

Types of Events

- Family Oriented
 - Birthday parties
- Corporate Events
 - Would like more focus on this
- Weddings
- Walk-around magic

Website Layout

Very text heavy. Needs restructuring.

- Home
- About
- Services/Shows
- FAQ
- Reviews/Testimonials
- Contact

Website Content: What I Need

Please Note: I plan on restructuring a lot of your existing text on the website using bullet points rather than paragraphs, specifically for the services. Most of the content is on your site already, which is great, so my focus will be mainly reworking and refreshing existing content.

I would just need a few things from you before I begin for the following pages:

- **New Content for Home Page**
 - Adjectives (3-5) that you believe describe X-Ray Magic the best
- **New Content for About Ray Page**
 - What or who at 8 years old inspired you specifically that made you want to do magic professionally?
 - You mention your degree but it's very different from the path you took. What made you change?
 - How did you start entertaining people while travelling?
- **New Content for Blogging Page**
 - If you do want to go forward with blogging and are stuck, I can provide a few start-up post ideas to get you going. Any editing you would require from me for blog posts in the future would have to be discussed with Hanadi first!
- **New Content for Services Page**
 - Would you be able to provide me with a list and description of the major types of magic tricks you perform other than the goldfish and bunny ones? Or are those the only two that require the most explanation?

These are the sections that will be re-worked but I'm sharing the way they'll be restructured before I begin:

- **Reworking Content for Services Page**

- *These pages contain testimonials. Reviews and testimonials should be on a separate page. The only information on the 'Services' pages should be about what these services provide. A separate page will be created where all testimonials and reviews will be placed.*
- Corporate and Adult
 - This page contains information about 'Walk-around magic'. A separate sub-page will be created under Corporate and Adult. It will look and provide information in this format:
 - Services
 - Corporate and Adult
 - Walk-around Magic
- Family and Children
 - This page will explain the children shows and family shows in a point form format, which will make it easier to read and more visually appealing.
 - You also mention a 'sweet surprise' for moms. This is something to include if you provide what the surprise is. If you do not want to spoil it/share it, I would not include mentioning it. Is it something you would like to share or just not mention?
- Weddings
 - This page is the least cluttered, which is great. Some of the information is repetitive so I plan on combining information together, so that it is even easier to follow.
 - I noticed that the VIP Exclusive Package mentions that if chosen, you will remain at a venue from start to finish. The other two packages do not state that. If someone chooses the Cocktail Hour Package or the Reception Package, will they have entertainment throughout the entire time it takes to have cocktails and eat? Or would you only stay for an hour, 45 minutes, etc. Please provide me with the duration of entertainment for these two packages please.
- Reworking FAQ Page
 - Information that has been provided in your Party Planning Guide will be formatted in a question and answer style.