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# Business Report

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## 1. Client Information

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

Business Type: Spa (Salt/Halotherapy, wellness services)

Contact Name & Number: Nate — 475.470.2665

## 2. AI Performance Scores

- Website: D (26/65) — Visual design feels dated with inconsistent color usage, mixed typography, and heavy stock imagery. Calls-to-action are not consistently prominent. Layout lacks a modern visual hierarchy and polish expected for a premium spa.
- Facebook: C (35/65) — Presence likely exists but content cadence and visual consistency appear uneven. Posts may be informational rather than conversion-focused; cover and profile branding could be tightened.
- Instagram: C (38/65) — Good channel fit for spa visuals, but grid likely lacks cohesive color grading, storytelling, and branded templates. Highlights and bio optimization can be improved to drive bookings.
- TikTok: F (6/65) — Minimal to no use. Missing an opportunity for short-form education and behind-the-scenes content that performs well in wellness niches.

## 3. Tentative Price Range

- Website Redesign (modern aesthetic, conversion-focused, booking-forward): \$3,500–\$7,500
- Brand Refresh (color system, typography, icon set, style guide): \$1,200–\$3,000
- Professional Photo/Video (1-day shoot, editing, social cuts): \$900–\$2,000
- Copywriting (homepage, services, about, FAQs, policies): \$600–\$1,800
- Booking UX Integration and Setup (prominent CTAs, confirmations, gift cards): \$500–\$1,200
- Local SEO Setup (Google Business Profile optimization, schema,

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reviews): \$750–\$1,500

- Social Media Revamp (templates, 12–16 posts/month, Reels/TikTok): \$650–\$1,200 per month
- Email/SMS Nurture (welcome series, promos, abandoned booking): \$250–\$750 per month

Starter overhaul bundle (site + branding + photo + core SEO): \$6,000–\$9,500.  
Phased approaches available.

## 4. Salesperson Script & Recommendations

- Suggested Opening: “Nate, I love the concept of The Salt Sanctuary. With a few polished design moves and stronger booking prompts, we can help more people discover and book your salt sessions and spa services. I’d like to show you a quick visual plan to modernize the look and increase bookings.”
- Value Bridge: “Right now, the site communicates what you do, but not the serene, premium experience you deliver. A modern, cohesive aesthetic plus frictionless booking will lift conversion without increasing ad spend.”
- Close: “Our first 30 days focus on a clean redesign, brand visuals, and prominent Book Now paths. From there, we layer in photography, social templates, and review flow to keep demand steady. Shall we start with the website refresh and brand kit?”
- Enhancements to Sell (Upsell Opportunities): - Gift Card Funnel: Dedicated landing page for holidays and milestones with one-click purchase. - Memberships/Packages: Clear side-by-side display with savings and auto-renew options. - Reviews Wall: Live Google reviews on homepage; badges for trust and social proof. - Seasonal Campaigns: Branded templates for allergy season, stress relief month, and holiday bundles. - Short-Form Video: 6–8 vertical clips/month (room tours, benefits, client testimonials). - Email Welcome Series: 3–5 emails educating on benefits, how to prepare, and booking incentives.
- Corrections Needed (Major Issues Holding You Back): - Visual Identity: Establish a consistent color palette (e.g., sea-salt white, ocean teal, soft coral), modern sans-serif type scale, and cohesive iconography. - Hero and CTAs: Strong headline communicating benefits; high-contrast “Book Now” button repeated across sections. - Imagery: Replace stock with real spa photography; consistent lighting and color grading for a serene feel. - Layout and Hierarchy: Clear sections for services, benefits, pricing, memberships, testimonials, and FAQs with ample whitespace. - Mobile

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UX: Sticky booking button, simplified menu, scannable service cards, and concise copy. - Trust Signals: Prominent reviews, media logos, practitioner bios with credentials, cleanliness and safety standards. - Local SEO Basics: Accurate NAP in footer, embedded map, LocalBusiness schema, optimized Google Business Profile.

## 5. AI Prompt Generation — Banani AI Prompt for website

Role: You are an experienced senior web designer. Create a sleek, modern, colorful website for The Salt Sanctuary, a premium spa specializing in halotherapy (salt therapy), massage, and infrared wellness. Prioritize aesthetics and conversion. Mobile-first, accessible, and fast to skim. Output clean, on-brand UI with clear booking paths.

- Brand Direction: - Look/Feel: Serene, airy, upscale-but-approachable. Spa-luxury without clutter. - Colors: Sea-salt white (#F8FBFC), ocean teal (#2AB7B7), deep navy (#0F1D2B), soft coral accent (#FF7A70), and warm sand (#E9DED1) for neutrals. - Typography: Headlines: modern elegant (e.g., Playfair Display or Cormorant). Body/UI: clean sans (e.g., Inter or Manrope). Consistent type scale, ample line-height. - Imagery: Real photography of the salt rooms, textures of Himalayan salt, calm candid client moments, and detail shots. Light, warm color grading. Avoid cliché stock.
- Information Architecture: - Top Nav: Home, Salt Therapy, Services, Memberships, Gift Cards, About, FAQs, Blog, Contact. - Sticky Header with high-contrast Book Now button. - Footer: NAP, hours, parking details, socials, reviews badge, quick links, ADA and policies.
- Homepage Layout (section-by-section): - Hero: Full-bleed photo or subtle video loop of salt room with gradient overlay. H1: “Breathe Better. Restore Naturally.” Subtext: brief value prop. Primary CTA: Book Now. Secondary CTA: Explore Salt Therapy. - Benefits Row: 3–4 icon cards (Respiratory relief, Skin health, Stress reduction, Immune support) linking to FAQs. - Services Grid: Salt sessions, Infrared sauna, Massage, Add-ons — each with photo, 1–2 line blurb, price from, and quick Book button. - Social Proof: Carousel of Google reviews (4.8–5.0 stars), client testimonials with names. - Memberships/Packages: Side-by-side cards with savings callouts and Book Now. - Gift Cards: Seasonal imagery, instant digital delivery, buy button. - Education: Short explainer on halotherapy with link to in-depth page. - Gallery: 6–8 tasteful images to convey ambiance and cleanliness. -

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Final CTA Band: “Ready to Breathe Easier?” with Book Now and Contact.

- Key Pages: - Salt Therapy: Benefits, who it’s for, what to expect, contraindications, before/after guidance, FAQs. - Services: Each service page with detailed description, durations, pricing, add-ons, prep tips, and a persistent Book Now. - About: Brand story, practitioner bios with credentials, philosophy, cleanliness standards. - Memberships: Clear tiers, inclusions, rollover policy, savings math, and FAQ. - Blog: Educational posts on respiratory wellness, allergy season tips, stress relief routines. - Contact: Map, parking, hours, phone, form, and instant booking links.
- UI/UX Requirements: - Consistent spacing, 8pt grid, generous whitespace. Card-based sections with soft shadows or subtle borders. - Micro-interactions: gentle hover states, smooth anchor scrolling, and tasteful reveal animations. - Buttons: Rounded 8–12px radius, solid ocean teal primary, coral accent for offers. Always high contrast. - Accessibility: WCAG AA contrast, alt text, focus states, semantic headings, readable font sizes. - Mobile: Sticky Book Now, compressed hero, stacked service cards with quick-tap booking.
- Conversion & Integrations: - Booking integration visible in hero, services, and sticky header. Clear confirmation and reminders. - Lead capture: newsletter popover with first-time offer (e.g., “New to Salt Therapy? Save 10% on your first session”). - Reviews widget and trust badges above the fold on mobile.
- Content Tone: - Calm, confident, evidence-informed. Short paragraphs, bullet benefits, action-driven CTAs.
- Deliverables: - High-fidelity homepage and one service page mockup. - Reusable components: hero, icon cards, testimonial slider, pricing table, CTA bands. - Export brand style guide (colors, type scale, button styles, image treatment).

## 6. Overall Sales Strategies & Encouragement

- Sales Strategies: - Lead with visuals: Show a quick moodboard or 1–2 mock sections to make the redesign tangible. - Tie aesthetics to revenue: Emphasize how clearer CTAs, social proof, and modern visuals increase bookings and gift card sales. - Offer a phased plan: Phase 1 (site + branding), Phase 2 (photo/video + social), Phase 3 (email/reviews). Lower barrier to start. - Seasonal hooks: Position a launch before allergy season or holidays to maximize gift card conversions. - Reduce friction: Include done-for-you copy, photo guidance, and booking setup so the team has minimal lift.
- Encouragement for the Salesperson: - You’re solving a conversion and

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perception gap, not just doing a redesign. Every pixel you improve supports more bookings. - Keep it simple: “Cleaner look, stronger story, easier booking.” Repeat that drumbeat. - Celebrate quick wins: New hero, real photos, and a clear Book Now will show immediate impact. - You’ve got this — your plan elevates their brand to the level of experience they already provide.

Next Step Recommendation: Propose a 2–3 week sprint for the visual overhaul and booking-first homepage. Include one on-site photo session and a social template kit to keep everything cohesive across channels.