

Paak®

BODYCARE MEDSPA

DOCUMENT

Website audit and rebuild

PREPARED FOR

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WHAT THIS IS FOR

You have 397 reviews at five stars. The website shows two, from 2018.

So the job is to get the site telling the truth about the practice, and then build it around the one button that matters.

Nothing in here is a knock on the practice. Four hundred people rating you five stars is the hard part, and you have already done it. The website is just several years behind the business it belongs to.

You wrote that the presentation feels dated. It does, but that is the easy half. I read every page on the site and your Setmore booking page before writing this, and the things costing you bookings are mostly not design problems. Everything on the next page you can check in a browser in about two minutes. None of it is a taste judgement and none of it is guesswork.

One thing worth saying at the front. I can fix what is in your control and structure the pages so Google can read them. How fast the map result moves after that is Google's call, not mine, so I will not promise you a position.

WHAT I FOUND

Wix's demo text is still spliced through your SculpSure paragraph.

The first one is two copy errors on a medical page. The rest is what stands between a visitor and a booking.

TWO COPY ERRORS SITTING ON YOUR SERVICES PAGE

Your SculpSure block opens with “Our popular Weight Reduction treatment is the perfect way to end the busy week. Awaken your s” and then your real description starts mid-word. The rest of that sentence, “enses and renew your soul”, lands after “meet the staff”. The old Wix demo text never got deleted. Separately, the laser page says the results are permanent, and the cleared wording for those devices is permanent hair reduction, not removal.

NOTHING ABOVE THE FOLD SAYS WHAT YOU DO OR WHERE YOU ARE

Open the homepage and you get the logo, the menu, two photographs and a ten dollar voucher. No sentence. Someone arriving from a Google search has to scroll and guess. The large face photograph also loads blurred and only sharpens once you scroll.

YOUR BROWSER TAB SAYS “UNITED STATES”

The page title reads Botox Fillers | BodyCare MedSpa | United States. That line is one of the strongest local search signals a page has, and it is spending it on a country. Your address is written two ways as well, 156 Main Street #3 on the site and 162 Main St on Yelp, and Google reads a mismatch as uncertainty about whether you are one business or two.

YOUR BOOKING SYSTEM KNOWS MORE THAN YOUR WEBSITE DOES

Setmore lists over fifty bookable laser options and names your team. The website lists five treatments in flat paragraphs, names nobody, and shows two testimonials dated 03/01/18 and 04/16/19. Everything a patient needs is already written down, just not where they can see it.

TWO THINGS YOU DECIDE

The price depends on two answers, and they're both yours.

DECISION ONE

Stay on Wix, or move?

This decides the ceiling on speed.

- **Stay** — rebuilt in Wix Studio, which handles proper responsive layout in a way the classic editor does not. You keep editing your own site and Setmore stays exactly where it is
- **Move** — a purpose-built site that loads in a fraction of the time, with more room in search and on design
- Staying is cheaper, and there is no migration to go wrong
- Moving costs more up front and your team learns something new
- I would stay. Nothing costing you bookings today is caused by Wix, and all of it would follow you across

DECISION TWO

Do prices go on the pages?

You wrote “price, if appropriate”, so here is the honest read.

- **From-prices** — wins the person comparing three clinics at eleven at night, and they are a large share of who books injectables
- **Consultation only** — keeps you out of a price fight with whichever place is discounting this month
- **Split it** — from-prices on laser packages and peels, consultation on injectables. This is what I would do
- Reversible in about a minute either way, so it is not worth agonising over

WHAT I'D DO

Three jobs, and you can buy the first one on its own.

They stack. The second includes the first, so nothing gets paid for twice.

THE HOMEPAGE, REBUILT AROUND BOOKING

Your nine points, in your order. A hero that says what you do and where, with the review count where people actually see it. Book Now fixed to the bottom of the screen on a phone so it is always under the thumb. Five treatment cards, a before and after slider, your team with names and faces, testimonials pulled in live so they never go stale again, an offers slot you can edit yourself, and a map with tap-to-call.

FIVE TREATMENT PAGES

Botox, fillers, SculpSure, laser hair removal and VI Peel. Each one carries all eight of your headings. Each Book button opens Setmore with that treatment already selected, so nobody lands on a list of fifty laser options and gives up. The copy errors on page 04 corrected, and your address made to match across Google, Yelp and Groupon.

WEBSITE CARE, MONTHLY

Every one of the eleven things on your list. Wix updates, new promotions, adding and removing services, updating photos, SEO, mobile, broken link and form checks, booking system updates, Google Business coordination, security monitoring, and up to two hours of small design changes a month.

WHAT THE REBUILD IS BUILT ON

Wix Studio

The newer editor. Real responsive layout, and you keep control.

Setmore

Stays where it is. A deep link per treatment, not one generic page.

Google Business

Where the map result comes from. Kept matching the site.

Real phones

Every change checked on one before it gets called done.

HOW IT RUNS

Five steps, and you decide once.

You answer the two questions on page 05 once, in step one. After that we are building, not re-deciding. That is the only thing that keeps a timeline honest.

01	Call Twenty minutes. You answer the two questions on page 05 and the number stops being a range.
02	Direction One session. You pick how it should look and how it should feel.
03	Structure What each page has to do, and which treatment sits where.
04	Build Real pages, your real content, on a private link before anything goes live.
05	Launch Your provider approves the wording, then it goes up.

WHAT I NEED FROM YOU

The list that decides whether this runs to time.

THING	WHO	BY WHEN
Ten to fifteen before and after photos, with signed patient releases	BodyCare	— — —
Team photos, names and credentials	BodyCare	— — —
Wix editor access	BodyCare	— — —
Google Business Profile access	BodyCare	— — —
Stay on Wix or move, decided	BodyCare	— — —
Prices on or off, decided	BodyCare	— — —
One person who signs off, and a clinician who approves the wording	BodyCare	— — —
All the writing	TJ drafts, you approve	— — —

The timeline runs from the deposit. It only slips if this list does. The photos are the one thing I cannot make up for you, so those are worth chasing first. If they are not ready the homepage still ships and the gallery goes in afterwards.

On the before and afters, said plainly because it is not an ordinary website job. Those are patient records. They need a written release naming the website, and the location data taken out of the file before they are uploaded. I handle the second part every time. On sign-off, copy that goes through four people takes four times as long as copy that goes through one.

STARTS AT

\$1,188^{USD}

Buy the smallest piece that solves your problem. The second includes the first, so nothing is paid for twice.

Half to start, half the day it goes live. Nothing begins before the deposit lands, and I will not chase the second half until it is up and you have clicked around it. Prices are in US dollars. If you would rather run it hourly, the rate is \$54 and the homepage is capped at twenty-two hours, which is where the \$1,188 comes from. The cap is the point. You cannot end up with an open meter, and if it takes me longer than that, it takes me longer than that.

A. The homepage **\$1,188**

Job one on page 06, built on a private link with your real content. You see it working before you commit to anything else. About ten working days from photos and sign-off.

B. The homepage and all five treatment pages **\$3,564**

Everything in A, plus jobs one and two. Setmore deep links per treatment, the before and after gallery, the copy corrections from page 04 and the listing clean-up. About three weeks after A is signed off.

C. Website Care **\$349 / mo**

All eleven items on your maintenance list. Starts thirty days after launch, so the first month is on me. Month to month, and you can stop it whenever.

THE RULES

Set now, so neither of us has to argue about it later.

TIMELINE	Runs from the deposit, assuming the list on page 08 lands. It only slips if that list does.
CHANGES	Direction is locked in the first session. Two rounds during the build. Anything past that I quote before I do it.
OWNERSHIP	You own the site, the content, the domain and the photographs. I hold nothing.
MEDICAL WORDING	Nothing publishes until your provider has read it and approved it. That includes everything I write.
RANKINGS	I fix what is in your control and structure the pages so Google can read them. I do not promise positions.
WEBSITE CARE	Month to month, thirty days' notice either side. Not unlimited edits, and not new pages beyond a new treatment.
AFTER LAUNCH	Thirty days of fixes on me. New pages or new features are a separate job.
NOT INCLUDED	Photography, and any paid tools or Wix plan upgrades.

RECENT WORK

Go and click on them.

Room One Brand site for a live production company. roomone.live	Haroa Demo build for a residential architecture studio. haroa-demo.pages.dev	Paak® Everything else, and how I work. paak.works
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PICK A PIECE, OR PICK A TIME AND WE'LL TALK.

If the homepage is obviously the one, say so and I'll send the invoice and start this week. If you're weighing the full build, twenty minutes on a call turns it into a fixed number. If anything in here doesn't sit right, tell me which bit and I'll change it rather than talk you into it. Either way, that SculpSure paragraph is worth fixing this week.

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