

## **Five Sparrows Rejuvenates Schenden's Spas' Web Site with New Features, Fresh Look**

HARTLAND, MICHIGAN, August 11, 2008 — Five Sparrows, LLC is pleased to announce the launch of a newly redesigned and upgraded web site for Schenden's Spas, a group of three full-service medical day spas headquartered in Troy, Michigan. The new site, <http://www.SchendenSpas.com>, includes a state-of-the-art CSS-based navigation system, a new design and layout that integrates existing branding and marketing initiatives, and has an improved site structure that makes it easy for users to find information, book spa parties online, and purchase instant online gift certificates right from the site.

"The new web site is very well organized and easy to navigate," said Leslie Bean, Spa Director for Schenden's Spas. "The new navigation system provides one-click access to the information our clients and visitors are looking for, and has made it possible for us to provide greater detail about our medical spa treatments, medical-grade products, and experienced staff from every page of the site."

Schenden's Spas' new web site also includes a new online registration system for scheduling spa parties, which helps streamline the process for clients as well as spa staff. A Spa Tours section of the site helps clients decide on which of Schenden's Spas' three locations will best suit their particular needs and service preferences. Site visitors can also access customized, instant online gift certificates with one click, and sign up for email announcements to keep them informed of current specials or promotions at the spa.

"This site brings a lot of new features and functionality to users, and is much more integrated with Schenden's Spas' existing branding and marketing initiatives," said Lauren Hobson, President of Five Sparrows. "They wanted a web site that could match their corporate 'look and feel', yet be technically capable of providing new features now and expanded functionality in the future. This new site meets all of Schenden's Spas' needs and requirements, including the ability for staff to make updates to the site in-house."

Other upgrades to the site include an article library with articles on skincare and medical spa treatments, information on men's services that are also available at the spa, and detailed information and FAQs to educate clients about the many traditional spa treatments available, as well as Schenden's Spas' medical spa services not found in most day spas.

The Schenden's Spas web project also included the development of a secure staff-only web interface that will be used for staff scheduling, and administrative management tools for handling email accounts, file uploads, content management, and access to real-time web site performance statistics. Web site hosting is also being provided by Five Sparrows.

### **About Schenden's Spas**

Schenden's Spas are full service medical day spas specializing in medical spa services, skin care, relaxation and nail services. Schenden's Spas offers medical grade products, experienced service providers, three locations and instant online gift certificates. For more information visit <http://www.SchendenSpas.com> or any spa location.

### **About Five Sparrows, LLC**

Five Sparrows provides web sites and marketing services for small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites (no template sites – ever!). Services include new web site development, web site redesign services, search engine optimization, web marketing and e-newsletters, and custom "always-on" marketing programs that combine web site services and other marketing initiatives into a convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call 810-923-1874 or visit <http://www.fivesparrows.com>.