

MANAGED WEBSITES

The Booking-Ready Website Scorecard

Audit whether your website is ready to move someone from first impression to booked next step.

For service brands that need the site to create cleaner inquiries, bookings, deposits, and handoff.

CLARITY

- Can a visitor understand what to book in under one minute?
- Is the service menu organized around buyer decisions?
- Are price ranges, policies, and next steps clear enough to reduce back-and-forth?

TRUST

- Does the page show proof beyond aesthetics?
- Are testimonials, case studies, credentials, or process details easy to find?
- Would a first-time visitor know why this provider is safe to choose?

CONVERSION

- Is there one obvious booking or inquiry path?
- Does the form ask for enough information without becoming exhausting?
- Are deposit, confirmation, and prep steps explained before the user leaves the site?

OPERATIONS

- Where does the handoff break: service choice, form, payment, confirmation, or follow-up?
- What can be automated without making the experience feel cold?
- What would save the owner the most time this month?