

This review is framed as a practical business audit, not a technical teardown. The focus is on where response, booking, follow-up, and communication gaps are likely costing time or revenue.

BUSINESS

Elm Street Studio

INDUSTRY

Salons

WEBSITE<https://elmstreetstudio.example>**PREPARED**

June 7, 2026

Section A — Observations

- Elm Street Studio has a live web presence, but the service story is not especially clear on first pass.
- There is not a very clear next step for a visitor who is ready to contact the business.
- The site does not present an especially clear response path on first pass, which usually creates friction before someone reaches out.

Section B — Where Opportunities Are Being Missed

- A visitor who is ready to take action may still have to stop and decide how to reach out instead of being guided directly into a booking or intake path.
- The contact path is not especially obvious, which usually means some interested visitors leave without taking the next step.
- If a visitor has a practical question before reaching out, there does not appear to be much guided context to move them forward confidently.
- Most of the leakage here is quiet: missed inquiries, slower response, weaker follow-up, and too much dependence on manual coordination.

Section C — Recommendations

01 Tighten lead capture

Give the site a cleaner handoff between interest and action. That usually means fewer ambiguous contact paths, clearer intake options, and a response flow that does not depend on someone catching everything manually.

02 Improve communication flow

Add a practical response layer for missed calls, after-hours inquiries, and basic intake questions so the business is not relying on a narrow live-response window.

03 Reduce conversion friction

Create a more guided path from interest to booking or contact so visitors are not forced to figure out the next move on their own.

04 Add operational visibility

Most systems stop at basic logs. Side By Tech can build custom dashboards and reporting around what your business actually needs to see, track, and optimize.

Section D — Summary

This is not about replacing your process — it's about tightening the gaps where opportunities are currently being missed.

Section E — Soft CTA

No pressure — happy to walk through a few ideas if helpful.

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Suggested next step: quick operations audit



Scan to book

Most systems stop at basic logs. We can build custom dashboards and reporting around what your business actually needs to see, track, and optimize. If you can describe it, we can build it.