

Your Website Is Losing Bookings in Silence.

asterwellnessretreats.com

10 issues across 3 priority areas — and how to fix them.

PREPARED BY

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AT A GLANCE

Audit Summary

A snapshot of what we found and what it means for the business.

10

Total issues identified

3

Critical — costing leads right now

3

Pages with no enquiry path

0

Trust signals above the fold

Aster Wellness Retreats has the raw ingredients of a high-converting website: world-class photography, evocative writing, and a programme range that signals genuine expertise. But visitors who arrive ready to book are hitting friction at every turn — no prices, no visible calls to action, and a mobile booking path that simply does not work. Trust signals that should anchor the homepage are buried or absent entirely, and the site attempts to serve three different audiences without a clear pathway for any of them. This audit identifies ten issues across three priority levels, with three requiring immediate attention to stop current enquiry losses.

Scope of this audit

This audit covers conversion and lead generation only — what stops visitors from becoming enquiries. This is not an SEO audit. Not about ad spend. It is about fixing what already exists.

Critical Issues

These issues are costing enquiries right now. Fix within one to two weeks.

1

No CTA above the fold

CRITICAL

The hero section fills the screen with a full-bleed landscape photograph and a short tagline — "Find stillness. Come home to yourself." — but contains no button, no link, and no prompt to act. A visitor who arrives from Instagram, a referral, or a search result lands here with purchase intent and is given nothing to do. The only way forward is to scroll, and a significant portion of visitors never do. On a site selling premium packages starting at several hundred dollars per night, this is the most expensive empty space on the page.

2

Prices hidden behind email

CRITICAL

Every retreat package page ends the same way: a short description, a gallery of photographs, and an "Enquire for Pricing" button. There are no price ranges, no starting-from figures, no indication of what a visitor is committing to before they reach out. International visitors comparing multiple retreat options simultaneously will not send a cold email to find out whether they can afford something. The absence of pricing does not feel exclusive; it feels evasive, and it pushes qualified prospects directly to competitors who are more transparent.

3

Mobile booking path broken

CRITICAL

The "Reserve Your Spot" button on retreat package pages routes mobile users to a 404 error page. This is not a minor inconvenience — mobile accounts for the majority of web traffic in every source market Aster serves. Any visitor who discovers the site via Instagram, a shared link, or a mobile search and tries to take the single most important action on the site is met with a broken page. There is no fallback, no alternative path, and no error message directing them elsewhere. Bookings from mobile are effectively switched off.

Important Issues

These issues erode trust and credibility. Address within the month.

4

Testimonials buried on a separate Reviews page

IMPORTANT

The homepage contains no guest testimonials, no star ratings, and no social proof of any kind. A dedicated Reviews page exists and contains over thirty detailed testimonials — some genuinely compelling, with specific names, locations, and transformation stories — but it sits two clicks away and receives a fraction of the traffic. For a business asking international visitors to fly to Bali and pay premium prices, the absence of visible social proof on the first page they see is a significant trust gap. The material exists; it simply is not where it needs to be.

5

No urgency or availability signals

IMPORTANT

Retreat pages carry no indication of capacity, availability windows, or booking lead times. There is no "Only 4 spots remaining" note, no "Next departure: July 12" prompt, no waitlist option for full dates. Wellness retreats by nature have limited capacity — that constraint is a genuine conversion driver — but the site presents every retreat as perpetually and infinitely available. Visitors feel no pressure to decide, return to browsing, and often do not come back.

6

Host and facilitator credentials missing

IMPORTANT

The lead facilitators are unnamed on programme pages and absent from the homepage entirely. An About page exists but lists only the founding story, with no photographs, qualifications, or backgrounds for the people who will actually guide guests through their retreat. International visitors planning a wellness trip — particularly those travelling alone — are making a significant leap of trust. They want to know who is in the room with them. Without that, even a beautifully written programme description leaves a critical question unanswered.

7

No FAQ to handle visitor objections

IMPORTANT

There is no FAQ section anywhere on the site. For a business serving international visitors, the list of unanswered questions is long: visa requirements for Bali, what to pack, dietary accommodation, whether the retreat suits beginners, group size limits, cancellation and refund policies, and travel insurance guidance. Each unanswered question is a reason to leave the site rather than enquire. A well-constructed FAQ page removes these objections at scale without requiring any additional back-and-forth from the team.

Structural Issues

These require planning. Address after critical fixes are in place.

8

Three audiences competing on one homepage

STRUCTURAL

The homepage simultaneously speaks to solo travellers seeking personal transformation, couples looking for a shared retreat experience, and HR managers exploring corporate wellness programmes. Each audience has different motivations, different objections, and different decision timelines — but they are addressed in the same narrative, with the same imagery and the same calls to action. The result is a homepage that resonates weakly with everyone rather than strongly with anyone. Separating these into distinct pathways would allow the site to do a far better job for each group.

9

No low-commitment entry point

STRUCTURAL

The only actions the site offers are "Enquire" or "Reserve" — both of which require a visitor to be fully ready to commit. There is no email opt-in, no downloadable guide, no free discovery call, no newsletter, no way to stay in contact with someone who is interested but not yet ready to book. Any visitor who is three months away from a decision — or simply comparing options — is lost permanently. A single lead capture mechanism would allow Aster to build a warm audience it can convert over time.

10

Blog dormant since early 2023

STRUCTURAL

The site has a blog with fourteen posts, the most recent published over eighteen months ago. For visitors who arrive on a blog post from search or a shared link, the dormant state signals the business may not be actively operating. The content itself is well written — destination guides, retreat preparation tips, wellbeing articles — but its value is undermined by the gap. A commitment to two or three posts per quarter would reverse this signal entirely.

What's Working

These are genuine assets. Keep them and build on them.

Photography is world-class

The imagery throughout the site is genuinely exceptional. Sunrise yoga shots, rice terrace landscapes, and candid guest photographs communicate luxury, calm, and authenticity in a way that written copy never could. This is a real competitive advantage and should be protected and elevated in any future changes to the site.

Location writing is evocative

The prose describing the Bali setting, the retreat environment, and the daily rhythm is confident and atmospheric. It sets an emotional tone that draws visitors in and makes the experience feel tangible before they arrive — no small feat for a destination product sold entirely online.

Programme variety signals depth

Offering yoga immersions, detox retreats, couples programmes, and corporate wellness in one place positions Aster as a serious, multi-faceted operation rather than a single-product business. This breadth helps with both organic discoverability and visitor confidence during the consideration stage.

Instagram embed provides live social proof

The homepage Instagram feed is recent, active, and visually consistent with the brand. For visitors who are on the fence, scrolling through real guest images in a live feed is a quiet but effective trust signal — and it requires no maintenance beyond the account activity the team is already doing.

The Opportunity

Aster Wellness Retreats does not need a new website — it needs the website it already has to work harder for it. The photography alone gives most businesses a head start that money cannot buy; the opportunity is simply to connect that visual strength to conversion mechanics that match its quality.

Addressing the three critical issues alone could materially increase the enquiry rate from the same traffic within two to three weeks. Everything else in this audit builds on that foundation — and none of it requires a rebuild. The business is ready. The website just needs to catch up.

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