

# Website Audit Report

The Aesthetic Loft Brandon

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## Executive Summary

This audit identified compliance risks and performance issues on <https://theaestheticloftbrandon.com/>. Critical findings require immediate attention to avoid potential legal liability.

## Audit Findings

Area	Status	Finding
Legal Compliance	CRITICAL	No consent in forms.
Mobile Speed	WARNING	PageSpeed Score: 68/100
Lead Capture	OPPORTUNITY	24/7 AI Receptionist – book treatments 24/7

### ■ Critical Finding: Legal Compliance

- No consent in forms.
- Busy phones without TCPA.

**Risk:** TCPA violations carry fines of \$500-\$1,500 per incident. Recent case: Optum RX settled for \$23.5M in class action over consent violations.

### ■ Performance Issues

- PageSpeed needs improvement.
- Booking process phone-dependent.

## ■ Growth Opportunities

- 24/7 AI Receptionist – book treatments 24/7
- Membership upsells
- Review automation

## Available Services

- ■ AI Receptionist – 24/7 call answering & appointment booking
- ■ Newsletter Automation – Customer nurturing campaigns
- ■ Smart Social Reply – Facebook/Instagram AI response
- ■ Visionary Ads – AI-powered ad creative
- ■ Review Management – Automated review requests
- ■■ Compliance Package – Terms/Privacy/TCPA compliance

Contact us for custom pricing based on your needs.

## ■ Free Offer (No Strings Attached)

1. **Free TCPA/Compliance Fix** – We'll add proper consent checkboxes and Terms/Privacy pages at zero cost.
2. **14-Day AI Receptionist Trial** – Test our 24/7 call answering system with no commitment.

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