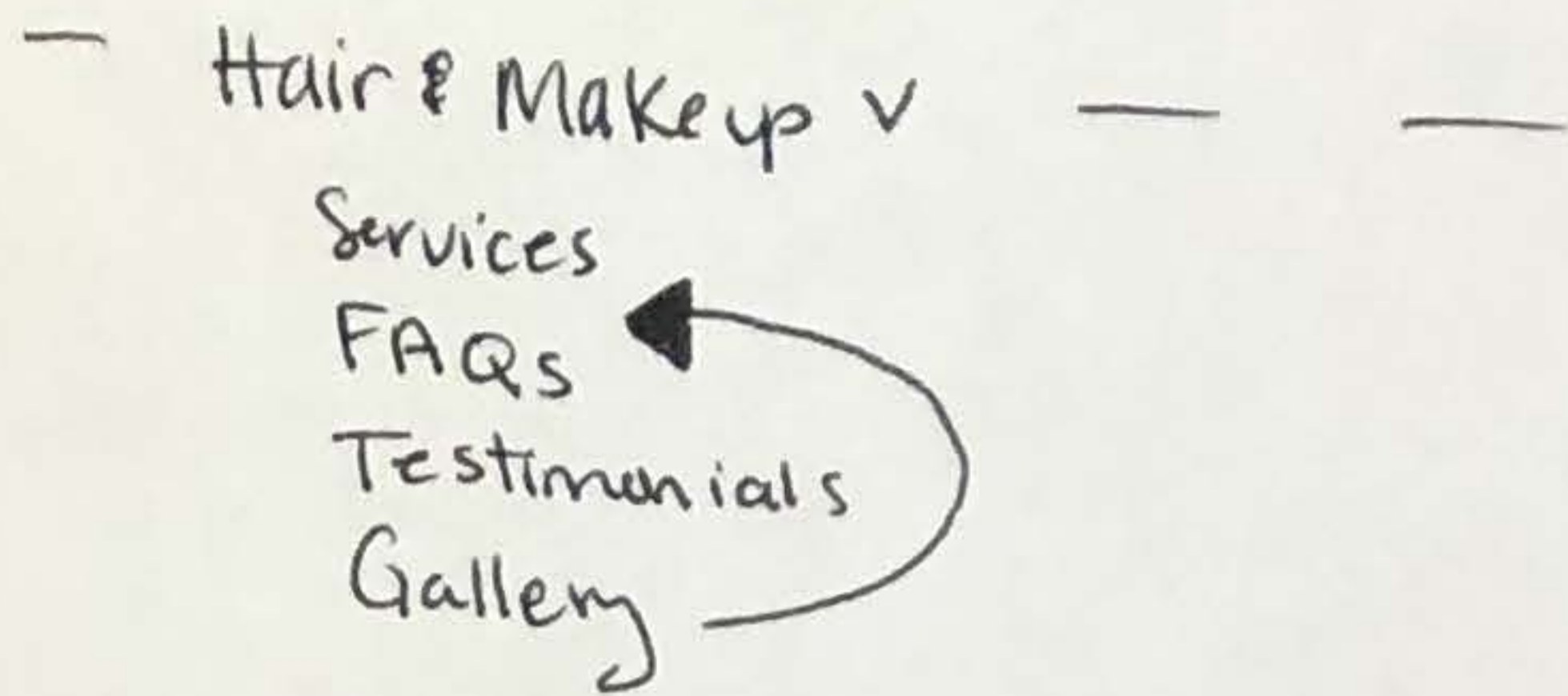
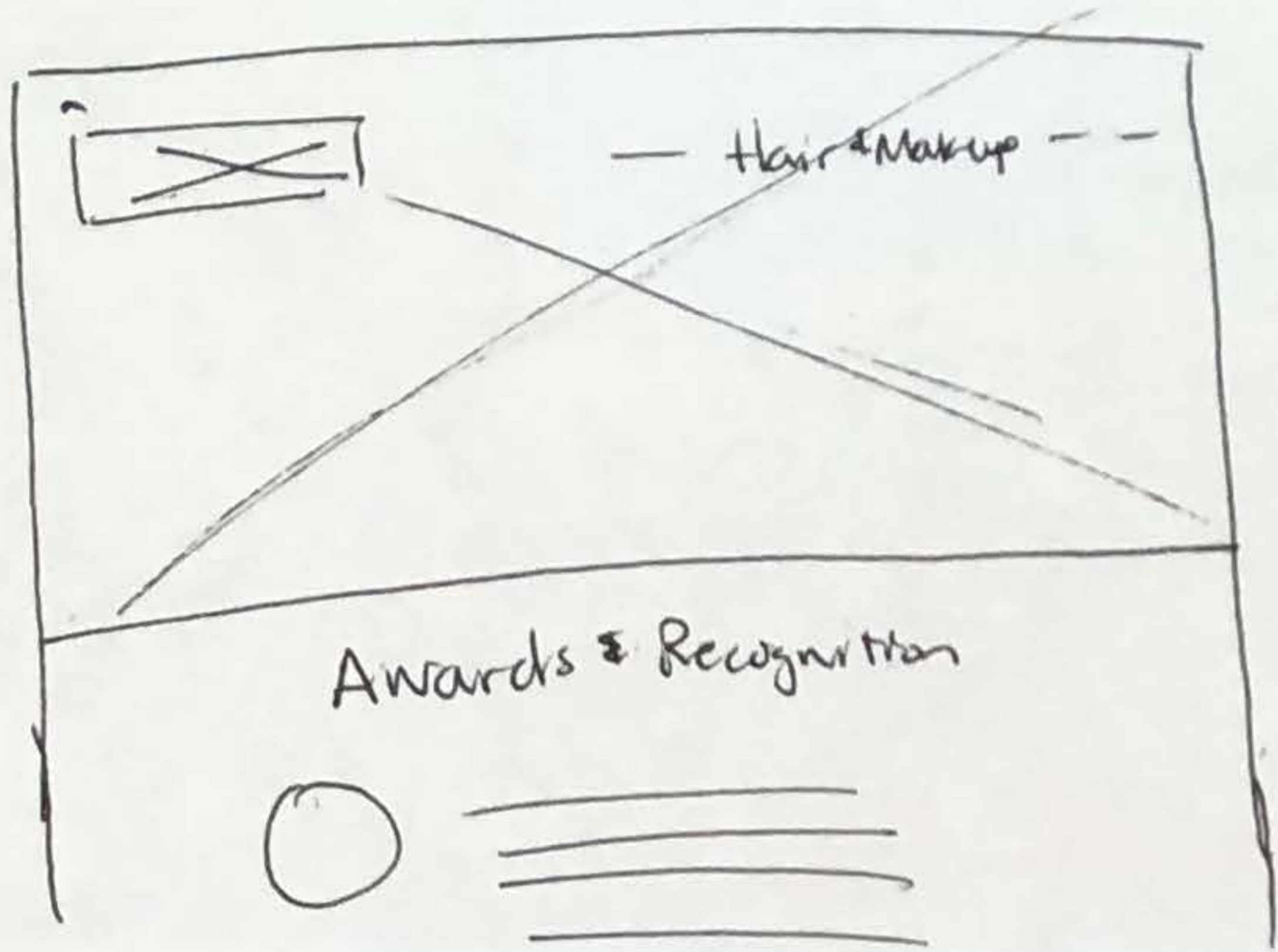


Condense navigation?

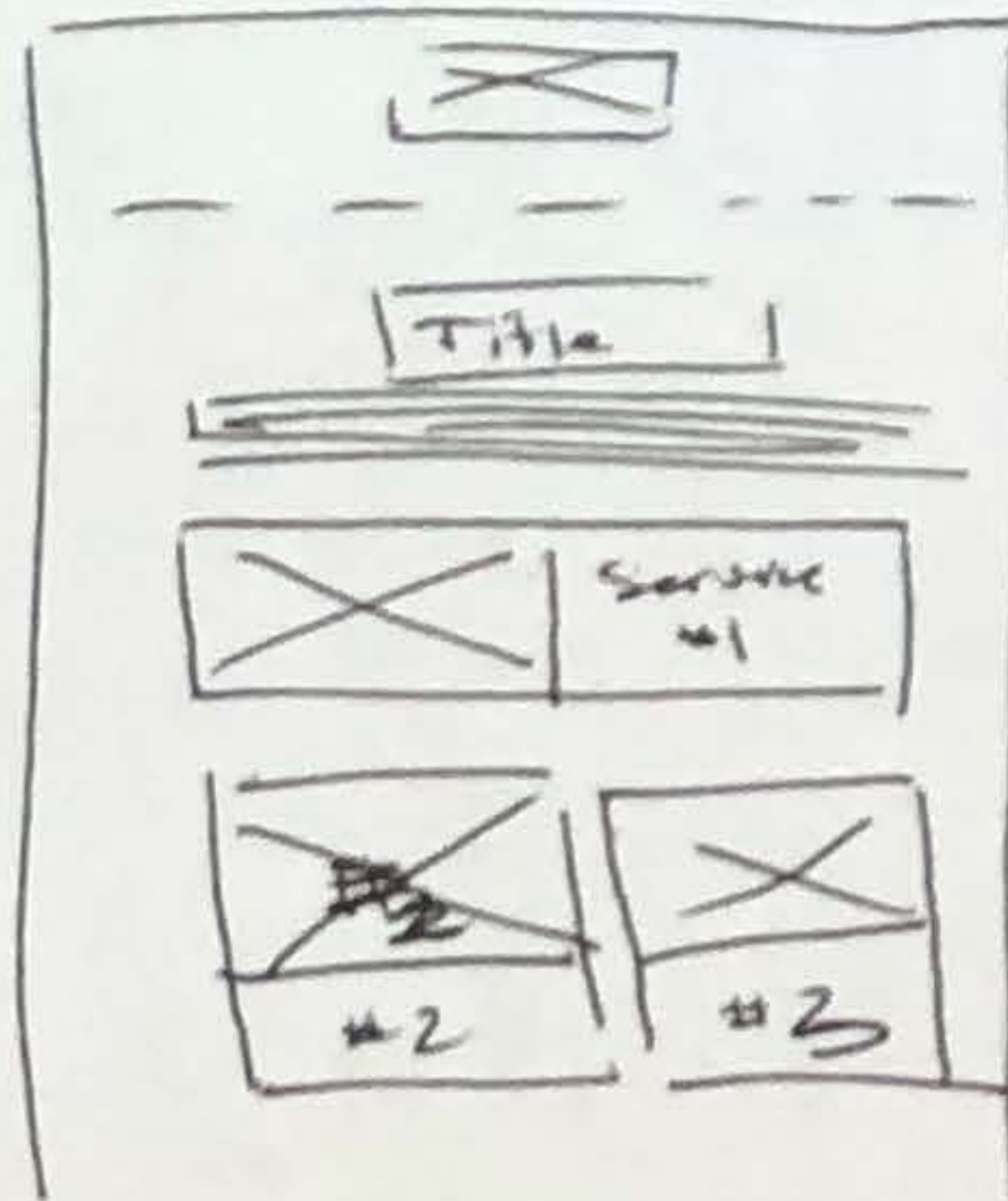
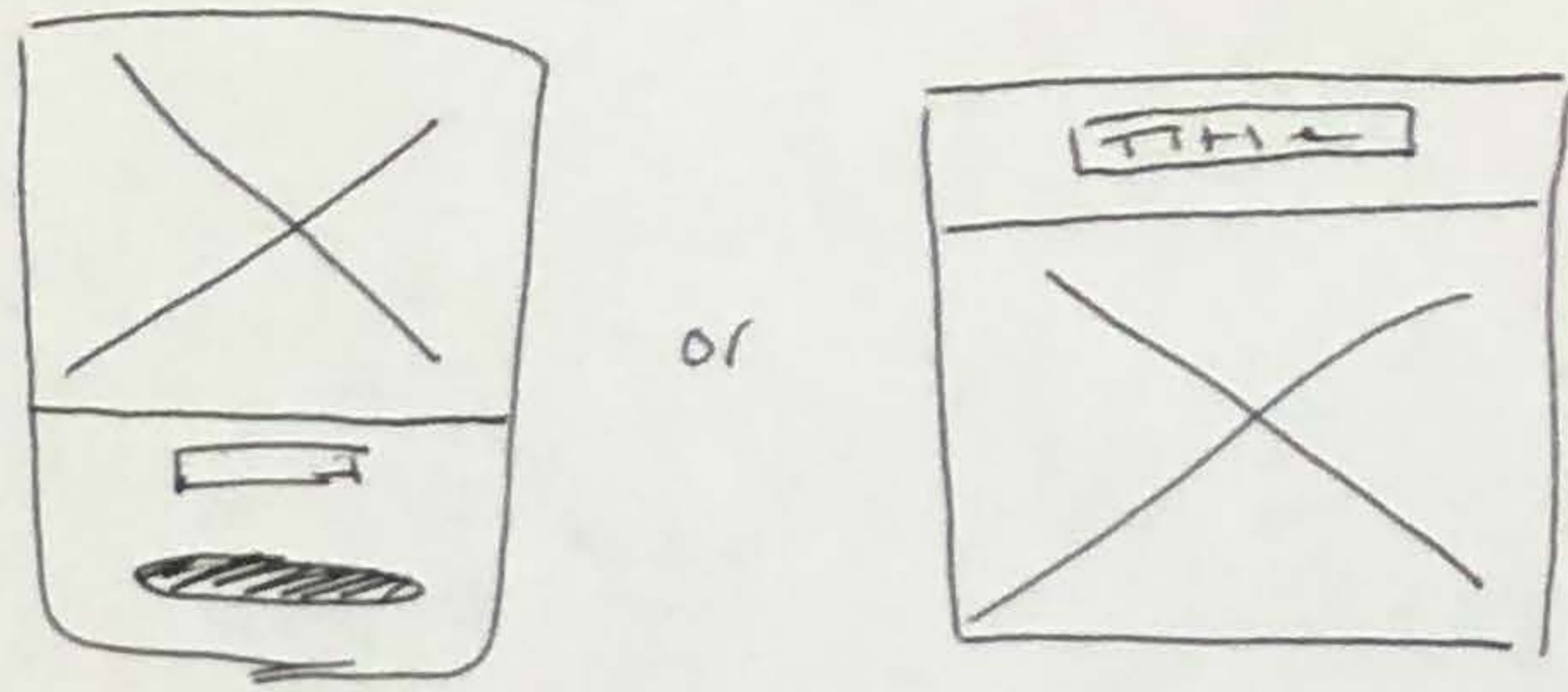


or Remove Home?

About H&M Gallery FAQ Testm. Contact?



Style for Home page photos



Services layout update?

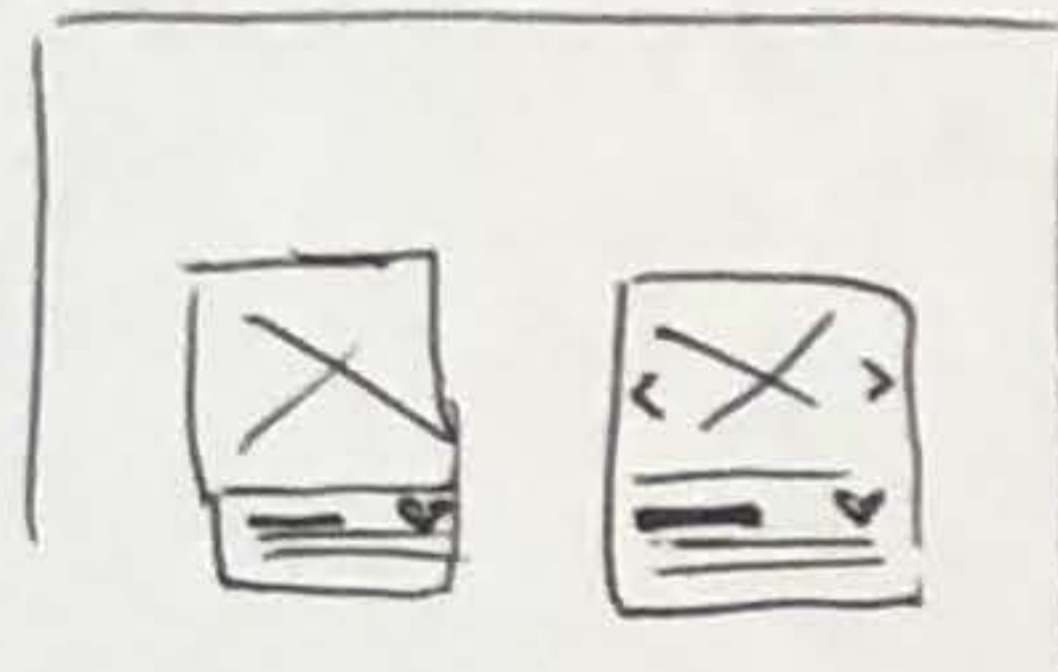
Mirror to testimonials page?

Ideas for LP

- parallax
- top 3 pre-book FAQs
- contact form
- 3 ~~pre~~ reviews from google?
- the top wanted photos (B+A, Finished, artist @ work)

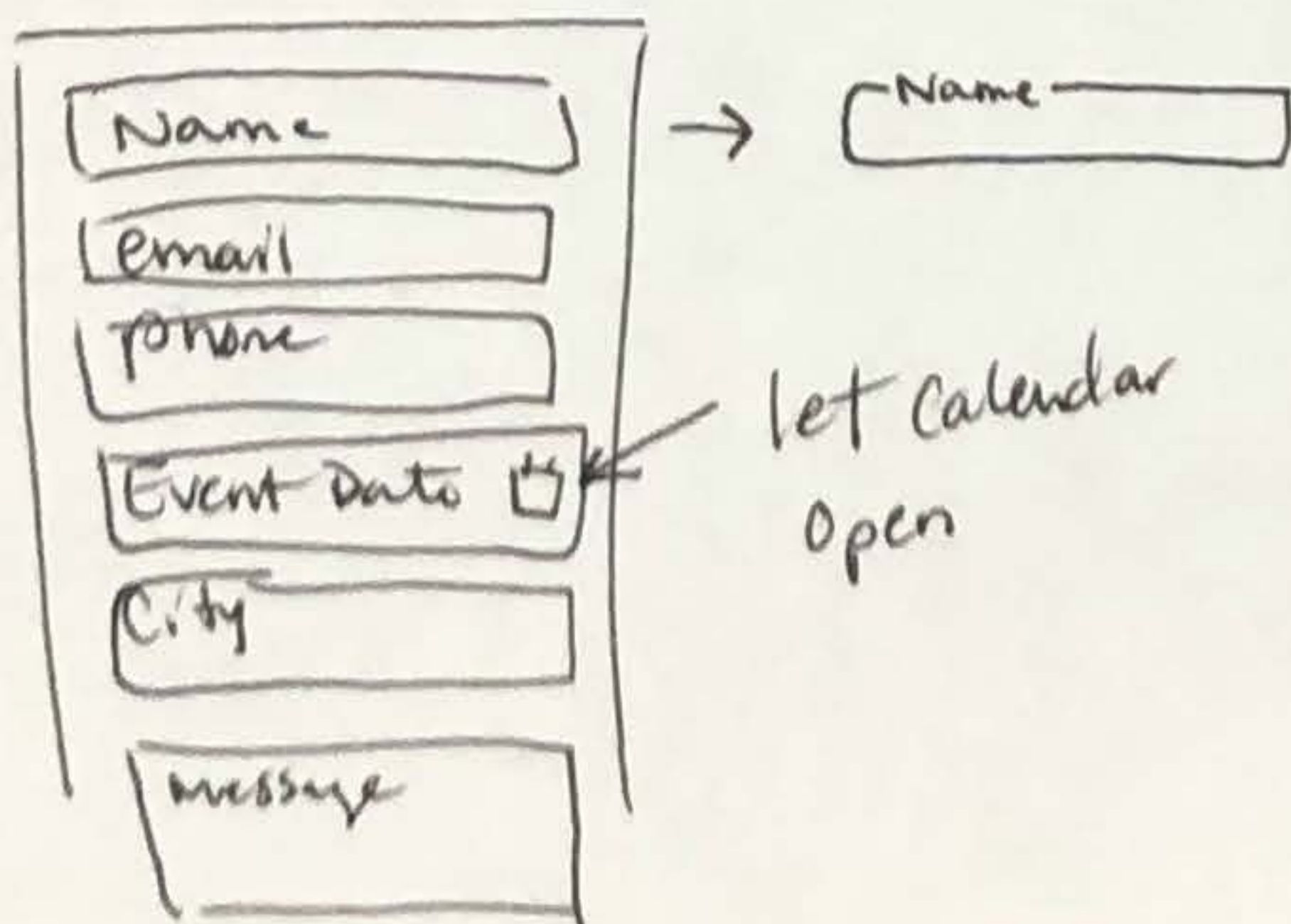
Gallery page should be like IG since so many users are using IG

- Scrolling
- info/details on photos

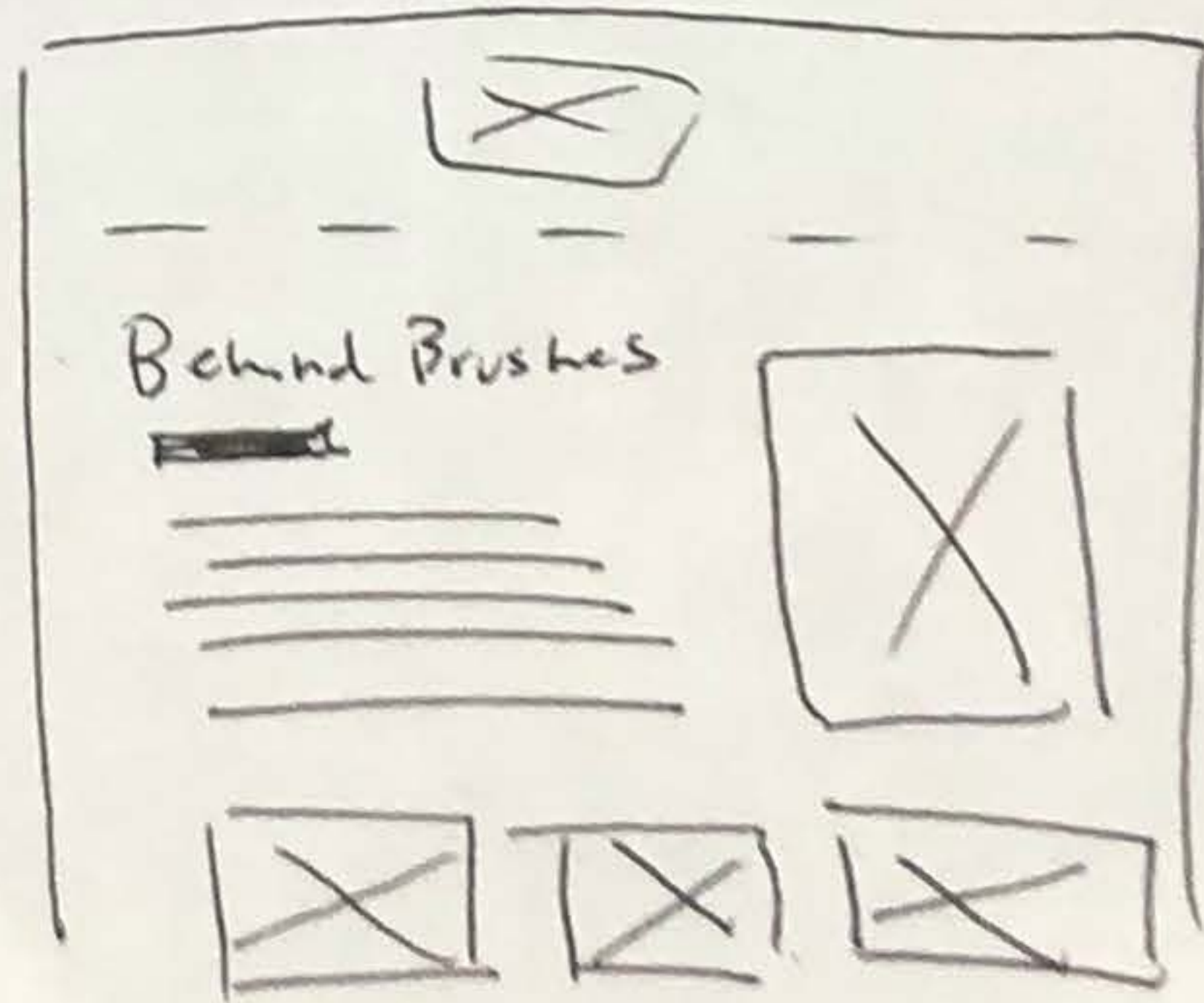


Should all of 1 event be in a "post"?

Restyle form? Material fields?



About page? Add stylists?

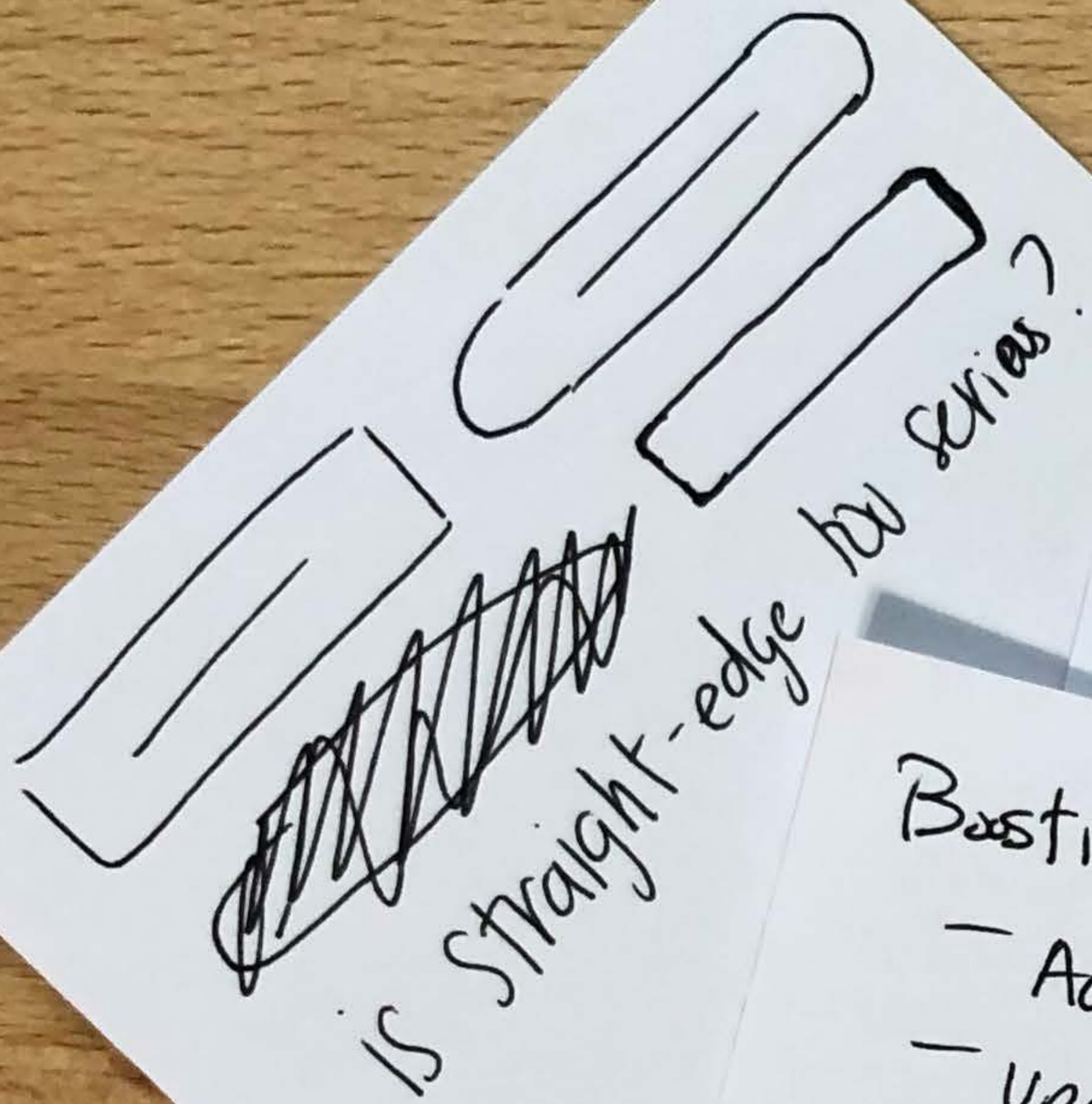


To Include...

- Professionalism
 - ✓ own website
 - ✓ social media links
 - Build trust/credibility
 - Authority in demos (is client willing to film videos)
 - ✓ Testimonials
 - Before & Afters
 - Artists doing hair/makeup
- Conversion-focused
 - Landing page for weddings

To Consider

- Remove ♥ counter that doesn't count
- Business owner's youtube?
- Follow up NPS after services rendered?
- Blog for boosting SEO
 - Does she have time to commit
- IS social active enough for an on-site feed?
- Add award(s) to website?
- words to maybe use
 - trust
 - reliable
 - flawless/elevated
 - enjoy your day
 - accepting clients
 - all day/lasting
 - excited
 - on-location
 - photo-ready
 - trials



Buttons at the
Ends of page =

Drive conversions or
Help users achieve their
goals... let's balance it
based on research

Busting SEO strategies

- Add text to pages
- Update alt text while including
key words when appropriate
- Fix H1s
- More accessible for all = more
possible clients

Does the client/business
have some of these photos
That I can pull for the
mockups?

Before After?

Professionals working?

60" Videos?

- ask her

- poor quality!
Baw