



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

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THE MOBILE-FRIENDLY DESIGN CHECKLIST FOR WEDDING VENUES

Don't Lose Bookings Over Pinch-and-Zoom Frustration!

Today's engaged couples are scrolling through venues while waiting for coffee, during lunch breaks, or snuggled up in bed at night—all on their smartphones. They're making split-second decisions about your venue based on how easily they can navigate your mobile site, how quickly your images load, and whether they can book a tour without frustration.

This checklist will help you identify and fix the mobile pain points that could be sending couples to your competitors. Work through each section methodically, testing on both Apple and Android devices, and prioritize those fixes that directly impact tour bookings.

Let's make your mobile experience as welcoming as your in-person tours!



✓ *Essential Elements*

1. NAVIGATION & STRUCTURE

- Menu is easily tappable with clear options
- Important info visible without scrolling
- Back buttons and home link work smoothly
- No horizontal scrolling needed

2. TOUCH-FRIENDLY ELEMENTS

- All buttons are large enough to tap (44x44 pixels minimum)
- Phone numbers are click-to-call
- Addresses link to maps
- Forms are easy to complete on mobile
- Calendar/date picker works well with fingers

3. CONTENT & READABILITY

- Font size minimum of 16px
- Clear contrast between text and background
- Short paragraphs (3-4 lines max)
- Important information stands out
- Photos load quickly and look good

4. IMAGES & GALLERIES

- Images load quickly
- Gallery is swipe-friendly
- Images resize appropriately on different devices
- Virtual tours work properly on mobile
- Image captions and credits are readable



4. BOOKING & CONTACT

- Tour scheduling works smoothly on mobile
- Contact form is easy to complete
- Error messages are clear
- Success messages confirm submission
- Response time expectations are clear

5. SPEED & PERFORMANCE

- Pages load in under 3 seconds
- Images are optimized for mobile
- No large files blocking loading
- PDFs and documents open properly

✓ Quick Testing Protocol

WEEKLY CHECK:

- Test forms and booking system
- Verify all contact points work
- Check loading speed

MONTHLY CHECK:

- Test on different devices
- Review all content
- Check navigation flow

✓ Simple Testing Tools

- Google Mobile-Friendly Test
- Chrome Developer Tools (Mobile Simulator)
- Real device testing on latest iPhone and Android



✓ Priority Fixes

LIST YOUR TOP 3 CRITICAL MOBILE ISSUES TO ADDRESS:

These problems directly prevent bookings and cost you money

1. _____
2. _____
3. _____

LOWER PRIORITY MOBILE ISSUES TO ADDRESS:

These problems cause frustration but don't block bookings

1. _____
2. _____
3. _____

YOUR MOBILE EXPERIENCE WISH LIST

These enhancements will polish your mobile experience

1. _____
2. _____
3. _____

Remember: Mobile isn't just a smaller version of your desktop site - it's often the first way couples will experience your venue. Make it count!