BOOST CLINIC WEBSITE BOOKINGS IN 5 STEPS

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CLARIFY YOUR CTAS

Book Now should be your primary CTA (call-to-action) if you provide an online clinic booking form.

Call To Book is another strong CTA if you don't have an online booking form. (Getting one will boost bookings).
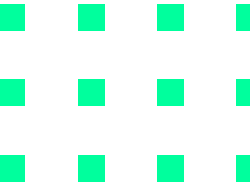
DO:
- Strategically place CTAs near the top of landing pages, making them bold and easily visible.
- Repeat CTAs where appropriate on long pages.

DON'T:
- Stick multiple, conflicting CTAs next to each other.
- Use lots of different CTAs on the same page.
- Stuff the page with too many CTAs so your clinic website feels overly salesy instead of helpful.

Streamline your clinic booking process so potential clients can quickly and easily book appointments from a smartphone. **Clunky, slow booking systems**, or ugly booking forms that don't match your website design, are a major cause of drop off.

MAKE BOOKING EASY

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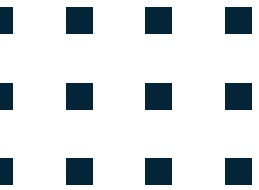
DECLUTTER YOUR HOMEPAGE

Most of your website visitors have searched for local services because they need help, and are already in a decision-making mindset. Make it easy for them to take the final conversion step, with a **clean, stylish homepage** that builds trust, provides helpful information, and features a simple booking form. Make sure not to clutter or overdo it.

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Make sure your website is mobile-friendly; use a responsive design that automatically adjusts to any screen size. Simple layouts, clear navigations and visible CTAs help improve visitor experience. To further improve accessibility, provide **text alternatives** such as alt text for images and transcripts for videos. Make sure your **colour contrast and font choices** work well for visitors with low vision. Booking form fields should have **clear labels and instructions** to make conversion easier. If you have the capacity, provide **multiple language options** for your content, including BSL, via an easy-to-navigate tabbed menu.

4

BE ACCESSIBLE FOR EVERYONE

OPTIMISE FOR LOCAL SEO

Optimising your clinic website for local SEO gives you the best chance of being found by potential patients in your local area. Maintaining an up-to-date Google Business Profile, including your clinic name, address and phone number in your website footer, and using location-based keywords to optimise your website pages are just a few tactics you can use to rank better locally.
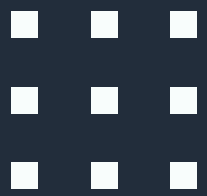
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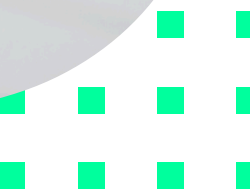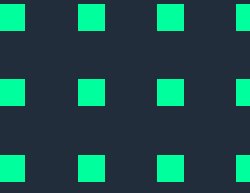
HAVE AN EXPERIENCED SEO CONTENT STRATEGIST IMPROVE YOUR WEBSITE

I can:

→ Restructure your website pages to boost bookings

→ Optimise your website copy so you appear in local searches

→ Plan an ongoing content strategy to raise your visibility

→ Produce regular blogs and content pieces to increase traffic

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