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Medspa Ecommerce Setup (Services + Packages)

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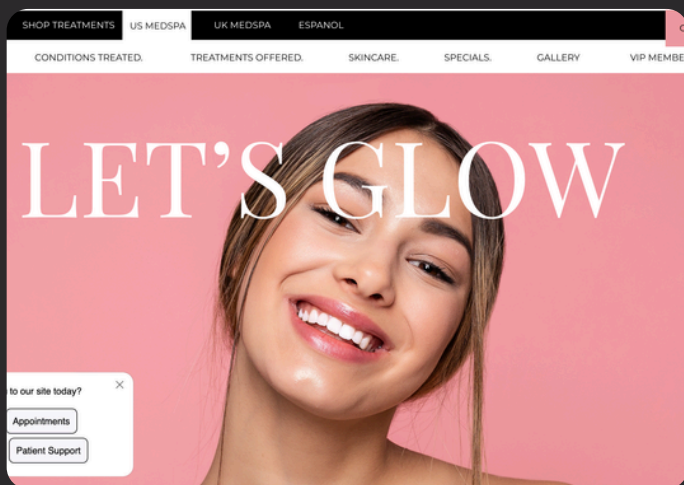
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> Most ecommerce behavior isn't random browsing — it's *ready-to-buy behavior*. Across industries, between 30-45% of purchases occur outside regular business hours, when people are browsing on their own schedule — nights, weekends, commutes, and slow moments.

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Overview

This project creates a service-based ecommerce experience where clients can buy now and schedule later — perfect for promotions, packages, gift cards, and "event-ready" offers.

- Built for mobile + desktop usability and checkout clarity.

- Structured for SEO and future content growth (so Google + AI can actually find you).

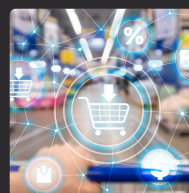- Designed for repeatable promo cycles: email → click → pay → schedule later.

30–45% of ecommerce sales

happen after business hours— meaning your site must sell even when you're closed

2–3× higher conversion

when customers can pay immediately instead of booking first.

Repeat purchase rate increases

by a measurable amount when customers have bought once — even if the purchase hasn't been redeemed yet.

Platforms Used

Wordpress & WooCommerce   01

WordPress provides a strong foundation for SEO, content control, and long-term discoverability. WooCommerce gives you the flexibility to sell services, packages, promos, and gift cards without platform lock-in.

Bottom Line   02

You own your site, your content, and your growth path — no "renting your storefront" situation. It does not matter if your current site is a different platform - we link seamlessly between sites so it all feels like 1.

The Process

Tiers and Pricing   #1

Determine which Tier meets your needs. It is common to be unsure what is "important" for growth when discussing things like internal liinking, SEO, platforms, hosting etc. Your contact cant explain what everything means.

Figuring It Out - Together   #2

This is where you ask, we answer, to help you determine based upon your budget, size of medspa, internal abilities, etc which works best for you. We will not upsell you. We will offer options, explain them out and go from there.

Action Plan   #3

Decision made, time to get going. You will receive a contract and to begin your project we will require 50% of the project cost. Two additional payments are made as milestones are reached.

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E-commerce Tiers - Pricing

Choose Your Build Tier

Tier 2 is the most common choice for a strong launch + meaningful momentum.

What's Included	Tier 1 Shop Foundation	Tier 2 Most Popular Growth Build	Tier 3 Authority Build
Best For	Strong foundation + DIY growth	More done upfront + faster momentum	Maximum visibility + authority
WordPress + WooCommerce Setup	✔	✔	✔
Payments, Tax & Pickup Setup	✔	✔	✔
Shop Structure & Filtering	✔	✔	✔
SEO Setup (Rank Math)	✔	✔	✔
Image Optimization & ALT Text	Starter products	Up to 25	Up to 25
Products / Services Added	Up to 5	Up to 35	Up to 50
Product-Level SEO	Template setup	**Fully optimized**	**Fully optimized**
Promotions & Event-Ready Setup	—	✔	✔
Local SEO + Service Pages	—	—	✔
Internal Linking + AI-Search Structure	—	—	✔
Training & Video Walkthrough	✔	✔ (Advanced)	✔ (Advanced)
Timeline	3–4 weeks	**5–6 weeks**	6–7 weeks
Investment	**$3,200**	**$4,600**	**$6,200**

Extras and Required

Every Medspa has different needs, structure, etc. The tiers and add-ons above are based upon the most requested and popular needs for successful e-commerce platforms. We can adjust pricing, tasks, etc based upon your current digital marketing presence, budget, needs and more - so you don't pay for what you don't need. Talk to your contact to help answer all of your questions.

EXTRAS	Cost	Note
Rush	10% increase in Tier	Launch your shop in 2 weeks
Additional Content Creation	$10+	per product or service
SEO/AI Content Support	$500	month - no contract
Shop Management - Inventory and Updates	$500	month - no contract

Annual Costs (Paid Directly by Client)

These are typical baseline expenses for keeping your shop running year-round. You maintain full ownership and control.

Required
Domain: $12–$20 /

Required
Managed WordPress Hosting: $250–$350 / year

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Have Questions?
Contact Us

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📍 **Locations**
WA, CO, NJ, OR, AL, PA

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