

Beauty Studio Client Flow Checklist

1. First impression

- ☐ Clear headline
- ☐ Beautiful hero image
- ☐ Main booking CTA visible

2. Services

- ☐ Services grouped by category
- ☐ Each service has short description
- ☐ Prices or starting prices visible
- ☐ Duration or expectations visible

3. Trust

- ☐ Portfolio photos
- ☐ Reviews/testimonials
- ☐ About/team section
- ☐ Policies visible before booking

4. Booking

- ☐ Booking button easy to find
- ☐ Current booking system connected
- ☐ Client understands what happens next

Notes

What should be improved first?