

Website consultancy review

SAMPLE REPORT - FICTIONAL SCENARIO

Prepared by Select Pembs | Specimen published 27 October 2026

This document illustrates a possible review format. It is not client work or an assessment of any real business, website or supplier. No live system has been inspected.

Decision summary

Decision in this example: clarify the booking arrangement before approving a website build. Keep the existing booking service as the proposed source of availability until its suitability and supported integration have been checked. There is not enough information in the fictional proposal to justify commissioning a second booking engine.

The useful next step is a revised brief and written answers to the questions below. A platform recommendation, fixed project price or delivery date would require information that this example deliberately does not provide.

Scope and assumptions

Assumed brief: a Pembrokeshire accommodation business with three units wants guests to check availability and book through its website. Staff already maintain an online booking service. The fictional proposal describes the new website only as including online booking.

Those statements define the example; they are not verified findings. No provider, account plan, API, terms, customer records, analytics or supplier quotation has been examined. Fees, budget and delivery dates have not been supplied.

- In scope: clarify the booking journey, responsibilities, costs, access and launch checks.
- Outside this sample: a live system audit, security testing, legal review, platform approval and implementation.
- Evidence status: all business circumstances are fictional assumptions; technical and commercial details remain unconfirmed.

Questions and recommendation

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Questions to resolve before commissioning

Priority	Unconfirmed point	Required answer or evidence
Before approval	Availability and calendar	Name the source of truth. Confirm whether the website links to, embeds or exchanges data with the existing booking service, using its current documentation.
Before approval	What counts as a booking	Explain whether a guest receives a confirmed reservation or a request awaiting staff approval. Show how unavailable dates and failed steps are handled.
Before approval	Fees and commitment	Itemise build work, provider plan, transaction fees, renewals, maintenance, minimum term and exit charges. Mark missing prices as unanswered.
Before build	Ownership and access	Record who controls the domain, website, booking account, payment account and customer data. Confirm what can be exported if a provider changes.
Before launch	Testing and handover	Agree who checks the guest and staff journeys, what evidence is retained, and who accepts the release.

Recommended approach in this example

First establish whether a supported connection to the existing booking service meets the brief. Compare a link, an embedded booking journey and a deeper integration against the required guest experience and staff workload. Do not describe those options as available until the actual provider confirms them.

If an existing service meets the requirements, the revised scope should say how it is used and what remains with that provider. If a gap remains, document the gap and assess alternatives before recommending bespoke development. This is a decision process, not approval of a particular product.

- Business owner: provide the current provider and plan, intended booking rules and budget boundaries.
- Proposed supplier: describe the booking method, required access, exclusions, costs and support responsibilities.
- Reviewer: compare the documented options, record unresolved evidence and recommend the next decision.

Acceptance and decision record

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Acceptance checks to put in the brief

These are proposed checks for the fictional brief. They are not completed tests, compliance certification or a claim that any booking platform supports the required behaviour.

- A guest can understand the unit, dates, total price and booking status before committing.
- The agreed booking journey works on a phone and with keyboard navigation, with understandable errors and confirmation.
- Availability follows the agreed source of truth, and staff know how to investigate an uncertain or failed booking.
- Any deposit or payment step is tested through the chosen provider's approved test process, including the agreed failure and cancellation paths.
- The business receives the agreed access, instructions, account list and handover material before launch is accepted.

Decision record and next step

Status: clarification required. No build, migration, purchase or supplier appointment is authorised by this sample. Proceed only when the business can compare documented scope, evidence, costs and responsibilities.

A commissioned Select Pembs review would identify the actual materials reviewed, the question agreed, findings supported by evidence, limitations and recommended next actions. Its depth and format depend on the agreed scope.

This sample is free to read. Your initial consultation is also free. A detailed review, written brief or report is separate paid work, scoped and priced with you before it starts, whether you later buy development from Select Pembs or another supplier.

Read the sample online: selectpembs.co.uk/guides/sample-website-consultancy-report/