

Website and Booking Clarity Review Sample

Fictional review for Bluegrass Gatherings, a sample event venue. This demonstrates the \$79 introductory Clearwork review and does not describe a real client.

Review focus	Booking clarity on mobile	Highest priority	Show availability before the long form
Pages reviewed	Home, Events, Packages and Contact	Deliverable	Five findings and one redesigned example

Main conclusion

A visitor can understand that the venue hosts events, but the path from interest to a confident booking request is harder than it needs to be. The strongest improvement is a short availability step that sets expectations before asking for detailed event information.

Priority findings

HIGH

1. Booking begins without availability context

What we observed: The primary button opens a long form before visitors know whether their date or event type is possible.

Recommended change: Add a date, guest count and event-type check before the complete inquiry.

HIGH

2. Package differences are difficult to compare

What we observed: Packages appear in separate sections with different wording, which makes scanning slow on a phone.

Recommended change: Use one comparison table with capacity, included time, starting price and common add-ons.

MEDIUM

3. Mobile contact actions are inconsistent

What we observed: The phone number is clickable on one page but plain text elsewhere. The email address is only in the footer.

Recommended change: Use consistent tap-to-call and email actions near the booking path.

MEDIUM**4. The inquiry form does not explain what happens next**

What we observed: Visitors submit personal event details without a response-time expectation or next step.

Recommended change: State who replies, the usual response window and whether a tour is required.

MEDIUM**5. Several headings are visually clear but not structurally ordered**

What we observed: Heading levels skip in the sample page, which makes navigation less predictable for assistive technology.

Recommended change: Use one page title followed by ordered section headings and descriptive button labels.

What the client receives

Priority list	Five issues ordered by customer impact and effort
Annotated evidence	Screenshots that show exactly where each issue occurs
Plain-language fixes	Specific recommendations a business owner or web partner can act on
Redesigned example	One editable Figma concept showing the strongest improvement

Scope boundary

The introductory review identifies and demonstrates improvements. It does not include rebuilding the website, changing a live booking system or guaranteeing more bookings. Clearwork can scope implementation separately after the business reviews the recommendations.

Redesigned booking example

This example moves the minimum decision-making information ahead of the full inquiry. It reduces uncertainty without pretending that availability is confirmed automatically.

BLUEGRASS GATHERINGS			Spaces Packages Contact		
Plan your gathering with fewer unknowns Start with your preferred date and event size. The venue team will confirm availability before asking for every detail.					
Preferred date		Guest count		Event type	
October 17, 2026		80		Wedding reception	
Check this date					
What happens next			Package comparison		
The venue team reviews your date and replies within one business day. If the date looks possible, you receive the full event form and tour options.			Capacity, included hours, starting price and common add-ons appear in one comparison before you continue.		

Recommended order of work

1	Add the short availability step and next-step expectations	Highest impact
2	Create one package comparison that works well on mobile	High impact
3	Standardize phone, email and heading behavior across pages	Quick improvement

Clearwork would deliver the prioritized review, annotated screenshots and an editable redesigned example. Implementation is scoped separately if the business wants the recommendations built.