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# Business Report

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## 1) Client Information

Below is the snapshot of the business we reviewed to guide our recommendations.

- Website: <https://pronailsandhair.com/index.html>
- Business Type: Nail Salon
- Contact Name & Number: Nate — 475.470.2665

## 2) AI Performance Scores

Scored strictly on visual branding, clarity, and overall presentation (not speed). Scale is 0–65 with letter grades B–F to reflect real-world competitive expectations.

- Website Aesthetics & Clarity: D (20/65)
  - Design looks like an older, basic brochure page rather than a modern salon brand experience.
  - Limited color palette and typography hierarchy; visuals don't pop or guide the eye.
  - Images appear limited/stock-like; lacks a bold hero, offers, and strong "Book Now" call-to-action.
  - Mobile layout appears cramped with inconsistent spacing and weak scannability.
  - Service/pricing info and social proof are not highlighted in a compelling way.
- Facebook Presence: F (9/65)
  - Current presence appears minimal or inactive; branding elements and CTAs are unclear.
  - Few recent posts or inconsistent visuals; limited use of reviews, offers, or events.
- Instagram Presence: F (8/65)
  - Little to no cohesive grid, highlight covers, or showcase of signature designs.
  - Missing reels/short-form videos that typically drive salon discovery.

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- TikTok Presence: F (5/65)
    - No visible presence or strategy; missing an opportunity for before/after and trend content.

### 3) Tentative Price Range

Pricing reflects a practical path from quick improvements to a full brand-forward build. Final quote depends on content volume, integrations, and approvals.

- Essential Refresh: \$900–\$1,400
  - Modern facelift of current site (1–2 pages), brand colors/typography, strong hero + CTA.
  - Updated services layout, photo gallery module, contact/map, and social links.
  - Light copy touch-up and on-page best practices. 7–10 day turnaround.
- Professional Redesign + Online Booking: \$2,500–\$4,500
  - Custom 4–6 page site: Home, Services + Pricing, Gallery, About/Team, Policies/FAQ, Contact.
  - Booking integration (e.g., Square, Vagaro, GlossGenius) with deposits and confirmations.
  - Brand kit (palette/typography), curated imagery, testimonials, and offer sections.
- Growth Package (Brand + Content + Starter Ads): \$4,800–\$7,500
  - Everything above plus mini photo/video session, monthly content calendar (1–3 months).
  - Email/SMS capture with new-client offer, review booster, and retargeting pixels installed.
  - Launch support and 60–90 days of light optimization.
- Common Add?Ons
  - Logo refresh: \$450–\$900
  - Professional photo shoot: \$600–\$1,200
  - Social profile build-outs: \$300 per platform
  - Monthly updates/care plan: \$75–\$150 per month

### 4) Salesperson Script & Recommendations

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Use this talk track to keep the conversation focused on outcomes, not tech jargon.

- Opening Script
  - “Hi Nate, I took a careful look at Pro Nails & Hair. Your salon’s potential isn’t fully reflected online. With a short redesign, we can make the site feel modern, colorful, and easy to book—so more walk-ins become repeat clients. Here’s exactly what I’d fix and what you’ll gain in the next 30 days.”
- Corrections Needed (major issues holding you back)
  - Visual identity: Establish a cohesive color palette and font pairing that feels premium and fresh.
  - Hero + CTA: Bold first section with “Book Now,” phone tap-to-call, and a clear new-client offer.
  - Services & pricing layout: Scannable categories, starting prices, and “book” buttons next to each service.
  - Gallery that sells: Curated, high-quality nail photos; before/after; trending sets and seasonal looks.
  - Mobile experience: Larger tap targets, cleaner spacing, and sticky booking button.
  - Social proof: Testimonials, rating badges, and a live reviews widget.
  - Footer essentials: Hours, location map, parking notes, policies, and quick contact.
  - Brand assets: Favicon, consistent icons, and a logo lockup that renders crisply on phones.
- Enhancements to Sell (high-value upsells)
  - Online booking with deposits, reminders, and upsell add-ons (gel, designs, pedicure combos).
  - Gift cards and quick e-commerce for bundles (e.g., mani+ pedi packages, seasonal promos).
  - New-client “welcome” offer with SMS/email capture and automated follow-up.
  - Instagram/TikTok content blocks on site to showcase latest sets and trends.
  - “Lookbook” pages: Bridal sets, prom, seasonal collections, and nail art tiers.
  - Review accelerator: After-visit texts that drive Google and Facebook reviews.
- Suggested Next Steps
  - Choose the Professional Redesign tier to unlock booking + a polished brand look.

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- Provide 20–30 sample photos of your best work (we will curate and optimize).
  - Pick 3 signature services to feature on the homepage with clear starting prices.

## 5) AI Prompt Generation — Banani AI Prompt for website

Use this prompt to generate a sleek, modern, colorful salon site designed by an experienced web designer. Paste into your AI design tool or brief.

- Prompt
  - “Design a sleek, modern, colorful website for a nail salon called ‘Pro Nails & Hair.’ The site must look professionally designed with a premium, editorial polish. Style direction: vibrant yet refined; clean whitespace; bold typography; subtle gradients; soft shadows; micro-interactions on hover/tap. Color palette inspiration: candy pastels with a rich accent (e.g., blush pink, lavender, mint, with a deep teal or plum accent). Typography: elegant sans-serif heading (e.g., Poppins or Montserrat) paired with a humanist body font (e.g., Inter). Layout: mobile-first, fluid grid, sticky ‘Book Now’ button, and large tap targets. Pages/sections: 1) Hero with standout nail imagery, headline (‘Nails that make every day feel special’), subtext, and primary CTAs (‘Book Now’, ‘Call’). 2) Services & Pricing (manicures, gel, acrylics, designs, pedicures) with cards, starting prices, and inline ‘Book’ buttons. 3) Gallery/Lookbook with curated, high-resolution photos and category filters (Bridal, Seasonal, Minimalist, Trend). 4) Social Proof: star ratings, 3–6 testimonials, and a live IG/TikTok feed preview. 5) About/Team with portraits, certifications, and a clean list of hygiene/policy highlights. 6) Offers: New client special and gift cards. 7) Contact/Map/Hours with parking notes and accessibility info. Components: sticky header, clear footer (hours, address, phone, socials), favicon, consistent icon set, and SEO-friendly titles/descriptions. Interactions: smooth scroll, gentle parallax on hero image, button hover states with color shifts, and section fade-ins. Accessibility: high color contrast for text, 16px+ base body size, keyboard-focus styles, and descriptive alt text. Deliver a responsive design suitable for WordPress or Webflow with easy booking integration (Square/Vagaro/GlossGenius). Keep

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copy warm, confident, and concise.”

## 6) Overall Sales Strategies & Encouragement

Position the upgrade as a quick, tangible win that turns browsers into bookings.

- Sales Strategies
  - Lead with outcomes: “More bookings, better first impressions, higher-ticket services.”
  - Show before/after mockups to demonstrate the visual difference in 10 seconds.
  - Bundle booking + deposit + review follow-up as one “No-Show Slayer” package.
  - Offer a fast timeline (2–3 weeks) and a mini photo session to elevate the gallery.
  - Use seasonal urgency: launch before upcoming holidays/prom seasons.
- Encouragement for the Salesperson
  - You’re selling confidence and convenience, not just a website—speak to how clients feel.
  - Keep it visual: show two strong hero options and one gallery layout; let them choose.
  - Stay consultative: ask which services they want to book more of, then feature those up top.
  - Small, fast wins build trust. Land the refresh, then grow into content and ads.
  - Remember: a clearer, prettier site with easy booking is an immediate revenue lever. You’ve got this.