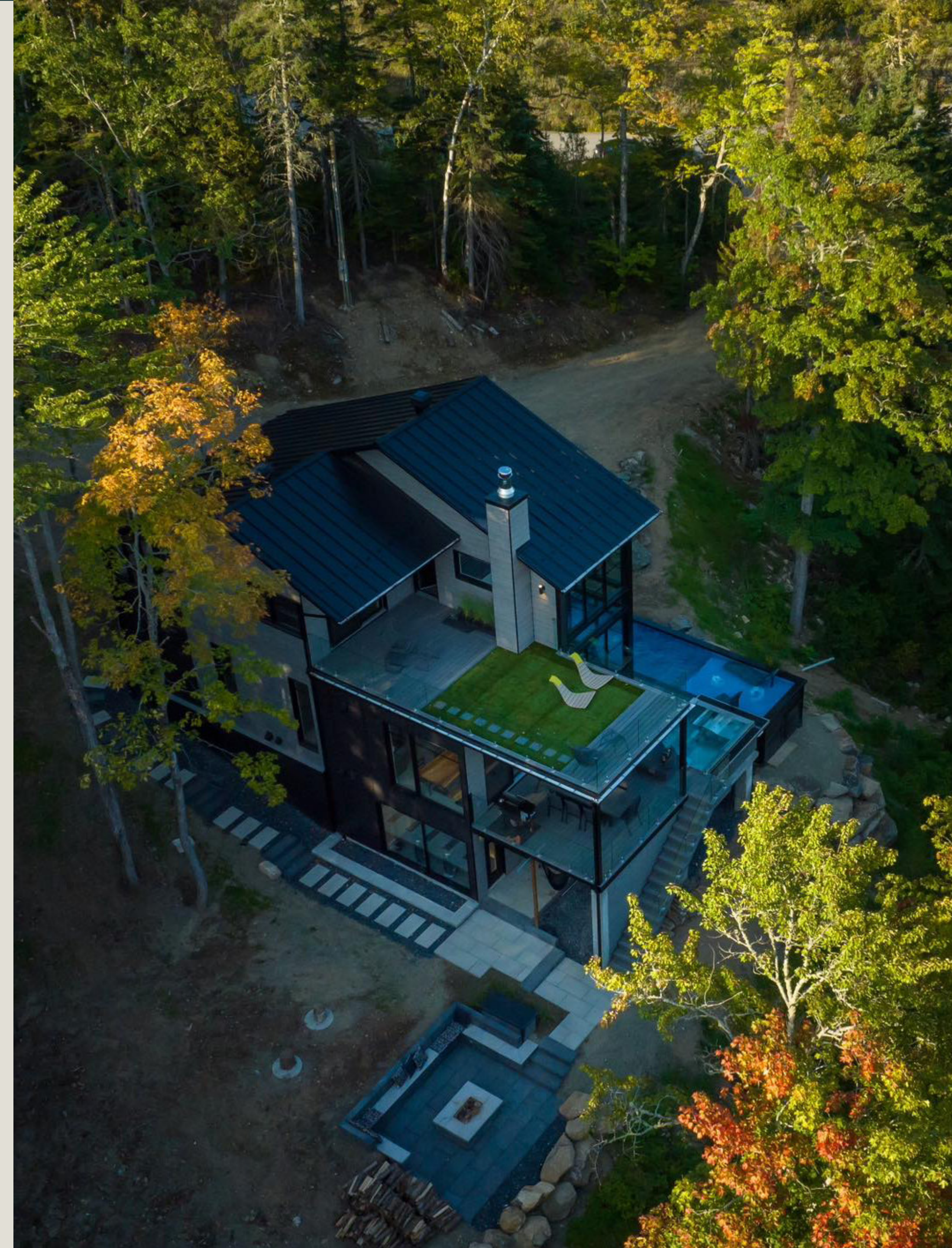


Oñ du Massif

First Round Website Audit



OVERVIEW

- Inconsistencies in fonts, capitalization, tone, and reference to the property
- Frequent spelling and grammatical errors
- Certain phrases feel awkward due to direct translation from French to English
- Several images appear low-resolution.
- Layout elements could be realigned for stronger visual balance.
- Website feels clunky, with random hyperlinks and slow-loading pages.
- Overall, visuals feel flat. Introducing a complementary second color would add depth.

GOALS

- Streamline wording for clarity and impact.
- Adopt a more sophisticated and cohesive tone of voice.
- Improve the overall user experience and site flow.
- Revise all text
- Develop a fully mobile-optimized version.
- Elevate the visual design.
- Strengthen SEO foundations and best practices.

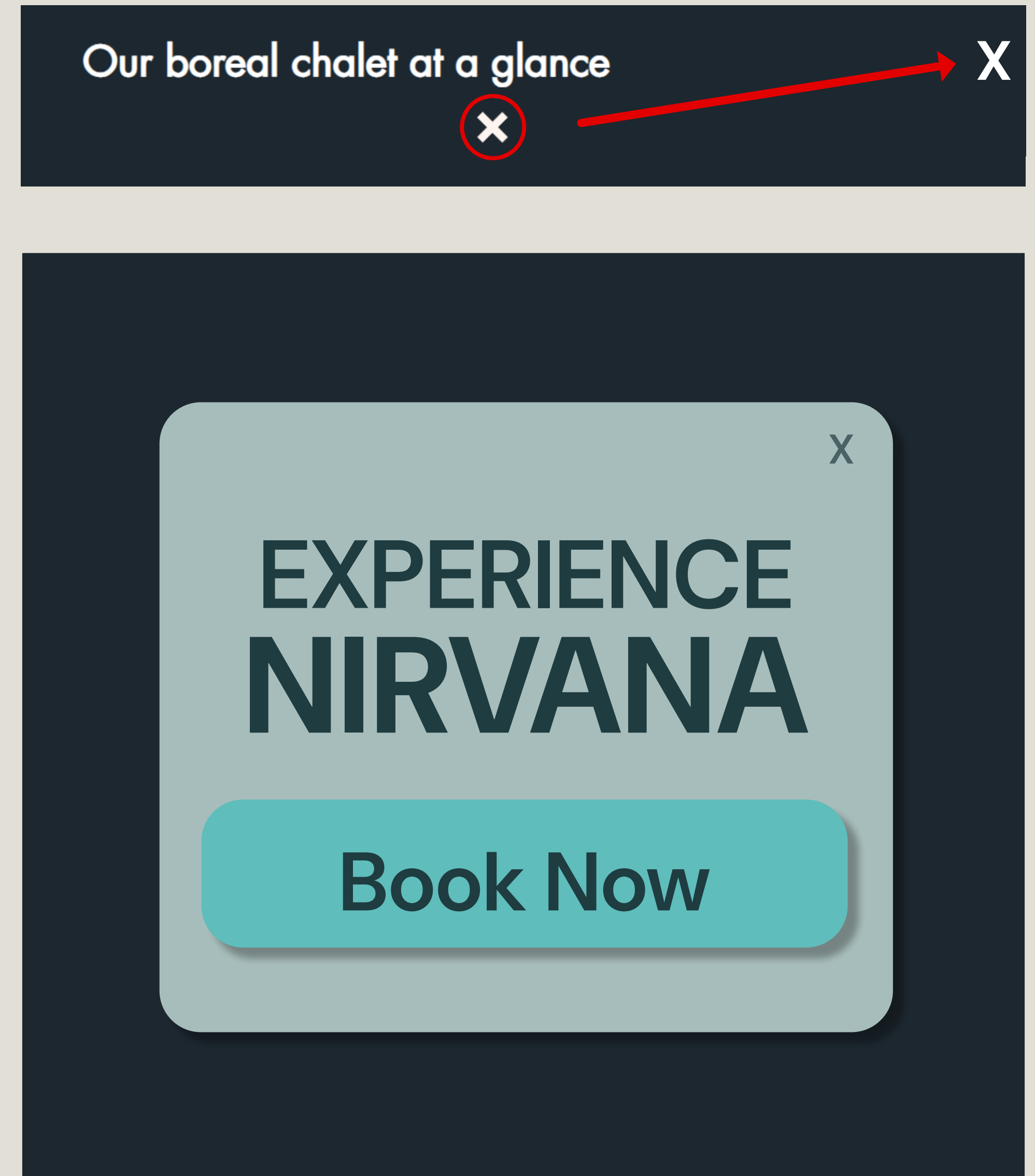
IMPROVEMENTS

- Hire a professional photographer or use high-quality user-generated content with permission.
- Standardized terminology: replace all instances of “cottage” with “chalet” for a more upscale and consistent brand image
- Use external links sparingly. Sending users off-site increases the likelihood they won’t return, which negatively impacts SEO and conversions.
- Unify page backgrounds: current shades of blue vary across pages; select one consistent color that can be applied site wide.

homepage
pop up

UX

- Pop-ups can feel intrusive and are typically reserved for a call-to-action (CTA). I recommend removing the pop-up and integrating its content into the homepage.
- The “X” close icon is misaligned. Move it to the upper-right corner if keeping the pop-up.
- The “X” redirects to “/en/contact-2” and should instead close the pop-up only unless paired with a deliberate CTA. See example.
- The pop-up visually duplicates homepage text; if keeping it, differentiate with color or another design element.



LANGUAGE

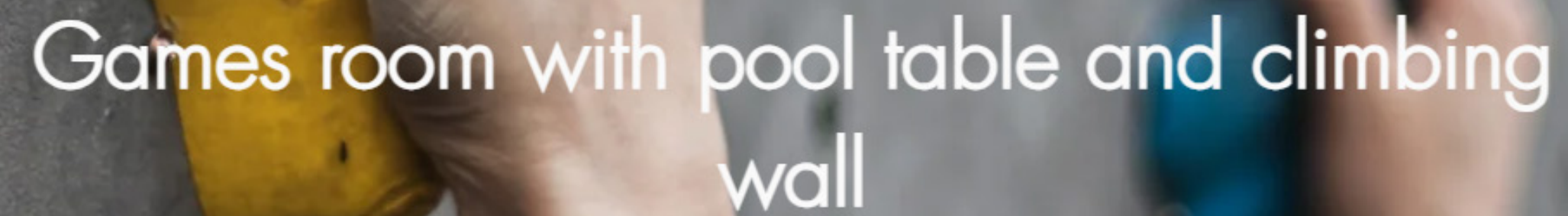
- Convert first bullet point into an H2 with bulleted items underneath; remove the colon (:)
- Add space between “1” and “King,” and lowercase “King” and “Queen”
- Remove extra space before “1 Queen” in fourth bullet point.
- Replace all slashes with commas in fifth bullet point.
- Lowercase “Infinity” and “SPA”
- If “Deluxe” refers to multiple rooms, label them “Deluxe Room 1” and “Deluxe Room 2”
- Capitalize “room” when referring to named room types.
- Change “Games” to “Game”
- Replace the slash after “billiards” with a comma and add one after “ping-pong”
- Spell out “Two” instead of using “2”

Our boreal chalet at a glance




- 8 people accommodations~~X~~
- Deluxe room - 1 King bed
- Deluxe room - 1 Queen bed
- Standard room - 1 Queen and 2 single beds
- Swimming pool / Infinity SPA / sauna
- Wood fireplace
- Game~~X~~ room with billiards/ping-pong~~,~~ and 8' climbing wall
- Reading corner
- 2 large terraces overlooking the river and the Massif de Charlevoix

homepage



Games room with pool table and climbing wall



Infinite SPA



aromatic sauna



3 season pool

Boreal cottage



LANGUAGE & DESIGN

- Change “Games” to “Game”
- Images are pixelated; I recommend replacing stock photos with professionally shot images.
- “Infinity” spa is misspelled in banner image.
- If using sentence casing, capitalize “A” in “aromatic”
- “3 season pool” should be “Three-seasons pool”
- Remove or repurpose the large unused space under carousel (this could house the pop-up content if removed)

about us

Hear the whispering of the Om̐ ...activate the whispering

The origin of our name



Located on the picturesque site of Petite-Rivière-Saint-François, our recreational-tourist chalet, created with the collaboration of our Quebec entrepreneurs and manufacturers, is a haven of rest in the midst of lush nature that will allow you to reconnect with the harmony of the universe that surrounds us.

Om̐ is a syllable sanskrit found in several religions. From an hinduist point of view, this syllable represents the original sound, paramount, from which the missing space would have been created.

Om̐ can also phonetically refer to "house". This warm and cozy place where we find "ourselves" and feel good.

- Logo in banner video is low-resolution and doesn't fill the panel width. Vectorize for quality scaling.
- Remove non-clickable white arrow; replace with a more visible "X" icon (the current circle blends into the background.)
- "Om" incorrectly links to the French Wiki page. Each language should link to the appropriate Wiki version.
- "Syllable" links to an irrelevant grammar page; remove the hyperlink.
- "Paramount" links to a French Wiki page and lacks an English variant. Remove the link.
- All "Om" references are hyperlinked; keep only one (second paragraph)
- "Ourselves" links to a 404 page. Remove.
- Move the period inside the quotation marks in "house"
- Replace "whispering" with "sounds"
- Double check for any extra spaces between words

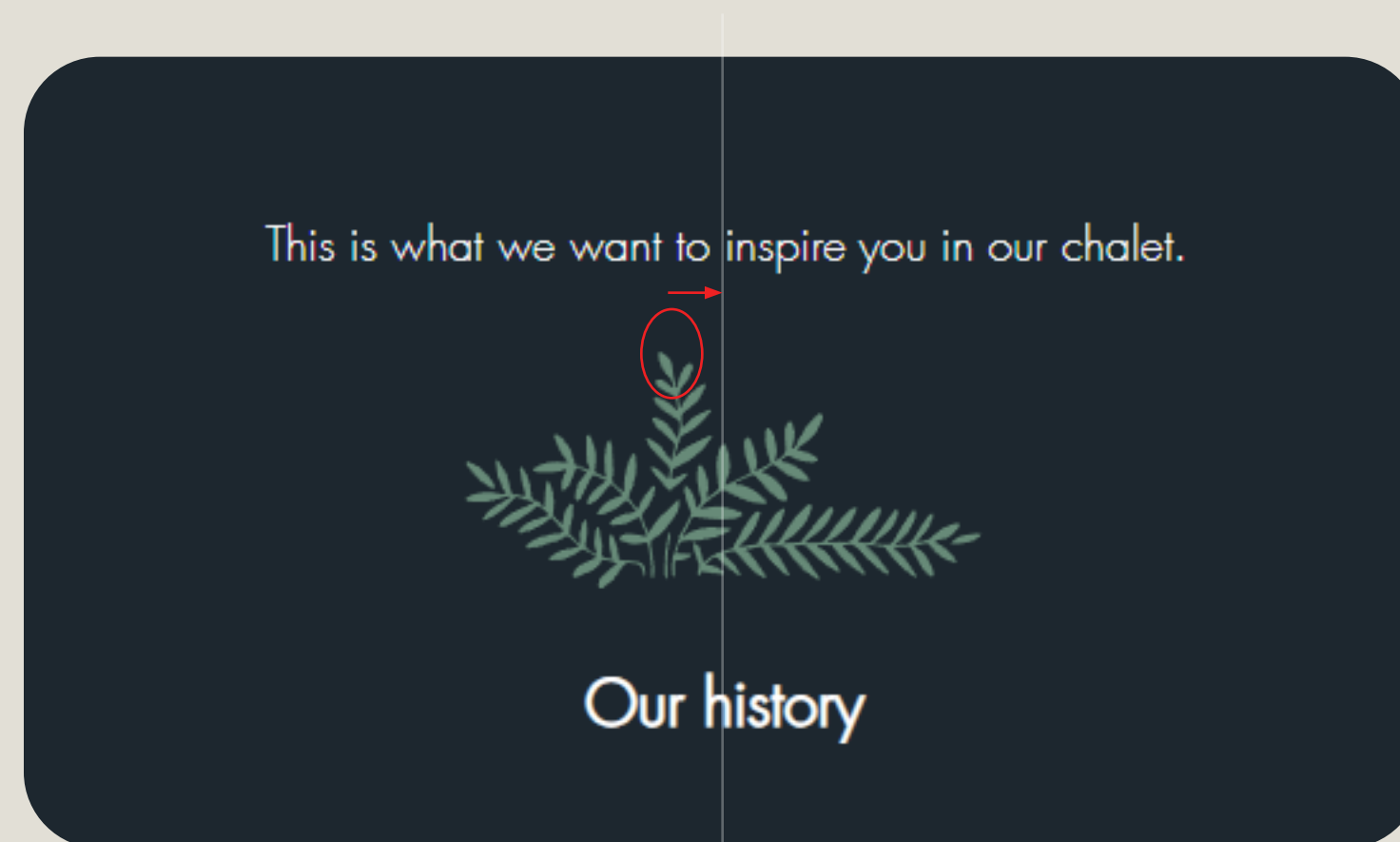
RECOMMENDED RE-WRITE

Nestled within the breathtaking landscape of Petite-Rivière-Saint-François, our recreational tourism chalet represents a seamless collaboration between visionary Quebec entrepreneurs and skilled local manufacturers. It offers a tranquil sanctuary surrounded by nature's lush embrace—a place where you can reconnect with the world around you and rediscover a sense of harmony.

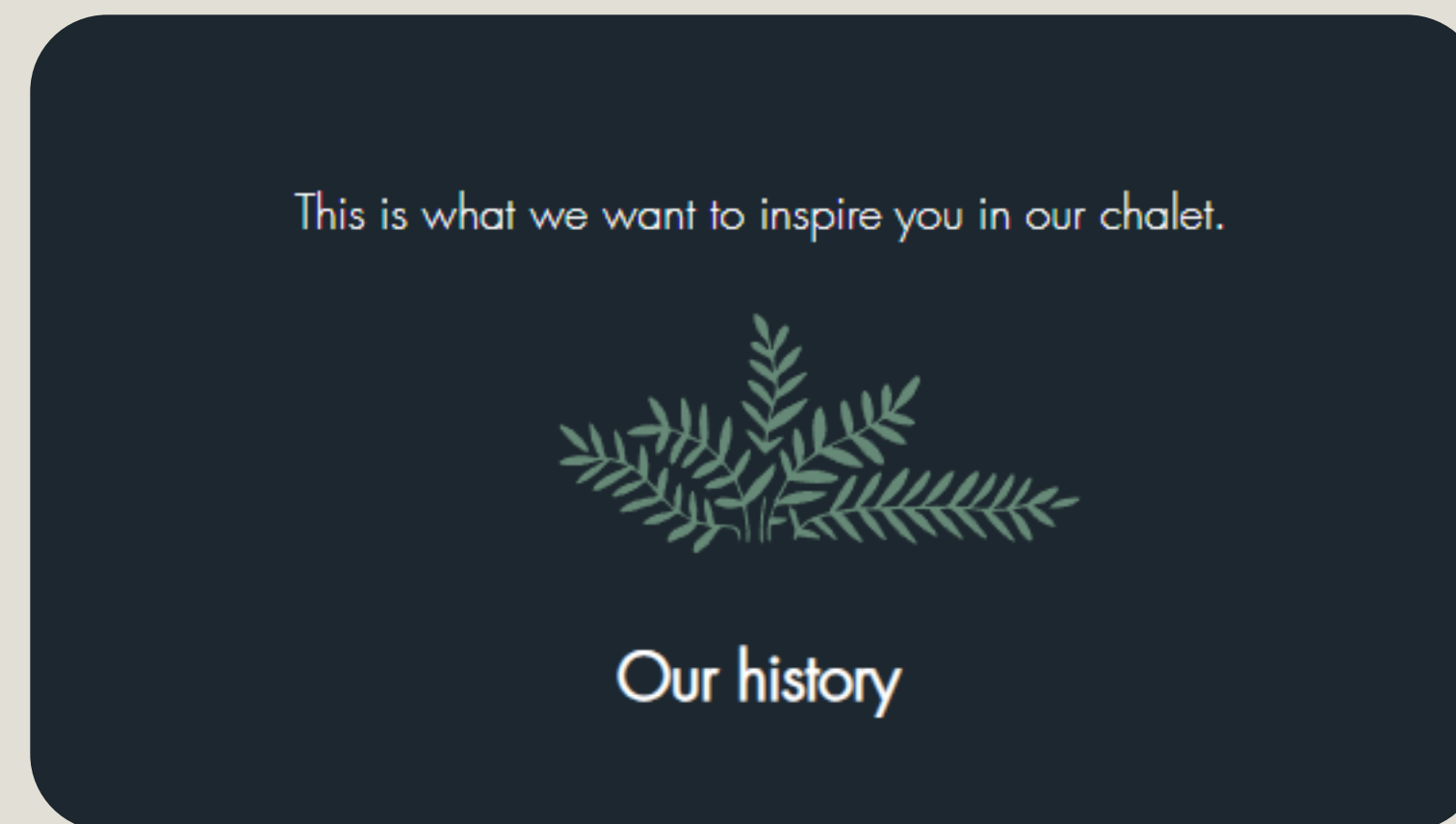
The sacred syllable Om ([hyperlinked](#)), rooted in Sanskrit and revered across multiple spiritual traditions, carries profound meaning. In Hinduism, it symbolizes the primordial sound—the vibration from which the universe is said to have emerged. Phonetically, Om also echoes the English word home—a place of warmth, comfort, and inner grounding.

These ideas come to life within our chalet, inviting you to settle into its welcoming atmosphere and renew your connection with nature and yourself.

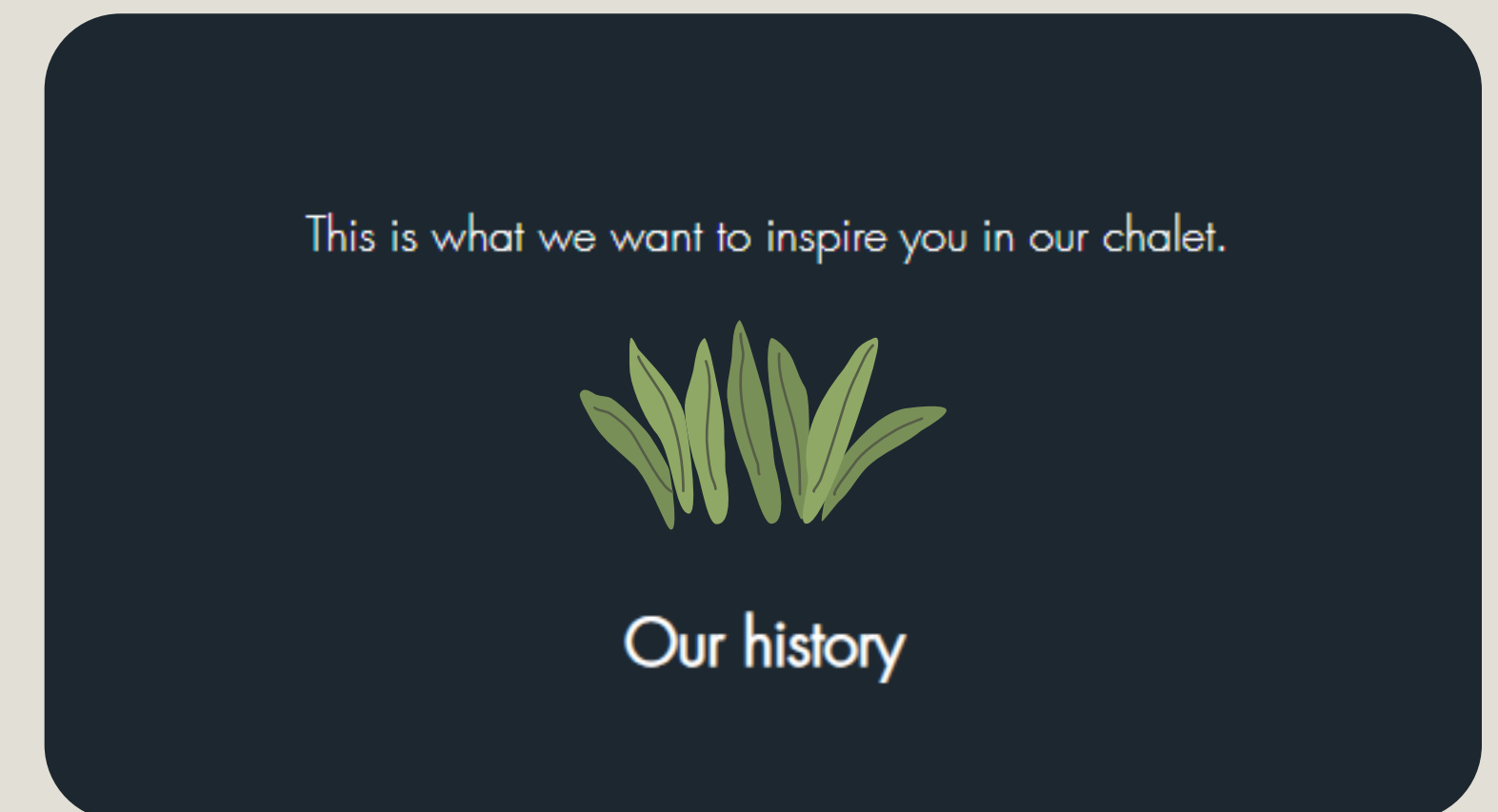




Current version with center reference point



Current version with adjustment made



Sample using symmetrical plant

Header text is all center-aligned, but the asymmetrical plant graphic creates visual imbalance. Consider using a more symmetrical plant (example in third rendering) for cleaner alignment.



RECOMMENDED RE-WRITE

For many of us, 2020 was a turning point, inviting us to slow down, re-connect with nature, and rediscover compassion. For us, it also reignited a long-held dream. With the support of our family, that dream took shape: a nature chalet created for rest, connection, and joy.

We set out to build a place where adventure meets calm, where food, culture, and the outdoors come together, and where both adults and children can feel at home.

Charlevoix has always inspired us, and we're excited to share its magic with you. We're just getting started. We have so many ideas on the horizon to elevate your stay. Thank you for taking part in this journey.

**features
& news**

RECOMMENDED RE-WRITE

Integrated into its environment

Serenely nestled in its natural surroundings, Om du Massif stands as a testament to meticulous design and expert craftsmanship. This prestigious chalet blends seamlessly with the landscape, featuring a striking 20-foot wall of windows that opens onto the forest and offers breathtaking views of the St. Lawrence River. Inside, expansive living areas framed by floor-to-ceiling glass create an extraordinary sense of unity with the surrounding woods.

Equipped without compromise

Every detail of Om du Massif has been crafted with an unwavering commitment to excellence. From the earliest design stages, the goal was to create a space unlike any other.

A spacious aromatic sauna with panoramic forest views and a custom-built four-season spa elevates your relaxation experience. A 40-foot, three-season swimming corridor with a refreshing jet bench awaits, framed by stunning river views.

No detail has been overlooked. Amenities include a serene restroom, outdoor-gear storage, boot dryers for skiers, a state-of-the-art cinema screen, a lively game room, and a cozy reading nook. The fully equipped modern kitchen ensures culinary ease, complete with a Nespresso machine and a beer dispenser—adding a touch of indulgence to your stay.

Comfortable and Carbon-Friendly

Om du Massif offers exceptional comfort while embracing environmental responsibility. A cutting-edge central heat-pump recovery system provides consistent, radiant warmth throughout the chalet. This innovative system also heats the spa and swimming corridor while functioning as an energy-efficient recovery mechanism.

With a fully electrified infrastructure powered exclusively by renewable energy—hydroelectricity and wind—your stay remains entirely carbon neutral. Here, luxury and sustainability coexist effortlessly, offering a guilt-free, elevated experience.

Environmental Sustainability (instead of Ecological)

The chalet is designed with a deep respect for its environment, featuring eco-friendly facilities that harmonize with the natural landscape. Construction preserved existing trees, and additional plantings will be added in the spring to strengthen the site's biodiversity. Built with durable, environmentally conscious materials, the structure exemplifies responsible architecture. Residual biomass fuels the wood fireplace as an auxiliary heating source, promoting sustainable energy practices.

Your Zen Retreat (instead of Zenot)

The chalet serves as a peaceful sanctuary—an invitation to slow down, reconnect with nature, and rediscover tranquility.

Perfect for families, couples, and friends, this haven is ideally located for outdoor adventures and cultural experiences across Petite-Rivière-St-François, Baie-Saint-Paul, Isle-aux-Coudres, Grands-Jardins National Park, and Le Massif de Charlevoix.



Cottage Features

- Change "Cottage" to "Chalet"
- Lowercase "f" in "Features" to match site-wide case styling



NEWS

- Change "NEWS" to "News"
- Use H1 font for "News" and center align
- Consider placing news items on the homepage for better visibility

the
thermal
experience

RECOMMENDED RE-WRITE

The thermal experience

Step into a world of serenity with a private aromatic sauna and a therapeutic spa.

We believe true well-being comes from embracing nature's rhythm. Whether you've spent the day reading beneath the trees, practicing yoga on the terrace, wandering forest trails, or skiing the slopes, the thermotherapy experience is the perfect closing ritual.

Allow the warmth of the Finnish aromatic sauna or the terrace-side spa to envelop you, offering sweeping views of the forest and river. The profound heat relaxes the nervous system, eases pain, improves circulation, and reduces muscle tension. Follow with natural cold—snow or an invigorating shower—to lock in the therapeutic benefits and release a rush of endorphins.

Finish by settling into one of the hammock chairs, letting silence or soft music guide your mind and body into deep renewal.

**activities
throughout
the seasons**

Discover the magic of the seasons in Charlevoix



- Simplifying the page name to “Activities” or “Seasonal activities”
- “And the secrets of the terroir here!” text only appears on hover, making elements look misaligned. Move it below as a standard hyperlink.
- “Terroir” isn’t a common word in English. Replace with “Food and drinks” for clarity.

Activities throughout the seasons

Winter and the Massif
Discovery of spring in Charlevoix
summer in the forest
Autumn within the Orm

Dropdown menu

- Capitalize “s” in “Summer”
- Replace “Discovery” with “Discover”

RECOMMENDED RE-WRITE

Immerse yourself in the captivating rhythm of peaks and valleys. Our location rests between the grandeur of the St. Lawrence River and the ancient mountain range, the oldest in the world, sculpted by an ancient meteor that graced the shores of Charlevoix over 400 million years ago.

Within mere minutes from our doorstep, you’ll find yourself in the awe-inspiring presence of the majestic Massif de Charlevoix, standing at 2,677 feet. Here, you will be comfortably accommodated in the heart of a myriad of exhilarating outdoor activities, enriching cultural experiences, and delightful gastronomic pleasures. All of this unfolds throughout the seasons, offering endless possibilities to cater to your every mood and desire.

winter and the
massif

WINTER AND THE MASSIF

- Capitalize “M” in “massif”
- Replace “Discovery” with “Discover”
- Update text to: “Embrace the enchanting winter of Charlevoix”
- Replace current images with photos featuring people to maintain a high-end, lifestyle-focused brand tone.
- Remove underlines to avoid confusion with hyperlinks.

Outdoor activities

- Replace intro with “Discover an abundance of outdoor activities just minutes away from the chalet.”
- All links redirect to French pages. Link to English pages.
- Dog sledding: uppercase “d” in “dog” and change “hike” to “ride”
- Snowshoes: uppercase “s” in “snow-covered”
- Winter bike (Fat Bike): Change “walks” to “rides”
- Change “Ski de foncross-country skiing” to “Cross-country skiing”
- Add a comma after “snowshoes.”
- Replace “which offers” with “that offers”

Outdoor activities



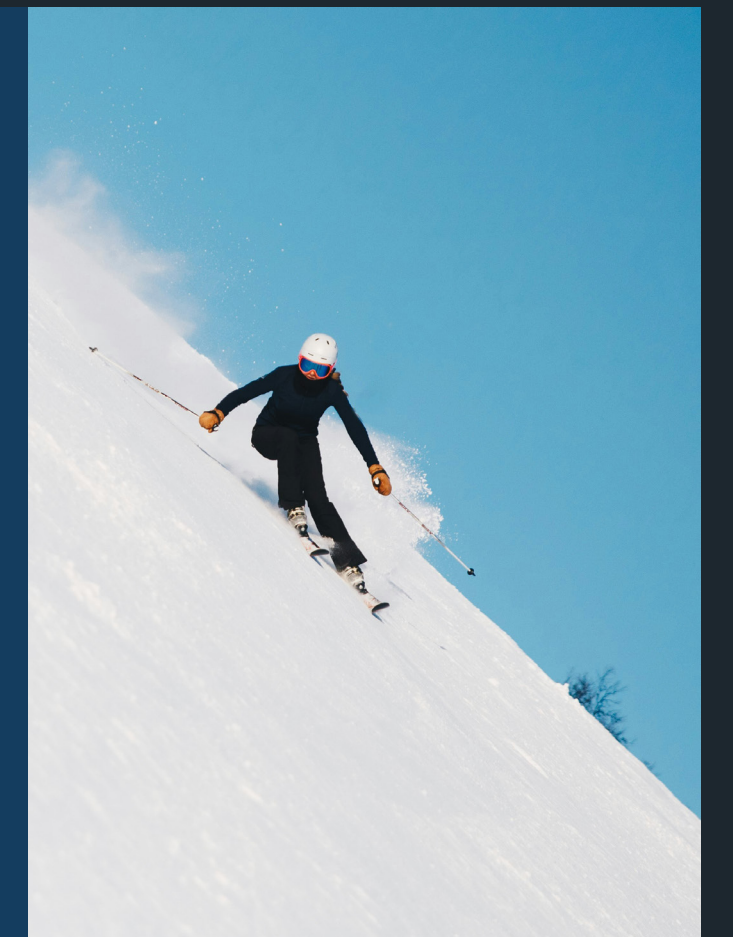
Cultural activities



Cultural activities



Outdoor activities



Cultural activities

- Add a comma after “artists” under “Cultural hub of Baie”
- Translate “Cidrerie” to “Cidery” and remove “Google translation”

**the discovery
of spring**

Current page name	Updated page name	Current caption	Updated caption
Mountain biking in the Massif	Mountain Biking	Explore the scenic trails of Mas-sif with a serene ride through the tranquil beauty of the surrounding landscape	Explore the Massif’s scenic trails with a peaceful ride through forest landscapes and panoramic views.
Golfing at Manoir Richelieu and Baie St-Paul	Golfing	Indulge in golfing by visiting Le Manoir Richelieu Golf Club and Golf Baie St-Paul, where picturesque courses and breathtaking surroundings promise an unforgettable experience	Experience world-class golfing at Le Manoir Richelieu and Golf Baie-Saint-Paul, where exceptional courses meet breathtaking scenery.
Baie St-Paul bike-sharing service to discover	Bike sharing	Discover the Baie St-Paul region through the Baiecycle service	Take a ride around the Baie St-Paul region with Baiecycle.
Heli-Charlevoix	Helicopter tours	No caption	Take to the skies with Heli-Charlevoix and enjoy an unforgettable aerial tour revealing the region’s most spectacular landscapes.
Day fishing	no edit needed	Discover the tranquil, calm waters of 19 extraordinary lakes, providing a unique opportunity to experience fishing in the midst of Parc National des Grands Jardins, just a scenic 30-minute from here	Unwind by the calm waters of 19 pristine lakes and enjoy a unique fishing experience in Parc National des Grands Jardins, just 30 minutes away.
Whale watching cruise in Baie...	Whale watching	Embark on a whale-watching excursion in Baie Ste-Catherine where the waters offer unforgettable encounters with these majestic marine creatures.	Set out on a whale-watching adventure in Baie-Sainte-Catherine, where unforgettable encounters with majestic marine life await.
Via Ferrata Aventurex of Saint Simeon	Rock climbing	Discover Mon du Lax des Cygnes in a unique way with a spectacular aerial bridge at an altitude of 200 meters above the valley.	Experience Mont du Lac des Cygnes in a whole new way with a stunning aerial bridge suspended 200 meters above the valley floor.
Hikes in the Grands..	Hiking	Petite-Rivière-Saint-François and Grands Jardin National Parks, only 30 minutes away, are full of hiking trails. Come and discover them!	Discover endless hiking opportunities in Petite-Rivière-Saint-François and Grands-Jardins National Park, both just 30 minutes away.

THE DISCOVERY OF SPRING

Outdoor activities

- Capitalize “s” in “salmon fishing”
- Capitalize first “S” in “sugar shack”
- Remove “Google Translation” from “Day fishing”

Cultural activities

- Under “Educational Farm,” add a comma after “sheep”
- Capitalize “c” and “h” in “Pedneault cider house”
- Add a comma after “shows” under “Charlevoix”
- Replace the second paragraph under “Maritime Museum of Charlevoix” with: “Are children in your group? ‘A Spy on Site’ is a fun scavenger hunt where kids unmask the spy. Located 30 minutes from the chalet in St-Joseph-de-la-Rive.”

summer in
the forest

Current page name	Updated page name	Current caption	Updated caption
Mountain biking	Mountain Biking	Explore the scenic trails of Massi with a serene ride through the tranquil beauty of the surrounding landscape	Immerse yourself in the natural beauty of the Massif with a tranquil ride along its picturesque forest trails.
Bike-sharing		Discover the Baie St-Paul region through the Baiecycle service	Take a ride around the Baie St-Paul region with Baiecycle.
Golfing at Manoir Richelieu and Baie St-Paul	Helicopter tours	No caption	Enjoy an exceptional golf outing at Le Manoir Richelieu or Baie-Saint-Paul, where stunning views elevate every swing.
Via Ferrata Aventurex of Saint Simeon	Rock climbing	No caption	Experience Mont du Lac des Cygnes in a whole new way with a stunning aerial bridge suspended 200 meters above the valley floor.
Whale watching cruise in Baie...	Whale watching	Embark on a whale-watching excursion in Baie Ste-Catherine where the waters offer unforgettable encounters with these majestic marine creatures.	Venture to Baie-Sainte-Catherine for an awe-inspiring whale-watching cruise and witness these remarkable giants up close.
Canyoning	Canyoning	Discover Mon du Lax des Cygnes in a unique way with a spectacular aerial bridge at an altitude of 200 meters above the valley.	Walk the breathtaking aerial bridge at Mont du Lac des Cygnes and take in sweeping views from 200 meters above the valley.
Festif!	Festif! de Baie-Saint-Paul	Don't miss the fun of the Festif! De Baie-St-Paul from July 20-23, 2023 where there will be shows, a circus, and other festivities	Experience the vibrant energy of Festif! de Baie-Saint-Paul, featuring live shows, circus performances, and unforgettable celebrations.

SUMMER IN THE FOREST

Cultural activities

- Same edits as Spring cultural activities

**autumn within
the om**

AUTOMN WITHIN THE OM

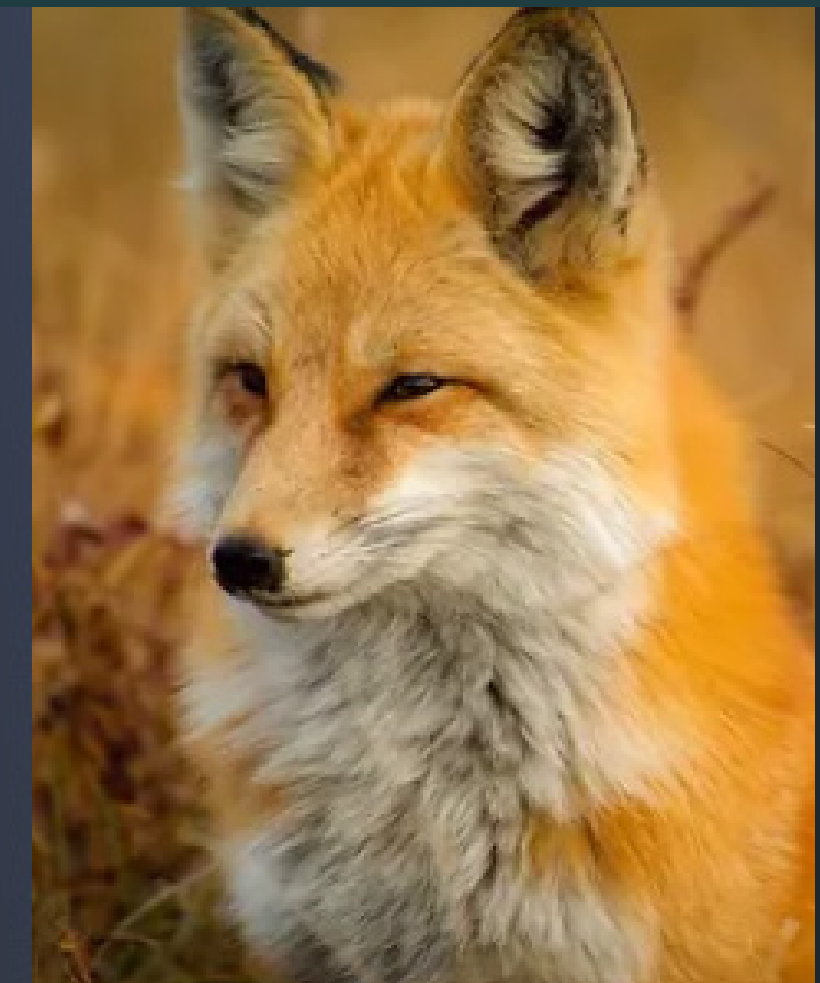
- Since this page is unfinished, place it in draft mode to prevent users from landing on inactive links.
- Clarify whether “Autumn” is intentional wordplay. If so, use “AutOmn”
- Rewrite suggestion: “Autumn, a season of vibrant splendor, invites you to embrace warmth and the breathtaking explosion of color.”
- Lowercase “A” in “Activities” for consistency

Autumn within the Om̐

Autumn... ah! fall and its explosions of colors!
Its time to infuse your lives with warmth and color!

Outdoor
Activities

To discover



**rates and
reservations**

LANGUAGE

- Change “Low season” to “Off-season”
- Change “Average season” to “Normal season”
- Change “Summer and high season” to “Peak season”
- Place dollar sign before numbers
- Add commas to all numbers.

Spring break
Feb 23 to March 10, 2024

minimum 5 nights

5 nights

6 nights

7 nights

4800\$

**rental
conditions**

Taxes/Cleaning Fees

- Add comma after “QST”
- Spell out “Quebec Sales Tax” for international visitors.

Cancellation

- Change “THE” to “The”
- Rewrite as: “The deposit is non-refundable unless we can secure another booking for the same dates.”

Breakage

- Change “Breakage” to “Damages”
- Use the following copy: “On the day of your arrival, a pre-authorization of \$1,500 will be required on your credit card as a security deposit in case of any damage to the chalet. An additional cleaning fee may be charged if rules are not followed, and any portion of the security deposit may be withheld without prior notice. If everything is in order, the security deposit will be automatically released 7 days after departure.”
- Add comma after “appropriate bins outside” and remove the repeated “outside”

Noise

- Change “collaboration” to “cooperation”

Spa/Sauna/Swimming Pool

- Change slashes with commas.
- Change “his” to “their” in “The tenant and his guest...”
- Add a comma after “sauna”
- Replace second bullet with: “For hygienic reasons and to preserve the wood, please always sit on a towel in the sauna rather than directly on the wood. Do not place any items on the wooden benches to avoid damage.”
- Replace third bullet point with: “Glass containers and food are strictly prohibited in the spa, sauna, and swimming pool areas, except for water provided in designated glasses.”
- Add space after “capacity of the spa”
- Add comma after “injuries”
- Add space after “draining”

Arrival and departure

- Use the following copy: “Check-in is available from 5 p.m., and guests are kindly asked to vacate the premises by 11 a.m. Failure to depart on time may result in a \$100 deduction from the security deposit.”