SPECIALIST TRACK: MARKETING FOR VENUES

Your website and inquiry flow audit

Lesson: The venue website and inquiry flow · about 15 minutes

Check your site against the questions buyers ask, then fix the leakiest step.

Your business (name, service, main city):

1. For each of the seven buyer questions, note where your website answers it and how many clicks it takes.

2. List the pages your site needs, using the site structure table, and mark the ones missing or weak.

3. Rewrite your inquiry form: required fields, optional fields, consent box and reply promise.

4. Draft your automatic acknowledgement and your personal reply template, with two tour times.

5. **Fill in your own funnel for last quarter: visits, inquiries, tours and bookings, with the rate at each step.**

Check: can you now

- Structure a venue website around the questions buyers ask before they inquire
- Design an inquiry form and automatic reply that qualify leads and invite a tour
- Measure each step from visit to booking and find the step that loses the most clients

One change you will make this week