

Website Audit Report

Luxe Day Spa Soho

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Executive Summary

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

Audit Findings

Area	Status	Finding
Legal Compliance	CRITICAL	Contact form has optional text consent but no privacy policy.
Mobile Speed	WARNING	PageSpeed Score: 70/100
Lead Capture	OPPORTUNITY	24/7 AI Receptionist – capture bookings after hours

■ Critical Finding: Legal Compliance

- Contact form has optional text consent but no privacy policy.
- Appointments via phone only.

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 could be optimized.
- Booking process phone-dependent.

■ Growth Opportunities

- 24/7 AI Receptionist – capture bookings after hours
- Membership newsletters
- Review automation to boost Google rating

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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