

---

# Business Report

---

## 1. Client Information

Website: <https://www.whiterosedayspa.com/>

Business Type: Spa

Contact name & number: Nate — 475.470.2665

## 2. AI Performance Scores

Grading focuses on aesthetics, branding clarity, content quality, conversion cues, mobile presentation, and social presence quality (not page speed). Scale: Letter grade B–F + numeric score 0–65.

- Website: C– (29/65) — Clean concept but looks template-driven; mixed typography, low-contrast pastel overlays, stock-looking images, uneven spacing; “Book Now” not consistently prominent above-the-fold; service info shallow and consolidated instead of strong individual pages; limited social proof and brand story. - Facebook: D (16/65) — Page exists but posting is infrequent; imagery not consistently on-brand; weak use of Offers/Events; minimal reviews showcased visually. - Instagram: D+ (22/65) — Some posts, but grid lacks cohesive art direction; few Reels; highlight covers inconsistent; captions underutilize CT-local keywords and calls-to-action. - TikTok: F (0/65) — No active presence found; missing opportunity for short-form education and behind-the-scenes content to drive discovery and bookings.

## 3. Tentative Price Range

- Quick aesthetic refresh (polish visuals, tighten typography, strengthen CTAs, add trust blocks, light copy edits): \$1,500–\$2,500 - Full redesign (brand-forward, 6–8 pages, on-brand photography plan, persuasive copy, booking optimization, gift cards, testimonials, FAQs): \$4,500–\$7,500 -

---

Premium growth package (full redesign + brand kit, half-day photo/video, SEO fundamentals, review funnel, email/SMS automations, social templates): \$8,500–\$14,000

## 4. Salesperson Script & Recommendations

Suggested talk track (client-friendly):

- Opening: “Hi, this is Nate. I love the calming White Rose concept—it’s memorable. With a few focused upgrades, we can make the site feel truly boutique and convert more first-time visitors into bookings.” - Observations: “Your visual theme is soothing, but the current layout hides your value. The ‘Book Now’ button isn’t always front-and-center, the images feel a bit stock, and services could be showcased with clearer benefits, pricing, and social proof.” - Outcome framing: “Our goal is simple—more high-margin bookings, more gift card sales, and a higher average order value from add-ons and memberships.” - Close: “Give me 20 minutes to map a plan. If you like it, we’ll deliver a sleek homepage mockup in 72 hours so you can see the look and feel before committing.”

Enhancements to Sell (upsell opportunities):

- Brand identity refresh: refined color palette (rose-inspired but high-contrast), typography pairing, usage guidelines. - Conversion-focused header: sticky “Book Now,” click-to-call, gift cards, and “Get Directions.” - On-brand photography: half-day shoot (treatments, space, staff, textures); replaces stock and anchors the brand. - Service page templates: 1 dedicated page per category (Facials, Massage, Waxing, Lashes, etc.) with benefits, pricing, FAQs, and add-ons. - Gift card store and seasonal landing pages (Mother’s Day, Holidays) with limited-time offers. - Reviews & trust: Google/FB review widget, before/after gallery, safety & sanitation standards, awards/badges. - Email/SMS automations: new-client welcome, no-show save, birthday offer, 6-week facial reminder, lapsed client win-back. - Social content system: 30-day content calendar, Reels concepts, branded story highlights, UGC guidelines.

Corrections Needed (major issues holding them back):

- Visual clarity: increase color contrast; avoid text over busy images;

---

establish consistent spacing scale and section rhythm. - Stronger CTA hierarchy: sticky header with “Book Now” emphasized; secondary CTAs for “Gift Cards” and “Call.” - Real photography: replace stock with authentic spa shots; ensure consistent lighting and color grading. - Navigation & structure: separate service categories into distinct pages; add detailed descriptions, pricing, add-ons, prep/aftercare, FAQs. - Social proof: prominent testimonials on home and service pages; star ratings and review count above the fold. - Copywriting: a clear unique value proposition in the hero; benefit-led service copy; CT-locale signals (towns served, parking, nearby landmarks). - Accessibility basics: proper headings, alt text, readable font sizes, high-contrast buttons. - Meta & share visuals: custom OG image, descriptive titles and meta descriptions so links look polished when shared.

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

Use this prompt in your AI site builder to force a sleek, modern, colorful design by an experienced web designer:

- Project: Design a high-converting, boutique spa website for “White Rose Day Spa” (Connecticut). The style should be modern, luxurious, and calming with a refined rose-inspired palette that maintains high contrast for readability. - Goals: Increase online bookings, grow gift card sales, showcase premium services, and build trust quickly on mobile. - Brand & Visual Direction: - Palette: soft rose, warm neutrals, charcoal for text, emerald accents for calls-to-action. Ensure WCAG-friendly button contrast. - Typography: elegant serif for headings, clean sans-serif for body; consistent type scale and spacing system. - Imagery: original spa photography (treatments, staff, textures, florals); avoid cliché stock; soft natural light; cohesive color grading. - UI: sticky header with “Book Now” primary CTA; generous white space; subtle micro-animations (fade/slide under 300ms); rounded buttons with clear hover states. - Information Architecture (12-column grid, desktop and mobile-first): - Hero: headline stating unique value; subhead; primary CTA “Book Now”; secondary “Gift Cards”; trust badges (reviews/ratings). - Services Overview: cards for Facials, Massage, Waxing, Lashes/Brows, Body Treatments; each links to a full page. - Featured Treatment: highlight seasonal or signature facial with benefits and add-ons. - Reviews: carousel of 5-star reviews with names; link to full reviews. - Gallery: authentic photos of space and

---

treatments (no watermarks). - Team: short bios, credentials, specialties; friendly headshots. - Pricing & Add-ons: clear, scannable tables; upsell bundles and memberships. - FAQs: booking, deposits, cancellation, prep/aftercare. - Location & Hours: map, parking info, neighborhoods served in CT; click-to-call and click-for-directions. - Footer: NAP, hours, quick links, social icons, ADA note. - Service Page Template (for each category): - Above-the-fold: service name, key benefits, price range, “Book Now.” - Sections: How it works, Who it’s for, Before/After care, Add-ons, FAQs, Testimonials, Gallery. - Conversion Requirements: - Primary CTA persistent on mobile; gift card CTA visible on home. - Booking integration (e.g., Vagaro/GlossGenius) styled to match brand; minimal friction. - Lead capture: email/SMS offer for first-time clients (e.g., 10% off select services). - Content Tone: warm, expert, reassuring; concise, benefit-led copy; local references to Connecticut community. - Accessibility: high contrast, large tap targets, keyboard-focus styles, descriptive alt text and aria labels for icons. - Social & UGC: embed Instagram feed (curated); prompts for clients to tag spa; dedicated Reviews page. - SEO Presentation: craft unique titles/meta; add LocalBusiness schema; include city/area names in copy where natural. - Deliverables: polished homepage and 6–8 subpages with consistent design tokens; export a shared brand kit (colors, type, components) for future campaigns.

## 6. Overall Sales Strategies & Encouragement

Practical advice for the salesperson:

- Lead with outcomes: “This redesign should increase bookings, boost gift card sales around holidays, and lift your average order value with add-ons and memberships.” - Show quick wins: a mockup of the new hero with a sticky “Book Now,” a refined color palette, and 3 real-photo placements can sell the vision fast. - Use seasonality: propose a Mother’s Day or Holiday gift card campaign page as a pilot—low risk, high reward. - Remove friction: promise hands-off build; you handle copy, imagery plan, and implementation; they just approve. - Prove ROI: set simple KPIs—booking rate from homepage, gift card revenue, review count growth; review at 60 days.

Encouragement and motivation:

---

- You're not selling a website—you're selling full chairs and a waitlist. Speak in bookings, not pixels. - Their brand is already calming and memorable; you're here to reveal it with clarity and consistency. - Keep it simple: 3 promises—cleaner look, clearer choices, faster bookings. Then show them. - Confidence wins: "Give me 72 hours and I'll show you a version of White Rose that converts like a premium spa."