Torkay Event Services Announces Major Website Revamp to Better Serve the Greater Houston Area

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Torkay Event Services LLC, a trusted name in event rentals serving the greater Houston area, today announced a comprehensive revamp of its website, Torkay Event Services. The new site is scheduled to begin rolling out in phases starting in September 2026, with the core redesign and first wave of planning guides going live first, followed by additional service area pages and content added on a rolling basis through the end of the year, with the full rollout targeted for completion before the start of the spring 2027 wedding season.

The decision to rebuild the site followed an internal review of site traffic and customer inquiries. That review found that a large share of visitors were leaving the current website without requesting a quote, often after spending only a short time on the page, and that mobile visitors, who account for the majority of the site's traffic, were dropping off at a noticeably higher rate than desktop users. Customer service records showed a similar pattern on the phone and by email, with a high volume of incoming questions about topics that basic planning information could answer upfront, such as how many tables a given guest count requires or how far in advance tents need to be booked during peak wedding season. Those findings shaped the priorities for the redesign.

The updated site is being built around several measurable improvements. Page load times are being cut substantially to address the mobile drop off identified in the review. The current multi-step contact form is being replaced with a streamlined quote request tool that will allow customers to get a preliminary estimate in three steps. The photo library is being expanded to several times its current size, replacing stock imagery with photos of actual Torkay Event Services setups so customers can see realistic examples of tents, table arrangements, staging, and lighting before they book. Site navigation is also being restructured so visitors can move from browsing rental categories to submitting a quote request without needing to leave the page they started on.

A central part of the revamp is a new library of planning guides built directly around the questions Torkay Event Services' team hears most often from customers. The first guides going live in September will cover how to estimate rental quantities for different party sizes, what to consider when booking tents and staging for outdoor events, recommended timelines for reserving equipment ahead of peak wedding and holiday seasons, and how to coordinate deliveries and setup on the day of an event. Additional guides addressing corporate event planning, permit and venue considerations for outdoor gatherings, and seasonal booking windows are planned for later phases of the rollout.

Cameron Torkay, owner of Torkay Event Services, said the changes were driven directly by what the company was hearing from customers.

"We looked at how people were actually using our site and talking to our team, and it was clear we were making people work too hard to get simple answers," Torkay said. "This redesign is about cutting that friction out, whether that's how fast a page loads on someone's phone or whether they can find a straight answer about tent sizing without having to call us first."

Alongside the planning guides, the site will include dedicated pages for the specific communities served by Torkay Event Services, giving local customers faster access to information about availability and popular rental packages in their area rather than generic regional content that applies to the entire Houston market.

Torkay added that the rollout timeline was set deliberately to avoid disrupting customers during the company's busiest months.

"We didn't want to launch something new in the middle of wedding season and create confusion," Torkay said. "Starting in September gives us a clean runway, and it means the guides and new features will be fully in place well ahead of next spring, when a lot of our customers start planning."

Once complete, the redesign is expected to give customers a faster path from first visit to booked event, with clearer information available earlier in the process and fewer steps required to get a quote. Torkay Event Services will continue to monitor site performance and customer feedback throughout the rollout and adjust later phases of the content library based on what customers are searching for and asking about most.

Torkay Event Services LLC is an event rental company based in Cypress, Texas, providing tents, tables, chairs, linens, staging, dance floors, and other equipment for weddings, corporate events, and private gatherings across the Houston area.

For more information or to follow updates on the website rollout, visit Torkay Event Services.

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Torkay Event Services LLC.

Torkay Event Services is a premiere event rental, production and catering service in Cypress, TX. At Torkay you can bundle everything you need to complete a wedding event, corporate event or a small private event.

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