Winning Spa Website Checklist

1. Online Booking - Front & Center

- ☐ Clear "Book Now" button on homepage & every service page
- ☐ Mobile-friendly booking form
- ☐ Option to book 24/7, not just during business hours

2. Service Menu That Sells

- ☐ Easy-to-read list of services & prices
- ☐ Descriptions that highlight value ("what" *and* "why")
- ☐ Develop a contingency plan for emergencies
- ☐ Bundled services or "most popular" highlights

3. Professional Look & Feel

- ☐ Clean, modern design that matches your spa's brand
- ☐ Consistent colors, fonts, and imagery
- ☐ High-quality photos of your space, team, and results

4. Team & Therapist Profiles

- ☐ Short bios to build trust
- ☐ Specialties (e.g., massage, facial, waxing)
- ☐ Friendly headshots or action shots

5. Client Reviews & Testimonials

- ☐ Embedded reviews (from Google, Facebook, Yelp)
- ☐ Rotating carousel or highlight reel
- ☐ Social proof = instant trust

DaySmart™ Spa

6. Social Media Integration

- ☐ "Book Now" button linked directly from IG & FB
- ☐ Embedded feed or gallery showcasing your latest work
- ☐ Shareable blog posts or promotions

7. Mobile-First Design

- ☐ Loads fast on phones (under 3 seconds)
- ☐ Click-to-call phone number
- ☐ Easy-to-tap booking buttons

8. SEO Essentials

- ☐ Local keywords (e.g., "hair salon in Austin, TX")
- ☐ Meta titles & descriptions written for search engines and clients
- ☐ Optimized images with alt text

9. Contact & Location Made Simple

- ☐ Spa address visible
- ☐ Easy-to-find hours & parking info
- ☐ Multiple ways to connect: call, text, or email

10. Special Offers & Promotions

- ☐ Seasonal deals highlighted on homepage
- ☐ Email capture for a "VIP list" (future marketing!)
- ☐ Callouts for referral programs or loyalty rewards

Ready? Talk to Sales today to make your dream website a reality.

I'm an existing customer   **I'm new to DaySmart**

DaySmart Spa