Below are suggestions to improve the website for Lisa's Pet Services:

Services:

- ➔ Specify type of animal (pet) that she provides services for
- ➔ State whether or not she caters to pets with disabilities
- ➔ Include additional services (pet dates, monthly pet breed met up, grooming, training etc)
- ➔ Different walking techniques for different breeds

Disclaimers:

- ➔ Include her area of expertise
- ➔ State her area of responsibility and exceptions

Blogging:

- ➔ Categorize blogs by: Food Recipes (dog food recipes, cat food recipes), Pet Sitting Diary (dog walks, cat walks), Pet Training (Tips and tricks to having a new pet, house train, basic tricks)

Visual:

- ➔ Different fonts (mix)
- ➔ Use graphics and columns for Services (Service and price with point form information)
- ➔ Client Page: Include Owner with pet in one picture
- ➔ Define all category of pets you service to
- ➔ Include Instagram account in footer
- ➔ Blog updates per week
- ➔ Cohesive branding across all platforms

Make it Personal:

- ➔ Coupons?? Promotions
- ➔ Company email
- ➔ Open schedule with all activities
- ➔ Provide Lisa's experience
- ➔ Include more graphics and video - with Lisa (who is Lisa? Creates personal connection)
- ➔ How long she's been in service

- Why she loves animals
- An "About Me" page
- Pictures of Lisa executing her pet services, so that clients have a better idea of how she operates.

Navigation/Structure:

- An "About Me" page
- Putting "Happy Clients" and "Testimonials" as one page instead of two, as these pages are essentially the same thing -- a review page.
- Contact Page
- Page on "How to keep your furry friends happy"
- Shrinking the text on "Blog" so that all pages are in a single line and the complete website look is more organized.
- Under "Pet Walking", the 3 types of pet walking services would be easier to understand if separated into a chart rather than a blurb -- as a blurb, the information gets lost.
- Blog posts about her experiences training and maintaining dogs is always extremely useful to other dog owners.
- Call to Action Button
- Call Now Button
- The welcome message makes it seem as if multiple people are providing her service when in reality it is just Lisa, which is an advantage to pet owners
- Locations that she offers her Services

Testimonials

- Combining the "Happy Clients" and "Testimonials" pages, repeating information
- More emphasis on "Testimonials" as it encourages people to purchase the service and retain returning business

Social Media / Blogging:

- Place more links on her social media platforms that leads back to her website in an effort to increase traffic.
- More recipes
- Blog posts of cute pictures and videos
- Tips for puppy training