

The clinic website checklist (printable)

25 practical checks to help your clinic website turn visitors into bookings. Print it, walk through your own site on your phone, and tick off what you already have.

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Use this clinic website checklist to review your own site. Open your website on your phone, go through each check, and tick the ones you can honestly say yes to. The unticked items are your to-do list.

First impressions

- ☐ **Clear headline.** A visitor can tell what your clinic does and where it is within a few seconds.
- ☐ **Booking button always in reach.** On phones, a booking or consultation button stays visible as people scroll.
- ☐ **Fast on mobile data.** Pages load quickly on a phone, not just on office Wi-Fi.
- ☐ **Easy to read on a small screen.** Text is large enough, buttons are easy to tap, and nothing needs zooming.
- ☐ **Contact details are obvious.** Address, phone and WhatsApp are easy to find on every page.

Treatment pages

- ☐ **One page per treatment.** Each main treatment has its own page, not just a line in a long list.
- ☐ **Price shown clearly.** Show a price, a price range, or say plainly that the price is given at consultation.
- ☐ **Duration and downtime.** Patients can see how long the appointment takes and what recovery looks like.
- ☐ **Sessions and results.** State the recommended number of sessions and how long results usually last, in careful wording.
- ☐ **Who it isn't for.** List who the treatment is not suitable for and any minimum age.
- ☐ **Aftercare.** Aftercare guidance is written down, so patients know what to expect.

Booking

- ☐ **Real free times only.** Patients pick from times that are actually available, based on your hours and each practitioner's schedule.
- ☐ **Few steps.** Booking goes from treatment to practitioner to time to details without extra forms.
- ☐ **Clear confirmation.** Patients know whether the booking is confirmed or waiting for your team.
- ☐ **Easy to cancel.** Patients can cancel within your cancellation window without having to call.
- ☐ **Phone and walk-in bookings in the same diary.** Your front desk and your website never double-book a practitioner.

After hours and enquiries

- ☐ **Questions answered at night.** Patients can get answers about prices, hours and treatments when your team is offline.
- ☐ **No medical advice from automated tools.** Any chatbot answers only from your clinic's information and sends medical questions to your team.
- ☐ **A consultation or callback option.** Patients who aren't ready to book can ask for a consultation or a call back.
- ☐ **Every enquiry in one place.** Form messages, DMs, WhatsApp and phone enquiries all land in one list your team works through.

Reminders and follow-up

- ☐ **Booking confirmations sent automatically.** Patients get an email or WhatsApp message as soon as a booking is received or confirmed.
- ☐ **Reminders before appointments.** Confirmed patients get a reminder, and outdated reminders stop if the appointment moves.
- ☐ **Know where patients come from.** You can see which ad, post or channel each enquiry came from, using UTM tags on your links.

Trust and consent

- ☐ **Real reviews and consented photos.** Reviews are genuine, and you hold a consent record for every before-and-after photo.
- ☐ **Privacy policy, terms and disclaimer.** Your legal pages are published, match how you actually handle data, and have been checked by a lawyer.

What to do next

Pick the three unticked items that would make the biggest difference for your patients and fix those first. Then come back to the rest.

For the reasoning and examples behind each check, read [the full clinic website checklist article](#).