

The 4 Questions

Who Am I Talking To?

Women - 90%

Men 10 - 10%

Middle-aged

Where Are They At Right Now?

Internet (Google/Social Media Platforms)

Current State

Fatigued

Body Pains

Stressed

Uneasy

Dream State

Craving a massage or Physical therapy to ease the pain

Rest/Warmth

Relaxation

Level 3 - Solution Aware but not aware of my product

Stage 5 - Market is tired of everything

Current levels of desire - Fairly high

Trust in my company - low

Where Do I Want Them To Go?

Visit my website

Be impressed & convinced

Book an appointment

What Do I Want Them To Feel/Experience To Do Those Things?

Pictures in dynamic action portraying Beauty/Luxury/Contrast Color/Shiny.

Offer mechanism in details

Brief intro about the brand and it's best offers

Claim excellence e.g "Our commitment to service excellence and Staff Empowerment through training and mentoring will ensure that your needs are met and your expectations exceeded."

Show Testimonials

Special offers

CTA

The reader's Roadblocks and the solution/mechanism that will solve those roadblocks.

Roadblocks

My client already has a website but it doesn't get enough traffic, reason being the Landing page of her website, has less valuable, informative and engaging content that addresses the needs and the interest of her target audience.

Potential customers don't get convinced and impressed to book an appointment after landing on their page.

Solution/Mechanism

- Images that grabs attention and shows the avatar's dream State
- Present solution for the avatar and how it works plus other options
- Testimonials Dump
- Claim excellence and experience
- Authority
- CTA

Copy Tested?

No.

Personal Analysis

I think I have drafted this landing page well and in full details but i feel like I am missing something, I've analysed the top player's landing pages and this is how their landing pages looks like basically

How can i improve my copy

- Do more Top Players Analysis
- Use attention-grabbing headlines that clearly communicate the value proposition
- High quality images and videos
- Lead Magnets offer free resources in exchange for contact information

Website Draft.

Home Page/Landing page

Step 1: Logo

Step 2: Eye-catching Dynamic Pictures

Step 3: What you offer

Step 4: A brief description about your brand and it's mission

Step 5: Guest Testimonials & Comments section

Step 6: CTA - Bookings

Step 7: Current Special Offers & Updates

Step 8: CTA - Contacts/Booking enquiry form/Email/ Location.



[Promos>Link] [Book Now>Link] [Contact>Link]



Classic Pedicure



Jacuzzi Sessions



High-frequency facial



Hotstone Massage

(These four pictures can be in Dynamic active action)

Pamper Me Odyssey

Peace And Beauty Health Spa provides an array of luxurious pamper experiences designed to awaken your senses, rejuvenate your body, and calm your soul. Select from Single Treatments, Half Day, Full Day, or Spa & Stay packages.

[[Read More> link](#)]

Mother & Daughter Love

Experience the ultimate bonding with our Mother & Daughter Massage special at Peace And Beauty Spa. Enjoy side-by-side relaxation as you both indulge in soothing treatments designed to rejuvenate and refresh.

[Read More>link]

Beauty@Peace


Our services range from manicures, G5 cellulite reduction sessions, full body waxing and high-frequency skincare facials to nail enhancements.

[Read More>link]

Peace & Beauty Spa



Located in the serene surroundings of Bichleigh, Kempton Park, Peace and Beauty Health Spa is a haven of wellness dedicated to promoting health and vitality. Inspired by the essence of holistic health, our spa offers an array of body rejuvenating treatments designed to restore energy and enhance healthy, radiant skin. Our commitment to serving excellence is reflected in every aspect of our service, ensuring that each visit leaves you feeling refreshed, revitalized, and truly cared for. Experience the perfect blend of tranquility and rejuvenation at Peace and Beauty Health Spa, where your well-being is our utmost priority.


Guests Testimonials


Aletta Tefu
1 review


★★★★★ 4 months ago

First time going to Peace Beauty & Health Spa and I tell you their service and Hot Stine massage is value for money. Already planning on my next visit my family. Im so happy and feeling so peaceful and relaxed. The name says it all 🍷🍷




@Peace Beauty & Health Spa (owner)
4 months ago


Thank you so much for your support highly appreciated 🍷


Nokubonga Lukhozi
5 reviews


★★★★★ 6 months ago

Amazing place! Amazing staff! My Partner and I were extremely satisfied with your services. Thank you for your warm welcome and kindness Mary and Erica. We are definitely coming back. Worth the visit.




@Peace Beauty & Health Spa (owner)
5 months ago

Thank you so much for your support highly appreciated 🍷


Mr Adolph Nkosi
9 reviews · 46 photos

★★★★★ 6 months ago

Woooooooow, what a great experience. Professional, friendly, welcoming, customer centric and going an extra mile. I highly recommend Peace Beauty & Health Spa...


Khutso Thapelo
1 review

★★★★★ 3 months ago

The ladies working at this place are marvellous, my husband and I where amazed by their warm welcome, i did pedicure and facial. They where all amazing, smiling throughout our visit. Lindah did my pedicure and Erica assisted her and she also did my facial. We ended up sleeping there and Mary prepared it. WE ARE Definitely going back. As soon as month end





@Peace Beauty & Health Spa (owner)
3 months ago

Thank you so much for your support highly appreciated 🍷

[View More>link]

[Add Comments >link]

**Indulge In Self-Care at
Peace & Beauty Spa
Unwind Your Body, Awaken Your Senses,
Renew Your Spirit.
[Make A Booking>Link]**

**View Our Current
Special Offers
Mid Week Specials from R660 P/P**



@Peace beauty spa couple's treatments

TOUCH OF HEAVEN COUPLE'S TREAT R1800
Luxury facial, Express pedicure, Jacuzzi session
and Light lunch

LOVE ME TENDER COUPLE'S PACKAGE R2760
Hot stone full body massage, Facial, Express
pedicure, Jacuzzi session and Light lunch

HEAVENLY GLOW COUPLE'S PACKAGE R1300
Cleansing back and neck massage, Express
pedicure

COUPLE'S SERENITY PACKAGE R2400
Aromatherapy massage, Facial, express
pedicure and light lunch

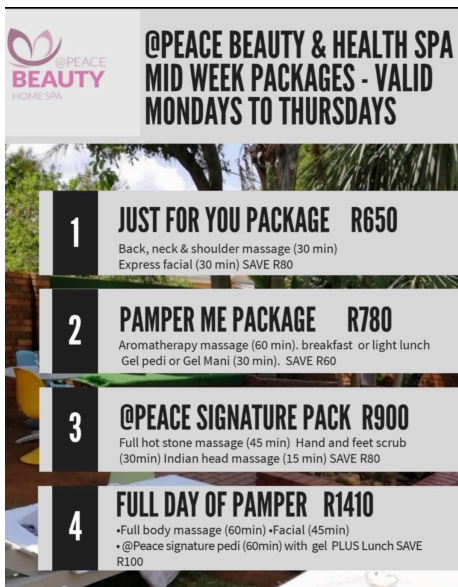
BOOK NOW 0768449325 WWW.PEACEBEAUTY.CO.ZA INFO@PEACEBEAUTY.CO.ZA



**Mother and daughter
Love**

Aromatherapy Massage Matsimela Express
Facial Mani Pedi Gel Overlay

R2200



**@PEACE BEAUTY & HEALTH SPA
MID WEEK PACKAGES - VALID
MONDAYS TO THURSDAYS**

- 1 JUST FOR YOU PACKAGE R650**
Back, neck & shoulder massage (30 min)
Express facial (30 min) SAVE R80
- 2 PAMPER ME PACKAGE R780**
Aromatherapy massage (60 min), breakfast or light lunch
Gel pedi or Gel Mani (30 min). SAVE R60
- 3 @PEACE SIGNATURE PACK R900**
Full hot stone massage (45 min) Hand and feet scrub
(30min) Indian head massage (15 min) SAVE R80
- 4 FULL DAY OF PAMPER R1410**
•Full body massage (60min) •Facial (45min)
•@Peace signature pedi (60min) with gel PLUS Lunch SAVE
R100

Valid Mondays To Thursdays

You can book the same packages on weekends but you will pay the package full price.

[Read More>Link]

[View All Specials & Updates >link]

Give Us A Call

+27 76 844 9325

Our dedicated team is ready to assist

You with any inquiries

Book A Treatment

[Book Now>Link]

Send Us An Email

Reach out to us via email with your details and questions, and let us assist you comprehensively.

Peace & Beauty Spa

[Contact Us>Link]

Operating Hours

Mondays & Tuesdays: 09h00 - 18h00

Wednesday - Saturday: 09h00 - 19h00

Sundays: 09h00 - 15h00

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Contact Information

Phone: +27 76 844 9325

Email: info@peacebeauty.co.za

**Location: 35 Baobab Ave, Birchleigh,
Kempton Park, 1621**

Receive Our Specials

[Full Name*]

[Email*]

[Phone]

Sign Up

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Website Design & Maintenance by [Name of Web Designer]