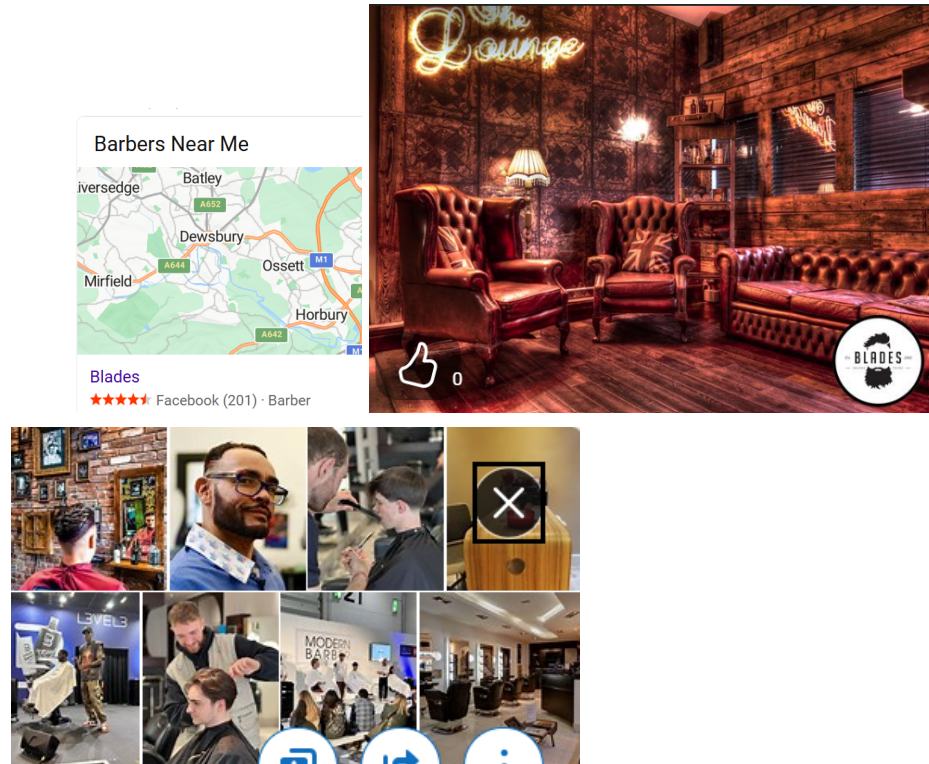


I went to Google and search for Barbers near me.

I found barber shop named Blades – it almost 5 stars. When I clicked on it I noticed a couple of things they use to attract attention:



They have very beautiful (nicely edited) photo of the interior of the place which will make customers come and visit.

They also have their own logo which also reassures that this is a legitimate business.

In addition, they added good amount of professional shots of their employees working with customers which increases trust.

I scrolled down to find their website and description.

The description is short and sweet. I like that when you wanting to continue reading description and press "see more", they just take you to the website directly.

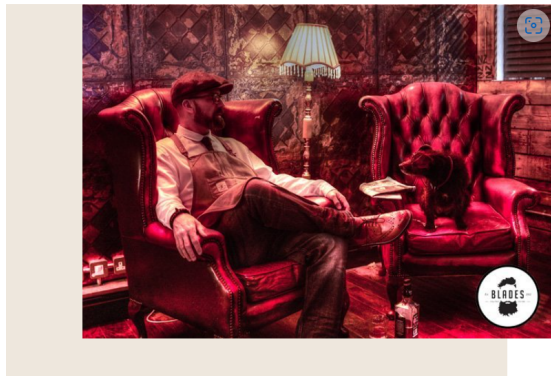
Add more information

 [Add photos](#)

Blades Barbershop offers luxury men's grooming in Wakefield, ranging from the latest modern cuts to colouring, perming, and more [See more](#)

On the website it sells that a very classy man sitting on one of them leather chairs. The man is a barber. Looking at the picture you do want to trust him.

It says “We take pride in the barbering service we offer and our returning customers would agree that we are one of the best barbers in the area.” – this reassures you that the customers are happy with their cuts and do return there.



## A MEN'S SALON THAT SPECIALISES IN HAIRDRESSING

*We offer a comprehensive and professional service for customers in and across Wakefield.*

Blades has over 150 years of barbering experience ranging from the latest modern cuts, colouring, perming, afro, hair straightening etc. but not forgetting the art of a traditional men's cut. You can rely on us for children's hairdressing at our salon. We take pride in the barbering service we offer and our returning customers would agree that we are one of the best barbers in the area. You can have a look at our completed work and choose a style.

Book Now

At the top you can see an option to view gallery where you can find hundreds of photos with completed job and it says “Artists at work” – gives customers inspiration and belief that they are true artists at what they do.

*Artists at work*

## CHECK OUT OUR GALLERY

### THE WALK-IN



Scrolling down, you can find pictures of Grooming Room which looks very relaxing.

VIP Suite shows professional shots of special treatments.

I went back onto previous page and clicked on Book Now.

It redirected me to a booking page where I see another good photo of customer and barber at the beautiful looking barber shop.

It given convenience of opening days/ hours, address.

It also got little icons with links to their Facebook and Instagram page.

Blades Barber Shop

Welcome



Blades Barber Shop

 73a Northgate, Wakefield Yorkshire WF1 3BX

 01924 780 700

 enquiries@bladesbarbershop.co.uk

 <http://www.bladesbarbershop.co.uk/>

|           |                   |
|-----------|-------------------|
| Monday    | 9:00 AM - 6:00 PM |
| Tuesday   | 9:30 AM - 6:00 PM |
| Wednesday | 9:30 AM - 6:00 PM |
| Thursday  | 9:00 AM - 6:00 PM |
| Friday    | 9:00 AM - 7:00 PM |

Clicking on Make a Booking gives you a pop up where it offers to use a private room for your cut where they promising luxury service with alcoholic/ non alcoholic drink – makes some customers want to buy as it will make them feel like a BOSS.

Snooker, sports TV, what else makes man happy? They make it so convincing that that extra payment well worth it.

