

Website Cleanup Audit

BUSINESS

Harbor Lane Wellness

WEBSITE

harborlanewellness.example

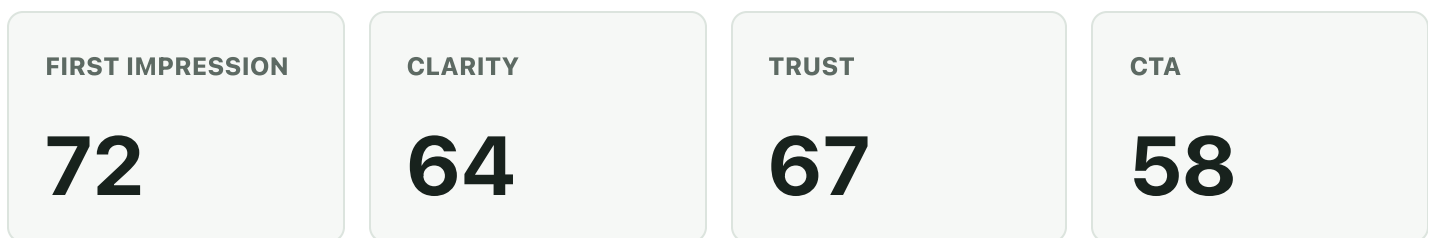
MAIN GOAL

More first-time appointments

Quick Summary

Harbor Lane Wellness has a calm visual style and valuable services, but the homepage takes too long to explain who the clinic helps and what a new visitor should do next. The biggest opportunity is to make the first screen more specific, add proof near the booking path, and make mobile visitors feel confident enough to schedule.

Scores



Mobile Review: Needs cleanup

What A Visitor Understands Quickly

- The business is a wellness clinic.
- The brand feels calm and caring.
- The business likely offers appointments or sessions.

What Feels Confusing

- The headline is warm but does not clearly say what the clinic does.
 - The page mentions several services before explaining who they are for.
 - The booking button is not visible soon enough on mobile.
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Top 5 Fixes

1

Replace the homepage headline with a clearer service promise.

Why it matters: New visitors should not have to interpret what the clinic offers.

What to change: Name the clinic type, audience, and appointment outcome in plain English.

2

Move the booking CTA into the first screen.

Why it matters: People who are ready to book should not have to search.

What to change: Add "Book a First Appointment" near the headline and repeat it after the main service section.

3

Add trust proof near the booking path.

Why it matters: Wellness customers need confidence before sharing personal information or booking care.

What to change: Place one short testimonial, practitioner credential, or review rating near the first CTA.

4

Simplify the service section.

Why it matters: Too many equal choices make the page feel harder to use.

What to change: Group services by visitor need, then link to detailed pages only after the main options are clear.

5

Strengthen the mobile first impression.

Why it matters: Many first-time visitors will decide whether to book from their phone.

What to change: Shorten the hero copy, move booking higher, and make phone and location details easier to tap.

Homepage Headline Rewrite

CURRENT

Feel better, live better, start here.

RECOMMENDED

Wellness care for stress, pain, and everyday health in Harbor Lane.

Homepage Subheadline Rewrite

CURRENT

Our caring team helps you find balance through personalized support.

RECOMMENDED

Book a first appointment with a local wellness clinic offering massage therapy, acupuncture, and holistic care for busy adults.

CTA Recommendations

Primary CTA: Book a First Appointment

Secondary CTA: View Services

Place the booking CTA in the hero, after services, after reviews, and in the final section.

Recommended Next Cleanup

Homepage clarity pass. The homepage is where first-time visitors decide whether they understand and trust the clinic.

This cleanup would rewrite the hero, simplify the service section, improve CTA placement, and add trust proof near the booking path.