MRH CLASS / ILLUSTRATIVE SAMPLE

What To Fix First

Illustrative Nail Salon

Local service / Personal care / Fictional example

REALISTIC EXAMPLE, NOT A REAL AUDIT. The salon, ratings, listings, prices and observations are invented. A purchased report uses your business's actual public information and is human-reviewed.

YOUR REPORT AT A GLANCE

The example salon has a useful public presence, but the details visitors need when choosing and booking could be clearer. Begin with the service menu: make prices and inclusions easier to understand.

01 THREE VISIBLE STRENGTHS

1. Friendly public feedback

A fictional 4.6-star public rating from 80+ reviews includes comments about friendly staff and a clean environment.

BUSINESS BENEFIT: Social proof may help a first-time visitor feel more comfortable considering a salon.

2. An active business profile

The example Google Business Profile shows recent photos and owner responses.

BUSINESS BENEFIT: Fresh information and replies can help a potential customer check that a business is active and attentive.

3. A service menu customers can find

The sample website organizes nail services into visible categories with basic descriptions.

BUSINESS BENEFIT: Clear categories help visitors narrow the choices before deciding what to book.

FIRST MOVE: Add clear pricing and inclusions to the service menu.

02 / ORDERED PRIORITIES

What deserves attention first

Each priority names a specific public-facing detail, explains how it may affect a customer decision, and suggests a realistic fix. Ranking is advisory, not proof of lost bookings.

01 HIGH PRIORITY / PRICING CLARITY

WHAT IS VISIBLE: The fictional website lists nail treatments but does not display prices on the service menu. Visitors may need to open another page or contact staff for a quote.

WHY IT MAY HELP: A new visitor can compare an option more easily when a current price, starting price, or clear quote policy is close to the service description.

SUGGESTED FIX: Add verified prices or “starting at” language to the online service menu. For variable-price work, explain what affects the quote.

02 MEDIUM PRIORITY / BOOKING NEXT STEP

WHAT IS VISIBLE: The example site explains the services but has no obvious online booking action on the pages reviewed. It only offers a general contact link.

WHY IT MAY HELP: A customer who has chosen a treatment may appreciate a direct next step instead of having to search for how to request an appointment.

SUGGESTED FIX: If online booking is offered, display a working “Book an Appointment” link near the menu. Otherwise, explain clearly how to book by phone or message.

03 FOLLOW-UP PRIORITY / FIRST-VISIT INFORMATION

WHAT IS VISIBLE: The example website provides hours and address but does not explain first-visit arrival, parking, or how to prepare for an appointment.

WHY IT MAY HELP: Practical arrival instructions may make it easier for someone unfamiliar with the location to plan their visit.

SUGGESTED FIX: Add short, verified first-visit guidance: arrival timing, parking, appointment policies, and a contact option for questions.

WHY A RANKED LIST HELPS

It keeps the owner focused on a manageable order of work rather than paying for a large redesign before checking simpler solutions.

03 / RECOMMENDED FIRST MOVE

One practical move to begin now

ADD PRICING TO YOUR SERVICE MENU

Small, verifiable change first. Keep the current layout and add accurate price information where visitors compare services.

1. **Check your current menu**
   Open the public service list on a phone and note which treatments do not display prices.

2. **Confirm the facts**
   Ask the owner or manager for current prices, starting prices and rules for variable services. Do not estimate.

3. **Choose clear wording**
   For fixed-price treatments, show the price. For custom work, say what sets the starting price or how to request a quote.

4. **Publish the small change**
   Ask the website or booking-system manager to add the verified details without removing existing working links.

5. **Test the customer view**
   Use a phone to confirm prices display correctly and the booking/contact route still works.

WHY THIS FIRST MOVE BENEFITS A SMALL BUSINESS

It turns a broad concern about the website into one affordable, assignable task. Customers can see more of the information they may need before reaching out.

04 READY-TO-USE STARTER ASSET

Copy-and-paste request to your website manager

> Please review our public nail-service menu. Some treatments do not show a price. Could you confirm the latest approved service prices with us, add either the current price or accurate starting-price wording to each relevant service, and check the page on a phone? Please send a screenshot when it is live and confirm the booking/contact link still works.

WHY THE STARTER ASSET HELPS: An owner can delegate the improvement without having to write instructions from scratch. This message must be adapted to verified services and policies.

05 / 30-DAY PLAN

A practical 30-day action plan

Four manageable stages - no redesign or guaranteed results required.

WEEK 1
VERIFY

Check current services, prices and wording with whoever sets the menu.

WHY IT HELPS: Avoids publishing outdated prices or promises.

WEEK 2
UPDATE

Add verified prices/starting prices and a clear booking step.

WHY IT HELPS: Puts key information close to the customer decision.

WEEK 3
TEST

View the pages on a phone; check links, menu language and first-visit instructions.

WHY IT HELPS: Helps catch simple obstacles before customers encounter them.

WEEK 4
MAINTAIN

Assign someone to recheck details whenever offerings or hours change.

WHY IT HELPS: Supports more consistent public information over time.

06 EVIDENCE & LIMITATIONS

EXAMPLE SOURCE TYPES: Public service menu, booking/contact pages, and public business-profile information. This demonstration uses invented details, including its review rating and counts, and does not point to a real business.

WHAT THIS DOES NOT PROVE: Customer confusion, lost appointments, revenue changes, actual search performance, live booking availability, or guaranteed results. Real reports use review dates, source links, and retained evidence for supported observations.

WHAT YOUR $49 ONE-TIME REVIEW INCLUDES

Three visible strengths; three ranked priorities; one recommended first move; one practical starter asset; a 30-day plan; and supporting evidence and limitations.

Public customer-facing information only. Human-reviewed before delivery. No subscription. No guaranteed business outcome.