Christine is a bride-to-be who always pictured her wedding as extravagant as the ones she reads in People Magazine. The 26 year old likes to use the computer for social networking purposes or to create more wedding idea boards on Pinterest. She wants to find an easy to navigate website for just wedding planning. She’s a working adult and cares for two dogs so in her spare time she looks up wedding ideas. The easier the website is the better. The site also has to have clear information and colorful pictures like you see on social media websites or else she will pass the site by. She’s anxious for her big day, but if she could find a team of experts that can do the stress work for her, she would be even happier.
Janelle is the maid-of-honor of her best friend. They are so close they might as well be sisters. Janelle knows how picky and over the top her best friend is and wants to make sure her wedding is just as amazing if not better. The 28 year old is a work-a-holic who is on the Internet 24/7. She tends to go to eye-catching websites with a simple, traditional format. If the website looks too busy, she won’t visit it for too long. She’s trying to find a team of experts that know how to put on glamorous weddings. She’s currently looking at wedding plan sites that have basic information, but they don’t have everything she’s looking for. She wishes she could find catering on the same website where she could find decorations, etc. She doesn’t want to be stressed like the maid-of-honor she sees in the comedy 27 Dresses.
Overall Description of site:

Happily Ever After Weddings is a team of professional event planners, designers, photographers, caterers, and agents who are ready to work with anyone planning to have an extravagant wedding.

No more stress or guess work for brides or their maids of honor. Let our team help you make this the best day for the rest of your life.

Our site makes it easier for future brides and maid-of-honors to plan the wedding because they get to view the option we have to offer, set up an appointment with us, and we take care of the rest. We can schedule all the appointments with the caterer, etc., and deal with all the guess work that normally would make the bride and company stressed. We are the professionals and planning weddings is what we do. We are like the Fairy Godmother for the bride. Not only is our site easy to navigate and find exactly what one needs to look for, but we can also be easily contacted. You give us your vision and we will make it a reality.

Content Inventory:

Content on the site will include different wedding theme ideas as well as possible catering options, décor, entertainment, and reception locations. The users can get to the content from the home page and any other page on the website. So, it’s easy to navigate to different pages. Contact information is on the homepage as well as signing up for a free online account. Then, we can see what you are browsing and considering. Prices are right on the website, so there are no hidden fees or surprise charges that competitors sometimes have. We want to collaborate and work with the client.
Everyone deserves a fairytale wedding and our team of professionals is here to help you make sure you have the best day for the rest of your life. Don’t stress over planning the wedding. It doesn’t matter if it’s your own or if you’re planning for family or friends. We will be here every step of the way. We want you to live happily ever after.

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picture
Happily Ever After Weddings
Homepage

Where to Celebrate
- Beach
- Gardens
- Hotel

Decor
- Traditional
- Colorful and Bright
- Exotic

Catering
- American Cuisine
- Mediterranean Cuisine
- Spanish Cuisine

Entertainment
- Experts can get you any genre you want: book apt now