

Wedding Website Scorecard

A 10-minute check for wedding suppliers. One point for every "yes". Do it on your phone.

Business: _____

Website: _____

Date: _____

#	Question	How to check	Answer	Notes
1	Does your site load fast and work properly on a phone?	Turn off Wi-Fi, open your homepage on mobile data and count to three. Can you read it, tap the buttons and see your photos?	☐ Yes ☐ No	
2	Does your page title say what you do and where?	Google your business name. The blue headline should read like "Wedding Florist in Omagh, Co. Tyrone", not just your name or "Home".	☐ Yes ☐ No	
3	Does your homepage heading say what you do and where?	Read the biggest words at the top of your homepage. Would a stranger know your service and area in three seconds?	☐ Yes ☐ No	
4	Do you show prices, or at least a "from" price?	Find your pricing in two taps or fewer. "Get in touch for prices" doesn't count.	☐ Yes ☐ No	
5	Are there real reviews from couples on your website?	On your site (not just Google or Facebook), with names, and at least one from the last 12 months.	☐ Yes ☐ No	
6	Is there video on your homepage?	A short clip of your work, venue, shop or you. Phone footage is fine.	☐ Yes ☐ No	
7	Can couples enquire in under a minute, and do you reply within a day?	Fill in your own enquiry form. Does it ask for the date and venue? Did the email arrive?	☐ Yes ☐ No	
8	Does every link and button work?	Tap every menu item and button. Watch for dead links, "under construction" pages, demo text and links to someone else's site.	☐ Yes ☐ No	
9	Is your Google Business Profile claimed, complete and active?	Search for your business on Google Maps. Right category, opening hours, 10+ reviews, photos added in the last three months?	☐ Yes ☐ No	
10	Have you added anything new in the last three months?	A real wedding, a blog post, a new gallery or an updated page. Is the footer copyright year current?	☐ Yes ☐ No	

Your score: _____ / 10

0 to 4

Losing bookings. Couples who would have chosen you are going elsewhere. Start with 2, 4 and 8 this week.

5 to 7

Leaking enquiries. Couples find you, then go elsewhere. Most fixes are quick.

8 to 10

Strong. Your site is helping you. Keep adding real weddings and reviews.

Fix every point you dropped

#	Area	Quick fix (this week)	Bigger win (this off-season)	Done
1	Speed and mobile	Compress your biggest homepage images; remove sliders you don't need.	Faster hosting, or rebuild on a lighter theme.	[]
2	Page title	"[Service] in [Town], [County] [Business name]".	Give each main service or area its own page and title.	[]
3	Homepage heading	Add one line under your top heading: what you do and where.	Rewrite the homepage around the questions couples ask.	[]
4	Prices	Add a "packages from £" line.	A packages page: what's included and how booking works.	[]
5	Reviews	Copy your three best Google reviews onto your homepage.	Ask every couple for a review within two weeks of the wedding.	[]
6	Video	Add a 30 second phone clip to your homepage.	A short "meet us" video, plus clips from real weddings.	[]
7	Enquiries	Test your form; add an auto-reply saying when you'll reply.	Add date, venue and budget fields so your first reply is a real answer.	[]
8	Broken links	Fix or remove every broken link and leftover template text.	Check after every update; update plugins and themes monthly.	[]
9	Google Business Profile	Claim it, pick the right category, add 10 recent photos.	Post monthly and reply to every review.	[]
10	Fresh content	Update your footer year and add one recent wedding.	One new piece of content a month (see below).	[]

One wedding, four pieces of content

1. Social media (the spark)

A behind-the-scenes Reel or TikTok from the day. Tag the venue and other suppliers.

2. Your website (the decision)

A real wedding feature: the couple's story, your part in it, your best photos or clips.

3. Google and AI search (being found)

A blog post answering a question couples search for, naming the venue and town.

4. Reviews (the proof)

Ask the couple for a Google review, then add it to your site next to their wedding.

Don't forget the parents

Gen Z couples are more likely to plan with their parents, and parents often pay the deposit. A short "Information for parents" section (who you are, how payment works, what happens if plans change) can win over the person paying.

Want a second pair of eyes?

Send me your website and your score. I'll send back a free review: a short screen-recorded walk-through of your site on a phone, the three changes I'd make first, and how you compare with the 49 suppliers in our study. No hard sell.

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