

Clinic Consultation Leak Snapshot

A fast, public-facing review of the visible path from interest to consultation.

VELAIRE AESTHETICS CLINIC

FICTIONAL SAMPLE | JULY 2026



EXECUTIVE VERDICT

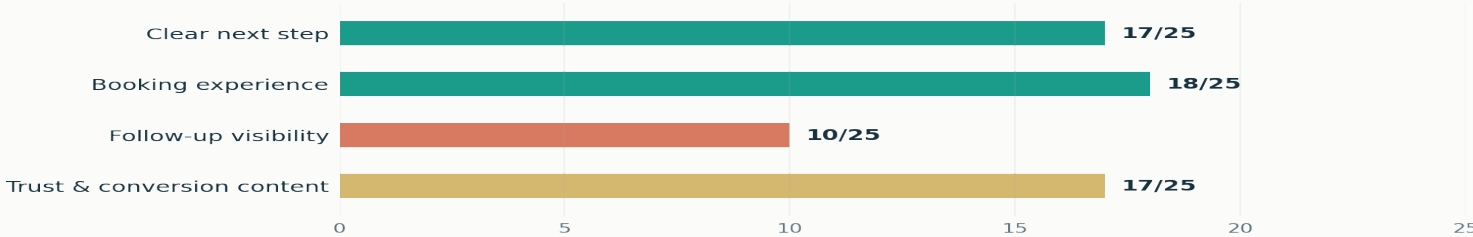
Velaire presents a credible brand, but the visible journey from curiosity to consultation is not consistently clear. The largest opportunity is to simplify the next step, guide pricing inquiries toward a consultation, and make follow-up ownership explicit.

Highest-priority opportunity

One consultation CTA across the website, social profiles and inquiry responses.

PUBLIC-FACING SCORECARD

Scores are preliminary and based on visible public information only.



1 The next step is inconsistent

OBSERVED

Several calls to action compete across the visible journey.

WHY IT MATTERS

Choice can create hesitation and abandonment.

DIRECTION

Use one primary consultation action everywhere.

2 Pricing interest may stall

OBSERVED

Prospects can ask about price without a clear bridge to consultation.

WHY IT MATTERS

Price-sensitive leads often need reassurance and a direct next step.

DIRECTION

Use a repeatable answer + consultation invitation.

3 Follow-up ownership is unclear

OBSERVED

No public indication of who owns or follows each inquiry.

WHY IT MATTERS

Warm leads can be lost across forms, calls, DMs and texts.

DIRECTION

Track owner, stage, next action and follow-up date.

QUICKEST VISIBLE IMPROVEMENT

Simplify every public call to action around one consultation pathway and explain what happens immediately after a prospect submits an inquiry.

This quick win improves clarity; it does not replace a full diagnosis of internal response and follow-up performance.

RECOMMENDED NEXT STEP

Consultation Growth Audit

CAD \$350

A deeper review of booking friction, inquiry handling, follow-up and the highest-priority fixes.