
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

Grading scale uses letter grades B–F and a numeric score out of 65. Scores focus on aesthetics, brand clarity, content depth, conversion readiness, trust signals, accessibility, and social presence. No speed testing was performed.

- Website: C- (38/65) — Present but dated visual style; limited visual hierarchy; CTAs and online booking could be more prominent; brand story and differentiators around halotherapy not strongly showcased; photography appears more stock-like than editorial; accessibility likely needs contrast/alt-text updates; trust markers (reviews, media logos, credentials) not consistently featured above the fold.
- Facebook: D (28/65) — Inconsistent posting cadence; content leans more informational than conversion-driven; cover image and page CTA likely not optimized for booking; reviews may exist but are not highlighted in a clear funnel.
- Instagram: D- (24/65) — Aesthetic grid cohesion appears limited; low use of Reels and educational micro-content; bio link and highlights likely under-optimized; fewer behind-the-scenes, UGC, or staff-led tips that build trust.
- TikTok: F (12/65) — Minimal or no presence; no short-form video strategy; missed opportunity to demonstrate experiences, benefits, or FAQs visually.

3. Tentative Price Range

- Conversion-focused website redesign (modern UI, brand refresh,

copywriting for 8–12 pages, booking integration, accessibility pass): \$3,800–\$7,500 - Brand assets (mini-style guide: colors/typography, icon set, pattern, photo direction): \$650–\$1,500 - Photography direction + 1 local shoot coordination (or curated premium stock with editing): \$600–\$1,800 - Technical SEO setup (metadata, schema, local SEO, on-page structure, internal linking): \$700–\$1,400 - Review and reputation integration (widgets, flows, automation recommendations): \$250–\$600 - Social content system (30-day content plan, 20 templates, Reels/TikTok hook library, caption bank): \$900–\$1,800 - Ongoing care plan (hosting, updates, analytics reporting, minor content): \$129–\$249/month - Estimated total (one-time build): \$6,000–\$12,000 depending on scope and assets

4. Salesperson Script & Recommendations

Suggested opener

- Hi Nate, this is [Your Name]. I took a careful look at The Salt Sanctuary's digital presence. You've got a strong foundation and a clear niche with salt therapy. With a few targeted improvements, we can turn more website visitors into booked sessions and memberships. I'd love to show you how a modern, calming design, stronger calls-to-action, and a streamlined booking path can increase monthly bookings and gift card sales—especially around seasonality and cold/flu spikes when salt therapy interest peaks.

Enhancements to Sell (high-ROI upsells)

- Booking-first layout: Sticky "Book Now" bar, gift card button, and click-to-call for mobile. - Visual rebrand: Calming but colorful palette (sea-salt white, ocean teal, soft coral accents), consistent typography, custom icons for services. - Photo refresh: Cozy, breathable imagery of rooms, textures, and people experiencing sessions to reduce "unknowns" and build confidence. - Trust stack: Prominent Google rating, testimonials, local press logos, before/after or outcomes (where appropriate), practitioner bios with credentials. - Education hub: Halotherapy FAQs, safety, benefits, conditions it supports; build topical authority and SEO. - Offers & memberships: Packages with savings, first-visit intro offers, simple membership comparison; one-click purchase. - Social system: 30–60 day content plan, Reels/TikTok hooks (benefits, what to expect, behind-the-scenes salt room prep), UGC prompts, and story highlights that answer

objections. - Email/SMS capture: Lead magnet (e.g., “First Session Guide to Salt Therapy”), automated welcome series driving first booking.

Corrections Needed (holding you back)

- Weak visual hierarchy: The hero should clearly state what makes The Salt Sanctuary different and drive one primary action (Book Now). - Fragmented conversion path: Booking links, gift cards, and contact must be obvious and sticky on mobile. - Inconsistent brand continuity: Colors, fonts, and image treatments feel mixed; define and document a style guide. - Limited trust signals above the fold: Move social proof and safety credentials higher; add review widgets and “as seen in” if available. - Accessibility gaps: Contrast, font sizes, alt-text for images; ensure click-to-call and keyboard navigation work everywhere. - SEO basics: Unique page titles/meta, H1/H2 structure, LocalBusiness schema, location pages if multiple service areas. - Thin service content: Each service needs benefits, who it’s for, what to expect, prep, aftercare, and FAQs to reduce friction.

5. AI Prompt Generation — Banani AI Prompt for website

You are an experienced senior web designer. Build a sleek, modern, colorful website for “The Salt Sanctuary” (salt therapy/wellness spa). Objective: maximize bookings, memberships, and gift card sales. Design language: calming, premium, and breathable with micro-interactions. Color palette: sea-salt white (#F7FAFC), ocean teal (#1FB5C9), deep navy (#0B3C5D), soft coral accent (#FF6B6B), warm sand neutral (#E8DED1). Typography: modern sans (e.g., Inter) for UI, warm editorial serif (e.g., Spectral) for headlines. Layout & sections (single-location spa): 1) Sticky top bar with phone (click-to-call), Book Now, and Gift Cards; 2) Hero: one-line value proposition about salt therapy benefits + two buttons (Book a Salt Session, Explore Services) + ambient background video or still of the salt room; 3) Three value pillars with custom icons (Breathe Easier, Deep Relaxation, Clean Wellness); 4) Services grid (Halotherapy, Infrared Sauna, Red Light, Massage—make modular) with benefit-led copy, session length, and price; 5) What to Expect section (step-by-step, 3–5 steps with photos); 6) Trust stack (Google rating, testimonial slider, safety/cleanliness notes, media logos if any); 7) Packages & Memberships (simple comparison cards with savings and one-click purchase); 8) Education/FAQ (benefits, safety, who it’s for/not for, “Does salt help with...?”, include FAQ schema); 9) Gift Cards (instant digital delivery, seasonal

art); 10) Location, hours, map, parking tips; 11) Email capture (“First Session Guide to Salt Therapy”); 12) Footer with quick links, social, ADA link, policies. Components & behaviors: sticky Book Now; mobile-first spacing; large tap targets; contrasting CTA buttons (teal primary, coral secondary); subtle hover states; gentle parallax and fade-ins; image overlays with alt-text. Content tone: compassionate, clean, and expertise-driven; avoid medical claims; use benefit-first, scannable copy. Accessibility: WCAG AA contrast; semantic headings; keyboard focus states; descriptive alt text; ARIA where appropriate. SEO: write unique titles/meta; H1 per page; internal linking; LocalBusiness schema; Services and FAQ schema. Integrations: booking (Mindbody/Acuity or similar), reviews widget, analytics (GA4), Meta Pixel, consent banner. CMS: build modular sections (Hero, Pillars, Services, Trust, FAQ, Offers, Gift Cards) so owner can edit easily. Deliverables: homepage and templates for Service, About, Packages/Memberships, Gift Cards, Blog, Contact. Avoid: clutter, low-contrast text, auto-playing audio, stocky clichés. Success metric: reduce bounce, increase clicks on Book Now and Gift Cards, and improve first-time booking conversion.

6. Overall Sales Strategies & Encouragement

- Lead with outcomes: “We’ll help you turn browsers into bookings and gift card revenue—without adding staff time.” - Show the gap: Contrast their current experience with a clean, booking-first flow and stronger trust placement. - Offer a low-friction start: Phase 1 (homepage revamp + booking UX + trust stack) in 3–4 weeks; Phase 2 (service pages + SEO + education hub) in 4–6 weeks. - Bring proof: Share 2–3 anonymized before/after screenshots of spa sites we’ve improved to demonstrate hierarchy and CTA clarity. - Use seasonality: Position campaign sprints for cold/flu season, Mother’s Day, and holidays for gift cards and packages. - Keep it simple: One primary CTA everywhere (Book Now); one secondary (Gift Cards). Reduce choice paralysis. - Motivation: You’re not selling a website—you’re selling calmer breathing, deeper relaxation, and a smoother path to wellness. Your plan gives Nate a clear, confident way to deliver that online. - Close with clarity: “If we get sign-off this week, we’ll deliver a clickable prototype in 10 business days and launch within 30–45 days. Total investment starts at \$6–\$12k depending on scope.”