

**HAND
MADE** BARBER STUDIO

WEBSITE

REDEVELOPMENT

PROPOSAL

FARA HALTERMAN – FINN WYLIE – ANDREW SOLOMKO – KELSEN ALLOWAY

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Executive Summary

Handmade Barber Studio has an established, respected in-person presence within a competitive downtown Vancouver market. However, in an environment where customers frequently evaluate businesses online before booking, the website plays a critical role in shaping first impressions, influencing trust, and driving business growth. (Fogg et al., 2003).

This report evaluates Handmade Barber Studio's current website through established user experience (UX), technical performance, and digital marketing best practices. While the site provides foundational booking functionality, there are clear opportunities to strengthen its impact as a strategic growth tool.

Our analysis identifies four primary areas for improvement:

Brand Visibility & Credibility – Enhancing staff profiles, portfolio integration, and visible social proof to reduce customer hesitation and strengthen trust (Harley, 2016).

Booking Flow & Navigation Clarity – Streamlining the path to booking by reducing friction, improving feedback, and maintaining consistent navigation structure (Baymard Institute, n.d.).

Technical Performance & Functional Reliability – Correcting broken links, improving, and ensuring consistent interactive behavior to reinforce professionalism.

Search Visibility & Local Discovery – Optimizing site structure and service pages to increase organic search visibility and attract high-intent local customers (Google Search Central, 2023).

For each area, this proposal outlines the current opportunity, explains its business implications, and presents practical, research-informed solutions that can be implemented through a structured development process.

By repositioning the website as an active marketing and customer acquisition asset, rather than solely a booking interface, Handmade Barber Studio can strengthen its competitive positioning, increase discoverability, and convert digital engagement into sustained customer growth.

Introduction

As the Business Development Bank of Canada notes, customer retention and market expansion are essential drivers of small business sustainability (Business Development Bank of Canada, 2019). The downtown Vancouver market demands differentiation, visibility, and customer trust to be competitive. For businesses seeking to In today's environment, a business website functions as a digital storefront, often forming a customer's first impression before they ever visit in person (Fogg et al., 2003).

Research in user experience and digital conversion consistently demonstrates that credibility, visual identity, ease of navigation, and performance reliability significantly influence purchasing decisions. In appearance-based service industries such as barbering, where customers are selecting a professional they trust with their image, these factors become even more critical. Customers are not simply booking a haircut; they are choosing a person, a space, and a brand (Baymard Institute, 2024).

Multiple barbershops compete for similar clientele. Looking over nearby competitor sites reveals that many offer comparable core services (fades, beard trims, classic cuts) while differentiating themselves through brand identity, visual presentation, and ease of online booking.

Several competing barbershops prominently feature high-quality portfolio galleries, integrated customer reviews, and visually distinctive homepage designs that communicate atmosphere and personality. In some cases, competitors also provide clearly structured service pages with descriptive content optimized for search visibility. (A1 Barber Studio, 2025) (Evolve Grooming, 2023)

In markets where service offerings are relatively similar, differentiation shifts from “what is offered” to “how it is presented.” When customers compare options online, they often evaluate three primary factors:

- Perceived skill (visible portfolio),
- Professionalism (site quality and functionality),
- Ease of booking

If one competitor communicates these elements more clearly or reduces friction more effectively, undecided customers may gravitate toward that option.

Handmade Barber Studio has the advantage of an existing local presence and an active social media footprint. However, the current website does not yet fully leverage these strengths to compete visually or structurally at the same level as some neighboring businesses. This presents a meaningful opportunity: by elevating its digital presentation and

discoverability, the studio can compete not only on service quality, but on perceived authority and accessibility within the downtown market.

At present, Handmade Barber Studio's website provides a functional booking pathway and establishes an online presence. However, there is a clear opportunity to elevate the platform from a transactional tool into a strategic growth asset. By strengthening brand visibility, reducing booking friction, improving technical reliability, and increasing search discoverability, the website can more directly support the studio's expansion goals.

This proposal evaluates the current site using established usability heuristics and digital best practices. Based on this analysis, our team has identified four primary areas of opportunity:

- Brand Visibility & Credibility,
- Booking Flow & Navigation Clarity,
- Technical Performance & Functional Reliability,
- Search Visibility & Local Discovery

For each area, we outline the current user experience, explain the business implications, and present practical, evidence-based solutions that our team can implement to strengthen the studio's digital presence.

Brand Visibility & Credibility

In service-based industries centered on personal appearance and craftsmanship, trust is the primary driver of conversion. Research on web credibility demonstrates that users form impressions about a business within seconds of landing on a webpage, relying heavily on visual cues, perceived professionalism, and identifiable human elements (Fogg et al., 2003) (Krause & Moran, 2021)).

A haircut is not purely functional; it is closely tied to personal identity and confidence. When a client selects a barber, they are choosing someone they trust with how they present themselves to the world. Because of this, uncertainty plays a significant role in the booking decision. The more effectively a website reduces uncertainty and communicates competence, the more likely a prospective client is to proceed (Kaley & Kendrick, 2018).

For a growing downtown barbershop operating in a dense competitive market, visual credibility and human connection are not decorative enhancements: they are strategic assets.

Current Opportunity

Handmade Barber Studio's website currently meets the essential needs for booking functionality and online presence. However, the visual representation of the brand and its professionals could be expanded to be an active platform for highlighting skill, brand and identity.

As shown below in Figure 1,, when selecting a barber within the booking interface, clients are presented primarily with names rather than faces, specialties, or examples of work. There is no biographical information available and no structured portfolio section displaying completed haircuts. As a result, prospective customers must rely on external platforms such as Instagram, or Google Reviews, to evaluate the quality and style of the studio's work.

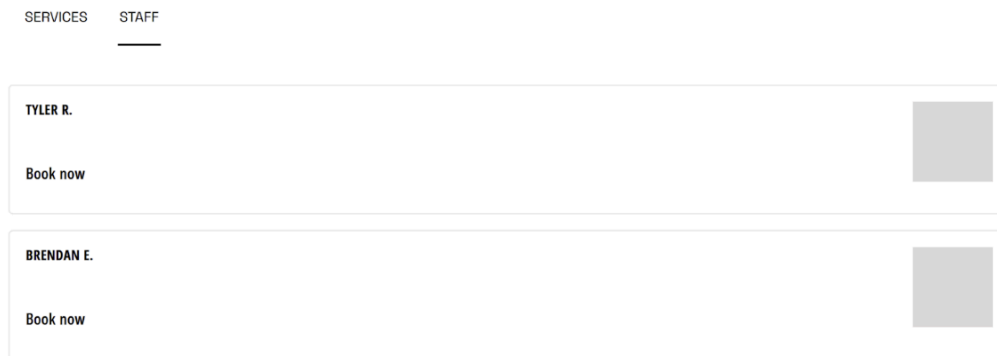


Figure 1: Current booking interface displaying staff names without photos (Handmade Barber Studio, 2026)

While the studio maintains an active Instagram presence, this content exists separately from the website rather than functioning as an integrated proof-of-work asset. Users must navigate away from the booking flow to view examples of recent cuts, which introduces friction and increases the likelihood of drop-off (Baymard Institute, n.d.). Figure 2 shows the footer of the homepage, and its placement of the Instagram link.

LOCATION + HOURS

Handmade Barber Studio
658 Homer St #410
Vancouver, British Columbia V6B2R4
[\(403\) 478-7852](tel:4034787852)
handmadebarber@gmail.com
[GET DIRECTIONS →](#)

Monday	9:00 a.m. - 5:00 p.m.
Tuesday	9:00 a.m. - 5:00 p.m.
Wednesday	9:00 a.m. - 5:00 p.m.
Thursday	9:00 a.m. - 5:00 p.m.
Friday	9:00 a.m. - 5:00 p.m.
Saturday	Closed
Sunday	Closed



Figure 2: Current website footer layout, showing the singular small instagram link (Handmade Barber Studios, 2026)

Additionally, customer reviews are not displayed within the site experience. For new customers unfamiliar with the brand, visible social proof is often a decisive factor in whether they proceed with a booking.(Fogg et al., 2003).

In a competitive downtown market where alternative barbers are only one search away, these missing credibility signals represent a meaningful opportunity for enhancement.

Recommended Enhancements

To strengthen brand visibility and reduce booking hesitation, we recommend implementing a structured brand showcase system composed of four integrated components.

Dedicated “Meet the Barbers” Section

Each barber should have a professional profile that includes:

- A high-quality headshot,
- A short biography,
- Areas of specialization (e.g., skin fades, classic cuts, beard shaping),
- Years of experience or training highlights

This transforms the booking process from selecting a name into selecting a person. Presenting identifiable human elements reduces uncertainty and strengthens perceived credibility (Fogg et al., 2003).

Integrated Portfolio Gallery

A categorized portfolio section featuring high-resolution before, in-progress, and after images organized by service type. Where appropriate, images should be linked to individual barber profiles to reinforce personal brand identity. Figure 3 illustrates an effective implementation of a similar feature.

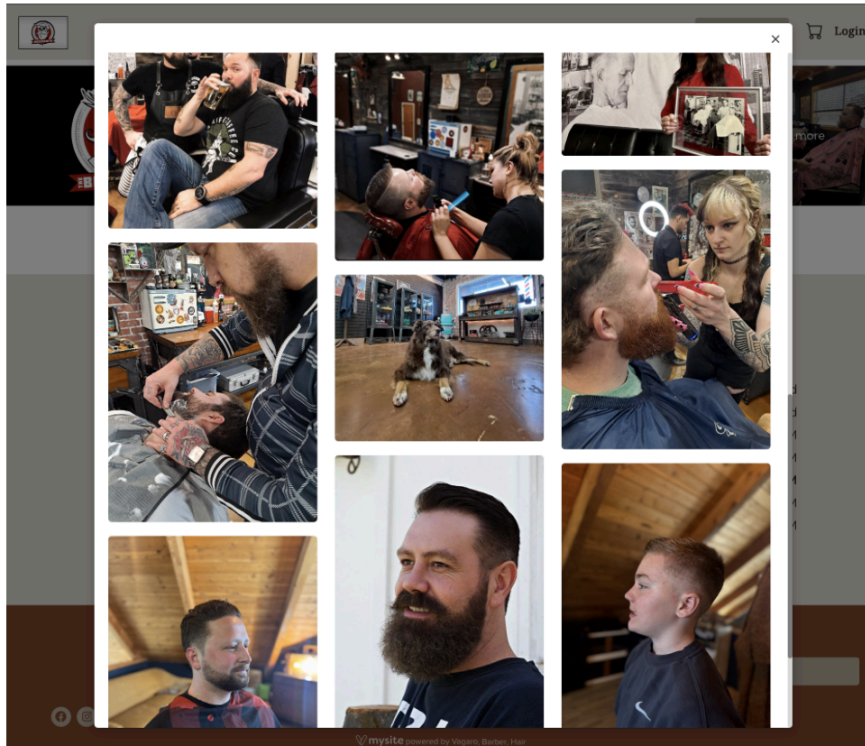


Figure 3: Haircut pictures displayed on a barbershop's home page (The Beardsmith, 2026)

The pictures showcased on The Beardsmith's website highlight the skill of the barbers and the quality of the finished product. When an image is tied to a specific barber, it creates space for a customer to further their perceived relationship with them, increasing their likelihood to rebook a haircut. A portfolio also provides images to potential customers allowing them to assess the barber's skill and quality of the result. Being able to view examples helps reduce the perceived risk faced during the decision making process, resulting in an increase of new customers (Harley, 2016).

Embedded Instagram Feed

Rather than requiring customers to leave the website to evaluate recent work, a live Instagram feed should be embedded directly within the homepage and/or portfolio section.

This approach accomplishes three strategic goals:

- Keeps users within the booking ecosystem,
- Ensures the site remains dynamic and continuously updated,
- Reinforces authenticity through real, recent client work

By reducing unnecessary navigation away from the site, the embedded feed minimizes friction and supports continued engagement (Baymard Institute, n.d.). It also leverages existing content marketing efforts while minimizing additional maintenance requirements.

Featured Google Reviews Integration

Prominently displaying selected customer reviews directly on the homepage or booking page is immediate proof of quality. Industry research demonstrates that when a product or a service has customer testimonials visible to the user, it can more than double the likelihood of purchasing being made. Figures 4 and 5 show examples of how two local barbershops effectively implement customer reviews on their websites in different ways.

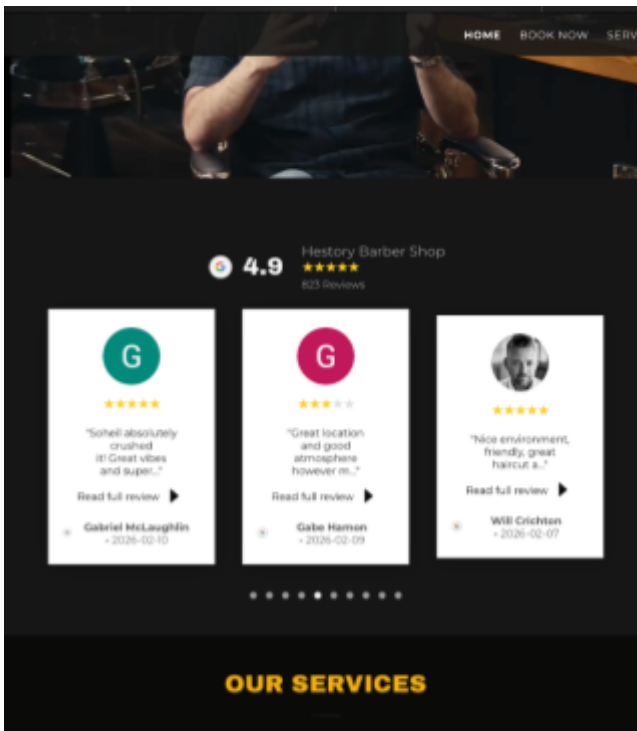


Figure 4: Google reviews integrated to a local barbershop's website (Hestory Barber Shop, 2026)

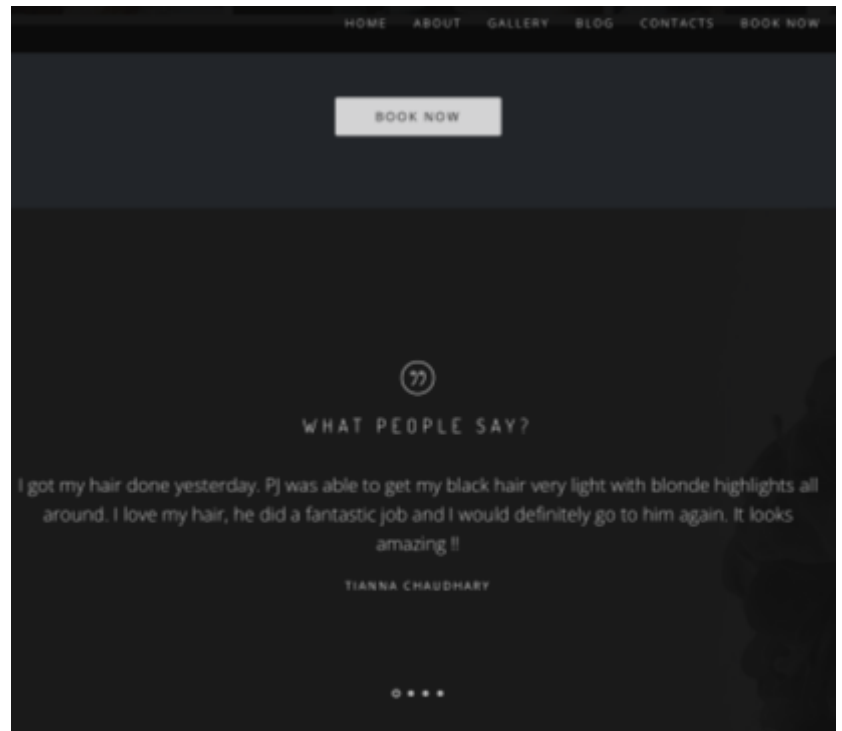


Figure 5: Customer reviews integrated to a local barbershop's website (Modern Man Barbershop, 2026)

Hestory Barber Shop's website implements a feature to display user reviews made through Google maps. This has the benefit of allowing customers to view the most recent and up to date reviews, increasing their trustworthiness to potential customers. Modern Man Barbershop's website takes a different approach to displaying reviews by adding them directly into their website. The consistent styling of the reviews with the rest of the site creates a polished and professional image to attract new customers.

Expected Business Impact

These enhancements directly reduce uncertainty at the evaluation stage of the booking journey. When prospective clients can see the barber's face, review examples of their work, and read authentic testimonials within one cohesive environment, perceived risk decreases significantly.

Reducing uncertainty at this stage increases the likelihood of first-time bookings, particularly in competitive urban markets where alternatives are readily available. Integrated portfolios and visible reviews also increase time spent on site and strengthen brand memorability, both of which support conversion behavior (Harley, 2016).

Beyond immediate booking impact, these changes elevate Handmade Barber Studio from a transactional booking platform to a differentiated, craft-driven brand presence. By visually communicating skill, personality, and authenticity, the website becomes an active marketing asset that reinforces growth, rather than simply facilitating appointments.

Booking Flow & Navigation Clarity

When a user decides to book a service, they have already demonstrated intent. At this stage, the primary objective of the website is not persuasion: it is the removal of friction. Research in usability consistently shows that even small moments of confusion, delay, or uncertainty during checkout and booking processes significantly increase abandonment rates (Schade, 2015).

When going to book a service, the process a user needs to follow is referred to as “Booking Flow”. The quality of booking flow directly correlates to higher conversion rates. Users expect clarity, immediate feedback, and predictable navigation patterns. When an action does not produce the expected result, hesitation increases. In service booking environments, hesitation often results in abandonment rather than retrying (Baymard Institute, n.d.).

Current Opportunity

An analysis of the current booking flow reveals several areas where friction may unintentionally interrupt the user journey.

Booking Flow

At the moment, the booking flow on the website has multiple paths that loop unexpectedly, redirect without clarity, or stop the booking process. Figure 6 shows what is currently the easiest path through the website to complete a booking.

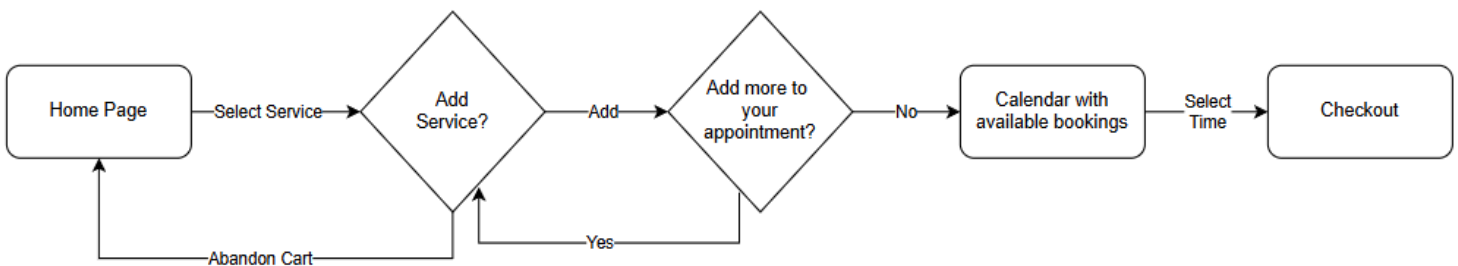


Figure 6: Current booking flow of the website (Handmade Barber Studio, 2026)

This easiest path is already on its way to being a strong booking flow. One opportunity to improve the flow would be reducing the number of clicks to add a service. From the homepage, the first click the user makes is selecting their desired service which redirects to the page in Figure 7.

handmade barber studio



All services / Haircut

Haircut

CA\$55.00 · 45 min

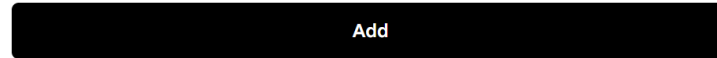


Figure 7: Add service page (Handmade Barber Studio, 2026)

This page requires users to click “Add” to continue adding the item to their cart, creating friction and adding a redundant click to the checkout process. If the user wants to book multiple services at once - such as a haircut and a hot shave - they will be redirected through this cycle multiple times. Additional booking inconsistencies that can cause user frustration or confusion are present throughout the site. Inconsistent wording (“Book Now” vs “Add”), and clicking on “handmade barber studio” abandons the user’s cart without communication.

Account Requirements & Checkout Process

Another significant blocker to booking is the account creation process. It has been found in usability tests that users are often most frustrated when they are suddenly required to sign up or login to continue using the website. This creates a “Login Wall”. This frustration is especially prominent for login walls at checkout, being unattractive for both first time customers and current account holders. Whether customers are not looking to commit, have forgotten their login info, or are just in a hurry, a login wall at checkout can be reason enough to abandon their order (Budiu, 2014). The current checkout page is shown in Figure 8.

Checkout

Appointment held for 9:07

Contact info

[Sign in](#)

Appointment summary

CA +1 ▾

Phone number

❗ Phone is required

By providing your phone number you acknowledge you will receive occasional informational messages, including automated messages, on your mobile device from this merchant. Text STOP to opt out at any time, and text HELP to get HELP. Message and data rates may apply.

First name

Last name

❗ First name is required

❗ Last name is required

Email

❗ Email is required



Wednesday, Mar 11

4:30 – 5:15 PM PDT

Est. due at appointment:

CA\$57.75



Haircut

with any staff

CA\$55.00

Subtotal

CA\$55.00

Taxes

CA\$2.75

Total

CA\$57.75

Book appointment

Figure 8: Login wall at checkout (Handmade Barber Studio, 2026)

When customers reach the checkout of Handmade Barber Studio, a 10 minute checkout timer starts, requiring them to enter their phone number and email. While on this page it is not obvious whether or not entering this information will automatically create an account, be saved for future, or generally what the information will be used for. This creates hesitation for customers who are not committed to making an account, as well as customers who are not prepared to offer their personal information. Research on web service registration abandonment demonstrates that users are more likely to exit when asked for information they perceive as sensitive or unnecessary (Malheiros & Preibusch, 2013).

At this stage, if the customer decides to click “Sign in”, they are redirected to the page shown in Figure 9.



Sign in to handmade barber studio with Square Appointments

Country
United States +1

Mobile Phone Number

Request Sign in Code

Figure 9: Sign in page (Handmade Barber Studio, 2026)

The sign in page requires a phone number, but does not request an email address. This creates internal inconsistency, since customers are now confused about whether or not they will be asked for their email address as well later into this process. Internal consistency is important, as it increases the customer's confidence, leading in turn to a higher opinion of the brand (Krause & Moran, 2021).

Booking Options

It is unclear from the website if clients are able to book appointments by phone. As shown in the Brand Visibility & Credibility section earlier, the phone number is not visible in the header of the homepage, and is instead found at the bottom of the page.

Recommended Enhancements

To streamline the booking process and reduce friction, we recommend the following structural adjustments.

Booking Flow: Minimize Required Clicks

Reducing intermediary steps between service selection and confirmation can decrease cognitive load and shorten the path to completion. The booking interface should guide users forward with minimal interruption, presenting information progressively rather than requiring repeated confirmation clicks (Rowicka, 2024). Figure 10 shows the proposed path through the website to complete a booking.

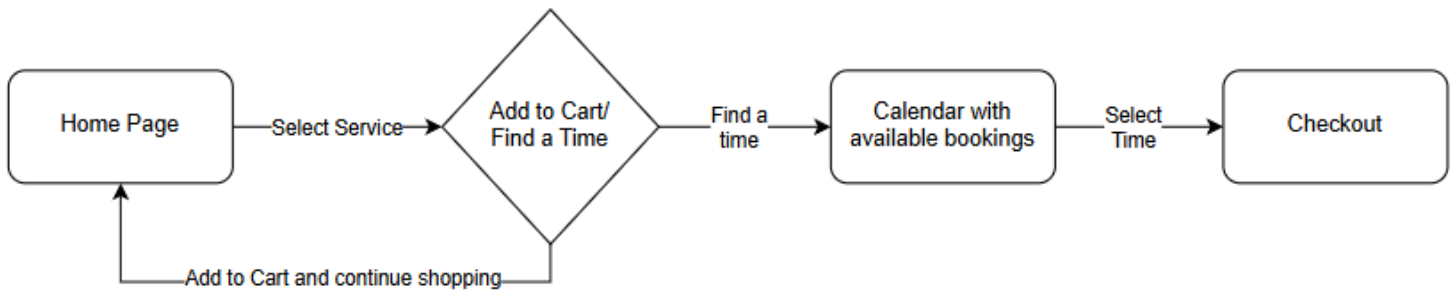


Figure 10: Proposed Booking Flow of the website (Handmade Barber Studio, 2026)

Removing the “Add” page reduces the number of clicks and greatly streamlines the flow of the user journey while aligning user expectations with outcomes. Another step to further align with user expectations would be to clarify the language on buttons to communicate the purpose of the button, setting expectations for what the next page will be after the user has clicked. Using clear language and commonly used words can help the user recognize where they are in the process, and what to expect from the next page (Kaley & Kendrick, 2018).

Login Requirements: Guest Login

If account creation is not a necessary part of booking an appointment, we recommend adding a guest checkout. Once the user progresses through the booking flow and completes the “calendar” step, adding a step prompting the user to either sign in or checkout as a guest would clearly communicate expectations and reinforce trust before the user proceeds to the final checkout step (Schade, 2015).

Booking Options: Book Online or by Phone

To make the website more helpful for a user who is either tech-adverse or prefers to speak to a human to book, adding the phone number to the header with appropriate text (for example “Book By Phone”) would diversify the booking paths the user could take.

Expected Business Impact

By clarifying system feedback, reducing perceived privacy friction, and streamlining navigation, the booking experience becomes more intuitive and confidence-driven. Users who feel guided rather than obstructed are more likely to complete transactions (Harley, 2016).

Even modest reductions in booking abandonment can meaningfully impact revenue, particularly during peak traffic periods. In competitive service markets, the business that makes it easiest to complete a task often captures the booking (Rowicka, 2024).

Technical Performance & Functional Reliability

In digital environments, reliability communicates professionalism. When a website functions smoothly and behaves predictably, users rarely notice. When it does not, confidence drops immediately.

Research consistently shows that users associate technical performance with brand competence. Broken links, non-responsive elements, or technical inconsistencies create subconscious doubt about operational quality (Krause & Moran, 2021).

In service industries where trust is essential, even minor technical inconsistencies can disproportionately affect perception. For Handmade Barber Studio, ensuring that every button, link, and interface element behaves as expected reinforces credibility and reduces hesitation during the booking journey.

Current Opportunity

During evaluation of the website, several functional inconsistencies and problems were observed.

Figure 11 shows the “Book Now” button at the top of the main page of Handmade Barber Studio.



Figure 11: Handmade Barber Studio homepage with “Book Now” button (Handmade Barber Studio, 2026)

While the underlying booking system is operational, broken redirection links create confusion at the most critical conversion point. As seen in Figure 11, the primary “Book Now” button never redirects users to the intended booking URL attached to the “Book” button lower down the page. When primary action buttons fail to behave as expected, user trust can diminish quickly (Krause & Moran, 2021).

Figure 12 shows the cart icon, and its dropdown view on the main page of Handmade Barber Studio.

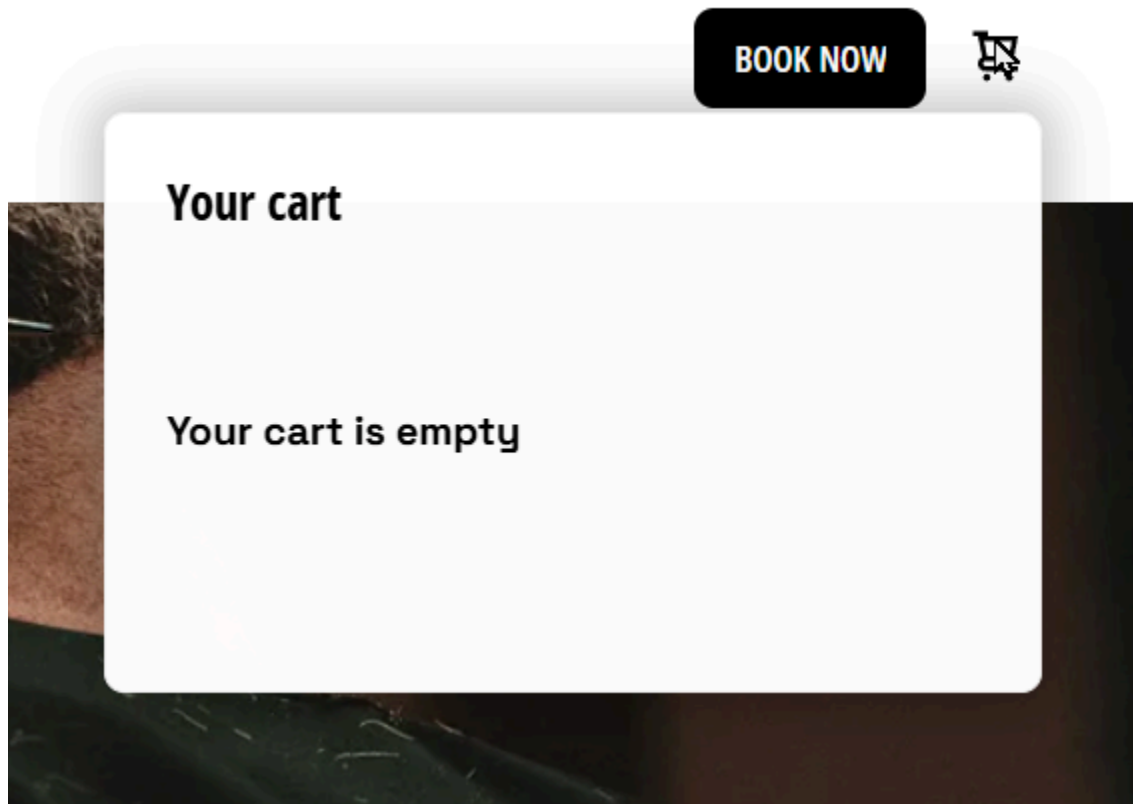


Figure 12: Handmade Barber Studio cart (Handmade Barber Studio, 2026)

Another element that is missing its primary function is the cart. On the front page there is a cart icon, that if the user hovers over, displays the message “your cart is empty”. As something the user sees early on, it implies that they can later add their appointment or order to the cart to save it for later. However, no such functionality can be found in the booking section. Therefore once a user selects what they want, they are expecting to see an add to cart button, and upon not seeing a clear way to do that, they doubt the brand competence, and can leave the website as a result (webstacks, 2025).

Figure 13 shows the edit status view with the “update” button.

All services / Haircut

Haircut

CA\$55.00 · 45 min



Figure 13: Edit service page (Handmade Barber Studio, 2026)

Within the booking interface, certain interactive elements are missing or do not behave as expected. For example, when a user tries to edit the status of a service they have added to the appointment summary, there is no visible “back” or “cancel” button. Rather there is an “update” button that seems to perform a “go-back” task, however the name of the button is misleading and confusing at first glance, while the “remove” button functions according to its name. Inconsistent behavior within interactive controls increases uncertainty and may cause users to question whether changes were successfully applied. Other minor inconsistencies such as a disappearing “Text Us” button during scroll or when expanding the appointment summary further contribute to a fragmented experience. Individually, these issues are small. Collectively, they reduce perceived polish and reliability, because unclear navigation is a primary reason users abandon sites (Izazaga, 2025).

Recommended Enhancements

We recommend user testing and implementing specific changes in two key areas.

Link & Redirect Verification

All action buttons should be tested and validated to ensure accurate redirection under all user states and devices. It must function properly when a user is logged in, logged out, is on a computer, or is on a mobile device. Eliminating broken pathways at critical conversion points protects booking opportunities and reinforces system dependability (Krause & Moran, 2021).

Improvement of Confusing Elements

All interactive elements should undergo usability testing to confirm expected behavior. Confusing, inaccurate, or improperly named controls, like the improperly named “update” button, should be corrected. While inconsistent elements like the shopping cart should be removed to avoid user confusion, and can be properly implemented later if deemed necessary for the service (webstacks, 2025).

Consistent and predictable system behavior reinforces user confidence and aligns with established usability heuristics (Krause & Moran, 2021).

Expected Business Impact

Technical reliability reinforces professionalism. When every interaction behaves as expected, users focus on the service rather than the system (Krause & Moran, 2021).

Correcting broken links directly protects conversion opportunities. Eliminating minor inconsistencies enhances perceived quality and attention to detail, traits that are particularly important in craftsmanship-based businesses (Krause & Moran, 2021).

By strengthening functional reliability, Handmade Barber Studio ensures that its digital presence reflects the same level of care and precision delivered in person.

Search Visibility & Local Discovery

For local service businesses, search visibility directly influences customer acquisition. When users search terms such as “barber near me” or “fade downtown Vancouver,” search engines prioritize businesses based on relevance, content structure, geographic location, performance, and engagement metrics (Google Search Central, 2023). Knowing this, businesses can tailor their content and structure to optimise for visibility and search hierarchy. This process is referred to as Search Engine Optimisation (SEO). One of the most prominent aspects of SEO is the implementation of “Structured Data Markup” which is a standardized format (code) added to a website’s HTML to help search engines understand content context, enabling enhanced “rich results” like star ratings, services, or event details.

Appearing prominently in local search results positions the business in front of high-intent users; customers who are actively seeking to book. Unlike social media traffic, search traffic captures a demand that already exists. Research consistently shows that users disproportionately select results appearing on the first page of search results, particularly within local “map pack” listings (Moz, 2023).

For Handmade Barber Studio, improving local search visibility represents one of the most scalable and sustainable growth opportunities available.

Current Opportunity

The current website lacks the content and structure to function as a direct marketing asset. Service pages contain minimal descriptive copy, limiting the site’s ability to rank for style-specific or service-specific queries.

Additionally, the site lacks dedicated landing pages targeting individual services or search intent variations (e.g., “skin fade Vancouver”, “beard trim downtown”, “men’s haircut near me”). Without structured, keyword-aligned content, search engines have fewer contextual signals to associate the business with relevant local searches (Google Search Central, 2023). Google provides a free tool to assess a website’s current “Rich Results”, representing a website’s ability to show up beyond the standard title, URL, and description. Handmade barbershop’s results are shown in Figure 14.

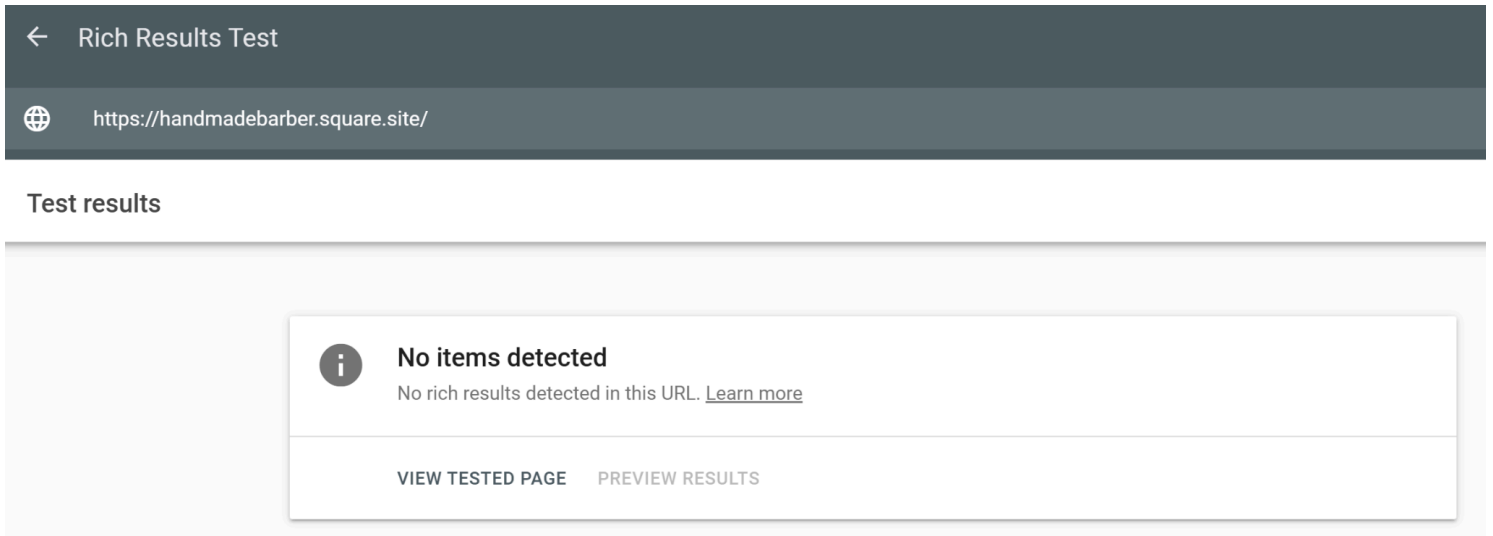


Figure 14: Google's "Rich Results Test" for Handmade Barber Studios Website (Google, 2026)

Local business information - such as operating hours, service categories, and geographic indicators - is not clearly organized using structured data markup, meaning the site is unavailable for "Rich Search Results" (Where specific search terms are returned on relevance).

The results of the SEO performance are shown in Figure 15.

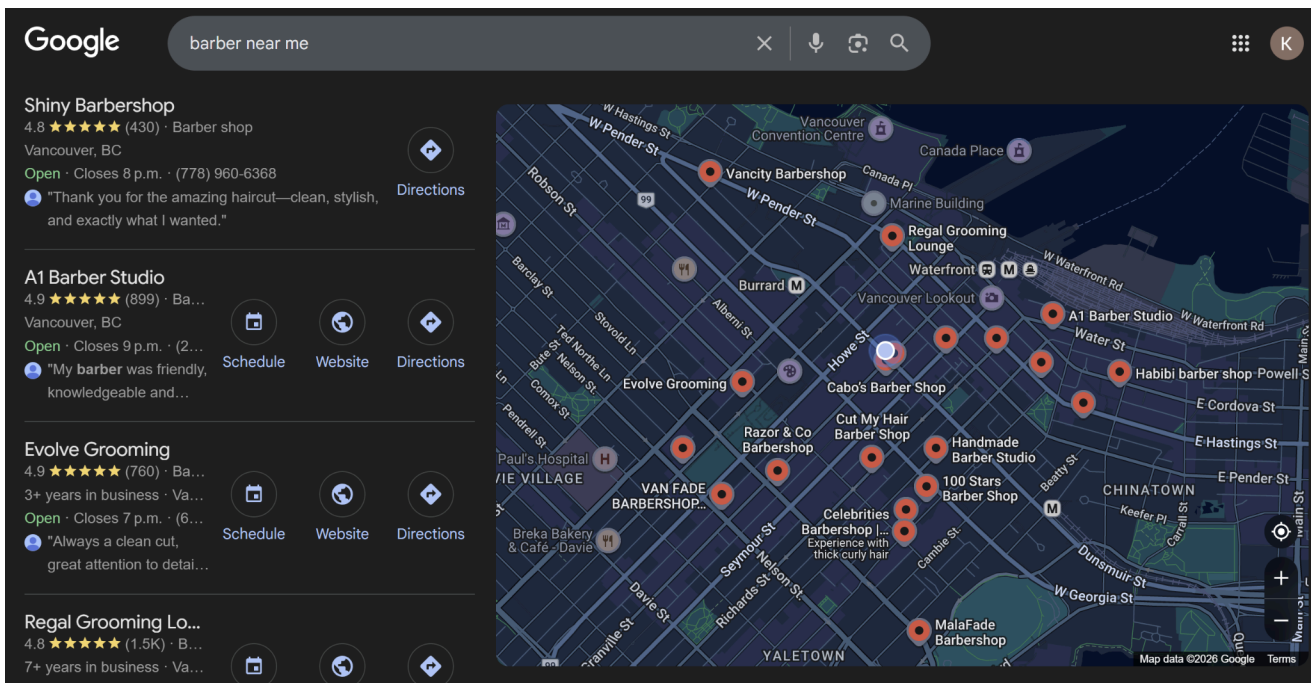


Figure 15: Google Map Results for "Barber Near Me" (Google, 2026)

This all actively results in Handmade Barber Studio not appearing in even the top 5 listed businesses in a local google search and is evidence that the website is currently being under-leveraged as a local growth channel.

Recommended Enhancements

We recommend implementing a targeted local SEO framework focused on discoverability and search priority.

Dedicated Service Landing Pages

Create optimized landing pages for core service categories with descriptive, search-informed content. Each page should:

- Clearly define the service,
- Include locally relevant keywords,
- Highlight differentiation,
- Link directly to booking

This structure increases opportunities to rank for specific service-based queries rather than only general “barber” searches (Moz, 2023).

Local Keyword & Content Mapping

Conduct structured keyword research focused on downtown Vancouver search behavior. Page titles, headings, and meta descriptions should align with actual user queries.

Aligning content with search intent improves relevance signals and strengthens ranking potential (Google Search Central, 2023).

Structured Local Business Markup

Implement schema markup to clearly communicate:

- Business name,

- Location,
- Hours,
- Service categories,
- Review ratings

Structured data enhances eligibility for rich search results and improves clarity within search indexing systems (Google Search Central, 2023).

Internal Linking Strategy

Ensure that portfolio pages, service descriptions, and booking pages are internally connected to align with Google's Structured Data Markup. Strong internal linking improves crawlability and distributes page authority across key conversion pages (Moz, 2023).

Google Business Profile Optimization Alignment

Ensure that website content aligns with Google Business Profile categories and listed services to strengthen local pack ranking consistency. Consistency across platforms reinforces geographic relevance and improves discoverability (Google Search Central, 2023).

Increasing Google Reviews and Star Ratings

Offering discounts for reviews, ratings, or social media contribution can be a simple way to both engage with the customer community while significantly impacting search presence and overall credibility.

Expected Business Impact

Strengthening search visibility expands the top of the booking funnel. Rather than relying solely on direct traffic or social media referrals, optimized local discovery can capture customers at the moment of intent (Google Search Central, 2023).

Dedicated service pages increase ranking opportunities, structured data improves search result presentation, and aligned content strengthens local relevance signals. Over time, this can reduce dependency on paid promotion or walk-ins, and increase consistent organic traffic.

By repositioning the website as a discoverability engine, not solely a booking portal, Handmade Barber Studio can possibly convert search demand into measurable customer growth.

Conclusion

Handmade Barber Studio has established a strong in-person reputation and a functional digital presence. However, in a competitive downtown environment where first impressions are increasingly formed online, the website represents a significant opportunity for strategic growth.

By strengthening brand visibility, clarifying the booking journey, reinforcing technical reliability, and optimizing for local discovery, the website can evolve from a basic scheduling tool into a high-performing digital storefront. Each of the proposed enhancements is grounded in established usability principles and designed to reduce customer hesitation while increasing discoverability and conversion clarity.

These improvements are not cosmetic adjustments; they represent structural refinements that align the studio's digital presence with the quality and professionalism delivered in person.

Recommendations

We recommend moving forward with a structured implementation process beginning with a focused audit and prototype development phase. This approach ensures that all enhancements are intentional, measurable, and aligned with the studio's long-term goals.

Should Handmade Barber Studio wish to explore these recommendations further, a collaborative discussion can determine scope, priorities, and implementation sequencing. Even incremental updates, such as integrating staff profiles or optimizing service pages, can produce meaningful impact when executed strategically.

By approaching the website as an active growth asset rather than a static booking platform, Handmade Barber Studio can strengthen its competitive position and convert digital visibility into sustained customer expansion.

For your Consideration: Implementation Approach

To ensure that the recommended enhancements are executed strategically and efficiently, our team proposes a structured implementation process focused on clarity, performance, and measurable results.

Rather than approaching the redesign as a purely visual update, this process prioritizes research-backed usability improvements, technical validation, and scalable growth optimization. Structured implementation ensures that

enhancements are intentional and aligned with both user experience best practices and business objectives (Kaley & Kendrick, 2018).

Phase 1: Audit & Strategy Alignment

We will begin with a focused audit of the current website, booking flow, and search presence. This phase includes:

- Technical verification of all links and booking pathways,
- Mobile responsiveness testing,
- Performance benchmarking (load times and responsiveness),
- Review of current search visibility and keyword positioning,
- Competitive analysis within the downtown Vancouver market

Conducting a baseline audit before development aligns with established UX methodology, which emphasizes diagnosing root causes before implementing solutions (Mika & Chu, 2026).

The goal of this phase is to establish measurable benchmarks and confirm priority areas before development begins.

Deliverable: A documented audit summary and prioritized implementation roadmap.

Phase 2: Wireframing & Visual Prototyping

Once the strategy is confirmed, we will develop wireframes and high-fidelity mockups illustrating:

- Redesigned homepage with integrated brand showcase,
- “Meet the Barbers” profile layout,
- Portfolio and Instagram integration structure,

- Optimized service landing page templates,
- Streamlined booking flow adjustments

These prototypes will be created using Figma and/or responsive HTML mockups to allow for validation before development begins. Early-stage prototyping reduces implementation risk and improves alignment between design intent and user expectations (Pernice et al., 2016).

Deliverable: Interactive prototype demonstrating proposed user journey improvements.

Phase 3: Development & Optimization

Following design approval, development will focus on:

- Implementing structured brand showcase components,
- Integrating embedded Instagram and review modules,
- Streamlining booking redirects and login clarity,
- Optimizing service pages for local SEO,
- Implementing structured data markup,
- Performance optimization and mobile-first refinement

Performance and structured data optimization align with modern search engine guidelines and improve both usability and discoverability (Google Search Central, 2023).

Development will prioritize modularity, ensuring that future content updates remain simple and sustainable.

Deliverable: Fully functional, optimized website ready for testing.

Phase 4: Testing & Launch

Before launch, all components will undergo structured testing, including:

- Cross-device responsiveness validation,
- Booking flow usability testing,
- Link and redirect verification,
- Page speed performance checks,
- Search indexing validation

Testing across user states and devices ensures consistency and reduces the likelihood of post-launch friction, a key factor in maintaining trust and conversion integrity (Baymard Institute, n.d.).

Following successful testing, the updated website will be deployed and monitored to ensure stability and performance.

Deliverable: Live optimized website with verified functionality.

Ongoing Growth Considerations

Post-launch, performance metrics such as organic traffic, time-on-site, and booking conversion rates can be monitored to assess impact. Incremental refinements can then be implemented based on real user behavior and search data.

Continuous optimization reflects modern digital best practice: improvements are iterative rather than one-time events (Google Search Central, 2023).

This phased approach ensures that enhancements are intentional, measurable, and aligned with Handmade Barber Studio's long-term growth goals.

Projected Outcomes

While precise outcomes depend on implementation scope and ongoing performance monitoring, industry research consistently demonstrates that improvements in usability, clarity, and visibility may produce measurable gains in engagement and conversion (Baymard Institute, n.d.).

Strengthening brand credibility through integrated portfolios and visible social proof reduces first-time booking hesitation. Streamlining the booking flow decreases abandonment at the point of intent. Correcting technical

inconsistencies reinforces professionalism and trust. Optimizing local search structure expands discoverability among high-intent users actively searching for barber services (Google Search Central, 2023).

Even modest improvements in conversion rate, particularly during peak traffic periods, can generate meaningful long-term revenue impact. In competitive urban markets, the business that communicates credibility clearly and makes booking effortless often captures undecided customers.

By implementing these enhancements, Handmade Barber Studio's website shifts from a functional appointment portal to a scalable customer acquisition and retention asset. Rather than simply supporting transactions, the platform becomes an integrated growth tool that aligns digital presentation with in-person service quality.

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