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QUICK TAKE · HOMEPAGE REVIEW

Website Review

Olivera Wellness Studio

Prepared for · [Owner name], Olivera Wellness Studio **Date** · 20 October 2026

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QUICK TAKE · HOMEPAGE · SAMPLE REPORT

Summary & Scorecard

The site looks beautiful and feels true to the studio. The problem is that it doesn't help visitors do the one thing they came for: find a class and book it. The headline doesn't say what or where, booking is hidden on mobile, and the page is slow to load. Fixing the top three priorities should noticeably increase bookings.

AREA	WHAT I FOUND	RATING
First impression	Lovely photography, but "Welcome to Olivera" tells visitors nothing.	**Good**
Clarity of offer	Classes, prices and location are three clicks deep.	**Needs work**
Visual design	Calm palette and consistent type; the brand feels premium.	**Strong**
Trust & credibility	Good teacher bios. Strong Google reviews aren't shown anywhere on the site.	**Good**
Calls to action	"Book a class" appears only in the menu, which is hidden on phones.	**Needs work**
Mobile & accessibility	Class timetable scrolls sideways on phones; light grey text is hard to read.	**Needs work**
Search visibility	Page title is "Home | Olivera." No mention of yoga, Pilates or Barcelona.	**Needs work**
Speed (mobile)	PageSpeed score 41 · main image takes 5.2 s to appear (target: under 2.5 s)	**Needs work**

Top 3 priorities

1. Replace "Welcome to Olivera" with a headline that says what you offer and where. — High impact · 20 min
2. Put a visible "Book a class" button on the first screen, on every device. — High impact · 30 min
3. Compress the main photo from 4.8 MB to under 300 KB. — High impact · 15 min

Top Priorities in Detail

1 Say what you offer, and where

Impact: High **Effort: 20 minutes** **Area: Clarity of offer**

What I found The first screen shows a beautiful photo and the words "Welcome to Olivera." Nothing says it's a yoga and Pilates studio, or that it's in Gràcia.

Why it matters Visitors decide in a few seconds whether they're in the right place. New visitors who don't know the name have no reason to stay.

What to do Lead with the offer and the place. Keep the photo; change the words:

NOW

Welcome to Olivera

No subheading · no button

SUGGESTED

Yoga & Pilates in Gràcia

Small classes for every level, seven days a week · [Book a class]

2 Make booking impossible to miss

Impact: High **Effort: 30 minutes** **Area: Calls to action · Mobile**

What I found "Book a class" lives only in the main menu. On phones, where most visitors arrive, it's hidden behind the menu icon.

Why it matters Every extra step between interest and booking loses people, especially on a phone.

What to do Add a "Book a class" button under the headline, and repeat it after the timetable and at the foot of the page.

Quick wins

- [ ] Change the page title from "Home | Olivera" to "Yoga & Pilates Studio in Gràcia, Barcelona | Olivera."
- [ ] Show three of your best Google reviews near the timetable.
- [ ] Stack the timetable by day on phones instead of a wide table that scrolls sideways.
- [ ] Darken the light grey body text so it's comfortable to read.

FINDINGS BY AREA

Design

Rating: Strong

The design is the site's biggest asset. It looks and feels like the studio, and nothing here needs rebuilding. The two fixes below are about consistency, so the design does more work for bookings.

What's working

- ✓ A calm palette of sage, sand and white that matches the studio itself.
- ✓ Real photography of the space and teachers, not stock images. Visitors can picture themselves there.
- ✓ Generous spacing and a single type family keep every page uncluttered.

What to improve

The main photo loses its people on phones

Medium impact · 15 min

Found On a phone, the hero image is cropped to the centre, showing an empty wall instead of the class on the left.

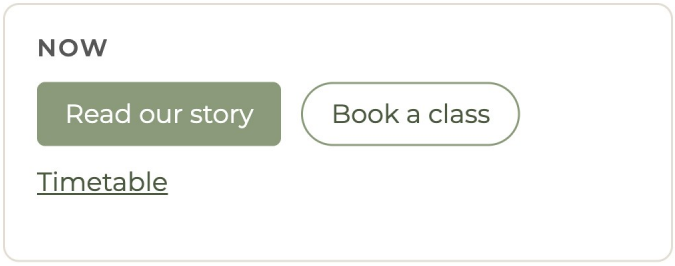
Fix Set the image's focal point to the class, or upload a separate portrait crop for mobile.

Three different button styles

Medium impact · 30 min

Found Buttons appear as solid sage, thin outline and plain underlined text, with no pattern to which is which. "Book a class" looks no more important than "Read our story."

Fix Use one solid style for booking, everywhere, and one quieter style for everything else. Visitors learn in seconds which button gets them on a mat.





FINDINGS BY AREA

Messaging & Trust

Clarity of offer: Needs work **Trust: Good**

Once visitors dig in, the writing is warm and personal. The trouble is getting them to the basics first: what you offer, what it costs, and why others love it. Right now they have to hunt for all three.

What's working

- ✓ Teacher bios are specific and friendly, with real photos.
- ✓ The founder's story on the About page is genuine and memorable.

What to improve

The headline doesn't say what or where

Priority 1 · see page 3

"Welcome to Olivera" becomes "Yoga & Pilates in Gràcia," with a short line on who it's for.

Prices are hidden

High impact · 20 min

Found Prices live on a "Rates" page linked only from the footer. Your intro offer for new students isn't mentioned on the homepage at all.

Fix Show the intro offer and a "from" price on the homepage, next to the booking button. Price is the first question most newcomers have.

Your best reviews aren't on the site

Medium impact · 30 min

Found Olivera has a 4.9-star rating from 180 Google reviews. None of them appear on the website.

Fix Quote three short reviews, with first names, near the timetable, and show the star rating under the headline.

English only

Medium impact · Larger project

Found Classes are taught in Spanish and English, but the site is in English only, so local searches in Spanish or Catalan won't find it.

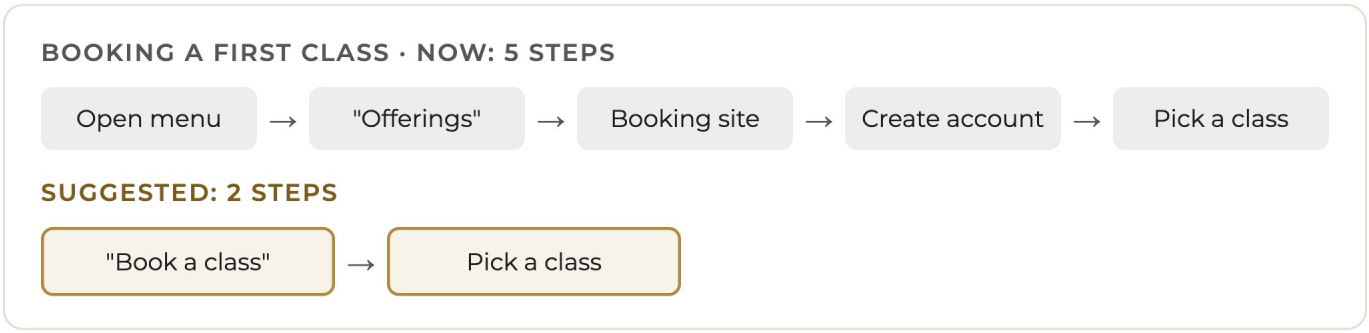
Fix Start with Spanish versions of the homepage, timetable and prices. Add more later if it brings results.

FINDINGS BY AREA

Navigation & Calls to Action

Rating: Needs work

This is where the site loses the most bookings. A new student who has decided to try a class has to take five steps, and create an account, before they can see whether there's a space.



What to improve

Link straight to the class schedule

High impact · 1 hour

Found Every booking link opens the booking system's home screen, which asks visitors to sign up before they can see classes.

Fix Point "Book a class" directly at the schedule view, and ask for account details only when someone picks a class. Most booking systems support both.

Menu labels are poetic, not practical

Medium impact · 15 min

Found The menu reads "Offerings · Journey · Space · Connect." Visitors have to guess where the timetable and prices are.

Fix Use the words people look for: Classes · Timetable · Prices · About · Contact. Keep the brand voice for the page content.

No address or opening hours in the footer

Medium impact · 20 min

Found The address is only on the Contact page, and opening hours aren't listed anywhere.

Fix Add the address, a map link and opening hours to the footer, so they're one scroll away on every page.

FINDINGS BY AREA

Mobile & Accessibility

Rating: Needs work

Most of your visitors arrive on a phone, often while deciding where to go after work. The site adapts to small screens, but a few details make it harder to read and use than it should be.

72	2.6 : 1	14 of 18
Accessibility score	Body text contrast	Images with no description
Target: 90 or more	Minimum: 4.5 : 1	Target: none

What to improve

The timetable scrolls sideways on phones

High impact · 1–2 hours

Found The weekly timetable is a seven-column table. On a phone only Monday and Tuesday fit, and the rest is hidden off-screen.

Fix On small screens, show one day at a time with day tabs, starting with today.

Light grey text is hard to read

Medium impact · 10 min

Found Body text is pale grey on white, well below the recommended contrast, and very hard to read outdoors on a phone.

Fix Darken the body text color in the theme settings. It keeps the soft look and becomes readable everywhere.

Small classes for every level.

Small classes for every level.

Images have no descriptions

Medium impact · 30 min

Fix Add a short description (alt text) to each photo, such as "Morning Pilates class in the main studio." It helps screen-reader users and image search.

Social icons are too small to tap

Low impact · 15 min

Fix Make the footer icons larger and space them out, so a thumb hits Instagram and not WhatsApp.

FINDINGS BY AREA

Search & Speed

Rating: Needs work

The homepage is heavy and slow on phones, and Google isn't told what the studio offers or where it is. Both are quick to fix, and both affect how many new people find you.

TECHNICAL SNAPSHOT · MEASURED 20 OCTOBER 2026 WITH GOOGLE PAGESPEED INSIGHTS

MEASURE	RESULT	TARGET	STATUS
Speed score, mobile	**41**	90 or more	**Needs work**
Speed score, desktop	**78**	90 or more	**Fair**
Main image appears after	**5.2 seconds**	Under 2.5 s	**Needs work**
Layout jumping while loading	**0.18**	Under 0.1	**Needs work**
Total page size	**7.9 MB**	Under 2 MB	**Needs work**
Page title	**"Home | Olivera"**	Says what & where	**Needs work**
Search description	**Missing**	About 150 characters	**Needs work**

What to improve

Shrink the main photo and the Instagram feed

Priority 3 · 45 min

Found The main photo alone is 4.8 MB, and the Instagram feed adds about 1.6 MB of scripts. Together they make up most of the page.

Fix Resize and compress the photo to under 300 KB. Replace the live feed with six still images that link to your Instagram.

Tell Google what and where

High impact · 15 min

Title Yoga & Pilates Studio in Gràcia, Barcelona | Olivera

Description Small yoga and Pilates classes for every level in Gràcia, Barcelona. Classes in Spanish and English, seven days a week. Your first class is on us.

YOUR PLAN

Action Checklist

Every recommendation in this report, in the order I'd tackle them. "You" means it can be done in your website editor; "Developer" means it's quicker to hand over. Tick them off as you go.

	ACTION	PAGE	WHO	TIME
This week				
☐	New headline: what you offer, and where	3	You	20 min
☐	"Book a class" button on the first screen	3	Developer	30 min
☐	Compress the main photo to under 300 KB	8	Developer	15 min
☐	New page title and search description	8	You	15 min
☐	Darken the body text color	7	Developer	10 min
This month				
☐	Link booking straight to the class schedule	6	Developer	1 hour
☐	Intro offer and "from" price on the homepage	5	You	20 min
☐	Clearer menu labels	6	You	15 min
☐	Three Google reviews and the star rating	5	You	30 min
☐	Address, map link and hours in the footer	6	You	20 min
☐	Timetable shown one day at a time on phones	7	Developer	1–2 hours
☐	Replace the Instagram feed with still images	8	Developer	30 min
☐	One button style for booking	4	Developer	30 min
☐	Mobile crop of the main photo	4	Developer	15 min
☐	Descriptions (alt text) for every photo	7	You	30 min
☐	Larger, better-spaced social icons	7	Developer	15 min
When you're ready				
☐	Spanish homepage, timetable and prices	5	Developer	Project

WHAT HAPPENS NOW

Next Steps

Olivera already has what's hardest to build: a beautiful brand and a loyal community. The changes in this report are about helping new people find you and book their first class. Most of them take less than an hour.

How to use this report

1. **Start with the five "This week" items** on page 9. Together they address the biggest reasons visitors leave without booking.
2. **Share page 9 with your developer.** Each item points to the page that explains it, so nothing needs re-explaining.
3. **Measure before and after.** Note your weekly online bookings and first-class sign-ups now, then compare four weeks after the changes.

If you'd like more help

Follow-up call

30 minutes, once the first changes are live. We check progress and answer questions.

[Price]

Hands-on changes

I make the changes in the checklist for you, with your approval at each step.

By quote

Spanish version

Planning and building the Spanish homepage, timetable and prices.

By proposal

There's no obligation. This report is yours to use however you like, with anyone you like.

Thank you for trusting me with a fresh look at your website. It was a pleasure to review.

Michael Paragon

michaelparagon.com [your email] Book a call: tidycal.com/mparagona