



UK LOCAL BUSINESS PORTFOLIO

ASELEA UK Portfolio

A 15-concept showcase for salons, dentists, clinics, garages and cafés across smaller UK towns and rural & coastal markets.

The Mill Salon

Lanner, Redruth, Cornwall

WHY THIS BUSINESS FITS

One-to-one village salon with intimate appointment experience.

ASELEA CONCEPT DIRECTION

Premium booking-first salon site with soft editorial styling, service menu, reviews, maps and "message Zoe" CTA.

PUBLIC LINKS

WEBSITE

themillsalon.com

INSTAGRAM

[@_themillsalon](https://www.instagram.com/_themillsalon)

PORTFOLIO USE

Design study / outreach mockup: "Here is how we would improve your online bookings and trust signals."

Cutabove Hair Salon

Saltash, Cornwall

WHY THIS BUSINESS FITS

Established unisex salon with local family positioning and strong Fresha reviews.

ASELEA CONCEPT DIRECTION

Conversion refresh: clearer services, gift offers, family haircut page, booking CTA and Instagram gallery strip.

PUBLIC LINKS

WEBSITE

cutabovesaltash.com

INSTAGRAM

[@cutabovesaltash](https://www.instagram.com/cutabovesaltash)

PORTFOLIO USE

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English Rose Hair Salon

Newquay, Cornwall

WHY THIS BUSINESS FITS

Co-owned Newquay salon with warm, product-led hair colour positioning.

ASELEA CONCEPT DIRECTION

Brand-led salon story page with co-owner trust, wedding hair landing page and local SEO structure for Newquay hairdressers.

PUBLIC LINKS

WEBSITE

englishrosehairsalon.co.uk

INSTAGRAM

[@englishrose_hair_salon](https://www.instagram.com/englishrose_hair_salon)

PORTFOLIO USE

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Marzipan Hair

Truro, Cornwall

WHY THIS BUSINESS FITS

Boutique Truro salon with strong visual content and product-led retail opportunity.

ASELEA CONCEPT DIRECTION

Elevated visual portfolio, stylist profiles, colour booking paths and "new client consultation" funnel.

PUBLIC LINKS

WEBSITE

marzipanhair.co.uk

INSTAGRAM

[@MARZIPANHAIR](https://www.instagram.com/MARZIPANHAIR)

PORTFOLIO USE

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South Devon Dental

Paignton, Devon

WHY THIS BUSINESS FITS

Private dental practice with active patient education and Invisalign/social content.

ASELEA CONCEPT DIRECTION

Nervous-patient conversion page, treatment coordinator section, online booking CTAs and compliance-friendly patient copy.

PUBLIC LINKS

WEBSITE

torbay-dentist.co.uk

INSTAGRAM

[@southdevondental](https://www.instagram.com/southdevondental)

PORTFOLIO USE

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Porthcawl Dental Care

Porthcawl, Wales

WHY THIS BUSINESS FITS

Coastal town practice using Instagram for offers, open days and dentist introductions.

ASELEA CONCEPT DIRECTION

Treatment pages built around trust: team, fees, Invisalign open day, emergency dentist and local family search.

PUBLIC LINKS

WEBSITE

porthcawldental.co.uk

INSTAGRAM

[@porthcawldentalcare](https://www.instagram.com/porthcawldentalcare)

PORTFOLIO USE

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North Lakeland Dental

Wigton, Cumbria

WHY THIS BUSINESS FITS

Independent Cumbria dental practice serving Wigton, Carlisle, Cockermouth and North Cumbria.

ASELEA CONCEPT DIRECTION

High-trust independent practice website: implant pathway, cosmetic dentistry, local rankings and lead tracking.

PUBLIC LINKS

WEBSITE

northlakeland.co.uk

INSTAGRAM

[@northlakelanddental](https://www.instagram.com/northlakelanddental)

PORTFOLIO USE

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Belvedere Dental Practice

Workington, Cumbria

WHY THIS BUSINESS FITS

Workington practice with team-led social updates and Invisalign content.

ASELEA CONCEPT DIRECTION

Modern compliance-safe refresh: team, accepted patients, treatments, reviews, and "call first" emergency routes.

PUBLIC LINKS

WEBSITE

belvederedental.co.uk

INSTAGRAM

[@belvederedentalpractice](https://www.instagram.com/belvederedentalpractice)

PORTFOLIO USE

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Rippon Medical Services

Carlisle, Cumbria

WHY THIS BUSINESS FITS

Doctor-led aesthetics and minor-surgery clinic with high-trust clinical positioning.

ASELEA CONCEPT DIRECTION

Luxury medical aesthetic funnel: consultation, conditions, minor surgery, wellness, finance and safety credentials.

PUBLIC LINKS

WEBSITE

riptonmedicalsolutions.co.uk

INSTAGRAM

[@riptonmedical](https://www.instagram.com/riptonmedical)

PORTFOLIO USE

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Helen Hunt Aesthetics

Honiton & Exeter, Devon

WHY THIS BUSINESS FITS

Independent nurse prescriber with local Devon clinic footprint.

ASELEA CONCEPT DIRECTION

Personal-brand healthcare website with practitioner authority, locations, treatment education and booking routes.

PUBLIC LINKS

WEBSITE

helenhuntaesthetics.co.uk

INSTAGRAM

[@helenhuntaesthetics](https://www.instagram.com/helenhuntaesthetics)

PORTFOLIO USE

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Highland Motors

Borve, Isle of Skye

WHY THIS BUSINESS FITS

Friendly Isle of Skye garage with transparent "EasyExplain" positioning.

ASELEA CONCEPT DIRECTION

Garage site upgrade around trust: MOT, tyres, recovery, transparent updates, reviews and mobile-first booking.

PUBLIC LINKS

WEBSITE

highlandmotors.co.uk

INSTAGRAM

[@highland_motors](https://www.instagram.com/highland_motors)

PORTFOLIO USE

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Moorland Service Station

Kirkby-in-Furness / Coniston, Cumbria

WHY THIS BUSINESS FITS

Long-running Cumbria garage with classic car and repairs content.

ASELEA CONCEPT DIRECTION

Heritage mechanic website: service menu, MOT request, classic restoration gallery, vehicle sales and review proof.

PUBLIC LINKS

WEBSITE

moorlandservicestationcumbria.co.uk

INSTAGRAM

[@moorlandservicestation](https://www.instagram.com/moorlandservicestation)

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Ford Village Shop & Café

Ford, Northumberland

WHY THIS BUSINESS FITS

Northumberland village café, post office and B&B inside Ford & Etal Estate.

ASELEA CONCEPT DIRECTION

Local discovery page: cafe menu, B&B rooms, opening times, dog-friendly messaging, maps and visitor SEO.

PUBLIC LINKS

WEBSITE

heatherslawlighthtrilway.co.uk/local-businesses

INSTAGRAM

[@fordvillageshop](https://www.instagram.com/fordvillageshop)

PORTFOLIO USE

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Café Cùil

Satran, Isle of Skye

WHY THIS BUSINESS FITS

Destination Skye café with seasonal local-food story and strong chef/founder narrative.

ASELEA CONCEPT DIRECTION

Editorial food website: seasonal menus, events, cookbook, booking/updates and tourism SEO for brunch on Skye.

PUBLIC LINKS

WEBSITE

cafecuil.com

INSTAGRAM

[@cafecuil](https://www.instagram.com/cafecuil)

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Let's build the next one together.

Fifteen concepts, one direction: booking-first websites that earn trust
for local UK businesses.