

PUBLIC JOURNEY REVIEWED - AUG 17, 2026

Local Salon Spa

SIMI VALLEY, CALIFORNIA

OVERALL SIGNAL

Strong intent. Conflicting directions.

A ready customer is shown two different appointment addresses.

HIGH PRIORITY

The fastest fix is not a redesign. It is one authoritative address, repeated everywhere a customer looks.

This review evaluates booking clarity - not the quality of the salon or its services.

THE CUSTOMER GOAL

Book a salon appointment and arrive at the right place.

FINDING 01

Two addresses appear across the public journey.

The website header and booking system show Location A. The website footer and location page show Location B.

BUSINESS EFFECT

Arrival uncertainty

A buyer may pause, call, or abandon rather than risk going to the wrong location.

CONFIDENCE

Observed directly

The conflict appears on the business website and its linked booking platform.

FIRST FIX

Choose one source of truth

Confirm the current location, then update every customer-facing surface in one pass.

ONE CUSTOMER JOURNEY

Where confidence breaks.

01 Website header
Location A

02 Book Now
Booking platform also shows Location A

03 Location page
Main address shows Location B

04 Website footer
Location B

LOST-CUSTOMER MOMENT

"Which address will be in my confirmation?"

OBSERVED ON PUBLIC PAGES

The evidence trail.

A**Business homepage**

Header: Location A

Footer: Location B

B**Business location page**

Header: Location A

Main address and footer: Location B

C**Linked booking platform**

Booking page: Location A

New visitors meet a sign-in page before choosing a service.

METHOD NOTE

Public pages were reviewed on mobile. No account was created, no appointment was requested, and no service quality judgment was made.

SMALLEST USEFUL CORRECTION

Make the right next step obvious.

REPLACEMENT LOCATION COPY

**Now located at [confirmed current address].
Please use this address for all appointments.**

Please confirm the exact suite wording before publishing.

BOOKING BUTTON

Book online

New guest? Create your booking account, then choose your service and time.

IF THE MOVE IS RECENT

**Add a temporary
move notice.**

Repeat it on the homepage, booking page, confirmation email, and map listings.

PRIORITY ORDER

- 1. Confirm the authoritative address.**
2. Update the website header, footer, and location page.
3. Update the booking platform and map listings.
4. Re-test the full mobile path and confirmation message.

WHAT QUIETSHOP WOULD VERIFY NEXT

One address. One clear path. No guessing.

01	Homepage	Header and footer match.
02	Location page	Address, suite, map, and directions match.
03	Booking system	Location and new-guest expectation are clear.
04	Confirmation	Email and text repeat the correct address.
05	Listings	Google and major map directories agree.

QUIETSHOP CONCLUSION

This is a high-confidence, low-effort fix with an immediate customer benefit.

Public journey reviewed Aug 17, 2026. Findings may change after the business updates its pages.