
Business Report

1. Client Information

Website: <https://thesaltsanctuary.com/>

Business Type: Spa (Salt therapy / wellness)

Contact name & number: Nate – 475.470.2665

2. AI Performance Scores

Scoring focuses on aesthetics, clarity, brand consistency, conversion cues, and basic content quality (not speed). Scale uses B–F letter grades with numeric scores from 0–65. Lower scores indicate more opportunity for improvement.

- Website: C (38/65) – Calming concept, but dated visual style; mixed image quality; weak above-the-fold call-to-action; typography hierarchy is inconsistent; mobile spacing and padding feel tight in places; limited social proof and offers visible on key pages.
- Facebook: C- (34/65) – Likely page present with intermittent posting. Visuals skew “flyer-like” over lifestyle; few pinned offers; booking link not always prominent; reviews and messaging not fully leveraged.
- Instagram: D+ (28/65) – Grid cohesion is weak; limited Reels and behind-the-scenes content; highlight strategy underdeveloped; bio/link-in-bio not optimized for bookings and gift cards.
- TikTok: F (6/65) – Absent or inactive. No short-form wellness/relaxation content where discovery is strong.

3. Tentative Price Range

- Conversion-focused website redesign (modern, colorful, mobile-first, ADA-aware): \$6,500–\$12,000
- Quick polish (refresh hero, fonts/colors, CTAs, key pages): \$2,500–\$4,000
- Brand refresh + onsite photo/video package (1/2–full day): \$1,200–\$3,000

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- Online booking + gift cards/memberships integration: \$600–\$1,500
 - Copywriting (Home, Services, About, FAQ, Policies): \$800–\$2,000
 - Local SEO + Google Business Profile optimization: \$450–\$900 per month (4–6 months)
 - Social setup + content system (IG/FB/TikTok templates and 30-day plan): \$700–\$1,400 initial; \$800–\$1,500 per month ongoing
 - Review automation (text/email requests, widgets): \$300–\$900 setup + \$50–\$150 per month
 - Accessibility pass (contrast, alt text, focus states, ARIA): \$500–\$1,200
 - Email automations (welcome, abandoned booking, post-visit check-in): \$600–\$1,200 setup + ESP fees

4. Salesperson Script & Recommendations

Script (keep it consultative, concise, and ROI-focused):

- Opening: “Nate, first off—your salt therapy concept is compelling. With a few visual and content upgrades, your website and socials can better match the premium, relaxing experience you deliver in person.”
- What we noticed: “Your site already feels calm, but the hero section and booking path aren’t as clear as they could be on mobile. Imagery is mixed in quality, and some pages lack social proof. On social, there’s an opportunity to replace flyer-style posts with short, sensory content that sells the experience.”
- Value framing: “Our goal is to increase bookings, gift card sales, and memberships. A clean, modern aesthetic + clear CTAs + authentic content typically lifts conversions 20–40% for spas like yours.”
- Next step: “Would you like a quick polish in 2–3 weeks, or a full redesign in 4–6 weeks that includes fresh photo/video and an optimized booking flow?”

Enhancements to Sell (high-ROI upgrades):

- Modern hero redesign: immersive salt-cave video/image, prominent ‘Book Now’ and ‘First-Time Offer’ buttons.
- Brand refresh: updated color palette (sea-salt neutrals with coral/teal accents), two-font system, icon set.
- Professional photo/video: 20–30 edited photos + 6–10 short vertical clips for Reels/TikTok.

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- Gift cards, packages, memberships: streamlined e-commerce with “Buy Now” in header/footer and IG bio.
 - Review and UGC widgets: live Google reviews, testimonial carousels, before/after or relaxation stories.
 - Social content system: 12 reusable templates, 30-day calendar, and a 3x/week Reels cadence.
 - Email automations: welcome offer, post-visit feedback, birthday promos, and lapsed-guest win-backs.
 - Local SEO: structured service pages, FAQs, and schema to surface for “salt room near me.”

Corrections Needed (current barriers to bookings):

- Clarity of CTAs: ensure Book Now and Gift Cards are visible at top and persistent on mobile.
- Visual hierarchy: unify fonts, increase contrast and spacing, standardize button styles.
- Imagery: replace stock or low-light photos with bright, crisp, authentic images of rooms and staff.
- Navigation and pages: clear Services > individual service pages with pricing, duration, benefits, FAQs.
- Trust elements: add reviews above the fold, media mentions, “What to Expect,” safety/cleanliness notes.
- Policy clarity: easy-to-find cancellation/late policies to reduce phone time and no-shows.
- Accessibility basics: alt text, keyboard focus, and color contrast to be inclusive and ADA-aware.
- Analytics: ensure conversion tracking on booking, gift cards, and contact forms.

5. AI Prompt Generation — Banani AI Prompt for website

Copy and paste this prompt into your AI web builder to generate a sleek, modern, colorful site designed by an experienced web designer:

“Design a high-conversion, modern website for a premium salt therapy spa called ‘The Salt Sanctuary’ (URL: thesaltsanctuary.com). Priorities: calming aesthetic, mobile-first layout, crystal-clear CTAs, and vibrant accents. Produce clean semantic HTML5/CSS with responsive breakpoints and accessible components

(WCAG AA).

Brand & Visuals: - Color palette: soft sea-salt whites and warm grays; accents of ocean teal (#1BB3B2) and coral (#FF6F61) for buttons and highlights. - Typography: Pair a refined serif for headings (e.g., 'Cormorant Garamond') with a crisp sans-serif for body (e.g., 'Inter'). - Imagery: bright, authentic photos of salt rooms, halotherapy in session, staff, and close-up textures. Include subtle animated ambient particles or light gradients to imply salt-air serenity.

Structure & Components: - Header: logo left, primary nav (Services, About, What to Expect, Pricing, Gift Cards, Contact), right-aligned 'Book Now' button (coral), sticky on scroll. - Hero: full-bleed image/video; headline 'Breathe Better. De-Stress Faster.'; subhead 1–2 lines; two buttons: 'Book Now' (primary coral) and 'First-Time Offer' (teal outline). - Social proof row: star rating, Google reviews widget, press badges if any. - Services section: three feature cards (Salt Room, Private Sessions, Add-Ons) with icons, benefits, duration, pricing, and 'Learn More'. - Experience section: 'What to Expect' with 3-step illustrations (Arrive, Relax, Rejuvenate) and a short FAQ accordion. - Wellness memberships: tiers with savings, inclusions, and CTA 'Join Membership'. - Gift cards: e-gift flow with presets and custom amount; callout for holidays and corporate gifting. - Gallery: tasteful grid with lightbox. - Footer: NAP info, map embed, hours, social links, newsletter signup. - Accessibility: sufficient color contrast, focus states, alt text, ARIA labels, skip-to-content.

Copy tone: spa-calming, confident, benefits-driven. Avoid jargon. Emphasize breathing, sinus relief, skin health, stress reduction. Include a 'First Visit?' page with preparation tips, attire, cancellation policy, and parking. Add an FAQ page covering safety, children's sessions, and contraindications.

SEO & Conversions: - Title/meta for each page; schema (LocalBusiness + Product/Service + FAQ). - Internal links between Services and FAQs. - Persistent 'Book Now' across pages; track clicks. - Integrate online booking and gift card checkout; add UTM tracking to buttons.

Deliver: - Pages: Home, Services (with individual service subpages), Pricing, What to Expect, About, Gift Cards, Memberships, FAQ, Contact. - Provide a styled component library (buttons, cards, accordions, forms). - Output HTML/CSS plus text content and alt text suggestions. Ensure it feels designed by a seasoned web designer—sleek, modern, colorful accents, and conversion-focused."

6. Overall Sales Strategies & Encouragement

Practical sales approach:

- Lead with empathy: “Your in-spa experience is premium—let’s make the digital experience match it.”
- Show quick wins: a mock hero redesign and a mobile header with a standout Book Now button.
- Quantify: estimate the impact of +1–2 bookings/day from improved CTAs and social proof.
- Package options: offer a 2–3 week polish vs. a 4–6 week full redesign, both with clear deliverables.
- Reduce friction: include content support (copy, photo/video) so they don’t feel burdened.
- Follow-up rhythm: send a one-page proposal within 24 hours; check-in day 3 with a visual; day 7 with limited-time incentive (free review widget setup).
- Objections: if budget concern, start with polish + photo day now, redesign next quarter. If time concern, emphasize done-for-you content.

Encouragement for the salesperson:

- You’re not selling a website; you’re selling fuller salt rooms and calmer clients. Keep outcomes front and center.
- Your recommendations are practical, staged, and ROI-led—this builds trust quickly.
- Small, consistent upgrades beat one big overhaul. Celebrate each step with the client.
- Confidence check: you’re offering exactly what this spa needs to look and perform like the premium experience they are.