

THE 25 STEP WEBSITE AUDIT CHECKLIST *For Wedding Industry Pros*



Is your website attracting
the right clients?
Find out in 5 minutes or less!

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Why Your Website Is More Important Than Ever

Your website isn't just a digital business card — it's your most powerful marketing tool. For wedding pros like planners, officiants, live painters, and caterers, your online presence sets the tone before you ever speak to a client!



Important Tip

Make sure your homepage clearly outlines the problem you can help solve — right at the top.

Couples often decide in seconds whether to keep scrolling or click away to a competitor site.

When done well, your website builds trust, highlights your unique talent, and makes it easy for couples to imagine working with you.

It's not just about looking good — it's about converting visitors into customers.

This checklist will help you quickly assess your site and spot simple ways to elevate your brand, booking potential, and overall user experience.

Visual Branding

- 1. Logo is clear and high-resolution.
- 2. Fonts and colors are consistent throughout the site.
- 3. Imagery reflects the quality and style of my services.
- 4. Design feels modern, polished, and mobile-friendly.

Homepage Basics

- 5. Website states who I am and what I do clearly.
- 6. There is one strong, central call-to-action (e.g., “Book a Consultation”, “Schedule a Call”, or “Check My Availability”).
- 7. I highlight key services or packages.
- 8. Homepage features 2-3 client testimonials and/or press mentions.
- 9. It’s easy for viewers to find what they’re looking for.

Navigation and Usability

- 10. Menu is simple (ideally 5-7 items max).
- 11. Site works and looks good on both desktop and mobile.
- 12. All links and buttons work
- 13. Contact form sends an automatic email confirmation.
- 14. Social media icons are visible but not distracting.

Portfolios and Testimonials

- 15. Includes gallery or visual section showing past work.
- 16. Images are optimized for fast loading.
- 17. Showcases kind words from real clients.
- 18. Includes a list of notable venues or vendors I've worked with.

 **BONUS TIP: This is a great opportunity to network with others in the wedding industry!**

About and Service Pages

- 19. About page includes a story of you solving a problem for you client and why you love helping them.
- 20. Services Page clearly outlines what I offer and what is included.
- 21. Each service has a clear call to action.

Contact and Conversion

- 22. Contact form is easy to find and use.
- 23. Offers an inquiry confirmation or thank-you message.
- 24. Includes a phone number or alternate contact method.
- 25. Call-to-action buttons are clear and repeated throughout the site.

BONUS : Growth Features

- 1. Lead Magnet collects email addresses (newsletter, freebie, etc.).
- 2. Includes a blog or portfolio to show I'm active.
- 3. Uses SEO keywords related to my niche and location.
- 4. Tracks traffic or inquiries through Google Analytics or similar.



Checked most of the boxes?
You're on the right track!



Feeling overwhelmed or
unsure where to start?
You don't have to do it alone!

If you're working on this and
have any questions, shoot me a
text or email with which number
you're on so I can help!

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