



METAL HEAD
TATTOO & PIERCING

COMPLETE WEBSITE SALES & ADMIN FEATURE GUIDE

A buyer-focused equipment list for the Metal Head Tattoo & Piercing website.

STREETWISE FRAMEWORK

FULL ADMIN CONTROL

DEMO STUDIO / READY TO REBRAND

Grand Junction, Colorado

WEBSITE EQUIPMENT OVERVIEW

Metal Head Tattoo & Piercing is a complete PHP website package built as a realistic tattoo and piercing studio demo. The public site is paired with a connected administration panel so the buyer can manage the business presentation without rebuilding the

7

SERVICES

6

HERO BANNERS

28

GALLERY IMAGES

13

PRICE ITEMS

2

ADMIN ROLES



PUBLIC WEBSITE PACKAGE

- Responsive public website with homepage, services, pricing, studio/about, contact and booking pages.
- Dark Metal Head visual system with logo, hero photography, service imagery, banners and gallery presentation.
- Dynamic services, pricing, pages, banners, gallery, FAQs, testimonials and contact data.
- Automatic sitemap route and editable SEO descriptions for public content.

ADMINISTRATION PACKAGE

- Front Site Editor for text, images, navigation, footer, booking copy and page labels.
- Complete Design & Theme editor for colors, backgrounds, fonts and button styling.
- CRUD management for services, pricing, pages, banners, media, FAQs, testimonials and users.
- Dashboard activity metrics, messages, subscribers, backups, hosting checks and built-in help.

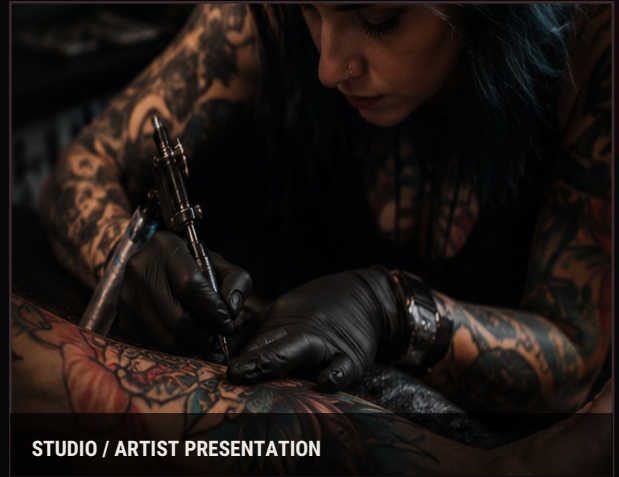
THE BUYER IS NOT LOCKED INTO THE DEMO CONTENT

The studio name, contact information, logo, colors, copy, images, service lineup, pricing, navigation, calls-to-action and most public presentation controls are designed to be changed from Admin. The demo can be sold as Metal Head or repurposed for another tattoo/piercing brand.

ADMIN DASHBOARD - THE CONTROL CENTER

DASHBOARD AT A GLANCE

- Published services count.
- New contact message count.
- Active subscriber count.
- 30-day anonymous page-view total.
- Recent contact messages with timestamps.
- Top pages for the last 30 days.
- Quick links to common website updates.



STUDIO / ARTIST PRESENTATION

QUICK ACTIONS BUILT INTO THE DASHBOARD

EDIT STUDIO INFO

Phone, hours, address, links and core business identity.

UPDATE SERVICES

Change service copy, images, publishing and order.

CHANGE PRICING

Edit categories, prices, notes and visibility.

MANAGE BANNERS

Maintain the 3000 x 500 banner carousel.

REVIEW MESSAGES

Open inquiries captured by the public contact form.

DOWNLOAD BACKUP

Export the site data into one backup file.

BUILT-IN HELP CENTER

The Admin Help page explains Studio & Settings, Services, Pricing, Banners, Pages, Messages, Media, Backups and Admin Users, so the buyer has operating guidance inside the product.

FRONT SITE EDITOR - HOME, HEADER & FOOTER

HOME PAGE CONTROLS

HERO & HOME CONTENT

- Hero eyebrow, headline and paragraph.
- Primary and secondary button labels/paths.
- Three hero statistics: value + label.
- Hero image path, alt text and replacement upload.
- Hero card labels, phone label and location/hours/contact labels.
- Announcement bar enable/disable + text.
- Gallery eyebrow, heading, introduction, captions toggle and maximum item count.

HOME SECTION SWITCHES

- Show/hide trust bar and edit four trust items (icon, title, text).
- Services section heading, intro, card link prefix and all-services button.
- Studio split section on/off, image, text, CTA and three feature callouts.
- Banner section on/off.
- Crew/provider section on/off, image, credentials, bios, quote and brand meaning.
- Pricing preview, testimonials, FAQs and newsletter can each be shown or hidden.

HEADER & NAVIGATION

HEADER PACKAGE

- Site name, tagline, logo path/upload, logo alt text and favicon path.
- Editable navigation item list.
- Services menu label and All Services label.
- Header phone label and booking label.
- Front-page Admin button enable/disable, label and path.
- Announcement, skip-link and menu-button labels.

FOOTER PACKAGE

- Footer CTA eyebrow, title, text and primary/phone button labels.
- Service area and contact/hours/resources headings.
- Editable footer resource links.
- Copyright text and Admin label.
- Streetwise developer credit enable/disable, label, name and URL.
- Mobile action labels for Call, Text and Book.

RESULT: THE BUYER CAN CHANGE THE PUBLIC LANGUAGE WITHOUT EDITING PHP.

DESIGN & THEME PACKAGE

BACKGROUND

#080808

PANELS

#141414

RAISED CARD

#1B1B1B

ACCENT

#B51F2E

DARK RED

#650B12

BRIGHT RED

#E02A38

COLOR & SURFACE CONTROLS

- Main background color.
- Panel background color.
- Raised panel/card color.
- Header, top information bar and footer background colors.
- Primary and secondary text colors.
- Primary accent red, dark accent red and bright accent red.
- Border/divider color.
- Background texture image path and opacity.

TYPOGRAPHY & BUTTON CONTROLS

- Heading font family / CSS stack.
- Body font family / CSS stack.
- Base font size.
- Heading letter spacing.
- Button corner radius.
- These controls are intended for site-wide styling changes while preserving the framework.

WHAT THIS MEANS TO A BUYER

The visual identity is not permanently baked into the demo. A buyer can move from the current black / charcoal / red Metal Head palette to another studio palette, replace background texture, change typography and alter button shape without redesigning the PHP framework.

ADMIN-MANAGED: COLORS + FONTS + BACKGROUNDS + ACCENTS + BUTTON SHAPE

STUDIO INFORMATION & SERVICE MANAGEMENT

STUDIO INFORMATION

- Studio name and tagline.
- Phone digits and formatted display phone.
- Text / secondary phone field.
- Public email address.
- Mailing/studio address.
- Studio hours.
- Booking/contact URL.
- Booking page button URL.
- Contact-form recipient field.
- Service area, appointment-method and payment-method text.



STUDIO IMAGE CAN BE REPLACED FROM ADMIN

SERVICE MANAGER

EVERY SERVICE RECORD CAN CONTROL

- Identity: title, URL slug/address, eyebrow label, summary and icon.
- Content: rich-text body content, benefits list and risks/concerns list.
- Conversion: CTA button label and CTA URL.
- Photography: hero image path or direct replacement upload.
- Publishing: Published or Draft status, featured flag and sort order.
- Search: SEO title and SEO description for the service page.
- Shared service-page controls: overview labels, breadcrumb wording, phone/call labels, sidebar visibility/content and list visibility.

CURRENT DEMO INCLUDES 7 SERVICE RECORDS, ALL REPLACEABLE OR REORDERABLE.

PRICING, PAGES & SEARCH CONTROLS

PRICING CATEGORIES

- Create, edit and delete pricing categories.
- Category name and description.
- Display sort order.
- Active/hidden status.
- Category deletion is protected when price items still belong to it.

INDIVIDUAL PRICE ITEMS

- Assign to a pricing category.
- Item/service name.
- Price text - flexible for "\$150+", "Consultation", etc.
- Duration text.
- Description and notes.
- Visible/hidden status and sort order.
- Edit or delete individual entries independently.

PRICING PAGE PRESENTATION

PUBLIC PRICING PAGE CONTROLS

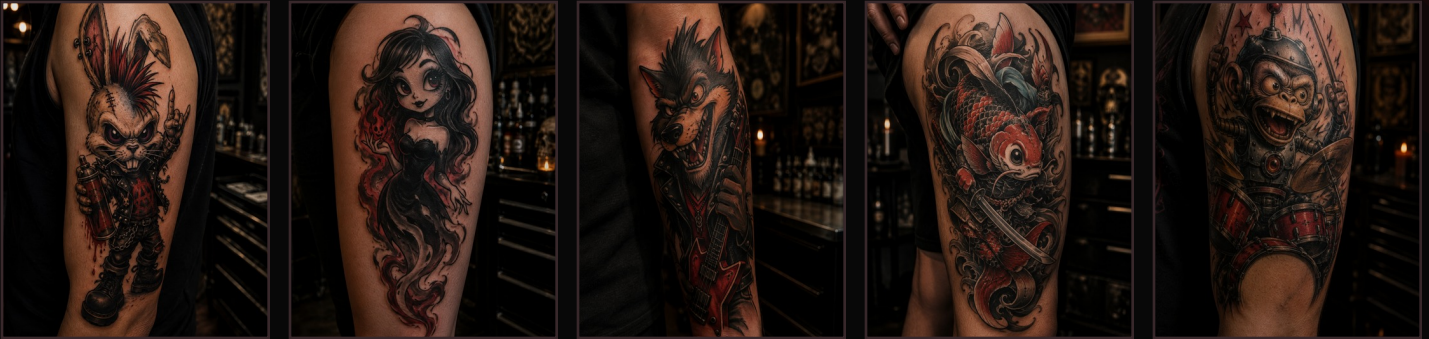
- Pricing page eyebrow, title and introduction.
- Payment note text and category label wording.
- Home-page pricing preview heading/introduction/button can be edited separately.

CONTENT PAGES & SEO

PAGE MANAGER

- Add or edit public pages with title, page address/slug, subtitle and rich-text page content.
- Page hero image path or direct image upload.
- Published or Hidden status.
- Per-page search title and search description.
- Built-in handling for About plus support for Privacy, Terms, Accessibility and additional custom pages.
- Default site search description, 404 title/text/button label and generic Back label are editable in System Text & SEO.
- The public app exposes a sitemap.xml route and includes published services/pages in the sitemap.

MEDIA, GALLERY & BANNER PACKAGE



MEDIA LIBRARY

- Upload PNG, JPG or WEBP images.
- Maximum upload size: 8 MB per image.
- Image validation before storage.
- Maximum pixel area protection (40 megapixels).
- Edit alt text, gallery status, active status and sort order.
- Copy image paths for use in any image-path field.
- Delete library images from Admin.

GALLERY CONTROLS

- Current demo contains 28 active gallery images.
- Toggle each media item in/out of the gallery.
- Toggle each media item active/disabled.
- Control gallery sort order.
- Home-page gallery caption display can be enabled/disabled.
- Maximum gallery images shown is editable.
- Gallery heading, eyebrow and introduction are editable.

BANNER CAROUSEL

3000 x 500 BANNER MANAGEMENT

- Add, edit and delete carousel banners.
- Banner title, image path, replacement upload, link URL/page path and image description/alt text.
- Active/hidden status and sort order.
- Admin explicitly identifies the preferred exact banner size as 3000 x 500 pixels.
- Current demo includes 6 prepared banners.
- Home-page banner section can be shown or hidden from the Front Site Editor.

CUSTOMER ENGAGEMENT & CONTENT MODULES

CONTACT MESSAGES

- Public contact form stores inquiries inside the website.
- Captured fields include name, email, phone, subject, message, consent, status and timestamp.
- Admin can read messages and mark them New, Read or Resolved.
- Messages can be permanently deleted.
- Public contact submissions are rate-limited.

EMAIL SUBSCRIBERS

- Optional newsletter / studio update signup on the home page.
- Editable signup eyebrow, heading, introduction, placeholder and button label.
- Stores subscriber email, status and subscription date.
- Admin subscriber list with remove control.
- Signup requests are rate-limited.

TESTIMONIALS

- Add, edit and delete testimonials.
- Name or initials, location and testimonial quote.
- Visible/hidden switch.
- Sort order.
- Home-page testimonial section can be enabled/disabled and relabeled.

FAQ SYSTEM

- Add, edit and delete FAQs.
- Question, answer and category.
- Visible/hidden switch.
- Sort order.
- Home-page FAQ section can be enabled/disabled with editable eyebrow, heading and intro.

CONTACT PAGE FORM LABELS - ALL EDITABLE

- Contact page eyebrow/title/intro and form on/off switch.
- Phone, email, text/fax, address and hours headings.
- Form eyebrow/title plus name, email, phone, subject, message, privacy, consent and submit labels.

ADMIN USERS, ROLES & SECURITY

MULTI-USER ADMINISTRATION

- Add multiple website users - not limited to one username/password.
- Username, display name and email per account.
- Administrator or Editor role.
- Active/disabled account status.
- Independent password updates.
- Minimum 12-character password requirement for new/reset passwords.
- Administrator-only protection around user management, services, pricing, pages, backups and other privileged actions.

LOGIN PROTECTION

- Passwords stored with PHP PASSWORD_DEFAULT hashing.
- CSRF protection on administrative POST actions.
- Login request throttling: 8 attempts per 15 minutes per session bucket.
- Account lock for 15 minutes after 7 failed attempts.
- Session ID regeneration after successful login.
- Default inactivity session lifetime: 60 minutes.
- Admin pages marked noindex/nofollow and no-store.

BROWSER / HTTP SECURITY CONTROLS

DEFENSIVE HEADERS & SESSION SETTINGS

- Session cookies use only-cookies mode, strict mode, HTTPOnly and SameSite=Lax; Secure is enabled automatically under HTTPS.
- X-Content-Type-Options: nosniff.
- X-Frame-Options: SAMEORIGIN.
- Referrer-Policy: strict-origin-when-cross-origin.
- Permissions-Policy disables camera, microphone and geolocation for the site.
- HSTS is sent when HTTPS is active.
- Content-Security-Policy restricts scripts, styles, object embedding, framing and allowed portal endpoints.
- Administrative activity is written to an audit log including time, user, action, details and a hashed IP value.

Security features reduce common web risks but do not make any website invulnerable.

ACTIVITY, BACKUP & HOSTING TOOLS

ACTIVITY LOG

- Records recent administrative and security actions.
- Displays time, user, action and details.
- Audit log retains up to the most recent 1,000 entries in code.
- Admin can clear the log when needed.
- Login successes and failures are audited.

ANONYMOUS PAGE COUNTS

- Optional anonymous page-count tracking.
- Dashboard shows 30-day total and top pages.
- Tracking can be enabled/disabled from Admin.
- Page counts can be reset without deleting website content or messages.
- Designed as lightweight traffic visibility, not a third-party analytics suite.

BACKUP & RESTORE

- Download a complete website data backup in JSON format.
- Backup contains settings, users, services, pricing, pages, testimonials, FAQs, banners, media records, messages, subscribers, audit logs and page views.
- Restore a backup from Admin.
- Uploaded image files remain in assets/uploads and should also be copied when making a complete hosting-file backup.

HOSTING STATUS

- Displays current PHP version.
- Checks whether website data is writable.
- Checks whether image uploads are writable.
- Shows whether file uploads are enabled.
- Shows server upload limit.
- Shows whether HTTPS is detected.
- Includes a Hostinger-oriented deployment checklist.

PORTABLE PHP PACKAGE

The current framework is file-based and stores its working collections in local JSON data files. It is designed to be uploaded as a complete site package to compatible PHP hosting, with writable storage/data and assets/uploads directories.

BOOKING, CONTACT & PUBLIC CONVERSION CONTROL

BOOKING PAGE CONTROLS

- Booking eyebrow, title and introduction.
- Booking button label.
- External booking note.
- Private/current-client information title and editable item list.
- New-client title and text.
- Help title and help text.
- Booking/contact URL and booking-page button URL are editable at the studio level.

PUBLIC CONTACT CONTROLS

- Contact form can be enabled or disabled.
- Editable page heading and intro.
- Editable headings for phone, email, text/secondary phone, address and hours.
- Editable labels for every public form field.
- Required consent acknowledgement before submission.
- Contact form submissions are stored in the Admin inbox.
- Rate limit: 3 contact submissions per 15 minutes per session/device context.

NAVIGATION & CONVERSION

CALL-TO-ACTION SYSTEM

- Header booking label and URL.
- Hero primary and secondary CTA labels/paths.
- Per-service CTA label and URL.
- Homepage studio/split CTA label and path.
- Pricing preview CTA label.
- Crew/provider CTA label.
- Footer primary action and phone action labels.
- Mobile Call, Text and Book labels.
- Front-page Admin button can be shown so the owner does not have to hunt for the login.

Important: the built-in contact system captures inquiries inside the website. The current code does not represent a full CRM or payment-processing platform; external booking/contact destinations can be linked using the editable URL controls.

COMPLETE BUYER FEATURE CHECKLIST

INCLUDED ADMIN SECTIONS

CONTENT & PRESENTATION

- Dashboard / Overview
- Front Site Editor
- Studio & Site Settings
- Services Manager
- Pricing Manager
- Pages Manager
- Banner Carousel
- Testimonials
- FAQs

OPERATIONS & SECURITY

- Media Library / Gallery
- Contact Messages
- Email Subscribers
- Admin Users
- Activity Log
- Tools & Backup
- Hosting Status Checks
- Built-in Help Center
- Change Password

EDITABLE FROM THE FRONT SITE EDITOR

FULL-SITE EDITABILITY PACKAGE

- Homepage hero, stats, gallery, trust bar, services, studio, crew, pricing preview, testimonials, FAQs and newsletter.
- Header, logo, favicon, navigation, announcement bar and public Admin button.
- Complete color palette, surfaces, backgrounds, texture, fonts, base size, letter spacing and button radius.
- Footer CTA, service area, resources, copyright, Streetwise credit and mobile action labels.
- Services layout, pricing-page wording, contact-form labels, booking-page wording, studio information and SEO/system text.

BUILT TO LOOK FINISHED. BUILT TO BE CHANGED.

Metal Head Tattoo & Piercing is a sales-ready demo with a connected management system behind it. The buyer gets the public presentation plus the controls needed to change the brand, services, prices, imagery and day-to-day content.



A COMPLETE STREETWISE SOFTWARE WEBSITE PACKAGE

Metal Head Tattoo & Piercing - Grand Junction, Colorado demo



STREETWISE SOFTWARE ONLINE

Custom websites, software frameworks and business-ready digital systems.

streetwisesoftware.online

Feature guide prepared from the current Metal Head Tattoo & Piercing website package and its administration code.

Streetwise Software Online