

BEAUTY, SPA & AESTHETICS WEBSITE PACKAGES

Flexible website packages for spas, salons, aesthetic clinics, beauty studios, wellness brands, barbers, nail studios and related businesses.

GHS 1,500 Basic	GHS 2,500 Business	GHS 5,500 Premium
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Built around the customer journey

The packages are designed around how beauty and wellness businesses operate: customers discover the brand, view services, make an inquiry or booking, receive confirmation, and eventually return for more services or purchases.

BASIC PACKAGE

BASIC

GHS 1,500

Professional online presence + booking inquiry

For a new or small beauty business that needs a professional website and a simple way for customers to get in touch or request an appointment.

Website

- ✓ Professional homepage
- ✓ About the business
- ✓ Services and treatments
- ✓ Pricing / service information
- ✓ Gallery
- ✓ Contact page

Booking & Contact

- ✓ Basic booking / appointment inquiry form
- ✓ Customer name, phone, email and preferred service
- ✓ Preferred date and time fields
- ✓ Email notification when a booking request is submitted
- ✓ WhatsApp contact button

Design & Setup

- ✓ Mobile, tablet and desktop responsive design
- ✓ Professional beauty / wellness visual style
- ✓ Social media links
- ✓ Basic SEO setup
- ✓ Google Maps / location integration

BUSINESS PACKAGE

BUSINESS

GHS 2,500

Bookings + customer communication + growth

For an established business that wants the website to actively manage appointments, promote services and make customer communication easier.

Everything in Basic

- ✓ All Basic package features

Advanced Booking

- ✓ Structured online appointment booking
- ✓ Service selection
- ✓ Staff / specialist selection where applicable
- ✓ Preferred date and time
- ✓ Booking request management
- ✓ Booking confirmation workflow
- ✓ Rescheduling / cancellation request option

Customer Notifications

- ✓ Booking confirmation emails
- ✓ New booking email notifications
- ✓ Customer inquiry confirmation
- ✓ Automated reminder-ready workflow
- ✓ WhatsApp integration

Marketing & Conversion

- ✓ Strong Book Now calls-to-action
- ✓ Special offers / promotions section
- ✓ Featured treatments
- ✓ Customer testimonials
- ✓ FAQ section
- ✓ Blog / beauty tips / updates section

Analytics & SEO

✓ Google Analytics setup
✓ Google Search Console setup
✓ On-page SEO
✓ Basic conversion tracking
✓ Performance optimization

PREMIUM PACKAGE

PREMIUM

GHS 5,500

Bookings + VIP + e-commerce + payments

A complete digital platform for businesses that want customers to book services, receive VIP treatment, buy products online and make payments directly through the website.

Everything in Business

- ✓ All Business package features

Advanced Online Booking

- ✓ Online appointment scheduling
- ✓ Service and treatment selection
- ✓ Staff / specialist selection
- ✓ Availability-based booking
- ✓ Booking management dashboard
- ✓ Rescheduling and cancellation workflow

VIP & Premium Booking

- ✓ VIP booking option
- ✓ Priority appointment requests
- ✓ VIP / premium service categories
- ✓ Dedicated VIP booking form
- ✓ Custom VIP customer experience

E-Commerce

- ✓ Online shop
- ✓ Product categories
- ✓ Product pages
- ✓ Product images and descriptions
- ✓ Cart and checkout
- ✓ Product search
- ✓ Order management
- ✓ Inventory-ready product management

Payments

- ✓ Online payment integration
- ✓ Payment confirmation
- ✓ Order confirmation
- ✓ Booking payment / deposit option
- ✓ Support for suitable payment gateways

SMS & Email

- ✓ Booking confirmation notifications
- ✓ Email notifications
- ✓ Order notifications
- ✓ SMS notification integration
- ✓ Appointment reminder workflow
- ✓ Customer communication workflows

Customer Experience

- ✓ Customer account / profile functionality
- ✓ Booking history
- ✓ Order history
- ✓ Special offers and promotions
- ✓ Loyalty / VIP-ready structure
- ✓ Mobile-first customer experience

Admin & Analytics

- ✓ Admin dashboard
- ✓ Manage bookings
- ✓ Manage products and orders
- ✓ Manage services
- ✓ Customer information management
- ✓ Sales and booking reporting
- ✓ Website and conversion analytics

PACKAGE COMPARISON

Feature	GHS 1,500	GHS 2,500	GHS 5,500
Professional website	✓	✓	✓
Services & gallery	✓	✓	✓
Booking inquiry form	✓	✓	✓
Online appointment booking	—	✓	✓
Booking management	—	✓	✓
Booking confirmation email	✓	✓	✓
WhatsApp integration	✓	✓	✓
Promotions / offers	—	✓	✓
Testimonials & FAQ	—	✓	✓
Analytics	Basic	✓	Advanced
VIP booking	—	—	✓
Online shop	—	—	✓
Cart & checkout	—	—	✓
Online payments	—	—	✓
Booking deposits	—	—	✓
SMS notifications	—	—	✓
Email automation	—	Basic	Advanced
Customer accounts	—	—	✓
Order management	—	—	✓
Admin dashboard	Basic	Business	Advanced
Sales & booking reports	—	Basic	✓

HOW TO POSITION THE PACKAGES

GHS 1,500 — Basic: Best for a business that mainly needs a professional online presence and a simple way for customers to request appointments.

GHS 2,500 — Business: Best for businesses that receive regular bookings and want a more structured booking and customer communication system.

GHS 5,500 — Premium: Best for businesses that want to sell products, accept online payments, offer VIP bookings and manage bookings, orders and customers from one system.

The premium package is positioned as a complete digital sales and booking platform, not simply a website.