



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



## THE 10-STEP WEBSITE AUDIT CHECKLIST FOR WEDDING VENUES

***Your website is your top digital marketing asset—  
make sure it's working for you.***

This 10-step audit will help you see your digital presence through the eyes of today's engaged couples—those quick-scrolling decision-makers who determine whether to book a tour based entirely on what they see online.

Complete this audit on both desktop and, even more importantly, mobile devices (where over 80% of wedding planning happens!). The experience can differ dramatically between platforms, and you need to make a stellar impression on every screen size.

Grab a notebook, open your website in a fresh browser, and let's uncover those opportunities to transform casual window shoppers into excited site tour bookings.



## 1. FIRST IMPRESSIONS (ABOVE THE FOLD)

- ❑ Your venue name is clearly visible
- ❑ Location (city, state) is immediately apparent
- ❑ Hero image showcases your venue's best feature
- ❑ Primary call-to-action is prominent
- ❑ Value proposition or tagline is clear and compelling
- ❑ Page loads in under 3 seconds

### ✓ *Quick Fix Tips*

- Compress large images to improve load time
- Ensure text is readable over background images
- Use clear, high-contrast colors for buttons

## 2. MOBILE RESPONSIVENESS

- ❑ All text is readable without zooming
- ❑ Buttons/links are large enough to tap easily
- ❑ Menu is easily accessible (hamburger icon)
- ❑ Forms are easy to complete on mobile
- ❑ Phone numbers are click-to-call enabled
- ❑ Addresses link to maps

### ✓ *Quick Fix Tips*

- Set font size minimum to 16px for mobile
- Add padding around clickable elements
- Test forms on multiple devices



### 3. USER JOURNEY CLARITY

- Clear pathways for different event types (weddings, corporate, social)
- Easy navigation to key information
- Logical flow from page to page
- Clear next steps on every page
- No dead ends or orphan pages

#### ✓ *Quick Fix Tips*

- Add clear CTAs at decision points
- Create dedicated landing pages for each event type
- Include breadcrumb navigation for easy backtracking

### 4. ESSENTIAL INFORMATION ACCESS

- Pricing/packages are easy to find
- Capacity information is clearly stated
- Available dates/seasons are indicated
- Amenities are clearly listed
- Vendor policies are explained
- FAQs are comprehensive and current

#### ✓ *Quick Fix Tips*

- Keep pricing information current
- Update seasonal availability regularly
- Include downloadable info packets



## 5. VISUAL CONTENT

- Professional, high-quality photos
- Multiple views of each space
- Virtual tours (if available)
- Gallery is easy to navigate
- Images load quickly
- Alt text on all images

### ✓ *Quick Fix Tips*

- Organize photos by space or event type
- Include photographer credit per image
- Include captions to provide context
- Update seasonally if applicable
- Make sure image size is in kilobytes, not megabytes

## 6. CONTACT POINTS & TOUR BOOKING

- Online tour booking system is available and prominent
- Tour scheduling shows real-time availability
- Virtual tour options are clearly presented (if available)
- Contact form is easy to find and use
- Phone number is prominent
- Email address is visible
- Response time expectations are set
- Multiple contact options available
- Social media links work

### ✓ *Quick Fix Tips*

- Test booking system weekly
- Ensure calendar sync is working properly
- Set up automated tour confirmation emails
- Test contact form regularly
- Set up autoresponders
- Verify all contact information monthly
- Consider adding a chat feature for immediate responses



## 7. TRUST FACTORS

- Recent reviews/testimonials displayed
- Professional affiliations shown
- Awards and recognition highlighted
- Team/staff introductions included
- Insurance/license info (if applicable)
- Social proof (social media feeds, real wedding features)

### ✓ *Quick Fix Tips*

- Update testimonials quarterly
- Verify all certification badges
- Add recent press features

## 8. CONTENT QUALITY

- All text is error-free
- Information is current and accurate
- Tone matches your brand
- Content is organized logically
- Paragraphs are scannable
- Headers are descriptive

### ✓ *Quick Fix Tips*

- Review all content quarterly
- Break up long paragraphs
- Use bullets for easy scanning



## 9. TECHNICAL ELEMENTS

- All links work
- Forms submit properly
- Security certificate is current
- Backup system is in place
- Analytics are being tracked
- Site map exists

### ✓ *Quick Fix Tips*

- Test all links monthly
- Check form submissions weekly
- Review analytics quarterly

## 10. ONGOING MAINTENANCE

- Regular content updates scheduled
- Photo gallery refreshed seasonally
- Contact information verified monthly
- Pricing updated as needed
- Technical updates performed
- Regular backups confirmed
- "How did you hear about us?" dropdown reviewed quarterly
- New referral sources added to tracking

### ✓ *Quick Fix Tips*

- Create a content calendar
- Schedule regular maintenance checks
- Keep a log of all updates
- Review lead sources quarterly and update dropdown options
- Check analytics to identify new traffic sources
- Add emerging social media platforms and wedding websites to referral list



## **ACTION ITEMS CHECKLIST**

*After completing your audit, use this space to list your priority fixes:*

### **1. High Priority (Fix This Week):**

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### **2. Medium Priority (Fix This Month):**

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### **3. Long-term Projects:**

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***Remember: Your website is often a couple's first impression of your venue. Keep it current, engaging, and user-friendly!***