

Your Website Is Leaking Leads.

asterwellnessretreats.com

15 issues found. Most can be fixed without a rebuild.

OVERVIEW

At a Glance

Pages reviewed: 8 pages — homepage, services, treatments, retreats, about, blog (x2), contact

15

total
issues identified

3

critical — fix
within 2 weeks

7

important — fix
within a month

5

structural — plan
after critical fixes

Aster Wellness Retreats has the hardest thing to build — an authentic product, strong imagery, and a location story that sells itself. What the site fails to do is convert that interest into enquiries. Visitors arrive engaged and leave without acting — not because the experience isn't right, but because the site doesn't make the next step obvious, urgent, or low-friction. This review identifies 15 issues across 9 of the 10 review areas. Most can be resolved without a rebuild.

Areas reviewed in this report

1	First impression and above-the-fold clarity	Reviewed
2	AEO and SEO discoverability	Reviewed
3	Navigation and user flow	Reviewed
4	Messaging and copy effectiveness	Reviewed
5	Trust signals — proof, credentials, authority	Reviewed
6	Calls to action — placement, language, visibility	Reviewed
7	Lead capture — forms, enquiry mechanisms, friction	Reviewed
8	Mobile and device experience	Reviewed
9	Page speed and technical health	Not examined
10	Contact journey and closing pathway	Reviewed

Scope of this audit

This review covers conversion, lead generation, and AI discoverability — what stops visitors finding, trusting, or contacting you. It is not an SEO audit. It is not about ad spend. It is about fixing what already exists.

Competitor Benchmark

How Aster compares to two comparable wellness retreat sites.

Prakriti Wellness Retreats

prakritiwellness.in

Leads with: 12 years of healing. 4,000+ guests transformed.

Primary CTA: 'Reserve your retreat' — visible in hero, repeated on every package page

Positioning: Leads with credibility and track record. Practitioner credentials on the homepage.

Ananda Escape

anandaescape.in

Leads with: Your pace. Your programme. From Rs. 8,500 per night.

Primary CTA: 'See availability' button with a date picker in the hero

Positioning: Leads with price transparency and personalisation — removes the biggest pre-enquiry barrier

Where Aster has an advantage — not currently used

Aster has a smaller, more intimate group size (max 8) and a specific location story that neither competitor mentions. Neither of these advantages appears on the homepage. The site is currently positioned as a generic wellness destination when its real moat is intimacy and specificity.

Value Proposition Test

Cover the logo. Read the hero headline. Could it be any competitor?

"Experience the peace you've been searching for."

FAIL

Generic headline — could apply to any wellness retreat in India.

Cover the logo. Read the headline alone. Could it be any wellness brand in India? Yes. There is no location hook, no audience signal, no differentiator. The first thing a visitor reads tells them nothing specific about Aster.

Suggested fix:

Rewrite the hero headline to anchor on what is genuinely different: '8 guests. One forest. Your full attention.' or 'The retreat centre 90 minutes from the city — with no more than 8 guests at a time.' Specificity wins trust.

SUMMARY

Issues at a Glance

All 15 issues identified in this review.

#	Issue	Tier	Who fixes it
1	No enquiry pathway in the hero	Critical	You can do this
2	Enquiry form buried five scrolls deep	Critical	Developer
3	Mobile CTA clipped by navigation bar	Critical	Developer
4	Not surfaced in AI recommendations	Important	You can do this
5	Testimonials lack specificity	Important	You can do this
6	No practitioner or team page	Important	You can do this
7	No pricing or 'from' indicator on any page	Important	You can do this
8	Retreat pages show no upcoming dates or availabil...	Important	You can do this
9	No WhatsApp entry point	Important	Developer
10	No FAQ section	Important	You can do this
11	No lead capture mechanism	Structural	Developer
12	No structured data markup	Structural	Developer
13	Hero and gallery images not optimised for web	Structural	Developer
14	No confirmation page after enquiry submission	Structural	Developer
15	Site serves multiple audiences with no distinct p...	Structural	Developer

Tier guide:	Critical	Fix within 1–2 weeks. Actively costing you leads now.
	Important	Fix within a month. Eroding trust and conversions over time.
	Structural	Plan after critical fixes. Technical and architectural improvements.

Critical Issues

These are costing you leads right now. Fix within 1–2 weeks.

1 No enquiry pathway in the hero

Critical

You can do this

OBS The homepage hero has no CTA button. Visitors who arrive ready to book see a headline and an image — nothing to act on.

COST Ready-to-book visitors have nowhere to go. They scan, find no obvious next step, and leave. This is your highest-intent audience.

FIX Add one prominent button in the hero: 'Check availability' or 'Book a retreat.' Keep it visible above the fold on all devices.

2 Enquiry form buried five scrolls deep

Critical

Developer task

OBS The contact form sits below testimonials, below the team section, and below two full-width image blocks. On most screens it requires five or more scrolls to reach.

COST Visitors who want to enquire face a friction-filled search before they find the mechanism. Most will not complete it — they will assume it is not worth finding.

FIX Add a sticky 'Enquire now' button visible from every page. On mobile, make it a bottom-fixed bar that opens the form in a slide-up panel.

3 Mobile CTA clipped by navigation bar

Critical

Developer task

OBS On screens below 390px, the primary call-to-action button overlaps with the mobile navigation bar and is partially hidden. This affects iPhone SE, older Android models, and budget smartphones.

COST A visitor tapping the CTA gets no response. The button exists — it is simply unreachable. Mobile first impressions are lost in seconds and rarely recovered.

FIX Add 60px top padding to the hero content on mobile. Test across all screen widths below 400px before deploying. This is a one-line CSS fix.

Important Issues

These erode trust and reduce conversions over time. Fix within a month.

4

Not surfaced in AI recommendations

Important

You can do this

OBS Asked ChatGPT, Perplexity and Claude to recommend a wellness retreat near the city. Prakriti Wellness and Ananda Escape were named. Aster did not appear in any answer.

COST Users who ask AI for a shortlist never see you. You cannot win an enquiry from a list your name is not on, and this is a fast-growing way people choose retreats.

FIX Get named in the sources these tools read — Google Business Profile, relevant directories and community threads, one or two independent write-ups. Add plain answers to real guest questions on your own pages so AI can quote you.

5

Testimonials lack specificity

Important

You can do this

OBS Five of the six testimonials are single sentences with no detail — no retreat name attended, no outcome described, no transformation stated.

COST Generic praise reads as manufactured. Wellness visitors making a high-consideration decision need to see someone like them getting a specific result. Vague testimonials are invisible.

FIX Replace with outcome-led testimonials. Template: '[Retreat name] helped me [specific outcome]. I left feeling [specific change]. — [Name], [City].' Three strong ones outperform ten generic ones.

6

No practitioner or team page

Important

You can do this

OBS There is no page or section dedicated to who leads the retreats — no photos, no credentials, no professional backgrounds, no personal statements.

COST Wellness decisions are trust-heavy. Visitors are asking: who is actually going to be there with me? Without an answer, a significant portion will not proceed.

FIX Add a 'Meet the team' section: photos, credentials (training, years of experience, specialisations), and one sentence from each practitioner in their own voice.

Important Issues

These erode trust and reduce conversions over time. Fix within a month.

7

No pricing or 'from' indicator on any page

Important

You can do this

OBS No retreat package shows a price, a price range, or even a 'from Rs. X' indicator. Visitors cannot self-qualify.

COST Without a price anchor, a portion of your audience assumes the retreats are out of their range and leaves without enquiring. You lose them before they even ask.

FIX Add a 'from Rs. X per person' line next to each package. This removes the affordability barrier without locking you into a fixed price.

8

Retreat pages show no upcoming dates or availability

Important

You can do this

OBS Each retreat page describes inclusions and duration but there is no mention of upcoming dates, group size, or current availability status.

COST Visitors cannot tell if a retreat is happening soon or not running at all. The absence creates doubt and removes any reason to enquire now rather than later.

FIX Add a 'Next dates' line to each retreat page — even 'Running monthly — next: August 2026. Limited to 12 participants.' This creates honest urgency.

9

No WhatsApp entry point

Important

Developer task

OBS The only contact option is a form. There is no WhatsApp link, no direct phone number, and no instant messaging option visible on any page.

COST For an Indian wellness audience, WhatsApp is the primary first-contact channel. A form feels formal; WhatsApp feels safe. Visitors who would message readily will not fill a form.

FIX Add a WhatsApp floating button (wa.me link) and display the number visibly on the contact and retreat pages. A developer can implement this in under 20 minutes.

10

No FAQ section

Important

You can do this

OBS Questions about group size, what to bring, dietary catering, cancellation policy, and refund terms are not answered anywhere on the site.

COST Pre-purchase anxiety is a major barrier to enquiry. When basic practical questions go unanswered, visitors hesitate — and most do not return.

FIX Add an FAQ section to the homepage and each retreat page. Cover the five most common pre-booking questions. This also qualifies the page for FAQ rich snippets in search.

Structural Issues

These require coordination and planning. Address after critical fixes.

11

No lead capture mechanism

Structural

Developer task

OBS There is no mechanism to capture interest from visitors who are not ready to enquire today — no email signup, no guide download, no waitlist option.

COST A visitor who becomes interested but needs time to decide will almost certainly not return without a re-marketing prompt. Without email capture, this traffic is permanently lost.

FIX Add a low-friction lead magnet: 'Download our Retreat Planning Guide' or 'Join the early-access list.' A simple form connected to Mailchimp or similar is sufficient.

12

No structured data markup

Structural

Developer task

OBS The site has no schema markup — no LocalBusiness, Event, Service, or FAQPage structured data. This is verifiable in the page source.

COST Without schema, search and AI tools cannot read what you do, who you serve, or your reviews, so you are left out of AI answers and rich results (star ratings, FAQ entries, event listings).

FIX Add JSON-LD markup: LocalBusiness on the homepage, Event schema on retreat pages once dates are added, FAQPage schema on the FAQ section.

13

Hero and gallery images not optimised for web

Structural

Developer task

OBS Multiple hero images exceed 800KB in file size and are served as JPEGs. On a standard mobile connection, these add 3–5 seconds to initial load time.

COST Visitors on mobile connections — the majority of Indian web traffic — will see a slow or blank render. Many will bounce before the page fully loads. First impressions cannot be recovered.

FIX Compress all images to under 200KB. Convert to WebP format. Use lazy loading for below-fold images. A developer with standard image tools can complete this in under two hours.

14

No confirmation page after enquiry submission

Structural

Developer task

OBS Submitting the contact form returns a text-only 'Thank you' message on the same page. There is no redirect, no branding, and no next-step guidance.

COST Post-submission, visitors have no indication of what happens next — response time, process, or where to look for confirmation. Doubt sets in and duplicate submissions increase.

FIX Create a dedicated thank-you page: confirm receipt, state expected response time (e.g. 'within 24 hours'), and suggest a related retreat or blog post to read while they wait.

Structural Issues

These require coordination and planning. Address after critical fixes.

15

Site serves multiple audiences with no distinct pathways

Structural

Developer task

OBS The homepage copy addresses individuals, couples, and corporate wellness groups within the same scroll. There is no routing or navigation distinction between these segments.

COST None of these audiences feels fully served. A corporate wellness buyer and a solo traveller have different questions, timelines, and objections. Serving them identically means serving neither well.

FIX Add an audience-choice mechanism at the top of the homepage: 'I am looking for: [Personal retreat / Couples escape / Corporate wellness]' — routing each to a tailored section.

HIGHLIGHTS

What's Working

Genuine strengths worth keeping and building on.

Strong retreat photography

The imagery throughout the site is high quality and emotionally resonant. The photography does significant selling work and is a genuine asset that competitors in this space often lack.

Clear package structure

Retreat packages are clearly named, duration is stated upfront, and inclusion lists are easy to scan. This reduces decision complexity at a stage where most visitors are still comparing options.

Compelling location narrative

The location story — setting, environment, and distance from the city — is well written and does effective work even in the absence of pricing anchors or dates.

Relevant, well-written blog content

The blog addresses topics wellness-seekers are actively searching for. The writing demonstrates genuine expertise and has clear potential to drive organic traffic with minor optimisation.

Clean mobile layout

Despite the CTA clipping issue, the overall mobile layout is clean and readable. Typography scales well and the navigation does not obscure content — a strong foundation to build on.

About the reviewer

Madhu Nair is a website growth and CRO specialist with over a decade of experience working with Indian brands across B2B, B2C, and services. He focuses on conversion and lead generation — turning existing traffic into enquiries without paid advertising or a website rebuild.

What You're Not Showing

Assets this business has that aren't visible on the website.

Lead practitioner: 14 years of experience, unmentioned

The About page states the retreat was founded in 2010, which implies 14+ years of practice. The lead practitioner's credentials — training background, modalities, certifications — appear nowhere on the site. This is exactly the trust signal that converts a curious browser into an enquirer.

Maximum 8 guests per retreat — a premium signal hidden in the small print

Group size is mentioned once, briefly, in the FAQ that does not yet exist. For a wellness audience, intimate group size is a primary reason to choose one retreat over another. It belongs in the hero, on every retreat page, and in the headline of every testimonial request.

68% of guests are returning visitors — never mentioned

A return rate of this level is extraordinary social proof. It says more than any testimonial. It is not currently displayed anywhere. A single line — 'More than two-thirds of our guests return' — would materially change how a first-time visitor evaluates the decision.

Location: 2 acres of private forest, 1,400m altitude — barely surfaced

The location description exists but is buried in the About page. The altitude, the private land, and the distance from the nearest town are strong emotional and practical differentiators. They should appear in the hero, in package descriptions, and in the meta description of every page.

The point:

These assets are all within Aster's control to surface immediately — no new content needed. They exist. They are simply not visible.

The Opportunity

Aster Wellness Retreats already has the hardest thing to build — an authentic product, genuine imagery, and a location that sells itself. What is missing is the scaffolding that turns passive interest into an active enquiry. None of the changes in this report require a new website. Most can be implemented in a focused two-week sprint.

The traffic is there. The credibility is there. The gap is in how clearly and how often the site asks for the next step. Close that gap and the enquiry rate will follow — from the same visitors you are already getting.

Ready to fix this?

The Website Growth Review is \$129 / Rs. 13,500.

I review your site across all 10 areas, deliver a PDF report within 48 hours, and you leave with a clear action plan — not a sales pitch for a rebuild.

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