



FREE WEBSITE GUIDE

The Wedding Business Website Guide

How to turn more website visitors into booked clients.

A practical, strategy led guide for wedding professionals who want a website that feels like their brand, builds trust and makes the next step easy.

BOOKED BY DESIGN, MELBOURNE



Your website should do more than look beautiful.

It should help the right couples recognise themselves, trust you, understand your value and feel confident enough to enquire.

In the wedding industry, people rarely arrive at your website ready to book on the spot. They are comparing styles, personalities, inclusions, locations and price points, often while juggling dozens of other decisions. Your website's job is to make that decision feel simpler.

This guide walks you through the strategy, words, structure and conversion details that turn a digital brochure into a reliable enquiry pathway. You do not need to implement everything at once. Start with the foundations, then improve one high impact area at a time.

HOW TO USE THIS GUIDE

Read it once for the big picture. Then return with your website open and complete the prompts and checklists. Mark each action as keep, improve or create. Prioritise anything that affects clarity, trust or the enquiry journey.

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Strategy before style

A beautiful website without a clear strategy can still leave couples unsure. Begin with who you want to reach, what they need to know and the one action you want them to take.

Define the right fit client

Avoid describing your audience only by age, location or budget. The most useful insights are emotional: what matters to them, what are they worried about, and what kind of experience are they trying to create?

THEIR DESIRES

What do they want the day, and the planning experience, to feel like? Relaxed, refined, joyful, intentional, effortless or unconventional?

THEIR PRIORITIES

What makes them choose one supplier over another? Style, warmth, responsiveness, experience, inclusions, local knowledge or creative direction?

THEIR CONCERNS

What are they afraid of getting wrong? Awkward photos, unreliable suppliers, hidden costs, a generic ceremony or a timeline that falls apart?

THEIR LANGUAGE

Use the words couples actually use in enquiries and reviews. Specific, human language will always connect more strongly than industry jargon.

POSITIONING PROMPT

We help [type of couple] create [desired outcome] through [your distinctive approach], so they can feel [emotional result].

Choose one primary goal

Every page can support a different micro action, but your site needs one main conversion: usually an enquiry, consultation booking, availability check or brochure request. Pick the action that best matches how clients actually buy from you.

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|---|---|
| ♦ My primary call to action is clear and consistent. | ♦ The action fits the level of commitment a new visitor is ready for. |
| ♦ Every core page gives visitors a logical next step. | ♦ I know what a qualified enquiry looks like for my business. |

The pages that convert

Good website structure answers questions in the order they arise. Visitors should never need to hunt for what you do, where you work, whether you suit them or how to enquire.

Your essential page map

HOME

A clear overview: who you help, what you offer, why you are different, proof that you deliver, and the next step.

SERVICES

What is included, who each offer suits, the process, an investment guide or starting price, FAQs and a direct enquiry path.

CONTACT

A welcoming final step with expectations, response time, useful qualifying questions and alternative contact details.

ABOUT

A client focused introduction to the person, values and experience behind the service. Make your relevance clear before telling your full story.

PORTFOLIO

Curated proof of the work you want more of. Add context: location, brief, challenge, decisions and result.

OPTIONAL PAGES

Testimonials, journal, locations, FAQs, press, preferred suppliers, resources or dedicated pages for distinct services.

A high converting homepage sequence

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| ♦ Hero: say what you do, who it is for and where you work. | ♦ Primary call to action visible without scrolling. |
| ♦ Short positioning statement that names the desired outcome. | ♦ Services overview with clear paths to learn more. |
| ♦ Selected work that reflects your ideal bookings. | ♦ Trust section: review, awards, credentials or recognised venues. |
| ♦ Brief founder introduction linked to the About page. | ♦ Simple process so working with you feels easy. |
| ♦ Frequently asked questions that remove common hesitation. | ♦ Final invitation with one unmistakable next step. |

NAVIGATION RULE

Keep the main menu familiar and concise. Use labels people instantly understand: About, Services, Portfolio, Resources, Contact. Creativity belongs in the page experience, not in making visitors decode where to click.

Copy that connects

Strong website copy sounds like your business while staying focused on the client. It replaces vague promises with meaningful specifics and gives visitors a reason to keep reading.

The five second test

A first time visitor should quickly understand: what you offer, who it is for, where you work, what makes the experience valuable, and what to do next. Ask someone outside the wedding industry to view your homepage for five seconds, then close it and explain your business back to you.

Write for clarity first

BEFORE

"Creating unforgettable moments for your special day."

AFTER

"Warm, modern wedding ceremonies for Melbourne couples who want every word to feel like them."

The second version is more effective because it identifies the service, audience, location, style and emotional benefit. Specificity makes a brand feel more confident, not less creative.

A simple copy framework

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| ♦ Headline: name the result or transformation. | ♦ Context: show that you understand what the client is navigating. |
| ♦ Offer: explain how your service solves that problem. | ♦ Difference: make your approach tangible and specific. |
| ♦ Proof: support the promise with work, results or client words. | ♦ Action: invite one clear next step. |

COPY EDIT

Remove filler such as passionate, bespoke, stress free, dream day unless the next sentence proves it. Replace claims with evidence: your process, turnaround, number of weddings, published work, venue knowledge or a client quote.

Calls to action that feel natural

Match the wording to the action: Check your date, Explore the collections, Plan your ceremony, Request the brochure or Tell us about your wedding. Avoid using several competing buttons in the same section.

Visual trust

In weddings, design is part of the buying decision. Your visual system should signal the level, style and feeling of your service before a visitor reads every word.

Curate, do not catalogue

More images do not automatically create more trust. Select work that reflects the bookings you want next, demonstrates consistency and gives couples enough variety to imagine themselves in your world.

- ♦ Use a strong hero image with a clear subject and space for text.
- ♦ Prioritise professional, high resolution photography.
- ♦ Show real people, details, environments and emotional moments.
- ♦ Keep image treatment and colour grading consistent.
- ♦ Add descriptive alternative text for accessibility and SEO.
- ♦ Compress images so quality does not create a slow website.

Design hierarchy

TYPE

Use one expressive typeface for personality and one highly readable typeface for body copy. Keep paragraph sizes comfortable, especially on mobile.

SPACE

Generous spacing creates calm and gives important messages room to land. Crowded layouts can make a premium service feel harder to understand.

COLOUR

Choose one dominant neutral, one supporting tone, one dark text colour and one accent. Reserve the accent for links, buttons and moments of emphasis.

CONSISTENCY

Repeat the same button styles, heading sizes, image shapes and section rhythms. Familiar patterns make a site feel polished and easy to use.

ACCESSIBILITY IS PART OF GOOD DESIGN

Use sufficient colour contrast, meaningful link labels, keyboard friendly navigation, visible form labels and text that remains readable when enlarged. Avoid placing essential information only inside images.

Portfolio caption prompt

[Couple or project] wanted [brief]. We focused on [creative or practical decision], resulting in [specific outcome]. The celebration took place at [venue/location] and featured [relevant searchable detail].

Make the decision feel easy

Conversion is not about pressure. It is about removing uncertainty, showing the right proof and making the next step feel safe, relevant and worthwhile.

The trust stack

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| ♦ Relevance: visitors can see you specialise in weddings like theirs. | ♦ Credibility: experience, qualifications, features or associations. |
| ♦ Evidence: testimonials, case studies and finished work. | ♦ Transparency: clear inclusions, process and pricing guidance. |
| ♦ Personality: real language and images of the people involved. | ♦ Risk reduction: timelines, FAQs, guarantees or contingency plans. |

Testimonials that do real work

Place testimonials beside the claim they support. A review about calm communication belongs near your process; one about the finished result belongs near your portfolio. Specific reviews are stronger than generic praise.

TESTIMONIAL REQUEST

What were you unsure about before booking? Why did you choose us? What stood out during the process? What changed or felt easier because we were involved? What would you say to someone considering working with us?

Pricing: enough information to qualify

You do not have to publish every price, but complete secrecy creates friction. Consider showing a starting investment, typical range or clear package guide. Explain what affects price and what is included. The goal is to help a suitable client recognise fit before enquiring.

Common conversion leaks

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| ♦ The main call to action changes wording from page to page. | ♦ Visitors cannot tell where you work. |
| ♦ There is no indication of price level. | ♦ The portfolio shows old work or the wrong style. |
| ♦ Forms ask for too much information too early. | ♦ Buttons are hard to find or vague. |
| ♦ The About page focuses only on the founder. | ♦ The site makes broad claims without proof. |

Design for mobile first

Many couples will discover and compare suppliers on their phone. Mobile is not a smaller desktop layout, it is often the primary experience of your brand.

Mobile priorities

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| ♦ The first screen explains the offer and contains a clear action. | ♦ Body text is readable without pinching or zooming. |
| ♦ Buttons are large enough to tap and spaced apart. | ♦ The menu is short, familiar and easy to close. |
| ♦ Important text is not embedded in images. | ♦ Forms use the correct field types and are easy to complete. |
| ♦ Galleries swipe smoothly and do not trap scrolling. | ♦ Sticky elements do not cover content or buttons. |

Speed matters

A slow website costs attention and trust. Resize images before uploading, use modern image formats, remove unused plugins and scripts, limit auto playing video and choose reliable hosting. Test on mobile data, not only fast WiFi.

IMAGE RULE

Upload images close to the maximum size they will display. A full width hero needs more resolution than a small card thumbnail.

VIDEO RULE

Use short, muted clips with a still image fallback. Never make important content depend on the video loading.

TEN MINUTE MOBILE TEST

Open the website in a private browser window. Try to understand the offer, view one service, find pricing guidance, read a review and send a test enquiry using only one thumb. Note every hesitation, extra tap and layout shift.

Before you call it finished

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| ♦ Test current iPhone and Android screen sizes. | ♦ Check portrait and landscape orientations. |
| ♦ Confirm phone numbers and email links work. | ♦ Review error messages and form confirmation screens. |
| ♦ Test with larger accessibility text settings. | ♦ Check every page at slow connection speed. |

Help the right couples find you

Search visibility begins with clear, useful pages. Optimise for the service and location people search for, while writing for humans first.

Keyword direction

Build each core page around one primary search intent. Examples include Melbourne wedding celebrant, Yarra Valley wedding photographer or modern wedding invitations Australia. Add relevant variations naturally; do not repeat phrases mechanically.

On page SEO essentials

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| ♦ One descriptive page title, ideally under about 60 characters. | ♦ A compelling meta description that earns the click. |
| ♦ One clear main heading that describes the page. | ♦ Logical subheadings that make content easy to scan. |
| ♦ Descriptive page addresses using readable words. | ♦ Internal links to relevant services, work and resources. |
| ♦ Useful image filenames and accurate alternative text. | ♦ Original content that answers real client questions. |

Local visibility

Keep your business name, contact details and service area consistent. Complete your Google Business Profile where eligible, request detailed reviews, create genuinely useful location or venue content and earn links from trusted industry partners.

CONTENT IDEAS WITH SEARCH VALUE

Create venue guides, planning timelines, real wedding stories, cost explainers, comparison guides, seasonal advice and answers to the questions couples repeatedly ask. Connect every article to a relevant service and next step.

Measure meaningful outcomes

Rankings and traffic are useful signals, but they are not the final goal. Track qualified enquiries, brochure requests, consultation bookings and which pages assist those actions. Search success is the right people finding you and moving forward.

Create a confident next step

Your contact experience is part of your service. A warm, well designed enquiry journey can reinforce the decision a couple has just made.

What the contact page should answer

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| ♦ What happens after I submit? | ♦ How quickly will I hear back? |
| ♦ What information do you need from me? | ♦ Can I enquire if my date or venue is not confirmed? |
| ♦ Is there another way to make contact? | ♦ What should I explore while I wait? |

Ask only what helps

Useful first enquiry fields usually include names, email, wedding date or timeframe, venue or location, service interest, referral source and an open question about what they are planning. If a question does not help you qualify or personalise the reply, consider removing it.

BETTER OPEN QUESTION

Instead of "Message", ask: Tell us about the celebration you are planning and what matters most to you. A thoughtful prompt produces more useful responses and begins the relationship in your brand voice.

Confirmation experience

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| ♦ Show an on page success message after submission. | ♦ Send a branded confirmation email immediately. |
| ♦ State the expected reply timeframe. | ♦ Suggest one useful next resource or portfolio page. |
| ♦ Track successful submissions as a conversion. | ♦ Test that every notification reaches the correct inbox. |

Reply while the momentum is warm

Respond personally, reflect a detail from the enquiry, confirm availability or the next step, and make the action easy. Templates are helpful, but every response should feel considered. If you are unavailable, a gracious referral can still create a future advocate.

Measure, learn and improve

A website is not finished at launch. Small improvements based on real behaviour can compound into better fit enquiries and stronger bookings.

Your simple measurement plan

OUTCOMES

Track enquiry submissions, brochure downloads, calls, consultation bookings and completed purchases.

JOURNEYS

Review the pages people enter on, the pages they visit before enquiring and where they commonly leave.

QUALITY

Record whether each lead was suitable, available, within budget and ultimately booked.

SOURCE

Compare search, social, directories, referrals, advertising and venue links by enquiry quality, not traffic alone.

Monthly website rhythm

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| ♦ Submit a test enquiry and check every notification. | ♦ Review broken links and outdated information. |
| ♦ Add recent work that reflects future direction. | ♦ Request and place one detailed testimonial. |
| ♦ Review top pages and conversion actions. | ♦ Improve one page with a clear hypothesis. |

IMPROVEMENT EXAMPLE

Observation: many people visit the Services page but few enquire. Hypothesis: they cannot judge budget fit.

Change: add a starting investment and clearer inclusions. Measure: compare qualified enquiry rate over the next 6 to 8 weeks.

Do not optimise everything at once

Change one meaningful element at a time where possible. Start with the biggest friction: unclear positioning, weak proof, missing pricing context, a confusing service page or a difficult form. More traffic will not solve a website that does not build confidence.

Your website conversion checklist

Use this before launch, after a redesign or whenever enquiries feel slower than they should. Mark what is working, then choose your five highest impact improvements.

Clarity & positioning

- ♦ The homepage immediately explains the service, audience and location.
- ♦ The brand difference is specific and supported by evidence.
- ♦ Every page has one clear purpose and next step.
- ♦ The offer speaks to the priorities of a right fit client.

Content & trust

- ♦ Services include outcomes, inclusions, process and price guidance.
- ♦ Portfolio work reflects the bookings the business wants next.
- ♦ Testimonials are detailed and placed near relevant claims.
- ♦ The About page connects the founder's story to client value.

Experience & access

- ♦ Navigation is familiar, concise and consistent.
- ♦ The site is readable and easy to use on mobile.
- ♦ Images are compressed, descriptive and high quality.
- ♦ Forms, buttons, links and confirmation messages all work.

Discovery & improvement

- ♦ Core pages target a clear service and location search intent.
- ♦ Titles, headings, descriptions and internal links are intentional.
- ♦ Meaningful actions are measured.
- ♦ There is a regular plan for updates and improvements.

YOUR TOP FIVE

1. _____
2. _____
3. _____
4. _____
5. _____

READY FOR A WEBSITE THAT WORKS HARDER?

Turn your website into a confident booking experience.

You do not need more decoration. You need a considered website that reflects your value, speaks to the right couples and guides them naturally from first impression to enquiry.

Booked by Design creates strategy led websites for wedding professionals, combining thoughtful design, clear messaging and an understanding of how couples choose their suppliers.

NEXT STEP

Not sure what is holding your current website back?

A professional website audit gives you clear, actionable recommendations across messaging, user experience, conversion, mobile and search visibility.

REQUEST A WEBSITE AUDIT

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Made with intention in Melbourne.