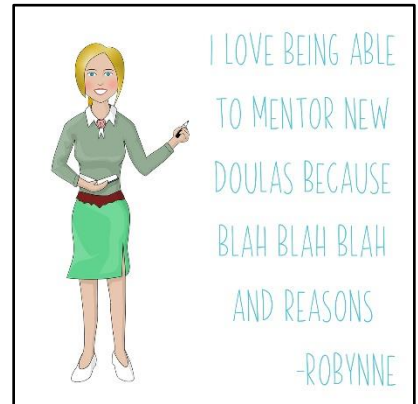


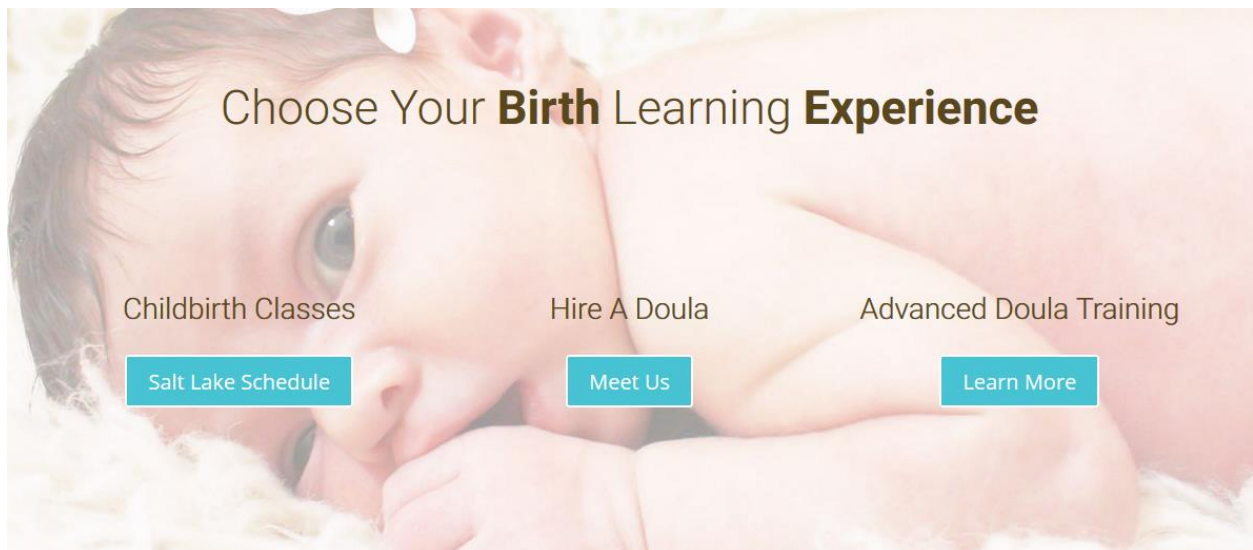
Birth Learning

www.birthlearning.com

Overall I think you do a good job making connection, which is harder to do with a group site. I would add connection by having more photos of the two of you in different places, and even quote yourselves. For example, on the Advanced doula training page, have a box with a photo of Robynne teaching and a quote. Like this, only with a real picture and font that matches the site.



I love that the first thing you see clearly spells out what you do and people don't have to hunt for it:



I'm not a huge fan of the color combinations, I think it makes your site look dated. Some simple adjustments to the colors would go a long way to update your site. Here's my suggestions:

Current Version:



My suggestion is to make the background white and use the teal in place of the green. I didn't clean up ALL the green, but you can get the general idea. Reserve the green for buttons and other small touches rather than big blocks.



Your menu could use a little tweaking. I would recommend the menu echo the options in the “Choose Your Birth Learning Experience”

Right now you have:

Utah

North Carolina

Doula Training (not obviously clickable, goes to dates of upcoming trainings)

Advanced Doula Trainees

Classes

Contact

Blog

I Recommend instead:

Doula

Utah

North Carolina

Doula Training

About the training

Upcoming Trainings

Advanced Doula Trainees

Childbirth Classes

Contact

Blog

Your blog is very outdated. Last post is 2013! I strongly recommend you either update it (best choice for SEO), not display the dates, or just skip having a blog altogether.

I would add your names to your home page. You say “We provide education and support...” and “Between us there are...” But you never say (on the home page) who “we” and “us” are. I would recommend replacing the first sentence with “Angie Rosier (L) and Robynne Carter (R) are two of the most professional and experienced doulas in Utah. We provide education and

labor support to families in the Salt Lake City and Park City areas.” That adds four important keywords (your two names + two areas you work in)

You need a page that addresses what your Advanced Doula Training actually IS. What’s included, topics covered, that there is certification at the end, CEUs awarded, etc etc. I don’t see anything like that, all I see are upcoming event details.

Watch for places where photos under text make the text hard to read:



Ideas for blog posts that would boost SEO:

- Photos from in person doula trainings.
- Birth stories
- A day in the life (or a week in the life) of each of you
- Have a trainee write a series on her experiences going through your program