

Case Study 01: Willow & Sage Salon

Industry: Beauty & Wellness

Services Provided: Website Design, Development, and Local SEO

Overview

Willow & Sage Salon, a boutique beauty salon known for its premium client experience, wanted its online presence to reflect the same level of quality and elegance as its in-store service. The previous website was slow, outdated, and not optimized for mobile. Most importantly, clients found it difficult to book appointments online, which directly affected revenue and brand perception.

Weblish partnered with Willow & Sage Salon to redesign their digital experience, focusing on clarity, credibility, and conversions. The goal was simple: make the site as polished and seamless as their salon experience.

Challenges

- Outdated visual design that didn't match the salon's high-end aesthetic.
 - No clear call-to-action or booking flow for clients.
 - Poor SEO and low visibility in local search results.
 - Inefficient load times and poor mobile responsiveness.
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Solution

Weblish began with an in-depth brand and UX audit to identify areas of friction in the user journey. The team then crafted a new single-scroll homepage that guided visitors smoothly from introduction to booking.

Key improvements included:

- A refreshed brand look with a minimal, elegant color palette inspired by the salon's interiors.
- A clear "Book Now" button integrated with their scheduling tool, making online bookings effortless.
- On-page SEO optimization with locally targeted keywords like "beauty salon near me" and "hair styling in [city name]."

- Performance improvements and image compression to ensure lightning-fast loading.
 - Clean typography and well-structured service highlights for quick scanning on mobile devices.
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Outcome

The new Willow & Sage Salon website delivered instant results:

- **Website load speed improved by 72%.**
- **Online bookings increased by 40% within the first month.**
- **Local SEO visibility boosted**, appearing on the first page for key service terms.
- The client reported smoother communication with customers and higher satisfaction rates.

Their testimonial sums it up:

“WEBLISH made our site look as good as our salon and easy to book. Clear process, quick edits, no surprises.”

Key Takeaways

This project highlighted Weblish’s strength in blending design aesthetics with measurable business impact. By simplifying the booking flow and elevating the brand presence, we helped Willow & Sage Salon create a digital experience that truly mirrors their in-store excellence.