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
Pages reviewed: Home, Events, Packages and Contact
Deliverable: Five findings and one redesigned example

Main conclusion

Visitors can understand what the venue offers, but the path to a confident booking request is harder than it needs to be. A short availability step should come before detailed event information.

Priority findings

1. Booking begins without availability context

Priority: High. 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.

2. Package differences are difficult to compare

Priority: High. Packages appear in separate sections with different wording, making scanning slow on a phone.

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

3. Mobile contact actions are inconsistent

Priority: Medium. The phone number is clickable on one page and plain text on another. The email address appears only in the footer.

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

Remaining priority findings

4. The inquiry form does not explain what happens next

Priority: Medium. 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.

5. Headings are visually clear but not structurally ordered

Priority: Medium. Heading levels skip in the sample page, making 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 showing exactly where each issue occurs.

Plain-language fixes

Recommendations a business owner or web partner can act on.

Redesigned example

One editable Figma concept showing the strongest improvement.

Scope boundary

This introductory review identifies and demonstrates improvements. It does not include rebuilding the website, changing a live booking system or guaranteeing more bookings. Implementation is scoped separately after the business reviews the recommendations.

Redesigned booking example

This concept moves the minimum decision-making information ahead of the full inquiry. Availability is confirmed by the venue team, not automatically. The fields and button below are a static example.

BLUEGRASS GATHERINGS

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: October 17, 2026
Guest count: 80
Event type: Wedding reception

Button label: Check this date

What happens next: The venue team reviews the date and replies within one business day. If the date looks possible, the visitor receives the full event form and tour options.

Recommended order of work

1. Highest impact: Add the short availability step and next-step expectations.

2. High impact: Create one package comparison with capacity, included hours, starting price and common add-ons. Make it work well on mobile.

3. Quick improvement: Standardize phone, email and heading behaviors across pages.

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