



DO WE REALLY NEED A

WEDDING WEBSITE?

By Down the Aisle YYC
www.downtheaisleyyc.com

IN OUR HUMBLE OPINION...

Yes. Absolutely yes, you need to have a wedding website.

This may sound a little contradictory to our 'You do You' mantra and that there are no 'rules' in wedding planning, but on this one please trust us.

A wedding is an event with many details and that information needs to be easily and readily available for your guests. Yes you did send an invitation with the address but was there a link to google maps - especially if you will be on a private estate, like an acreage or a farmhouse that may be a bit tricky to find? Did you arrange for a block of hotel rooms for your out of town guests at a preferred rate? Imagine their relief if the link is already live and connected to the reservation agent that can help them with their booking. This and many other pertinent details can all be housed in one easy to access website and that my friends is a thing of beauty.



NOT SOLD?

THIS NEXT MIGHT SWING YOU

But it will be a lot of extra work to put it together. Plus not all host sites are free to use - or at least the freebie option is a bit tough to navigate and the overall look is kinda dumpy.

Again you are not wrong, but let me ask you this very, very important question...are you ready?

Who is going to be on the receiving end of all your guests' calls and questions, and responsible for answering the same questions on repeat, over and over again? Your finance?

Your mom? If I was a betting person, I would be willing to wager that if you are reading this, it is because you are the one taking the lead on wedding planning and this is part of your research. That tells me that you are likely the one guests will think of first when they have questions about the ceremony time, the dress code, the Covid protocols, the registry and of course the one who they will call when they want to change their meal option from the chicken to the fish...even though you are not even serving fish.

Now I don't want to sell you a bag of magic beans here. The reality is that guests will still contact you, but certainly not as many AND rather than having to draft a unique response each and every time, or field yet another call on Sunday morning, you can save a lot of time and mental capacity with a quick text message/email that has a link to your website.

'All the hotel info is on our website, just click the Accommodations tab' or 'yes we are registered, check out our website for the link'. Easy Peazy Lemon Squeezy.



AND WHAT ABOUT

COVID?

That dirty dirty c-word that we are all tired of hearing but sadly is with us for the foreseeable future.

Can you imagine having to contact each and every one of your guests every time there is an update to your event due to the ever changing restrictions?



With a website you can update your event details in real time, followed up by an email to your guests, linking them directly to the page with the latest and greatest wedding information. Our Covid Couples can attest that this saves an incredible amount of time, plus it ensures that everyone is in the loop.

You can even take your Covid Communications one step further with a link to the venue's website that details THEIR Covid protocols. We all know firsthand how quickly things change, plus every 'house' has it's own rules - Where are masks required? How many people are to be sat at a table? Is mingling allowed? That kind of thing. Bottom line, a website will save you from personally having to educate your guests on the Covid safety measures and everyone will know what the expectations are. You would feel terrible if one of your out of town guests was unfamiliar with the safety protocols and ended up embarrassed or worse, making another guest feel uncomfortable because they didn't know your provinces' rules. Do them a solid and get the info out there.



AVOID THE AWKWARD

WEBSITES ARE LIFESAVERS ON THIS ONE

There are some things that make us feel a touch awkward - especially us people pleasing, non offending Canadians.

For instance, couples often feel a bit tense when they ask that guests do not bring their kids as it is an adult only event. Or when they mention that the venue is quite flash and everyone needs to be dressed to impress, Translation no cowboy hats or jeans. And let's not forget that many of us still feel nervous asking for cash over a gift even though a) we live in a modern world, have been living with our spouse for a number of years and have all the toasters and serving sets we need and b) we just spent A LOT of money on the wedding and at this juncture in life Cash is King if we want to make it on that honeymoon.

A website let's you put this in print which for many of us is a lot easier than having to say it. Plus, we have more real estate than we do with an invite and can include a little explanation or something cutsie to cut the edge - something along the lines of ' We thought Mom and Dad needed a night out, so please leave the littles with Grandma and pack your dancing shoes'.

AND GRANDMA?

OUR ELDERLY GUESTS

Here you have a solid argument against a website. Our elderly guests are not internet savvy and a website would be hard for them to navigate.

Counter argument, actually arguments, as I have two. The first being that your grandparents are part of your immediate family and constitute the inner circle. That means they are following your wedding as the incredible life event it is, not only for you but for them as well. By osmosis they will be up on the details, plus your parents will act as a in-between to pass along pertinent information, so no stress there.

Two. When you look at your guest list, it is likely that the older generation represents a small fragment of your overall demographic. And yes, maybe for them you call to make sure you they have all the information and personally answer any questions that they have. Plus it will give you an opportunity to let them know how much it means to you guys to have them share the day with you. Bonus points - maybe when you are over for coffee you show them your website as a little Show + Tell, especially the Photo Gallery that houses your fantastic engagement pictures.

So yes to circle back, the elderly crew may not ever see your site but it is still an amazing resource for you and the rest of your guest list. We hope your convinced, and as a send off we have included our two favorite host sites to get you started.

- [THE KNOT](#)
Free Website Builder that is designed specifically for weddings, super easy to use
- [WIX](#)
The design options are limitless and the overall look is more sophisticated. It does take more savvy to build and the free option does not include a custom domain.

