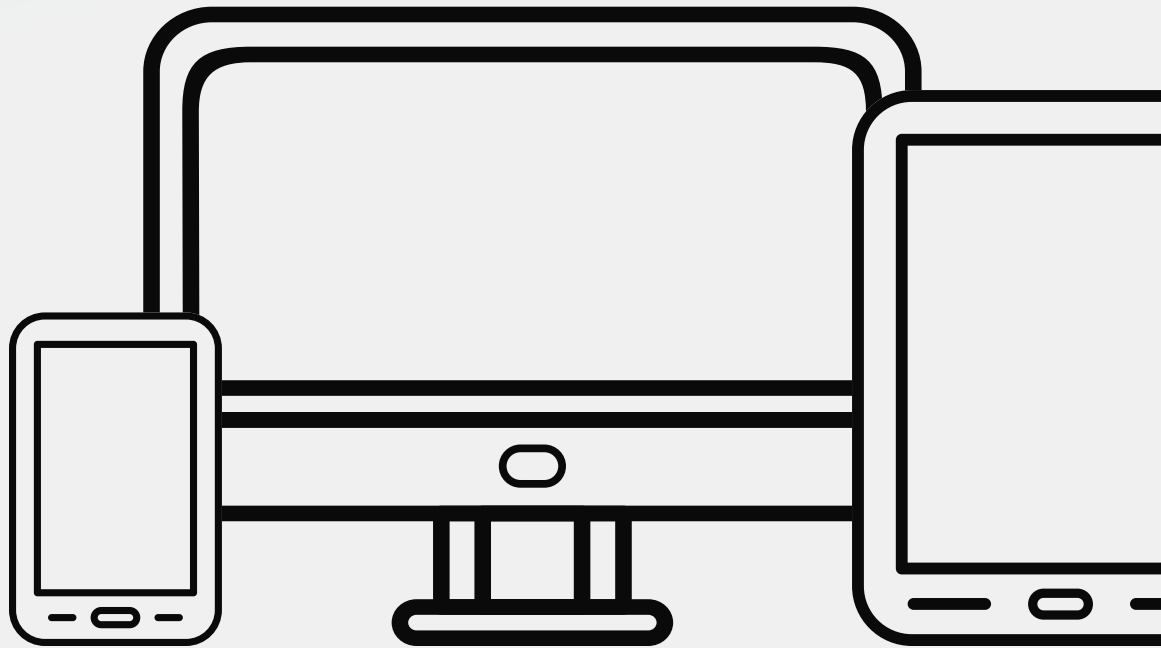


WEB DESIGN CASE STUDY

MARCH 2025

Flint



WEB DESIGN CASE STUDY

Flirt Hair Salon, RVA

By Wes Gutting

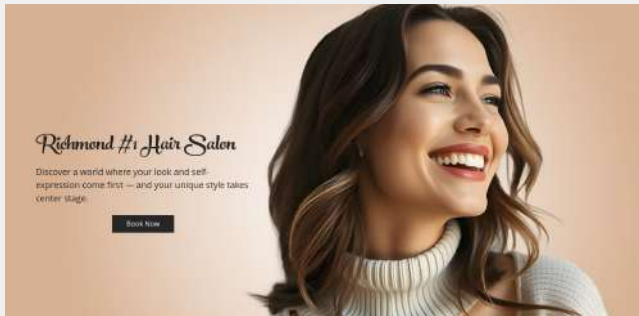
Wes Gutting is the head designer at Wes Gutting Digital.

This case study was created to present his expertise in an easily-digestible manner.

He can be reached by sending an email to: wes@wesgutting.com



FLIRT HAIR SALON, RVA



Flirt Hair Salon is located in Carytown, Richmond, Virginia.

They are Richmond's #1 hair salon, operating since 2018.

They looked to a friend of mine, Robert Coss, for a website redesign, where he invited me to collaborate on the design work.

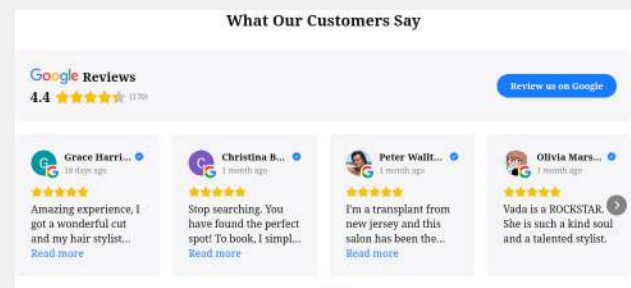
CLIENT PROBLEMS

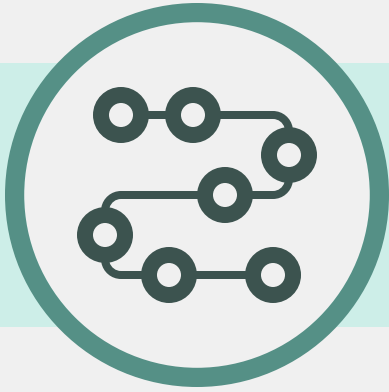


Flirt was facing issues with site functionality.

The website was slow and clunky, and the booking service was not working properly.

Despite great reviews, due to these factors, leads became stagnant.



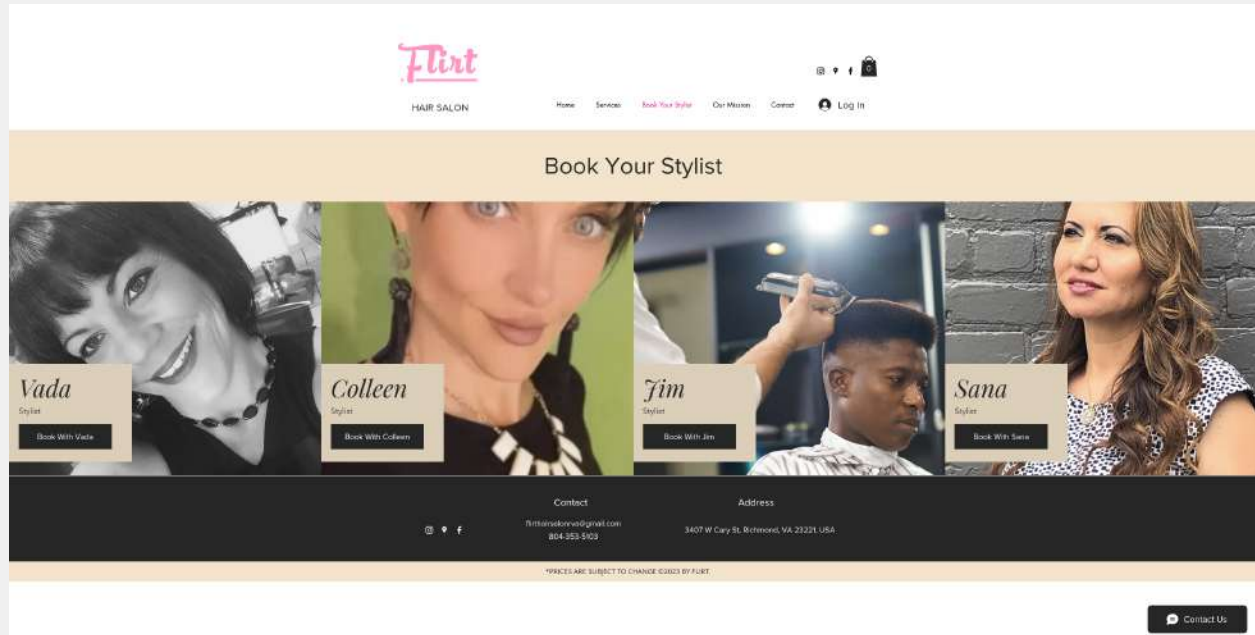


PROJECT GOALS

The salon wanted a custom theme, complete with an eye-catching hero image, new photography, and new website copy to rank higher in search results.

They were heavily invested in allowing online bookings through the website, as well as online payments, online location info, and a responsive design.

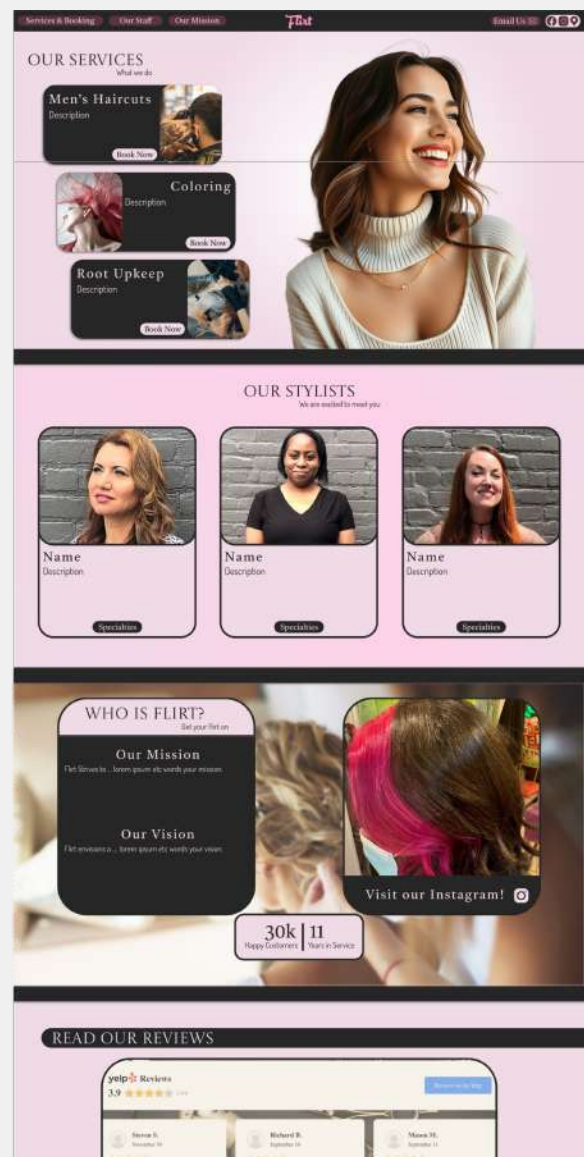
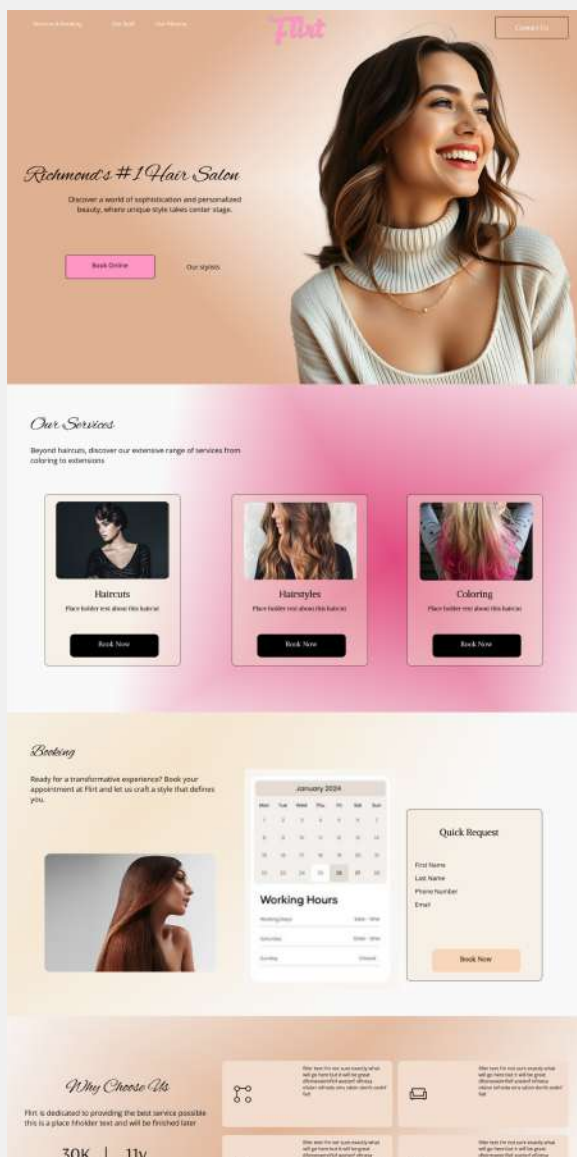
They also requested a chat client to allow for easy communications between customers and the staff.





OUR SOLUTION

The site is hosted on Wix, and uses Wix bookings to allow for online scheduling. They use Google Maps to show the location of the business, and use PayPal to accept online payments



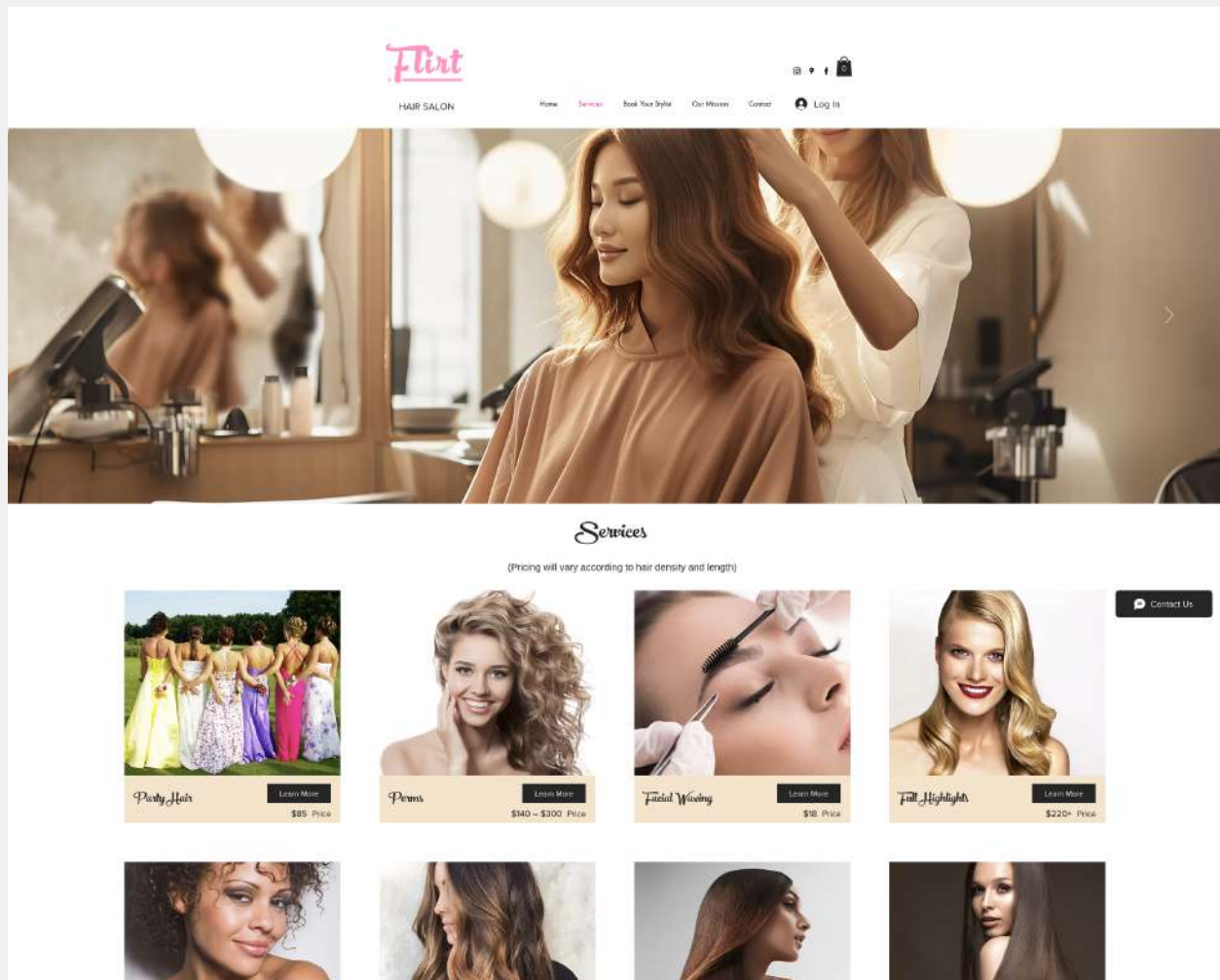


RESULTS

The site looks great, is updated with new photography, and is responsive.

The site has been ranked highly on google for “Hair Salon RVA.”

Rob has taken over the maintenance of the website itself since launch.



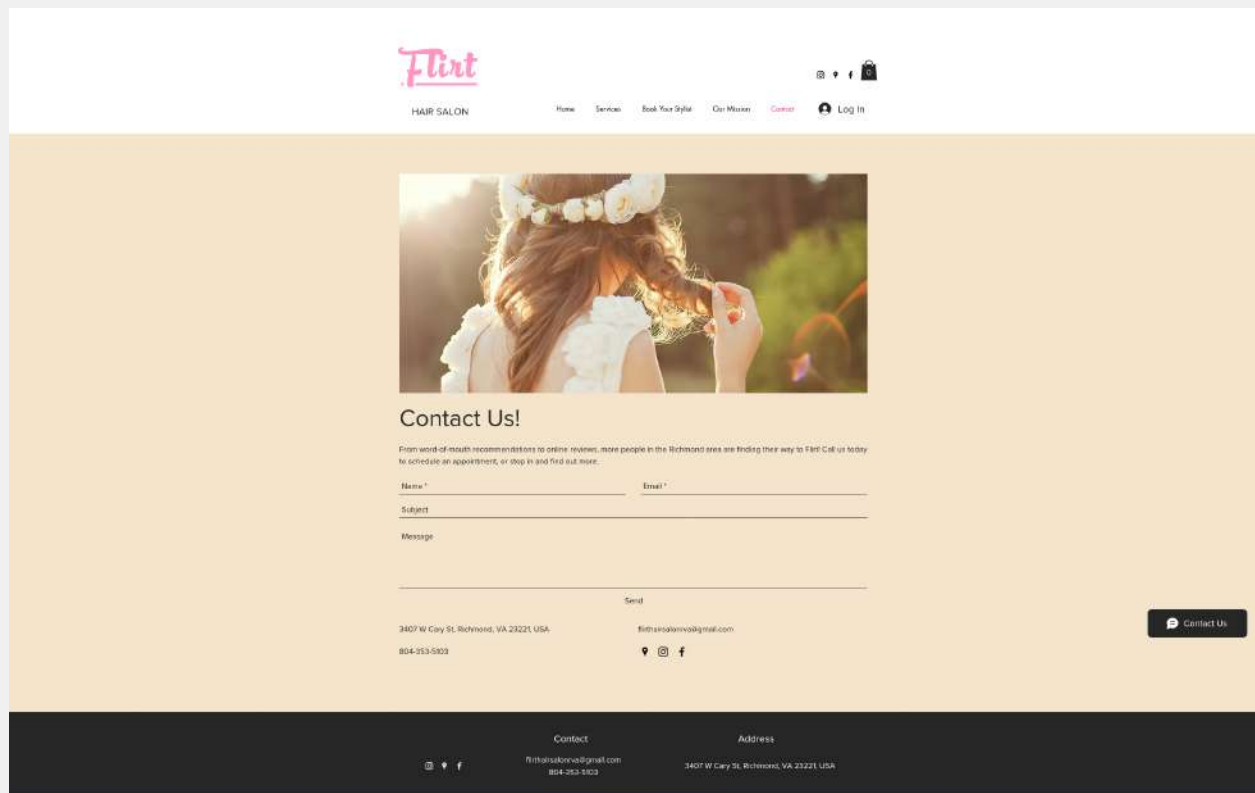


INSIGHTS

SEO is incredibly important for ranking highly in local search results. This is especially true for service-based businesses like hair salons, mechanics, and plumbers to name a few.

Alongside SEO, Yelp rankings, Google Business rankings, and Facebook rankings are also incredibly important. These rankings are more specialized in that you compete with other local businesses, not every business in the world.

I also learned that Wix is incredibly powerful when used properly, and is able to be customized in some very interesting ways.





Wes Gutting Digital is a full-service brand strategy outfit that crafts your online identity to drive traffic, generate leads, and convert customers. We are based in Richmond, Virginia.

Web

Your online presence starts with an appealing website. If you are looking to get your site refreshed, or just need an entirely new design, our team of specialists are here to help you shine.

Brand

Every business needs a strong visual identity, and an even stronger personality. Our experts carefully design your brand's look, feel, and overall appearance. Let's make your brand stand out, and stay remembered.

Copy

Everything starts with powerful, effective words: be it a landing page, video script, or ad placement. Every WGD client receives a complimentary copy analysis, complete with paths for improvement.

TALK TO AN EXPERT
Let's get started

GET IN TOUCH

**CONNECTING
YOUR
BUSINESS**

**WHEREVER
YOU
ARE**

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