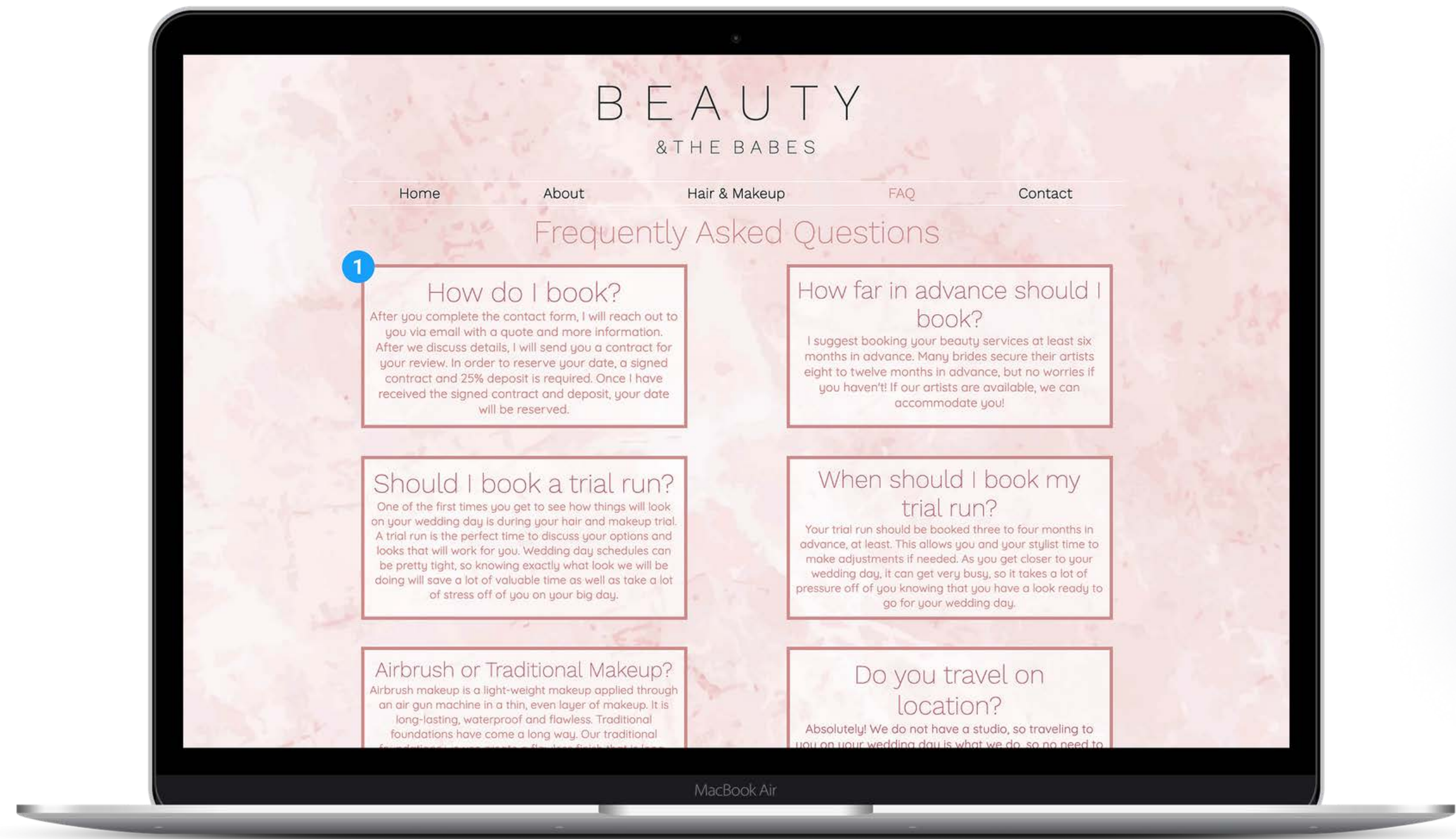
Hair & Makeup

1 Excessive text?

Bridal packages lists airbrush in the wording but then also lists airbrush add-on available? is that the same thing?

2 Disconnect between services + photography

The layout implies that the services should line up with the photography and b/c they don't the page feels off.

BEAUTY
& THE BABES

Home   About   Hair & Makeup   FAQ   Contact

Frequently Asked Questions

How do I book?
After you complete the contact form, I will reach out to you via email with a quote and more information. After we discuss details, I will send you a contract for your review. In order to reserve your date, a signed contract and 25% deposit is required. Once I have received the signed contract and deposit, your date will be reserved.

How far in advance should I book?
I suggest booking your beauty services at least six months in advance. Many brides secure their artists eight to twelve months in advance, but no worries if you haven't! If our artists are available, we can accommodate you!

Should I book a trial run?
One of the first times you get to see how things will look on your wedding day is during your hair and makeup trial. A trial run is the perfect time to discuss your options and looks that will work for you. Wedding day schedules can be pretty tight, so knowing exactly what look we will be doing will save a lot of valuable time as well as take a lot of stress off of you on your big day.

When should I book my trial run?
Your trial run should be booked three to four months in advance, at least. This allows you and your stylist time to make adjustments if needed. As you get closer to your wedding day, it can get very busy, so it takes a lot of pressure off of you knowing that you have a look ready to go for your wedding day.

Airbrush or Traditional Makeup?
Airbrush makeup is a light-weight makeup applied through an air gun machine in a thin, even layer of makeup. It is long-lasting, waterproof and flawless. Traditional foundations have come a long way. Our traditional

Do you travel on location?
Absolutely! We do not have a studio, so traveling to you on your wedding day is what we do, so no need to
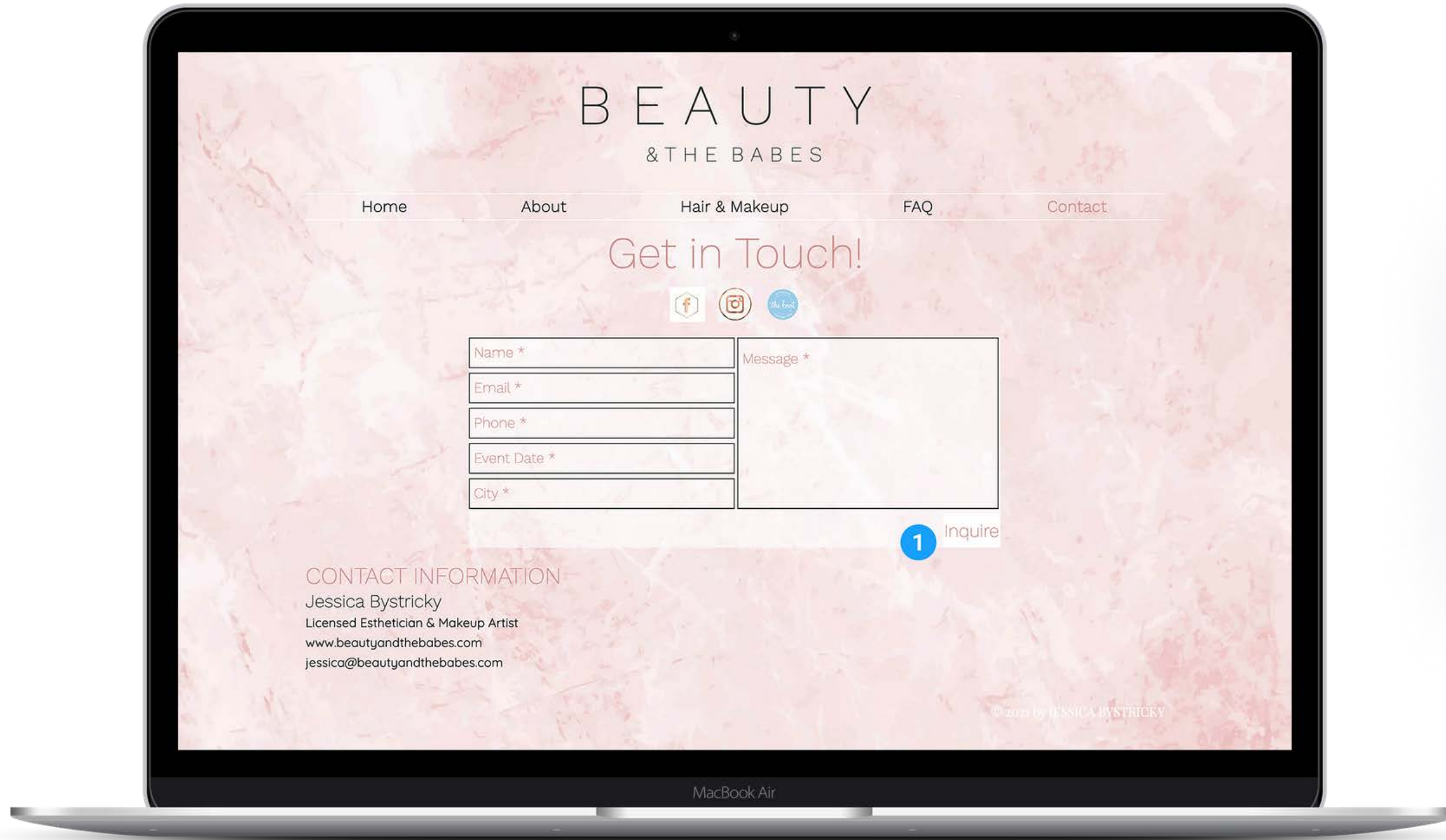

FAQ

1 Boxes consistent styling

The boxes on this page and the Hair & Makeup pages should be have the same characteristics - background color, heading size, text color, etc.

Recommend making the body copy a dark gray to make it easier on the reader's eyes

Contact

1 **Form button**

The form button is white on a white background. Recommend making this a darker color with white or pink as the button text.