



ACTIF / DIGITAL EXPERIENCE & GROWTH

Diamond and Gold Website Audit and Growth Roadmap

A modern expression of a personal practice

Prepared for Diamond & Gold Medical Aesthetics
Prepared by Actif | October 10, 2026

The recommendation

Preserve the warmth, individuality, and Diamond & Gold identity. Refine the experience around provider trust, clear treatment education, local discovery, and an easier path to booking.

This assessment connects the current website findings to a practical redesign and marketing program. Begin with Phase 0 to confirm the business priorities, validate the measurement baseline, and define a scope before committing to design and development.

01 PRESERVE	02 REFINE	03 GROW
Personal care Distinctive identity Existing booking system	Visual hierarchy Treatment accuracy Mobile experience	Local search Qualified inquiries Attended appointments

Planning horizon: kickoff in the coming weeks. Delivery dates and fees are established after discovery; the phase ranges in this document are planning estimates.

dgoldmedspa.com | First presentation edition

Executive assessment

The site has the ingredients of a distinctive local practice, but its presentation and content do not consistently support a first-time visitor’s decision. The immediate opportunity is to improve confidence and clarity before investing in more traffic.

What is worth keeping

- The Diamond & Gold identity, named treatments, and friendly voice give the practice personality. Retain the familiar logo unless the owner requests a separate identity project.
- Treatment pages and Jane booking links already exist. Preserve useful URLs and the established scheduling workflow.
- Pricing, appointment durations, practice hours, and location information provide a useful starting point for clearer patient guidance.

What should change first

Priority	Finding	Recommended response
High	Provider credibility is stronger in Jane than on the main About page. [S2, S6]	Make Nurse J, verified credentials, care philosophy, and the practice setting central.
High	Treatment content contains copied introductions and inconsistent categorization. [S3]	Approve one treatment inventory before copywriting or campaign expansion.
High	Search metadata and page structure are underdeveloped across the core pages. [S7]	Create unique metadata, clear H1s, stronger local relevance, and a clean sitemap.
High	Some navigation and review links do not match their labels. [S1, S7]	Repair learning, booking, and review journeys before driving additional visitors.
Medium	Gold overlays, pale text, long paragraphs, and a service carousel dilute hierarchy. [S1, S2]	Use restrained gold accents, strong contrast, concise copy, and scannable treatment cards.

Recommended engagement

Build a fully custom website around Nurse J and the Diamond & Gold experience. Consolidate the practice’s scattered information into an approved content foundation, strengthen its identity and treatment guidance, then adapt that material across search, listings, social, and follow-up. This first presentation establishes a direction that we will continue to refine with Nurse J, preserving her identity and welcoming a broad range of clients.

Experience and trust audit

These findings come from public page inspection, desktop and mobile browser review, and the fetched page source on October 10, 2026. Priority expresses the recommended order of work, not a measured loss in revenue.

Finding and evidence	Why it matters and action
Homepage hero [S1] Long opening paragraph over a strong yellow image treatment.	The practice's location, provider, and next step should be easier to understand. Shorten the message, use authentic photography, and separate text from busy imagery.
Service navigation [S1, S7] "Our Services" links to Jane. The navigation references #services, but that ID was absent in the fetched homepage.	Visitors who want information can be moved into scheduling prematurely. Link exploration to an on-site service hub and keep booking explicitly labeled.
Provider story [S2, S6] About shows a team heading and portrait, but no named provider biography in the page text. Jane identifies Jameliah Wright, RN, as Nurse J and owner.	Bring an owner-approved biography and verified credentials onto the main site. Describe clinical oversight accurately without assuming roles or qualifications.
Review presentation [S1] The testimonial introduction contains a stray zero; the Review link points to #.	Use authentic, attributable reviews with permission and a verified review destination. Do not invent ratings or testimonials.
Mobile access [S1] The menu opens and includes Book Now. The homepage hero remains copy-heavy.	Keep a visible booking action and a call option. Test thumb reach, readable type, focus order, and forms on actual phones before launch.
Contact and policy path [S5] Name, email, and message fields are present. No practice privacy link was found in the inspected site navigation.	Add a clear scheduling purpose, response expectation, privacy information, and an instruction to avoid clinical details. Verify delivery and errors in an agreed test.

Mobile inspection did not establish a horizontal-overflow defect. Form submission, appointment creation, and payment were not performed. Those end-to-end checks belong in the authorized launch test plan.

Content and service clarity

The redesign should be built on an approved service catalog. Accurate distinctions will help visitors choose the right next step and prevent confusing campaigns.

Observed issue	Recommended treatment
Facial introduction reused on Botox and Fat Burner pages. [S3]	Rewrite each introduction for its actual service, audience, and consultation pathway.
Weight Management has brief program copy; semaglutide details also appear within IV Therapy. [S3]	Give weight management one primary educational home. Reconcile visit frequency, pricing basis, inclusions, and follow-up with the practice.
Derrière Defined describes vacuum cupping; Fat Burner also discusses injectable buttock enhancement. [S3]	Confirm which services are actually offered and distinguish them by technique, provider, expectations, and booking category.
Jane lists Sculptra and a lip-filler category beyond the main navigation's eight service categories. [S6]	Reconcile the booking menu with the public site. Create dedicated pages only for confirmed, strategically important services.
Broad benefit and outcome language appears across wellness and aesthetic treatments. [S3, S15]	Have the responsible clinician review indications, limitations, risks, expected variability, and supporting evidence before publication.
Homepage and About contain editing artifacts; a service card still says Label. [S1, S2]	Complete a sitewide copy edit and use a pre-publication content checklist.

A stronger treatment page

Use a consistent sequence: what the treatment is, who may be suitable, what happens at a consultation, provider information, expected appointment length, recovery considerations, cost basis, common questions, and a clearly named booking action. Include meaningful limitations and clinician-reviewed information rather than categorical promises.

Make the consultation easier to understand

The consultation page currently lists \$50 and 20 minutes and says the fee applies toward future services. Confirm these terms with the owner, explain what the visit covers, and use this as a reassuring first step for visitors who are unsure which treatment to select. [S4]

Redesign direction

Recommended direction: warm editorial luxury with visible clinical credibility. The new experience should feel recognizably Diamond & Gold, with more restraint and clearer information.

Keep	Evolve
Diamond & Gold name and existing recognizable logo	Improve spacing and logo presentation; consider a separate logo refinement only if requested.
Gold and the personal, welcoming tone	Keep gold prominent, balanced with ink-black, champagne, soft rose, and selective ivory. Use readable contrast throughout.
Signature treatment names and personality	Pair creative names with plain-language service descriptors so new visitors understand the offer.
Personal provider relationships	Lead with Nurse J’s approved story, real practice images, and a clear explanation of care.
Existing results imagery where authorized	Present consistent before-and-after pairs with context, consent, and no alteration that misrepresents outcomes.

Visual system

Pair expressive editorial headings with readable body text. Alternate ink-black, gold, champagne, and rose backgrounds to create depth. Use natural skin tones, fine diamond details, and original practice photography. Nurse J’s Jamaican heritage can enrich her approved story; imagery and language should welcome varied skin tones, ages, genders, and backgrounds. Suitability remains individual, with no universal treatment promises.

Proposed homepage sequence

1. Clear local introduction and consultation action
2. Named provider and verified trust cues
3. Treatment families with concise descriptions
4. The consultation experience
5. Authentic results and reviews
6. An elegant journal and practical FAQs
7. Location, directions, hours, and booking

An evolving custom experience

The selected direction is a full custom build. The first working preview demonstrates the visual language and key visitor journeys. Subsequent iterations will develop dedicated treatment pages, original photography, an elegant journal, local discovery content, and the owner’s editing workflow. WordPress is not the proposed destination platform.

Search visibility and local discovery

Search work should make the practice easy to identify, understand, and contact. Public search sampling surfaced DGold’s homepage, but it does not establish rankings, traffic, or the size of the opportunity.

Technical foundation

Across 11 core pages, fetched HTML contained no meta descriptions and no JSON-LD blocks; six pages lacked an H1. Each core page returned HTTP 200 and had a self-referencing canonical. Robots.txt permits public crawling and advertises a working WordPress sitemap. Other schema formats and Google’s chosen canonicals still require validation. [S7]

Give each page an accurate title, a helpful description, and a clear main heading. Validate appropriate business and breadcrumb structured data against visible facts. Preserve existing URLs where useful. Exclude starter content from the intended search footprint and redirect only where a relevant replacement exists. [S8]

Local relevance

Confirm the official address format, map pin, service area, phone, hours, and business name before harmonizing the site and listings. The site uses Five Towns and ZIP 11422; do not silently change its municipality based on an assumption. Review Google Business Profile ownership, categories, services, photos, booking link, and duplicates. Local results depend in part on relevance, distance, and prominence; distance cannot be designed away. [S5, S9]

Search intent hypothesis	Best destination
Med spa near the confirmed location	Homepage and a useful visit/location page
Botox or neurotoxin consultation nearby	Existing Botox page, rewritten with local context
Microneedling or facial treatment nearby	Dedicated service page with clear expectations
Nurse J or Diamond & Gold reviews	Provider profile and authentic review content
First appointment questions	Consultation page and clinically reviewed FAQs

Validate these themes with Search Console, Business Profile data, and keyword research in Phase 0. No search volumes or ranking positions are asserted here. Avoid near-identical town pages created only to capture keywords.

Search beyond the traditional results page

Use clear answers, named expertise, current facts, and crawlable content to support both conventional and AI-assisted discovery. Google does not require a separate special AI optimization file for its AI search features. Inclusion and citations are not guaranteed. [S10]

Marketing that supports appointments

The marketing program should connect useful education to a relevant page, a clear consultation path, and a follow-up process the practice can sustain.

Channel	Initial program	Success measure
Local presence	Refresh Business Profile information and photography. Request honest reviews consistently after eligible visits, without incentives or review filtering.	Profile actions and attributable qualified inquiries
Organic content	Build an elegant journal with useful categories, individual article pages, clear authorship and review dates. Begin with two reviewed pieces per month, each connected to a relevant service or consultation.	Relevant nonbrand visits and qualified inquiries
Social education	Batch owner-led short videos and practice photography. Start with two short videos and one educational post per week if staffing supports it.	Engaged visits and assisted inquiries
Client retention	Use permission-based reminders and educational follow-up. Segment by expressed interest without exposing clinical information to advertising tools.	Repeat visits, rebooking, and unsubscribes
Local partnerships	Explore aligned salons, fitness studios, and community businesses. Give each partnership a useful landing destination and attributable link.	Qualified referrals and attended appointments
Paid search pilot	Start only after page accuracy, tracking, staffing capacity, and platform eligibility are confirmed. Limit the pilot to one or two priority service lines.	Cost per attended new-client appointment

A practical first content series

Introduce Nurse J and the practice philosophy. Explain what happens during a first consultation. Answer common treatment-selection questions. Share a clinician-reviewed preparation guide. Show the real practice and visit logistics. Use consented client stories where appropriate.

Paid media guardrails that affect the plan

Healthcare-related advertising has service-specific restrictions. Review the actual treatment, destination page, geography, and current platform policy before selecting campaigns, especially for prescription-related weight management. Do not assume every advertised service is eligible or build audiences from sensitive treatment interests. [S14]

Set media spend and a pause rule after Phase 0 economics. Do not scale a campaign because it produces inexpensive clicks if inquiries are unsuitable or appointments do not happen.

Competitive context and positioning

A public search sample showed nearby and area-targeted providers emphasizing expertise, consultation access, and local relevance. These are examples of competing presentation, not a verified ranking or market-share study.

Public example	What it demonstrates	DGold opportunity
TonedMD Clinic [S11]	Named clinical team, consultation pathway, educational articles, and local coverage.	Make the provider relationship and first-visit experience equally easy to understand.
Beauty Lab Cedarhurst page [S12]	Area-focused messaging and explanation of a personalized treatment approach.	Explain who the practice serves using genuine local and practice-specific information.
Dolce Aesthetics Cedarhurst Botox page [S13]	A dedicated treatment-and-location page with visible contact actions.	Build useful treatment pages with a direct next step, without copying competitor copy or claims.

Own a credible position

Diamond & Gold can emphasize an intimate practice experience, thoughtful consultation, and the owner’s individual approach. This is a positioning hypothesis for the discovery workshop, not a claim that competitors lack personal care.

What to validate before positioning is final

- Which services bring the strongest combination of demand, patient fit, capacity, and contribution margin?
- What do current clients consistently appreciate about Nurse J and the practice?
- Which local areas and referral sources already produce attended appointments?
- What provider credentials, supervision arrangements, and result imagery can be published accurately?
- Which treatments does the owner want to grow, maintain, or stop promoting?

Avoid generic luxury copy

A more expensive-looking site alone is not a sufficient distinction. Demonstrate the experience with a real provider story, clear visit expectations, useful answers, transparent cost framing, and consistent follow-up. The visual design should reinforce those facts.

Phase 0 and Phase 1

Planning ranges below begin after the necessary access, inputs, and approvals are available. Some work may overlap. They are not a fixed schedule or a fee proposal.

Phase 0 Discovery and baseline | 1 to 2 weeks

Purpose: agree on what the website and marketing program need to accomplish, establish trustworthy baselines, and prevent avoidable rework.

- Actif leads an owner workshop covering audience, service priorities, geography, capacity, differentiators, budget range, and success criteria.
- Review WordPress, hosting, domain control, backups, plugin licenses, analytics, Search Console, Business Profile, and Jane capabilities through approved access.
- Reconcile services, prices, appointment durations, consultation terms, provider biographies, photography rights, and clinical review ownership.
- Capture search and booking baselines, inventory URLs, review performance and accessibility, and confirm measurement feasibility across Jane.

Outputs	Decision to move forward
Prioritized audit backlog; approved service inventory; measurement plan; custom architecture brief; content and photography brief; scoped estimate.	Owner approves objectives, service priorities, budget direction, responsibilities, and the proposed delivery scope. No design build begins from an unconfirmed service catalog.

Phase 1 Strategy and creative direction | 1 to 2 weeks

Purpose: turn the approved business priorities into a clear structure, visual direction, and content plan.

- Actif develops the sitemap, homepage and service-page wireframes, local search map, and conversion journeys.
- Present two visual directions within the existing Diamond & Gold identity and refine one selected direction.
- Draft priority copy and the provider story; plan the photography session and results presentation.
- Define the custom content-editing workflow, deployment architecture, and acceptance criteria. Design the experience around Nurse J's practice, audience, service catalog, and editorial needs.

Outputs	Decision to move forward
Approved sitemap, selected visual system, representative desktop/mobile designs, priority copy, and final build scope.	Owner approves the design direction and content. Responsible clinical reviewer approves treatment representations before implementation.

Phase 2 through Phase 4

The sequence gives the practice a controlled launch and a measurable growth program, with clear acceptance points between stages.

Phase 2 Redesign and build | 3 to 5 weeks

Actif builds the approved custom experience in staging: homepage, service hub, the agreed treatment pages, provider page, consultation and visit/contact paths, and required policy content. Implement responsive layouts, approved copy, accessible components, metadata, images, and booking links. Configure only the agreed measurement tools.

Outputs: reviewable staging site, populated content, URL migration map if needed, tracking configuration, and owner editing guidance. Exit gate: owner and clinical sign-off; approved scope complete; critical mobile, form, and booking-path tests pass.

Phase 3 Launch and stabilization | 1 to 2 weeks

Actif verifies backups and rollback, production URLs and redirects, indexability, sitemap, canonical tags, analytics, form delivery, and booking handoffs. Submit the intended sitemap through approved accounts. Monitor errors and inquiry delivery closely after launch.

Outputs: live website, launch checklist, handover, and prioritized stabilization log. Exit gate: key journeys work in production, inquiries reach the correct destination, and no critical launch defects remain. Allow a 7 to 14 day stabilization window.

Phase 4 Growth and optimization | First 90 days, then monthly

Run the approved local visibility, content, review, and retention program. Introduce a limited paid pilot only when the measurement and service eligibility gates pass. Review lead quality with the practice, improve the weakest journey, and scale work that produces attended appointments.

Outputs: monthly performance review, content plan, experiment log, and next-month priorities. Monthly gate: continue, adjust, or pause each activity based on lead quality, appointment capacity, and agreed economics.

Timing assumption	Commercial scope
Phases 0 to 3 total roughly 6 to 11 weeks if performed sequentially. Starting planning in late October or early November would place completion broadly in December 2026 to February 2027, allowing for holidays and approvals.	Price discovery separately; price design/build after Phase 0. Quote ongoing marketing independently. Media spend, photography, software subscriptions, and specialist clinical/legal review should be explicit line items.

Measurement and launch standards

Define success as more suitable clients progressing to attended appointments. A booking-link click is an intent signal, not a completed booking.

Measure	Definition and source	Review
Local discovery	Business Profile actions and Search Console nonbrand clicks to relevant pages.	Monthly, with query and geography context
Qualified inquiry rate	Qualified inquiries divided by relevant website sessions, with a consistent qualification rule.	Monthly; filter spam and duplicates
Booking intent	Clicks to Jane and phone actions. Track separately from confirmed appointments.	Weekly during launch
Inquiry to booking	Confirmed new-client bookings divided by qualified inquiries for the same cohort.	Monthly; practice reconciliation
Attendance rate	Attended appointments divided by scheduled appointments in the selected cohort.	Monthly
Acquisition cost	Agreed acquisition spend divided by attributable attended new-client appointments. Report paid media and fully loaded cost separately.	Monthly, allowing for booking lag

Phase 0 should capture a 28-day baseline where available and a longer comparison to account for seasonality. Set numerical growth targets only after the baseline, margins, and capacity are known. Where Jane cannot support reliable completion attribution, reconcile aggregate booking reports and self-reported source data; label attribution limits clearly.

Launch acceptance

- Priority pages, forms, navigation, phone actions, and booking destinations work on desktop and mobile. Any test submission or appointment uses an agreed procedure.
- No accidental production noindex; intended URLs return correctly; changed URLs have relevant redirects; sitemap and canonical signals agree.
- Keyboard access, focus visibility, labels, contrast, image alternatives, and error states meet the agreed accessibility criteria. Target WCAG 2.2 AA, with manual review.
- Use lab tests before launch and field data afterward. Target LCP at or below 2.5 seconds, INP at or below 200 milliseconds, and CLS at or below 0.1 at the 75th percentile when adequate field data exists. These are targets, not current scores. [S16]
- No personal or clinical form content enters general analytics events. Validate permitted cross-domain measurement before configuring it.

Technical evidence and work queue

This register makes the recommendations traceable and provides the initial Phase 0 backlog. Observed means directly inspected; validation means access or further testing is needed.

Status	Evidence	Next action
Observed	11 core pages returned 200 with self-canonicals. No meta descriptions or JSON-LD blocks found in their fetched HTML. [S7]	Preserve healthy URL behavior; implement page-specific metadata and validate schema.
Observed	No H1 on home, About, Contact, Consultation, Weight Management, or Derrière Defined. [S7]	Add meaningful primary headings and review the full outline. This is a clarity improvement, not proof of a ranking penalty.
Observed	WordPress sitemap includes /hello-world/ and /upcoming/. Both returned 200; one is starter text and the other says Under Construction. [S7]	Remove from the intended index and navigation with appropriate status handling after checking traffic and links.
Observed	WordPress, Astra, and Elementor signatures identify the current site. [S7]	Inventory and export content, map existing URLs, and prepare the migration to a custom site.
Observed	No common gtag, Google Tag Manager, or Meta pixel marker found in fetched homepage HTML. [S7]	Verify existing measurement. This does not prove the absence of all analytics.
Validation	Core Web Vitals, full keyboard/screen-reader behavior, contrast ratios, and real-device coverage are not established.	Run performance and accessibility baselines; measure issues before assigning scores.
Validation	Search Console, Business Profile ownership, backlinks, traffic, lead quality, and appointment conversion were not accessed.	Obtain approved access and reconcile the baseline with the practice.
Validation	Form delivery, Jane treatment mapping, final appointment completion, hosting security, and backup recovery need confirmation.	Test with the owner's procedure and approved access. Public review is not a security certification.

The working sitemap at /wp-sitemap.xml is valid evidence of a sitemap. The alternate /sitemap_index.xml returning 404 is not itself an SEO defect. Image alt attributes were present on inspected img elements; some were empty and require a content-versus-decoration review, not an automatic failure.

Kickoff decisions and responsibilities

The next practical step is a Phase 0 workshop with the practice owner. Gather the minimum business and operational information needed to make the proposal precise.

Practice owner and team	Actif
Identify priority services, target clients, appointment capacity, and budget range.	Lead discovery, validate the audit, recommend scope, and define the delivery plan.
Provide approved access, verified business details, service terms, and brand assets.	Inventory pages, measurement, content, integrations, and platform constraints.
Approve clinical copy through the responsible reviewer and confirm consent for all client imagery.	Create clear content and design, track approvals, and implement the approved experience.
Name one final decision-maker and a day-to-day contact.	Maintain one issue list, milestone reviews, and clear change control.

Inputs to prepare

- WordPress and hosting access, domain ownership contact, and existing vendor responsibilities.
- Google Business Profile, Search Console, analytics, and Jane reporting access if available.
- Current service and price list, consultation policy, provider biographies, and published credentials.
- Logo files, practice and provider photography, approved result images, and review permissions.
- Recent aggregate appointment volumes, lead sources, cancellations, service mix, and operational capacity.

Scope assumptions

The plan assumes one existing practice, a fully custom primary website, and continued Jane scheduling unless the owner approves a different workflow. It does not assume new clinical services, a new visual identity, a new booking platform, or a new location. Confirm those assumptions in Phase 0. Material additions change the scope and schedule.

Recommended decision

Use this first presentation and working concept to discuss the direction, then begin Phase 0. Confirm the content foundation, scope, baseline, and investment for the custom build. Continue refining the experience and distribution program as the owner’s priorities and actual results become clearer.

Prepared by Actif
aktif.me | 415.770.0614

One stronger story across every channel

A distinctive spa needs a consistent, useful presence wherever a prospective client encounters it. The custom website becomes the primary home for an approved story, while each channel gets a version suited to its audience.

Consolidate the scattered information

Combine the website, Jane service menu, provider biography, business listings, owner input, and approved visual assets into a single content inventory. For each item, record its source, owner, approval status, review date, and where it is used. Resolve conflicts in treatment names, pricing, durations, location details, and booking instructions before distribution.

Strengthen what makes the practice recognizable

Develop Nurse J’s story, the consultation experience, signature service language, and visual style together. Replace generic promises with useful answers and specific, supportable details. Plan original practice photography and short owner-led videos. Collect authentic client feedback and consented results with enough context to be meaningful.

Approved source material	Channel adaptations
Provider story and care philosophy	Website profile, Business Profile description, social introductions, and a short welcome video.
Treatment information and consultation FAQs	Dedicated search-ready pages, short educational videos, carousel posts, and booking guidance.
Verified location, hours, and contact details	Website visit page, Google Business Profile, Apple Business Connect, Bing Places, and relevant directories.
Consented results and authentic client feedback	Contextual website stories, appropriate social posts, and a consistent review-request process.
New or revised service information	Website and booking updates first, followed by matching listing, social, and permission-based email updates.

Publish with an owner and a feedback loop

Maintain a simple publishing calendar and approval log. Adapt the same core facts to each channel instead of repeating identical copy everywhere. Track visits, qualified inquiries, attended appointments, and rebooking where possible. Use what clients ask and what the data shows to improve the next round.

Beyond this presentation: a complete service-page system, original content production, listing reconciliation, an editorial library, measured campaigns, and an easy owner workflow. Each addition should have a clear audience, owner, success measure, and place in the phased scope.

Sources and review method

Reviewed October 10, 2026. Evidence combines public website inspection, HTML checks, a mobile menu test, public search sampling, and the guidance below. The assessment does not claim access to private analytics or independently verified clinical credentials.

S1 DGold homepage

<https://dgoldmedspa.com/>

S2 DGold About

<https://dgoldmedspa.com/about/>

S3 DGold treatment pages

<https://dgoldmedspa.com/tox-botox/>

<https://dgoldmedspa.com/fat-burner/>

<https://dgoldmedspa.com/weight-management/>

<https://dgoldmedspa.com/iv-therapy/>

<https://dgoldmedspa.com/microneedling/>

<https://dgoldmedspa.com/derriere-defined/>

<https://dgoldmedspa.com/facials/>

S4 DGold consultation

<https://dgoldmedspa.com/consultation/>

S5 DGold contact

<https://dgoldmedspa.com/contact/>

S6 Jane public booking and provider biography

<https://dgoldmedspa.janeapp.com/>

S7 Actif public HTML and crawl checks

<https://dgoldmedspa.com/robots.txt>

<https://dgoldmedspa.com/wp-sitemap.xml>

<https://dgoldmedspa.com/hello-world/>

<https://dgoldmedspa.com/upcoming/>

S8 Google SEO Starter Guide

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

S9 Google local ranking guidance

<https://support.google.com/business/answer/7091>

S10 Google AI features guidance

<https://developers.google.com/search/docs/appearance/ai-features>

Source notes and audit boundaries

S11 TonedMD Clinic

<https://tonedmdclinic.com/>

S12 Beauty Lab Cedarhurst page

<https://beautylablongisland.com/med-spa/cedarhurst-ny/>

S13 Dolce Aesthetics Cedarhurst Botox page

<https://dolceaestheticsny.com/services/botox/cedarhurst-ny/>

S14 Google healthcare advertising policy

<https://support.google.com/adspolicy/answer/176031>

S15 FTC Health Products Compliance Guidance

<https://www.ftc.gov/business-guidance/resources/health-products-compliance-guidance>

S16 Google Web Vitals guidance

<https://web.dev/articles/vitals>

S17 W3C WCAG 2.2

<https://www.w3.org/TR/WCAG22/>

Coverage

The core HTML sample comprised the homepage, About, Contact, Consultation, Facials, Tox/Botox, Weight Management, IV Therapy, Fat Burner, Microneedling, and Derrière Defined. The sitemap's two additional content URLs were also checked. Desktop homepage and About layouts and a narrow mobile homepage/menu were inspected. Jane's public landing page and provider biography were reviewed.

How to read the findings

Observed defects are specific to the inspected pages and date. Recommendations are Actif's proposed response. Search visibility, conversions, field performance, and business economics require the account-level baseline described in Phase 0. Competitor examples illustrate public presentation only; they do not establish comparative quality or market leadership.

Clinical statements and service details require the practice's approval. Marketing recommendations do not certify legal or platform compliance. Growth depends on local demand, competition, execution, appointment capacity, and the quality of the client experience; no ranking or revenue outcome is promised.

Actif brand release 2.0 used for this document. Client identity remains Diamond & Gold Medical Aesthetics.

Lessons from Los Angeles and the Bay Area

A focused review of Alchemy 43 in Los Angeles, Hayes Valley Medical Esthetics in San Francisco, and SkinSpirit in Palo Alto identifies useful presentation patterns. These are observable design and content practices, not verified conversion results or proof of commercial success.

Observed pattern	Application for Nurse J
Alchemy 43, Los Angeles West 3rd Location photography, clear treatment families, provider access, a blog, and location-specific booking.	Create a recognizable world around the actual practice. Photograph the space and people; connect each service and story to an appropriate consultation path.
Hayes Valley, San Francisco Separate condition and treatment navigation, provider profiles, patient stories, a gallery, and visit guidance.	Offer simple entry points for visitors who know their interests but not treatment names. Use only concerns and services Nurse J confirms; keep the menu manageable.
SkinSpirit, Palo Alto Named providers and biographies appear alongside clinic details and booking actions.	Expand Nurse J's approved biography with experience, verified credentials, approach, and a short introduction video. Keep contact details and the next step close by.

A distinctive Diamond and Gold expression

Retain the recognizable logo and confident gold. Use the real practice, Nurse J's voice, and approved client stories to determine the layout and imagery. Her Jamaican heritage belongs naturally within her biography. Represent varied backgrounds, ages, genders, and skin tones through consented photography and thoughtful editorial choices. Avoid implying that every treatment suits everyone.

Remove decorative section and article numbers. Vary composition according to the content: a provider portrait, an image-led treatment feature, a concise consultation explanation, and an editorial journal. Avoid making every section an identical card grid or repeating the same luxury slogans across Actif clients.

Priorities for the next design iteration

- Create a practice photography brief: Nurse J in conversation, the arrival experience, treatment-room details, and a representative mix of consenting clients.
- Replace abstract service placeholders with approved imagery and useful treatment detail. Add a simple interest-based browsing path after confirming the service catalog.
- Develop individual journal article pages with clear authorship, review dates, related services, and an appropriate next step. Feature one substantive story rather than equally weighted filler cards.
- Measure treatment-page engagement, consultation intent, qualified inquiries, and attended bookings against the Phase 0 baseline. Test changes before attributing success to their appearance.

Reference pages reviewed October 10 2026

<https://alchemy43.com/los-angeles-west-3rd/>

<https://alchemy43.com/blog/>

<https://hayesvalleymed.com/>

<https://www.skinspirit.com/locations/palo-alto>