MARKETING, MODULE 1

Your website

Before a new patient calls, she has looked at your Google listing, your reviews and your website, usually on a phone, usually at night. The website has one job: turn that visit into a booking. After this module you can check yours in five minutes and know what a good one looks like.

The website is the front desk that never closes

Most medspa sites fail their one job in the same handful of ways, all of them checkable on your own phone:

Check	Pass	Why it matters
Book now above the fold, on a phone	A button you can tap without scrolling, on every page, that opens the booking system	Half of visits leave without scrolling. If the button is not there, they are gone.
Load time	Under three seconds on mobile data	Every extra second loses visitors. Big hero videos and slideshows are the usual cause.
Prices, or at least starting prices	Listed for the core treatments	"Call for pricing" reads as expensive. Patients who see a price and book are better patients.
One page per core treatment	Neurotoxin, filler, your top laser, memberships: each with what it is, who it is for, what it costs, and a booking button	These are the pages Google ranks (Marketing 3) and the pages patients read.
Real photos of your space and your team	Not stock	Trust. Stock photos of a woman touching her cheek are on every competitor's site too.
Phone number that dials on tap, address that opens maps	Both, in the header and footer	The two most common actions on a phone.
Reviews on the site	Pulled from Google, recent, with first names	Third party proof next to the booking button.

The membership, with a price	Its own page, what is inside, a join button	The biggest lever on the clinic's value deserves a page (Operations 6).

What a template cannot do. Most medspa sites are a template bought from a platform, with the same layout as the clinic down the street. They load slowly, bury the booking button, and cannot be changed without a ticket. A site built for the clinic, custom coded and fast, is a one time cost that pays back on the first few bookings it did not lose.

What happens after the click

The booking button opens the booking system. If that takes four screens, an account, and a password, half the people who tapped it are gone. Test the whole path on your phone: from the homepage to a booked appointment, counting taps. Under six is good. Card on file and consent forms by text follow the booking (Operations 1), not precede it.

Being found

A good website that nobody finds is a brochure. Two modules cover the finding: local search and your Google Business Profile, which produces most of a clinic's search leads, and website SEO, which is the treatment pages and the speed. Read them next.

Claims, photos and consent

Every state regulates medical advertising. Before and after photos need written patient consent; results language has rules; some states restrict how non physicians describe themselves. Have your attorney review the site once and keep to the templates (Operations 5).

Where Benchmark comes in. We build websites in house, custom coded, never a template, with a basic build from $5,000 and the full build with local SEO and custom copy from $10,000. Every site passes the checklist above, ships with the treatment pages, and is measured on bookings, which land on your scorecard as leads by source.

Try it yourself

- [ ] Open your site on your phone, on mobile data, not wifi. Time it. Find the booking button without scrolling.
- [ ] Book a fake appointment from the homepage. Count the taps.
- [ ] Count the stock photos on your homepage. Replace one with a real one this week.

Check yourself: Marketing 1

The one job of a medspa website is

- To look beautiful
- To turn a visit into a booking
- To list every service you offer

Everything on the page either helps someone book or gets in the way.

"Call for pricing" on the website usually

- Brings in higher value patients
- Reads as expensive and loses the patients who would have booked
- Has no effect

Starting prices for core treatments convert better and set expectations.

From homepage to a booked appointment on a phone should take

- As many taps as needed
- Under six taps, with no account required
- A phone call

Every extra screen loses half the people on it.

A template site's biggest cost is usually

- The subscription
- The bookings it loses to slow loading and a buried button
- The design

A custom build pays back on the bookings it does not lose.

Before and after photos on the site require

- Nothing
- Written patient consent and a check against your state's advertising rules
- A watermark

Every state regulates medical advertising.

Pick an answer for each question.

Want this done, not just explained?

The 10-Day Sprint finds the leaks for $1,000, one time. After that, on the plan, the scorecard keeps coming and at least one growth initiative is executed with you every month. Plans from $2,299 a month. Everything in this module is part of that work.

See the sprint and pricing | Text Nate

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