CASE STUDY

Pey's Consultancy

From expertise to bookings in five pages

CLIENT

Pey's Consultancy Services

SECTOR

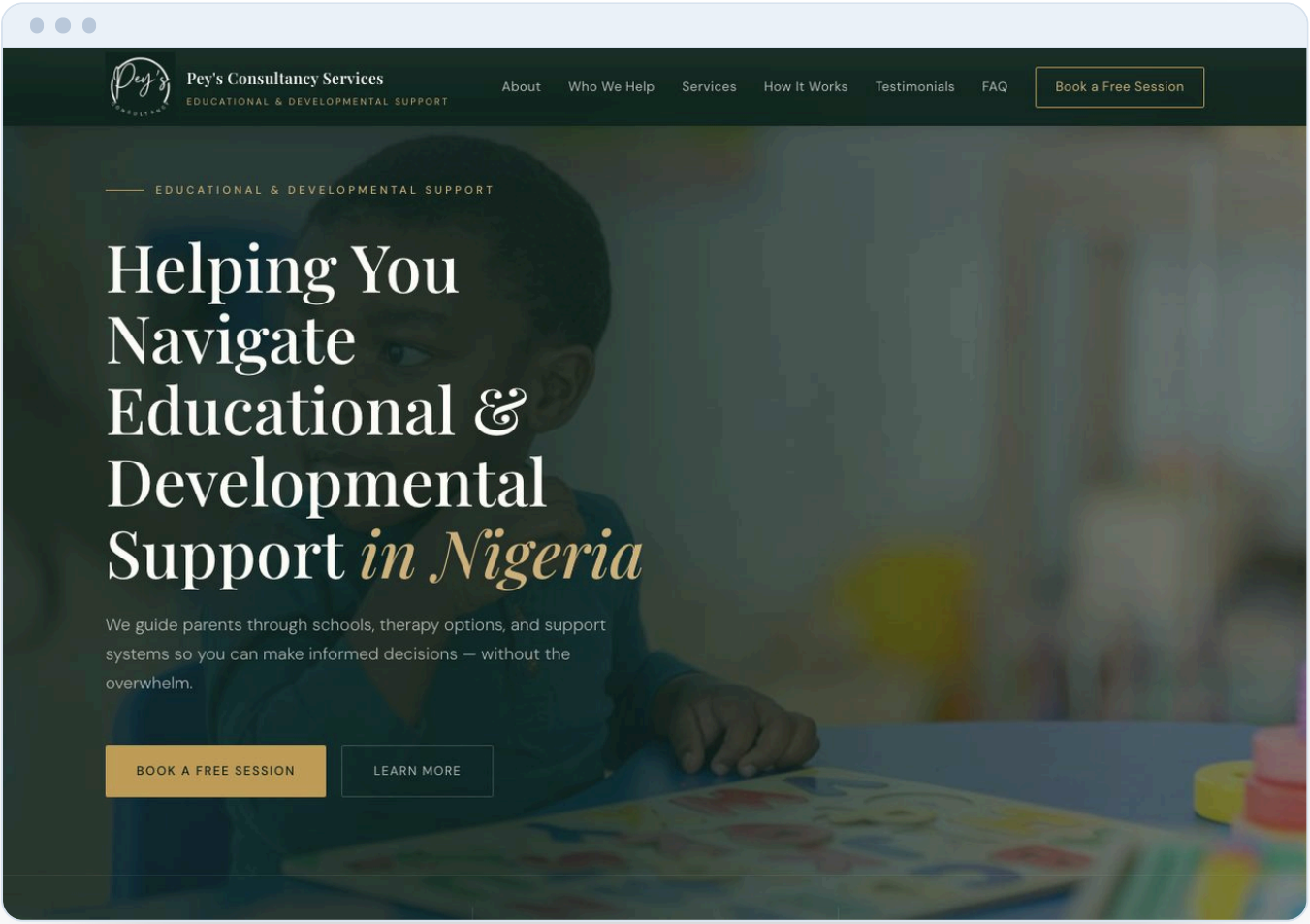
Educational & developmental support consultancy

LOCATION

Nigeria

STATUS

● LIVE AT PEYSCONSULTANCY.NG



01 The client

Pey's Consultancy provides educational and developmental support to families — expert guidance on child development delivered through structured consultations.

02 The challenge

A consultancy sells trust and a calendar slot. The site had one job: help a worried parent understand who Pey's helps, feel confident enough to act, and book a session — without a single phone call or email chain in between.

03 What we did

A calm, credible five-page site — home, services, contact, intake and privacy — built as fast, dependency-free static pages: vanilla HTML, one stylesheet driven by design tokens (deep forest green, warm cream, muted gold), and vanilla JavaScript for the hero slider, FAQ accordion and scroll reveals. No frameworks to maintain, nothing to slow it down, deployable to any modern static host.

Booking built into the funnel. A free 15-minute initial consultation embedded via Calendly sits at the end of every page's journey, with four paid consultation tiers behind it. The visitor's path — About → Who We Help → Services → How It Works → Testimonials → FAQ → Book — is the sales conversation, structured.

A multi-step intake form that gathers the family's context before the first session, so the free consult starts informed instead of cold.

04 Results

- ✓ Live site converting visitors into booked consultations with zero back-and-forth
- ✓ A codebase simple enough to host anywhere and hand to anyone
- ✓ Free-consult-first funnel lowering the barrier for hesitant parents