

Growth Action Plan

EverGlow Med Spa | Landing Pages

Lead: Karina Wells | Primary Goal: More qualified leads

Industry: Healthcare Aesthetics

Team Size: 12 staff

Traffic/Users: ~6,400 monthly visits; 190 consultation requests

Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: Offer pages are generic and don't map to treatment intent.
- Fastest path: Create service-specific landing pages for top treatments
- Expected impact: Increase consult bookings 12-20% (High confidence).
- Context: Instagram and Google traffic is high, but consultation bookings drop at the inquiry form step.

2) Opportunity Diagnosis

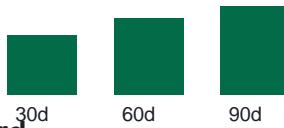
- Primary: Offer pages are generic and don't map to treatment intent.
- Secondary: Weak CTA hierarchy causes drop-off before booking.
- Assumption: Assumes top 3 services generate most revenue.

3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	Offer Pages	Create service-specific landing pages for top treatments	Increase consult bookings 12-20%	High confidence
31-60 days	Trust	Add before/after proof and clinician credibility blocks	Improve qualified inquiry mix	Medium confidence
61-90 days	Retargeting	Retarget non-bookers with aligned landing experiences	Recover 5-10% lost demand	Medium confidence

4) Top 5 Priority Actions

1. Build one page per core treatment with clear price context and outcomes.
2. Move booking CTA above the fold and repeat after proof sections.
3. Add short FAQ covering downtime, eligibility, and expectations.
4. Use dynamic UTM copy blocks to match ad intent.
5. Set up thank-you page micro-conversion tracking.



5) Offer Recommendation + KPI Scorecard

Recommended: Landing Pages (Primary). Track weekly: Booking CVR, qualified consult ratio, cost per booked consult.

6) Risks & Mitigation

- Risk: Compliance with claims. Mitigation: approved claim library.
- Risk: Creative inconsistency. Mitigation: standardized page template.
- Risk: Lead quality drift. Mitigation: qualification questions in form.

7) Immediate Next Step

Launch a dedicated page for your highest-margin treatment and compare consult quality against the current generic page.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

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