Marketing *the* Murder Barn

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE

THE VENUE WEBSITE ESSENTIAL

ELEMENTS CHECKLIST

Your venue website is NOT there to make the sale. It's there to get couples to book that site tour.

Think of your website as Part One of your sales funnel. Everything else—those detailed policy documents, extensive FAQ sections, and comprehensive vendor lists—can wait until *after* they've fallen in love with your venue during the tour.

This checklist focuses on the essential elements that actually convert website visitors into site tour bookings. We've organized it based on what couples really need to see and experience online before they're ready to visit in person.

Remember: Keep it simple, make it mobile-friendly, and focus on getting that tour booked. That's your only goal right now.

1. CLEAR USER JOURNEYS

Distinct pathways for different clients:
☐ Wedding couples
☐ Corporate events
☐ Social celebrations

Each pathway has its own:
☐ Photo gallery
☐ Testimonials
☐ Pricing structure
☐ Calls to action

2. MOBILE-FIRST DESIGN

☐ All elements work on phones (80% of couples use mobile!)
☐ Touch-friendly buttons
☐ Click-to-call phone numbers
☐ Easy-to-complete forms
☐ Quick-loading images

3. STORY-DRIVEN DESIGN

☐ Brand colors that reflect your venue's personality
☐ Consistent design elements throughout
☐ Professional photos that tell your story
☐ Clear value proposition above the fold
☐ Design elements that reinforce your brand
☐ An About Us page that tells your venue story and introduces staff

4. PRICING TRANSPARENCY

□ Clear base pricing or price ranges
□ Well-defined packages/collections
□ Organized into clear tiers

5. TOUR BOOKING SYSTEM

□ Online calendar showing available times
□ Mobile-friendly booking process
□ Automated confirmation emails
□ Brief pre-tour questionnaire
□ Clear directions and parking info

6. CONTACT FORM ESSENTIALS

□ Names
□ Email
□ Phone
□ Preferred wedding date
□ Estimated guest count
□ How they heard about you - (keep this up to date!)
□ Brief vision description

7. TRUST BUILDING ELEMENTS

□ Recent testimonials
□ Awards and certifications
□ Badges from wedding websites (like Here Comes The Guide!)
□ Professional organization memberships
□ Preferred vendor lists
□ Insurance/safety credentials

8. ANALYTICS SETUP

Track these key metrics:
□ Time spent on specific pages
□ Most viewed gallery images
□ Package page engagement
□ Tour booking conversion rates
□ Traffic sources
□ Mobile vs. desktop usage
□ Form completion rates
□ Exit pages

9. CREATE A DEDICATED WEDDING INSTAGRAM

□ Separate from main account (if necessary)
□ Wedding-focused content
□ Real wedding features
□ Behind-the-scenes content
□ Vendor highlights
□ Detail shots that tell a story

NEXT STEPS

1. **Review your current website against this checklist**
2. **Identify missing elements**
3. **Prioritize updates based on impact**
4. **Test all elements on mobile**
5. **Monitor analytics to see what's working**

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