

INDEPENDENT NON-COMMISSIONED DELIVERY SAMPLE

Corfu Walking Tours

Booking-Confidence Audit

Five public booking contradictions converted into evidence, priority, owner, paste-ready treatment, and pass/fail acceptance checks.

CHECKED 7 Aug 2026	SCOPE 3 public pages	FINDINGS 5	ACCESS No login
-----------------------	-------------------------	---------------	--------------------

DISCLOSURE

This sample uses only public pages. It is not paid-client work. Commercial consequences are reasoned buyer-journey risks, not measured lost revenue. Facts may change after the checked date.

EXECUTIVE READ

Five booking facts still have more than one public answer.

The highest-value work is not a redesign. It is making refund timing, child pricing, pickup, group size, and meeting point resolve to one unambiguous fact per tour before a guest pays or travels.

HIGHEST PRIORITY 2 P0 items	QUICK FIXES 5	PRIMARY OWNER Operations	FIRST RESULT Same day
--------------------------------	------------------	-----------------------------	--------------------------

DELIVERY FORMAT / Evidence -> decision risk -> priority -> recommendation -> owner -> acceptance check

CWT-01

P0

High

The cancellation policy leaves days 4 to 6 undefined

EFFORT

Low - 30 to 45 min

OWNER

Operations / website editor

CUSTOMER DECISION

Can a guest cancel without losing the booking value?

PUBLIC EVIDENCE

General FAQ	The public FAQ gives a full refund at 7 days or more, a 50% fee within 1 to 3 days, and no refund within 24 hours. It does not define the outcome 4 to 6 days before the tour.
Coach tour	The tour page repeats the 7-day full-refund rule and then jumps to the 72-to-24-hour window, leaving the same gap.

WHY IT MATTERS

- A cautious guest cannot calculate the financial risk for a common cancellation window.
- Staff may answer the same request differently because the published policy is incomplete.
- Search and AI answers may invent a rule between the two published time bands.

RECOMMENDED
CHANGE

Choose one rule for 4 to 6 days, add it to the canonical cancellation policy, and repeat identical time boundaries on every tour page. Use exact hours or full calendar days consistently.

ACCEPTANCE CHECKS

- [] Every moment before departure belongs to exactly one refund band.
- [] The FAQ and tour pages use identical time boundaries and refund language.
- [] Third-party transport charges are defined for every applicable tour or removed from the general rule.

CWT-02

P0

High

The coach tour gives two child-age rules and two child discounts

EFFORT

Low - 30 min

OWNER

Operations / booking manager

CUSTOMER DECISION

What will a family actually pay before checkout?

PUBLIC EVIDENCE

Coach booking area	The booking area says infants are age 0 to 4 and children age 5 to 11 receive EUR 20 off the adult price.
Coach price details	The same page later says infants are age 0 to 5, adults are EUR 190, and children are EUR 150 - a EUR 40 difference rather than EUR 20.

WHY IT MATTERS

- A family with a 5-year-old cannot tell whether the child is free or charged the child price.
- A parent may expect EUR 170 from the discount statement and see EUR 150 elsewhere, making the page or checkout look wrong.
- Pre-booking questions consume staff time even though the website appears to answer them.

RECOMMENDED
CHANGE

Store infant ages, child ages, and the final child price as tour-level facts. Display the exact amount beside the selector and reuse it in the detailed price block.

ACCEPTANCE CHECKS

- [] Age 5 belongs to one category only.
- [] The displayed child price equals the amount charged in checkout.
- [] The page does not mix a fixed discount with a different final price.

CWT-03

P1

High

The site-wide pickup answer hides a valuable tour-specific inclusion

EFFORT

Low - 20 min

OWNER

Website editor

CUSTOMER DECISION

Will the operator collect a guest from a hotel or cruise port?

PUBLIC EVIDENCE

General FAQ	The FAQ says there is no hotel or port pickup, although a private transfer may be arranged.
Coach tour	The private coach tour lists port or hotel pickup and drop-off as included and says a minivan will collect the guest.

WHY IT MATTERS

- A cruise or hotel guest may reject the company after reading the generic FAQ without reaching the applicable tour page.
- AI assistants can repeat 'no pickup' for a tour whose price includes pickup.
- The included transport is a sales advantage, but the site-wide answer suppresses it.

RECOMMENDED
CHANGE

Rewrite the general answer as a rule plus exception: walking and food tours use a central meeting point; selected private coach tours include port or hotel pickup. Link directly to those tours.

ACCEPTANCE CHECKS

- [] The general FAQ explicitly names the pickup exception.
- [] Every tour exposes a Pickup field with Included, Optional, or Not available.
- [] The booking confirmation repeats the same pickup status and location.

CWT-04

P1

High

The food tour promises both a maximum of 8 and up to 10 guests

EFFORT

Low - 20 min

OWNER

Operations / website editor

CUSTOMER DECISION

Is this the small-group experience the guest is comparing?

PUBLIC EVIDENCE

Food-tour summary	The tour heading describes the food tour as up to 8 people.
Food-tour group section	The same page later says small groups of up to 8 to 10 participants are guaranteed.

WHY IT MATTERS

- Group size is part of the product, especially for a premium food experience.
- A buyer comparing an 8-person tour with a 10-person alternative cannot make an accurate comparison.
- The phrase 'up to 8 to 10' is not a single maximum and is difficult for search systems to interpret.

RECOMMENDED
CHANGE

Publish one numeric maximum for the standard food tour. If private groups can reach 10, label that as a separate configuration rather than a range.

ACCEPTANCE CHECKS

- [] The summary, booking selector, details, FAQ, and structured data show one standard maximum.
- [] Any private-group exception has its own label and booking condition.
- [] The final confirmation states the booked format and maximum group size.

CWT-05

P1

High

The coach tour shows two different meeting arrangements

EFFORT

Low - 20 to 30 min

OWNER

Operations / website editor

CUSTOMER DECISION

Where must the guest be at the start of the tour?

PUBLIC EVIDENCE

Coach-tour summary	The summary states port or hotel at 10:00 and the inclusions promise port or hotel pickup and drop-off.
Coach-tour meeting point	Lower on the same page, the meeting point is the Statue of Schulenburg in front of the Old Fortress at 10:00.

WHY IT MATTERS

- A paid guest can wait at the wrong place even after rereading the official page.
- Staff must manually correct an ambiguity that should be resolved before payment.
- Wrong meeting-point answers can cause late arrivals, refund disputes, and negative reviews.

RECOMMENDED
CHANGE

Replace the generic meeting-point block with a conditional field: pickup address confirmed after booking, or central meeting point if pickup was not selected. Repeat it in checkout and confirmation email.

ACCEPTANCE CHECKS

- [] A guest sees one applicable start location before paying.
- [] The confirmation email contains the same location or a clear pending-pickup status.
- [] Map coordinates appear only when the central meeting point applies.

FROM FINDING TO IMPLEMENTATION

Copy, sequence, and the post-fix questions.

PASTE-READY ASSET / PICKUP FAQ

Do you offer port or hotel pickup?

Walking and food tours begin at our central Corfu Old Town meeting point and do not include pickup.

Selected private island tours include port or hotel pickup and drop-off. Check the Included section on the tour page, or contact us with your accommodation or ship details before booking.

Your confirmed pickup address or meeting point will be repeated in your booking confirmation.

IMPLEMENTATION SEQUENCE

WINDOW	WORK	EXPECTED RESULT
First 30 minutes	Confirm the 4-to-6-day refund rule and coach child age/price bands.	Two owner decisions unblock all copy changes.
Same day	Update FAQ and coach/food tour fact blocks from one approved table.	Guests receive one answer before checkout.
Same release	Carry pickup, meeting point, age band, and group size into confirmations.	The promise survives the handoff to operations.
After publishing	Recheck the five buyer questions on the site and public answer surfaces.	Old or conflicting answers are identified.

POST-FIX RECHECK

Each question must return one matching official answer.

- [] What refund applies if I cancel 5 days before the tour?
- [] Is a 5-year-old free on the coach tour, and what is the exact child price?
- [] Does the private coach tour include pickup from my hotel or cruise port?
- [] What is the maximum number of guests on the standard food tour?
- [] Where do I meet the coach tour if pickup is included?

WEBSITE MAINTAINER / CODING-AGENT HANDOFF

An audit should leave work another person can close.

GOAL	Make refund, child-price, pickup, capacity, and meeting-point answers consistent across the FAQ, tour pages, booking UI, and confirmations.
OWNER DECISIONS	1. Define the refund outcome 4 to 6 days before departure. 2. Define the infant age range, child age range, and final coach-tour child price.
DONE MEANS	For each of the five customer questions, the FAQ, applicable tour page, booking UI, and confirmation show one matching answer, and every acceptance check is marked Pass.

INCLUDED IN THE US\$49 AUDIT • Prioritized implementation tasks with public evidence • Customer-decision impact without invented revenue loss • Paste-ready corrections and owner/effort guidance • Pass/fail acceptance checks and maintainer handoff • One public post-fix recheck	NOT INCLUDED • Legal advice or business-policy approval • Private analytics, customer data, or account access • Website editing, deployment, or an ongoing retainer • Guaranteed ranking, traffic, leads, conversion, or revenue
---	---

SOURCES AND SERVICE

- [General FAQ](#)
- [Private coach tour](#)
- [Corfu food tour](#)
- [Live sample page](#)
- [Complete US\\$49 audit service](#)

Evidence boundary: This document does not imply that Corfu Walking Tours commissioned, paid for, approved, or validated the audit. No recommendation is represented as implemented, and no business outcome is claimed.