

Ever After

MARKETING

FREE GUIDE FOR WEDDING PROFESSIONALS

The Wedding Vendor Marketing Self-Audit

25 yes-or-no checks to find where couples are slipping away, from the first Google search to the moment they reply to your inquiry.

DJs

Photographers

Videographers

Planners

Venues

Twenty minutes, one honest look

Couples usually find you, check you out, and decide whether to reach out before you ever hear from them. This audit walks that path in order, so you can see which step is quietly costing you inquiries.

1

Open your Google profile, website and Instagram on your phone, the way a couple would.

2

Tick a box only if the answer is a clear yes today. "Sort of" counts as no.

3

Add up each section, then turn to the last page to see what your score suggests.

1. Google Business Profile

How couples find you

- ☐ Your profile is verified and you have owner access to it.
- ☐ If couples don't visit you, your address is hidden and your service area lists the places you actually travel to.
Google requires service-area businesses without a storefront to hide their address.
- ☐ Your primary category is the most specific one that matches your core service.
- ☐ Your business name matches your real-world name, with no extra keywords or city names added.
- ☐ You've added photos of real work this season and replied to every review.

Section score (out of 5) _____

2. Your Website

Where couples decide

- ☐ Within five seconds on a phone, your homepage says what you do, who it's for, and where you work.
- ☐ Couples can find a starting price, or at least a clear explanation of how your pricing works.
- ☐ Every main page ends with one clear next step, such as a button to your contact page.
- ☐ Your contact form only asks what you need to reply well, and you've tested that it reaches your inbox.
- ☐ Your site loads quickly on a phone.
Check it free with Google's PageSpeed Insights at pagespeed.web.dev.

Section score (out of 5) _____

3. Your Inquiry Flow

Where bookings are won or lost

- ☐ You reply to new inquiries within one business day, including in your busy season.
- ☐ You have a saved first reply that you personalize with the couple's names, date and venue.
- ☐ If a couple goes quiet, you follow up at least once before letting the inquiry go.
- ☐ You know where each inquiry came from (Google, Instagram, a referral, a directory).
- ☐ Your reply tells couples exactly how to book: the next call, the contract, or the deposit.

Section score (out of 5) _____

4. Social & Content

How couples get to know you

- ☐ Your Instagram bio says what you do and where, and links to your website or contact page.
- ☐ You've posted real work in the last two weeks.
- ☐ You post short video (Reels) at least once a month.
- ☐ Some of your posts answer couples' real questions: pricing, timelines, what's included.
- ☐ Each wedding you work turns into more than one piece of content (posts, a Reel, a blog or story).

Section score (out of 5) _____

5. Proof & Positioning

Why couples choose you

- ☐ You can describe your ideal couple in one sentence.
- ☐ You've received at least one new Google review in the last six months.
- ☐ Your website shows real testimonials, shared with the couple's permission.
- ☐ Your name, logo and colors look the same on your website, Google profile and Instagram.
- ☐ Your homepage says, in plain words, the two or three things that make you different.

Section score (out of 5) _____

YOUR RESULTS

Add it up

Google

Website

Inquiries

Social

Proof

Total / 25

21–25

Strong foundation

The basics are in place. Your next gains come from consistency and from tracking which channel brings the inquiries that actually book, so you can put more time there.

13–20

Solid, with a few leaks

Look at the section with the fewest ticks and fix that one first. One leak closed properly usually beats five things half-done.

0–12

Start with the front door

Begin with sections 1 and 2. Your Google profile and website are often the first things couples see, and fixing them makes everything else you do work harder.

Want a second set of eyes?

Ever After Marketing specializes in wedding professionals. If you'd like a full review of your site and a plan for what to fix first, our Website Audit starts at \$100, or you can book a free discovery call to talk it through.

Book a call everaftermarketing.com/contact-us

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Phone 786-630-0251

About Ever After Marketing. Founded by Odelin, who holds a Master's degree in Marketing from Florida International University, Ever After Marketing helps DJs, photographers, videographers, planners and venues build marketing as considered as the weddings they create. We work with vendors remotely.