	Beauty and the Babes	Colorado Bridal Co.	Megan Cary Artistry	Beauty on Location Studio	Kim J Beauty
Primary Logo	BEAUTY & THE BABES	Colorado Bridal Co.	MCA AGENCY	L	Kim J BEAUTY
Description	Beauty and the Babes are Colorado's leading on-location hair and makeup artists for weddings and events.	Colorado Bridal Company is your go-to resource for hair and makeup in Northern Colorado!	Int'l. Published & Awarded MUAH, Wardrobe Set Design Agency providing services for film, bridal, celebrity, commercial & advertising.	The Award Winning Beauty in Location Studio Team specializes in wedding and special events hair and makeup.	Denver, Colorado-based wedding hair & makeup artist specializing in natural makeup and romantic, classic wedding styles.

Services	• Bridal Party Packages (4 person minimum)
	
	• Special Occasions
	  • Photoshoots including engagement, boudoir, maternity, etc.
	  • Prom
	  • Birthdays
	  • Headshots
	  • Special Nights Out
	
	• TV / Photoshoots on Set
	
	• Add-ons Available
	
	• No pricing on site
		• Wedding Day (per person)
		  • Bride
		  • Bridesmaid
		  • Junior Bridesmaid
		  • Mothers
		  • Flower Girls
		
		• Elopement Package
		
		• <u>Pricing available</u>
			• Makeup and Hair Artistry
			  • Photoshoots
			  • Celebrity
			  • Television / Film
			  • Special Effects Makeup
			  • Publications
			  • Advertising / Marketing
			  • Weddings
			  • Lessons/Tutorials
			  • Special Events
			  • Personal Artist
			
			• Wardrobe, Set Design, and Prop Design
			
			• No pricing on site
				• In-Studio Services
				
				• Mobile Services
				  • For the Bride
				  • Trial Runs
				  • Bridesmaids
				  • Moms
				  • Grooms
				  • Touch Ups Available
				  • Add-ons Available
				
				• <u>Pricing available</u>
					• Brides
					
					• Bridesmaids
					
					• Moms
					
					• Touch Ups Available
					
					• <u>Pricing available</u>

Website	Style: Simple, modern, feminine Color Scheme: Pinks, black, white Strengths: With a clean, direct navigation, the user can find the information they are after quickly and with ease. The site looks professional. Weaknesses: There is no clear "happy path" for the user. When they land on the website, what should they look at first? Where should they click next? Mobile: The mobile website works well. It uses a sticky hamburger menu for quick navigation and a bottom sticky footer menu for quick actions.	Style: Modern, nature, feminine Color Scheme: Greens, golds, off-white textures Strengths: The color scheme, font selections, and overall vibe are very, very trendy. Weaknesses: There are several areas where the text cannot be easily read due to contrast. The site lacks clear and consistent hierarchy and spacing. There is a "Powered by Weebly" tag on the site. Mobile: While the website does function on mobile, there are areas that do not look quite right on mobile (odd text wrapping, icons become very large).	Style: Basic, stiff, older Color Scheme: White, beige, gray gradients Strengths: This website highlights a wide variety of services and the historical success of the company. Weaknesses: This site has an old style and seems very basic - as if they did not put much time or effort into it. It does not appear to be well maintained. Mobile: The mobile website is slightly modernized with a few tools like a hamburger menu and bottom sticky menu.	Style: Simple, elegance, feminine Color Scheme: Rusty red/orange, blue/green/gray, white Strengths: This site is pretty well put together and includes an Instagram integration which can be a way to keep a website effortlessly updated and fresh. Weaknesses: The long, single-scroll page website style is a bit outdated and does not work well when there is a lot of information to convey (like this site has). The Instagram integration shows older photos. Mobile: The long scroll is even more noticeable here. The hamburger menu does not stick to the top, making site navigation difficult.	Style: Simple, modern, feminine Color Scheme: Gray, black, white Strengths: There is a cohesive style via color and font selections. There is an Instagram integration which can be a way to keep a website effortlessly updated and fresh. Weaknesses: There is excessive white space throughout the long scrolling homepage. Some photos are too large for a desktop monitor. The Instagram integration shows older photos. Mobile: The mobile website is vastly superior to the desktop website. Spacing issues disappear and the sticky hamburger menu makes it easy to navigate the site.
Homepage	Call-to-Action: None Photography Content: Bridal parties, bride and groom kissing Photos Upon Click: No action	Call-to-Action: Book Today Photography Content: Bride & groom, large auto-progressing gallery (lots of client photos, some of hair being done), brides, more brides & groom, doing makeup Photos Upon Click: One enlarges, most have no action	Call-to-Action: None Photography Content: Eight client photos from a variety of styles Photos Upon Click: Enlarge and then may click through all	Call-to-Action: Book Now Photography Content: Nearly all wedding - a bridal party, a bride and groom, mostly close ups of bridal hair and/or makeup Photos Upon Click: Some do nothing, gallery photos enlarge, Instagram photos lead to the post on Instagram	Calls-to-Action: Learn more about me, View the latest (portfolio) Photography Content: Brides, a gallery that shows close ups of finished hair and makeup plus a video of artist performing services Photos Upon Click: Some do nothing, some link to the photographer's website, one links to a Google map, Instagram photos lead to the post on Instagram
Social Media, Awards, Connections	Facebook, Instagram, the knot	Facebook, Instagram, Yelp, WEDDINGWIRE, weddingRule.com	Instagram, YouTube	Facebook, Instagram, Yelp, WEDDINGWIRE	Facebook, Instagram, Pinterest, WEDDINGWIRE, the knot
Contact Options	Email, website form, social media messaging, mobile site offers phone call option	Booking form, contact form	Connect form, mobile site offers phone call, email, and social media options	Booking form	Contact form