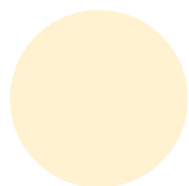
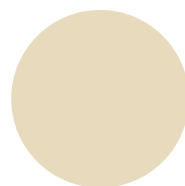


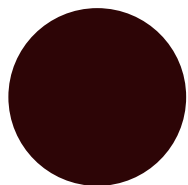
Ellerbeck
◆ MANSION ◆



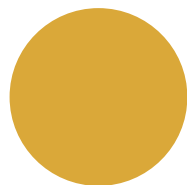
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RGB 255 / 241 / 208
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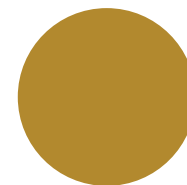
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RGB 232 / 219 / 189
E8DBBD



CMYK 54 / 77 / 69 / 79
RGB 45 / 5 / 6
2D0506



CMYK 15 / 23 / 92 / 0
RGB 218 / 168 / 57
DAA839



CMYK 29 / 43 / 99 / 6
RGB 178 / 137 / 47
B2892F

Ellerbeck Mansion branding conveys the warmth and comfort of home, but also the class and elegance of the beautiful architecture of the building.

Arizonia and Junge are open-source font-families from Google fonts that help to convey those qualities. Arizonia is to be used for headings. Junge is a serif font, but is not so overly ornamented that it affects readability. It will be the font-family used for the copy.

The cream, deep brown, and gold lend to the warmth of the brand. The royal gold also contributes to the idea of elegance and class.



Arizonia Junge

Site Problems

- 1 Site structure is poorly done. There is no home link provided in the navigation, and 'Amenities', 'Specials and Discounts', and 'Map and Directions' have too little content to be worth cluttering the navigation. The info from those pages could have easily been merged with other, more important pages.
- 2 Text size for the navigation is too small and the main navigation bar is too obscure. The 'Check Availability' link and the 'Rooms and Rates' link lead to the same page which can be confusing with the different labels. 'Map and Directions' is also not on the main navigation bar where it should be.
- 3 Padding and spacing of objects is poorly done. Copy is too small.
- 4 Across the site, there are a total of 10 broken images. Very unprofessional.
- 5 All the images (the few that aren't broken) across the site are very small.

The screenshot shows the website for Ellerbeck Mansion Bed & Breakfast in Salt Lake City, Utah. The site has a yellow and brown color scheme. At the top, there is a navigation bar with links for Amenities, Rooms & Rates, Specials & Discounts, Contact, and Area Attractions. A red box with the number '1' is placed over the navigation bar. Below the navigation bar is a large banner with the text 'Ellerbeck MANSION BED & BREAKFAST Salt Lake City, Utah' and an image of the mansion. To the right of the banner is a yellow box with the text '1892 Ellerbeck MANSION'. Below the banner is a section for 'SPECIALS & DISCOUNTS' with a red box and the number '2' over the navigation links 'Check Availability' and 'Map & Directions'. Below this is a large 'T' graphic and a paragraph of text. A red box with the number '3' is placed over the text. Below the text is a section for 'BEAUTIFUL ROOMS VINTAGE COMFORT PRIVACY' with a red box and the number '4' over a 'Recommend' button. Below this is a section for 'Spring Breeze Room' and 'Autumn Winds Room' with a red box and the number '5' over a 'Read More' link. At the bottom, there is a section for 'Carriage House' and a footer with the text 'As Featured on HGTV' and 'Ellerbeck Mansion'.

1 Amenities | Rooms & Rates | Specials & Discounts | Contact | Area Attractions

Ellerbeck

MANSION

BED & BREAKFAST

Salt Lake City, Utah

(801)-355-2500
(800)-966-8364

Check Availability | Map & Directions

T

The Ellerbeck Mansion is conveniently located at the corner of 3rd Avenue and B Street, in a quiet residential neighborhood just five blocks from the center of downtown Salt Lake City. Guests can walk to Historic Temple Square, museums, Family History Library, downtown shopping and dining. The mansion is a short fifteen minute drive from the Salt Lake International Airport and just 30 to 45 minutes from our famous ski resorts.

Extended Stay Discounts. Stay 3 or more nights and get a 10% discount off your entire stay. You must mention this discount when you make the reservation, does not apply during certain peak periods.

We are big enough to meet your business and travel needs, yet small enough to provide you with the intimate grace of Victorian times. Each of our six rooms is decorated in seasonal themes, and has its own private bath. Breakfast is served in the dining room at the time you request, thus providing you with the comfort and details that bring back the elegance of a more delicate era.

Debbie, our innkeeper and manager, looks forward to meeting you and making sure your visit to the Ellerbeck Mansion Bed & Breakfast, and to Salt Lake City, is an unforgettable one.

4 Recommend Share 27 people recommend this. Be the first of your friends.

See More +

Spring Breeze Room

Autumn Winds Room

5 Free use of our beautiful Carriage House for your classes, club or business meetings when your group books 3 rooms or more!

Read More

Carriage House

As Featured on HGTV

Ellerbeck Mansion

Addressing Problems

- 1 Create a home link. Create a page for 'Rooms and Rates' that is separate from the availability page. Add the information from 'Amenities' and 'Specials and Discounts' to this page. Map information can be added to the contact page.
- 2 Make navigation more prominent. Like stated above, create a page for 'Rooms and Rates' that is separate from the availability page.
- 3 Use larger font-size for the copy, and space things to keep it less cluttered.
- 4 Make sure links work. Limit images to the 'Rooms and Rates' page to decrease load time.
- 5 Make the images bigger in the slider, and on the 'Rooms and Rates' page.

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HOME

ROOMS AND RATES

CONTACT US

HISTORY

MAKE A RESERVATION

Welcome

Conveniently located at the corner of 3rd Avenue and B Street, Ellerbeck Mansion is within walking distance of many of the attractions of downtown Salt Lake. The Bed and Breakfast is a short fifteen minute drive from the Salt Lake International Airport and just 30 to 45 minutes from Salt Lake's famous ski resorts.

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Area Attractions

- Temple Square
- Skiing and Snowboarding
- Energy Solutions Arena



- This is the Place Monument
- Lagoon

Ellerbeck

◆ MANSION ◆

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140 North B St.

801-355-2500

800-966-8364

ellerbeckmansion@qwestoffice.net



[HOME](#)

[ROOMS AND RATES](#)

[CONTACT US](#)

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