

[SALTLINE STUDIO · PORT MACQUARIE]

FOUND

or forgotten?

Hi, I'm Hayley. When your customers ask Google or ChatGPT who to call, I give you your best shot at being the answer.

Custom Websites · Organic Growth · The Found Report · The Full Picture



saltlinestudio.com.au · hello@saltlinestudio.com.au · +61 494 736 688



[HELLO FROM THE COAST]

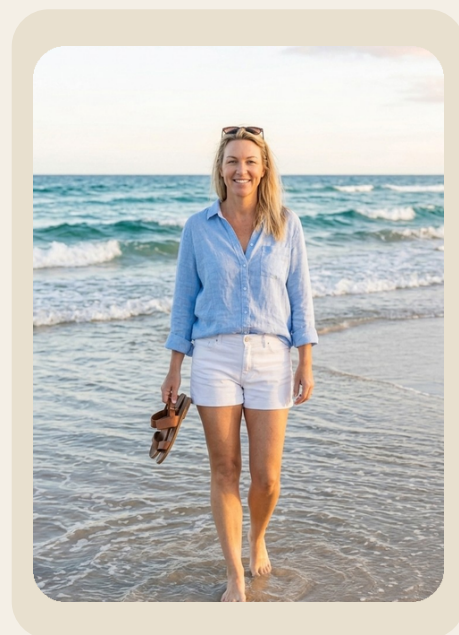
I Find Lost Businesses.

Not lost like wandering-the-bush lost. Lost like brilliant-at-what-you-do-but-nobody-can-find-you lost. It is the most common problem in small business, and the most fixable.

I spent more than twenty years in marketing, watching agencies wrap simple things in complicated language and bill by the syllable. So I started Saltline Studio in Port Macquarie to do the opposite: one person, doing the actual work, for small businesses from the Sunshine Coast to Sydney.

Everything I sell has its price printed on my website, and most clients start with one of my two audits: [The Found Report](#), your whole online presence checked one by one, or [The Full Picture](#), your website read page by page. If something is not worth your money, I will tell you before you spend it.

"Found, or forgotten. Search decides which one you are, and search has changed. That is either a problem or a head start."



Hayley Rasmussen · salt in the hair,
strategy in the head

Three things I refuse to do

Hide prices behind a discovery call. · Say "leverage synergies" when I mean "get you more customers". · Sell you a monthly service your website is not ready to benefit from.

Say hello · saltlinestudio.com.au

[START HERE]

First, the Truth: The Found Report

\$550 • delivered in five business days



Before anyone spends thousands on a new website or months on marketing, I think you deserve to know what is actually going on. So I check everything you own online, one thing at a time. Your website, read the way a customer reads it. Your Google Business Profile, line by line. Your Instagram, Facebook, TikTok and Pinterest, your LinkedIn, personal and company. Your speed, on Google's own stopwatch.

Then the check almost nobody else runs: I ask ChatGPT and Gemini, live, who they would recommend for your service in your area. If they name your competitors and not you, that goes in the report, along with the plan for changing it.



Marked like a test, printed like a promise

Yes
10/10

Not sure
5/10

No
0/10

"It is not just a report. Every finding comes with exactly how to fix it: the Google and social fixes as steps you can do yourself, the website fixes ready for your developer."

You get a score out of 100, ten-plus pages in plain English, and a straight answer to the real question: update your site, or rebuild? Every finding is reviewed, judged and signed off by me before it reaches you.

Order The Found Report • \$550

Full refund if I cannot produce your report.

[GO DEEPER]

Then, the Proof: The Full Picture

\$850 • every page • one week



The Found Report checks everything you own online. The Full Picture goes all the way down on the piece that earns the money: your website, every page it has, read one by one. Each page is read against Google's own published guidance, the same pages of advice their search engineers publish and almost nobody reads, and given its verdict with the evidence sitting right beside it.

One report settles three questions: is my agency spend working, should I rebuild or fix what I have, and where do I stand as search shifts to the AI assistants. However many pages your site has, the flat fee and the one week deadline do not move.



Every page, one verdict, no hedging

Good page
KEEP

Fixable
FIX

Costing you
REBUILD

"By the last page you know what is working, what is quietly costing you customers, and exactly what to fix first."

You get a verdict for every single page, the evidence behind each one, and a prioritised plan for the whole site, ending with a straight answer to the big question: tighten what you have, or rebuild. There is a full sample on the website, so you can see every page of it before you spend a dollar.

Order The Full Picture • \$850

Full refund if I cannot produce your report.

[THE FRESH START]

Websites You Actually Own

from \$2,900 · three to four weeks



Most website companies rent you your own website: monthly fees, hosting you do not control, a call to change a comma. I do not believe in any of that.

A Saltline build is designed around your business, never squeezed into a template, and engineered to be found from the first day: keyword research before a single pixel, and the hidden code that introduces you properly to Google and the AI assistants.

At launch you hold the keys: hosting in your own account, video walkthroughs so updates cost nothing, and Google Analytics in your name.

- ✓ Custom design, never a template
- ✓ Built for Google and the AI assistants
- ✓ You own everything at launch

\$0

monthly hosting fees
on standard websites

only your annual domain renewal

\$500

5-hour priority block

updates, checks and refreshes across twelve months, without lifting a finger



Recent build · saltlinestudio.com.au, engineered to take its own advice

See the full service · custom website design

[THE LONG GAME]

I Write. You Work. Google Notices.

\$1,200 per month · six-month minimum



Visibility is not a one-off project; it compounds, like interest. Every fortnight I write a properly researched article that deepens your authority in your specialty. I add FAQs to your service pages that answer the exact questions your customers ask. I keep your keywords current and your Google Business Profile alive. You do none of it. You just see the monthly report, in plain English, showing where you are winning.

"You never stare at a blank page wondering what to post. That is my job now."

One honest rule: content only compounds on a site machines can read properly. So if I did not build your website, the partnership starts with The Found Report. It scores your foundations and hands your developer the fixes that come first. Once they are made, the monthly work begins on solid ground. And if the report shows your site is not worth building on, I will tell you straight, because six months of articles on a broken site helps nobody but my invoice.

After the first six months it runs month to month: adjust, pause or end with thirty days' notice.

Start the long game · organic growth

Visibility that compounds, month after month.

[WONDERING WHERE YOU STAND?]

Find out free, in two minutes.

The Found Score: ten honest questions, a score out of 100 and a fix list. No email required, no catch, and the scoring is printed right on the page. Scan the code and see for yourself.



saltlinestudio.com.au/seo-checker

How this usually goes

1

We find the gaps

The audits tell us both the truth.

2

We fix or rebuild

Your developer works from the report, or I build new.

3

You get found

The monthly partnership compounds from there.

"Found, or forgotten. Let's make it the first one."

Follow me

f

@

in

Saltline
Studio

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