

From first click to first impression.

An eight-page example of the structure, prioritization and practical detail of the \$495 Remote Guest-Readiness Audit.

PERMANENT SAMPLE NOTICE

This fictional hospitality scenario is provided only to show a prospective client what the deliverable can look like. It does not document a real engagement or promise any outcome.

DECISION VIEW

Align the public promise before expanding promotion.

Illustrative priority: reconcile the public copy, capacity evidence, image journey and arrival instructions, then verify the physical first impression against the approved facts.

SCOPE	One fictional public booking path plus fictional owner-supplied arrival materials.
PRIMARY RISK	A guest may form expectations that the current evidence and arrival sequence do not answer consistently.
FIRST ACTION	Correct facts and friction before adding new channels, claims or promotions.
BOUNDARY	Hospitality readiness only—not a structural, technical, safety, code, accessibility or property-value assessment.

PROMISE · PATH · HANDOFF

Review the full journey, not isolated details.

01 Discover Search result, social post and opening promise

02 Evaluate Images, amenities, capacity and policies

03 Commit Fees, booking confidence and confirmation

04 Arrive Wayfinding, access and first five minutes

05 Settle Comfort, clarity and expectation match

Illustrative review principle: every claim should be supported by evidence, every material condition should be visible before commitment, and every arrival instruction should match what the guest experiences.

FINDINGS 1–2 OF 6

Observation, action and acceptance criterion.

01

Clarify the opening promise

OBSERVATION

The first screen does not yet make the stay type, location context and primary differentiator easy to understand.

RECOMMENDED ACTION

Replace the generic opening with one specific promise supported by actual property features.

ACCEPTANCE CRITERION

The first screen names the stay type, location context and one verifiable differentiator without unsupported superlatives.

02

Reorder the image journey

OBSERVATION

Several similar detail photographs appear before the complete arrival, gathering and sleeping story.

RECOMMENDED ACTION

Sequence exterior and arrival, primary gathering space, bedrooms, bathrooms, kitchen, amenities, then local context.

ACCEPTANCE CRITERION

A guest can understand the arrival path, sleeping layout and main shared areas within the first twelve images.

FINDINGS 3–4 OF 6

Observation, action and acceptance criterion.

03

Make occupancy evidence explicit

OBSERVATION

The stated guest count is not immediately reconciled with beds, bathrooms and dining capacity.

RECOMMENDED ACTION

Add a concise sleeping-arrangement summary and remove ambiguous capacity wording.

ACCEPTANCE CRITERION

Guest count, bed count, bedroom count and bathroom count agree everywhere the property is presented.

04

Surface policy friction earlier

OBSERVATION

Material fees, quiet hours, parking limits and access conditions require extra searching.

RECOMMENDED ACTION

Move the material conditions into a short planning section adjacent to the primary call to action.

ACCEPTANCE CRITERION

A guest can locate every material fee and arrival restriction without opening a separate policy page.

FINDINGS 5-6 OF 6

Observation, action and acceptance criterion.

05

Strengthen pre-arrival confidence

OBSERVATION

The confirmation and arrival materials do not yet follow one consistent written sequence.

RECOMMENDED ACTION

Create a single sequence for confirmation, three days before arrival and arrival day.

ACCEPTANCE CRITERION

Each message has one purpose, one timing rule and no conflicting arrival instruction.

06

Define the physical arrival standard

OBSERVATION

The online promise needs a repeatable check against lighting, wayfinding, entry presentation and the first five minutes inside.

RECOMMENDED ACTION

Use a readiness check covering exterior identification, entry lighting, access test, scent, temperature and first-view presentation.

ACCEPTANCE CRITERION

The readiness check is completed before every arrival and exceptions are documented for correction.

FIX NOW · IMPROVE NEXT

A sequenced implementation plan with clear ownership.

DAYS 1-3

Correct the promise

Reconcile opening copy, capacity, policies and the image sequence against approved property facts.

SUGGESTED OWNER / OWNER / OPERATOR

DAYS 4-7

Standardize the handoff

Finalize the confirmation and arrival-message sequence, with one purpose and timing rule per message.

SUGGESTED OWNER / GUEST COMMUNICATIONS OWNER

DAYS 8-14

Verify the physical match

Run the readiness checklist, document exceptions and confirm that the online promise remains accurate.

SUGGESTED OWNER / PROPERTY READINESS OWNER

MEASURE IMPLEMENTATION—NOT PROMISES

Evidence of completion, with prudent boundaries.

- 01 Six recommendations assigned to an owner and due date
- 02 Every material fee and restriction visible before booking
- 03 Arrival directions tested from a new guest's perspective
- 04 Property presentation checked against the public image sequence

ENGAGEMENT BOUNDARY

A real Guest-Readiness Audit is limited to the written scope and the evidence reviewed. It is not an inspection, certification, appraisal, property-management service or assurance of legal compliance.

No ranking, review, booking, occupancy, revenue or profit outcome is guaranteed.