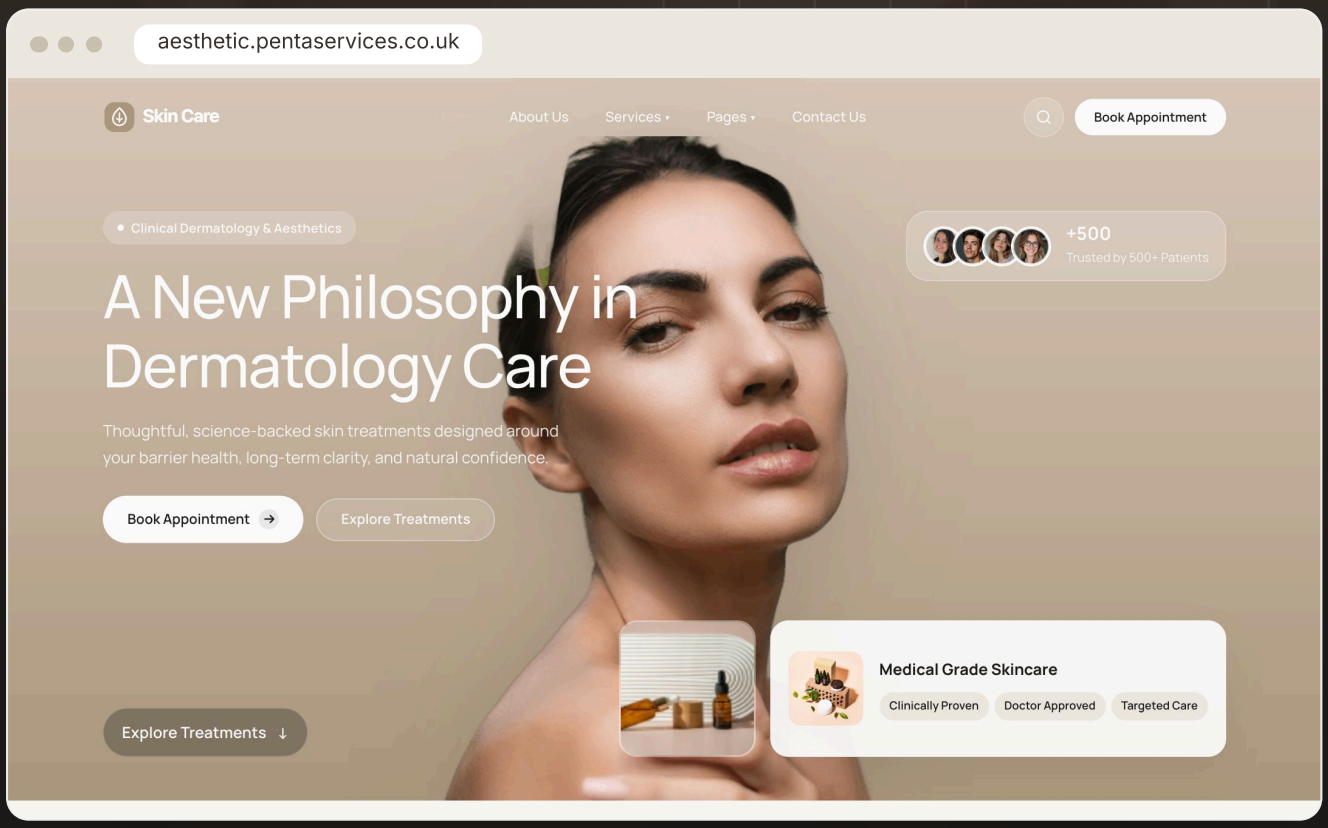
penta
SERVICES

WEBSITE GUIDE FOR AESTHETIC AND SKIN CLINICS

A website that turns *skin worries* into booked consultations.

Our ready-made website for aesthetic clinics, dermatology practices, skin and laser clinics and medical spas: what it contains, how every page works, and how it turns people researching a treatment into patients in your chair.



For aesthetic, skin, laser and dermatology clinics

Live preview:
aesthetic.pentaservices.co.uk

Penta Services · November 2026

1 · AT A GLANCE

Patients research a treatment *long before they book.*

Before booking a peel, a laser session or an anti-ageing treatment, people search, compare clinics, read about the practitioners, look at prices and reviews, and choose the clinic that feels safest and easiest to book. A clinic with no website, or only a social page, loses them to the one that answers those questions.

What patients check before booking

- Is the clinic medical, safe and qualified?
- Who will treat me, and what is their experience?
- What does the treatment involve, and what does it cost?
- Can I book easily, today, from my phone?

What this website gives you

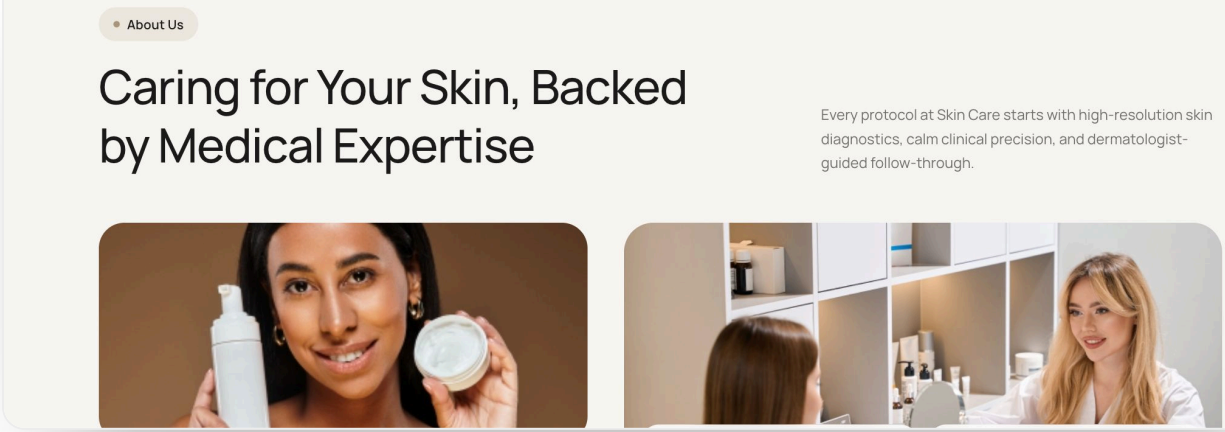
- A calm, clinical-luxury look that builds trust
- A page for every treatment, with duration and starting price
- A booking popup on every page, with treatment, doctor and time slot
- Doctors, packages, FAQ, branches and reviews in one place

10
Ready pages, from home to help centre

6
Treatment pages, each with its own booking

24/7
Booking requests, even when the clinic is closed

1 tap
To book, call or search from a phone



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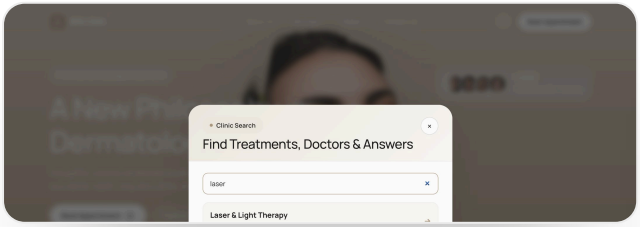
11 · All included and price 13

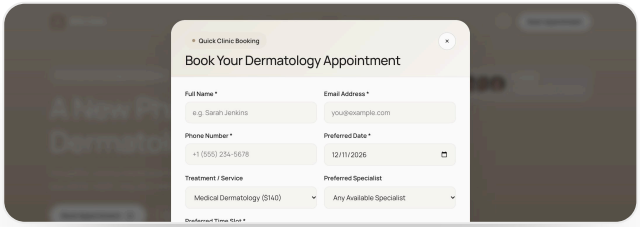
12 · How we start and next steps 14–15

TRY THE LIVE DEMO

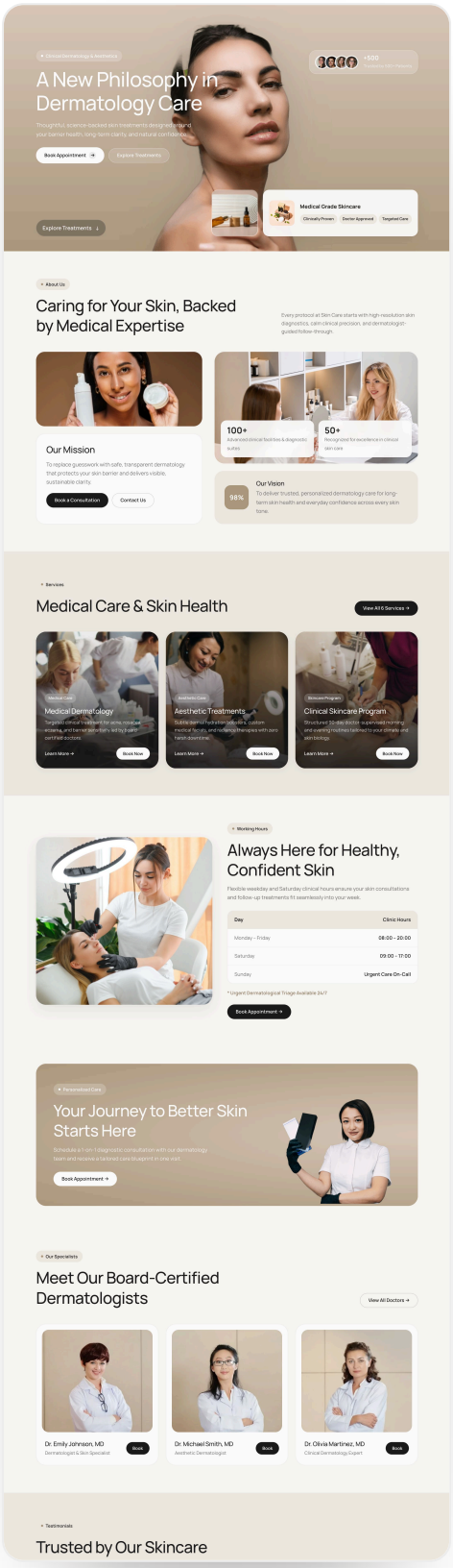
aesthetic.pentaservices.co.uk

Open the demo on your phone and computer: it is a real working website, not a picture. Press any "Book" button, search for "laser", switch the price plans and open a treatment page.





One page that answers *every first question*



1. **Hero with two clear actions**
   A strong image, your promise and "Book Appointment" and "Explore Treatments" buttons, visible in five seconds, with a patient-trust badge.

2. **About and vision**
   Your mission and vision next to key numbers such as treatments delivered and years of experience.

3. **Featured treatments**
   Treatment cards with photos, each with "Learn more" and "Book now".

4. **Opening hours**
   Working days, hours and an urgent-care line beside a clinic photo.

5. **Consultation banner**
   A reminder that the first step is a simple consultation.

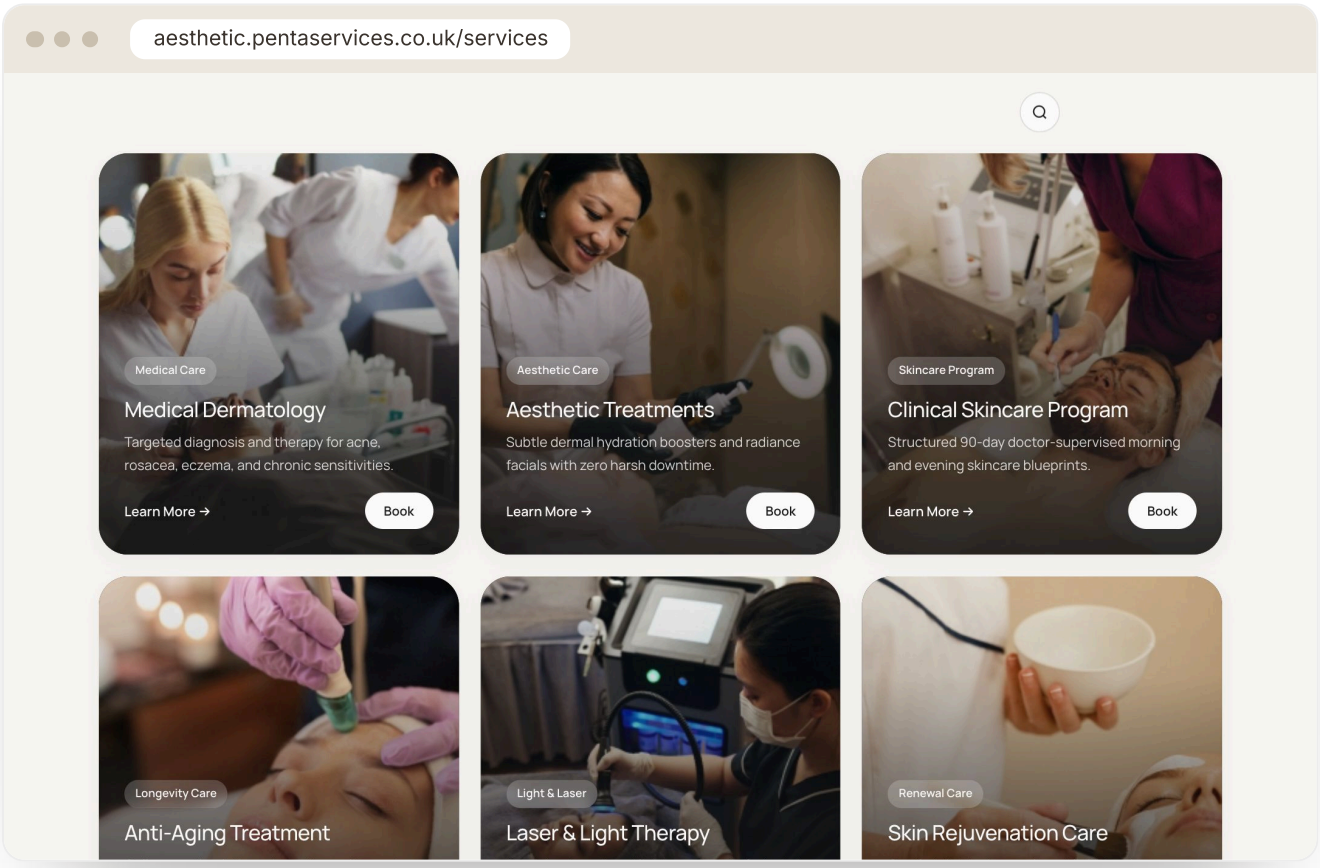
6. **Meet the doctors**
   Practitioner cards with a "Book" button that pre-selects that doctor.

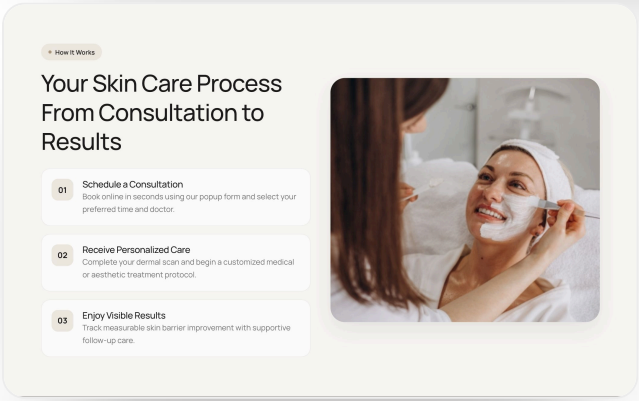
7. **Patient stories**
   Testimonials with photos, names and ratings, in an interactive slider.

8. **Closing call to action**
   Reasons to choose the clinic, with booking and package buttons.

Every treatment, *clearly explained*

Each treatment has a photo, a category, a short description and two buttons: learn more or book now. The demo shows six: medical dermatology, aesthetic treatments, a clinical skincare programme, anti-ageing, laser and light therapy, and skin rejuvenation. We change them to the treatments you really offer.





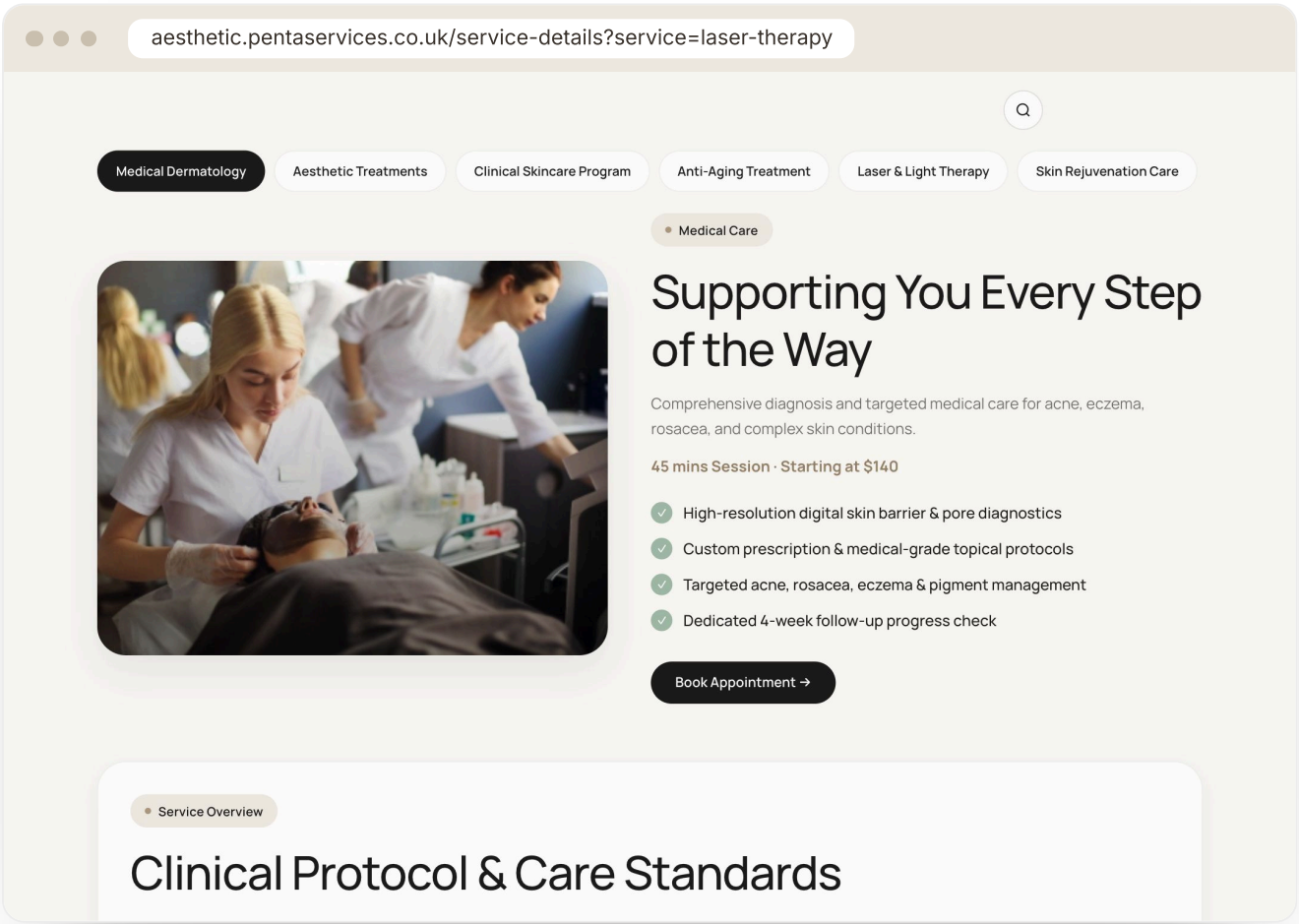
"From consultation to results": the three steps of a patient's journey.

WHY IT MATTERS

Patients often don't know the name of the treatment they need. Clear categories, plain language and a visible next step help them find it and book a consultation instead of leaving.

A page for every treatment, *built to rank and to convert*

Every treatment gets its own detail page: overview, duration, starting price, what is included, the clinical protocol and care standards, and patient feedback. Tabs at the top move between treatments, and a "Book this treatment" button pre-fills the booking form.



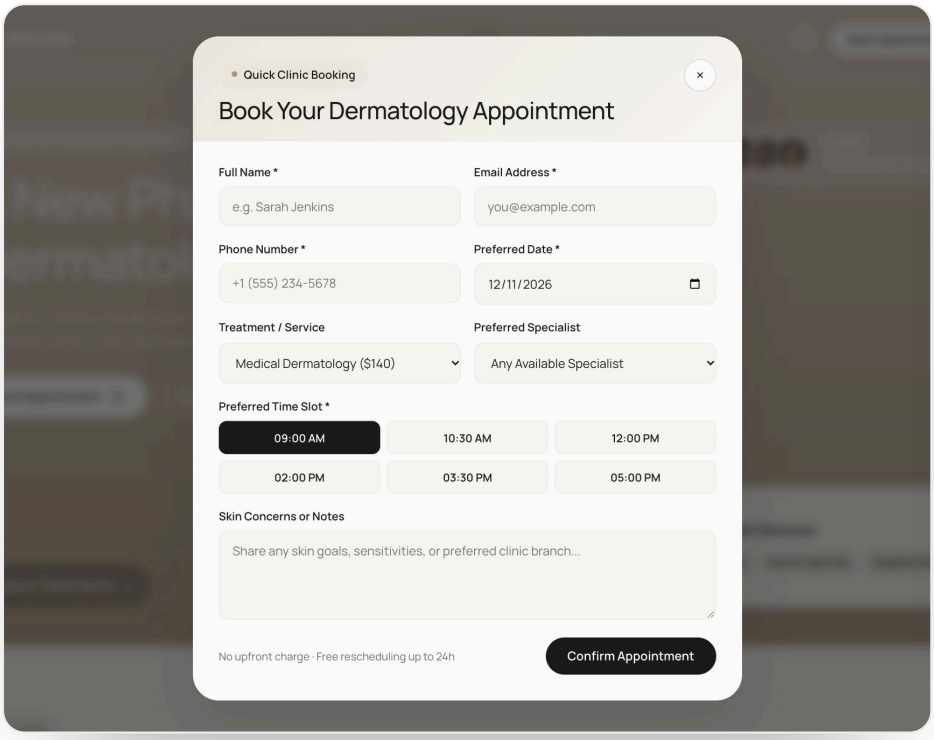
- Overview, highlights, duration and starting price
- Protocol and care standards that show how you work
- Verified patient feedback for that treatment
- One booking button, already set to the treatment

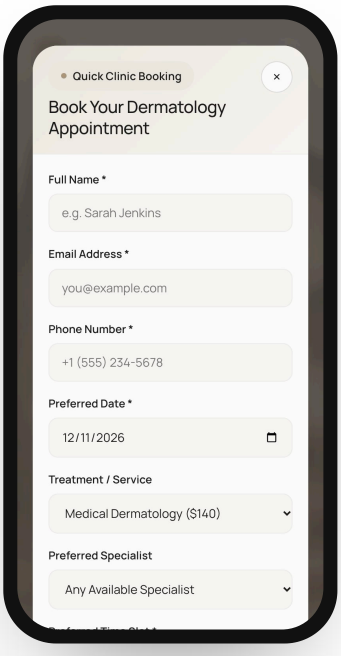
WHY IT MATTERS

People search for a treatment, not for a clinic name. A detailed page for each treatment is what Google and AI assistants show for "laser pigmentation [city]" or "acne clinic near me".

Book a consultation *from any page*

Every "Book" button on the site opens the same booking popup, already set to the treatment or doctor the patient was looking at. They add name, email and phone, choose a date and a time slot, add their skin concerns, and receive a confirmation summary with a reference number.





How it works for your clinic

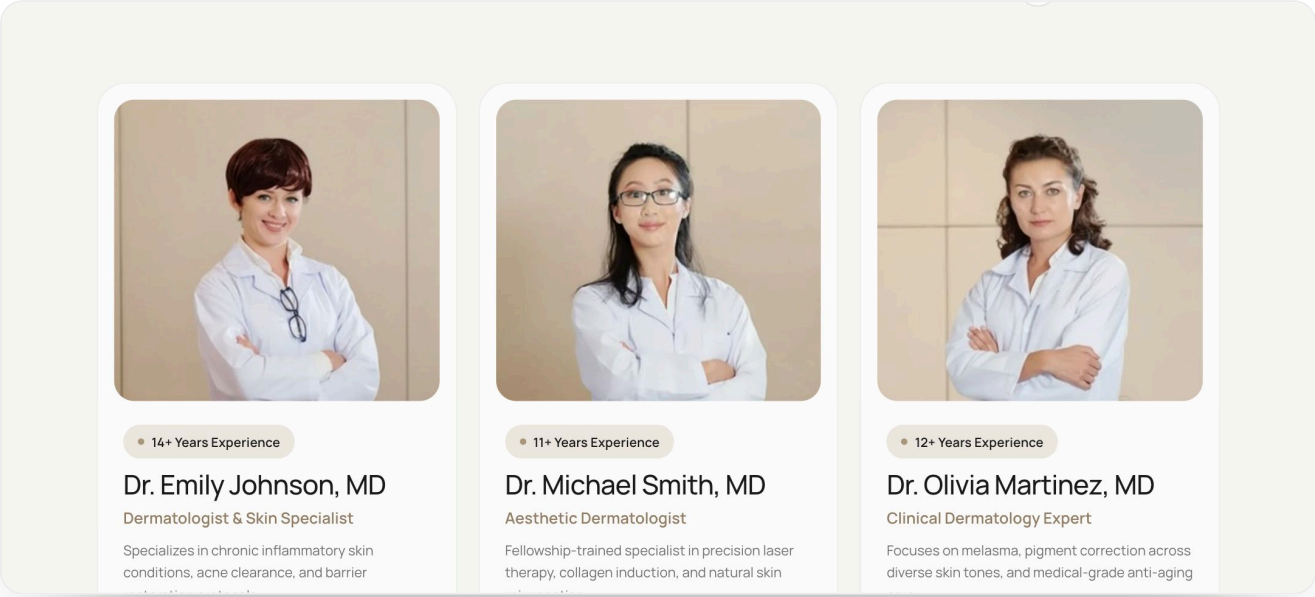
- Treatment and specialist pre-selected from the page
- Time slots matched to your own hours
- A full booking page too, with your opening hours
- Requests reach you by email or WhatsApp

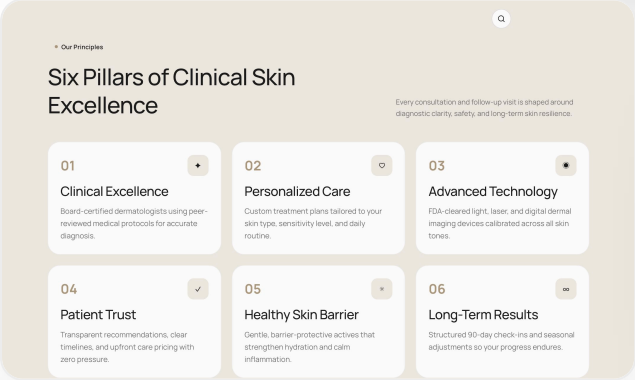
LIVE CALENDARS ON REQUEST

We can connect Fresha, Phorest, Pabau, Cliniko or Google Calendar for real-time availability, deposits and reminders.

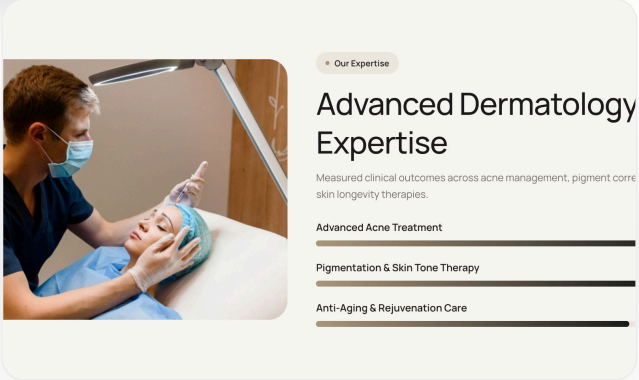
Your practitioners
and your clinic's story

In aesthetics, patients choose a person they trust. Every doctor or practitioner gets a card with photo, role, years of experience and speciality, and a "Book with" button that pre-selects them in the booking form.





About page: six pillars of how your clinic works.

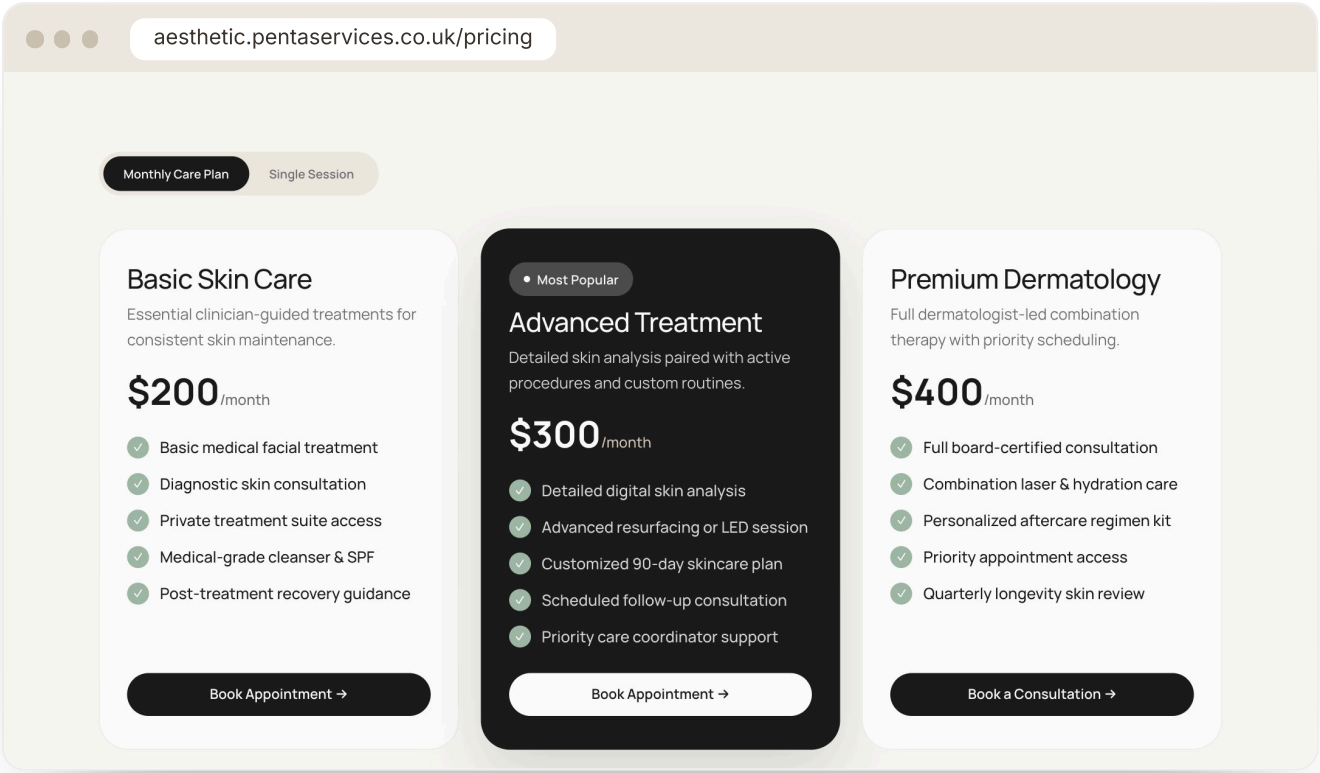


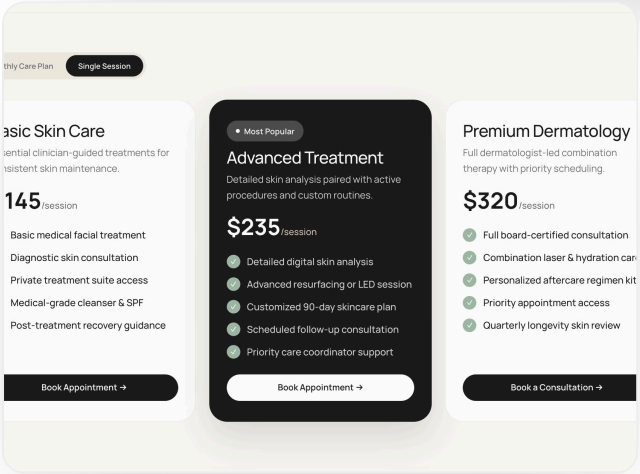
Expertise bars and awards for the areas you are known for.

We publish only real qualifications, registrations and awards that you confirm. Sample names and figures in the demo are fictional.

Care plans and packages *that raise every visit's value*

Three packages side by side, with a switch between a monthly care plan and single-session prices. The most popular plan stands out, and every package has its own booking button.





The same packages switched to single-session prices.

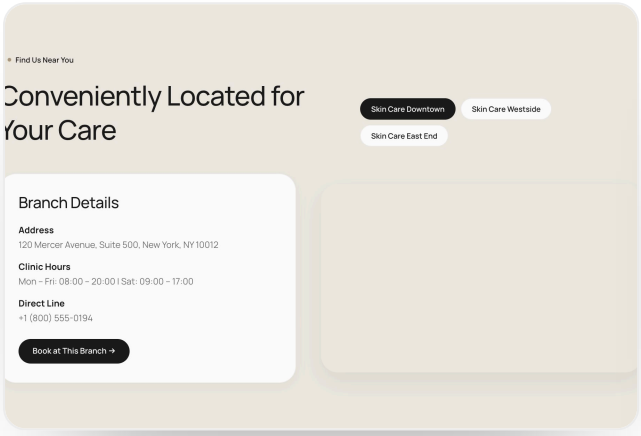
WHY IT MATTERS

Clear packages remove the biggest reason people hesitate: not knowing the cost. Monthly plans turn one-off visits into regular income for the clinic.

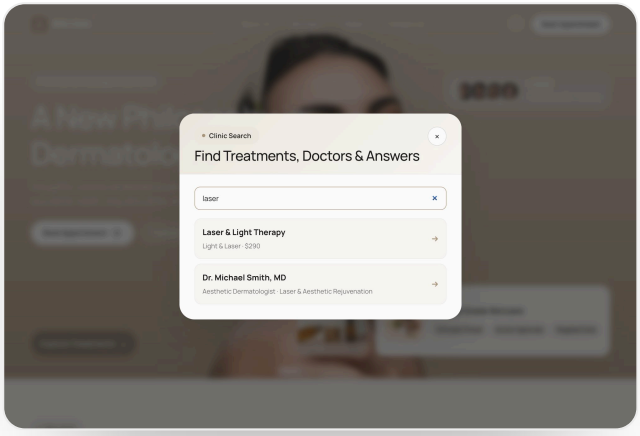
- ✓ Names, prices and contents easy to change
- ✓ Optional: online payment or deposits

Every answer
one tap away

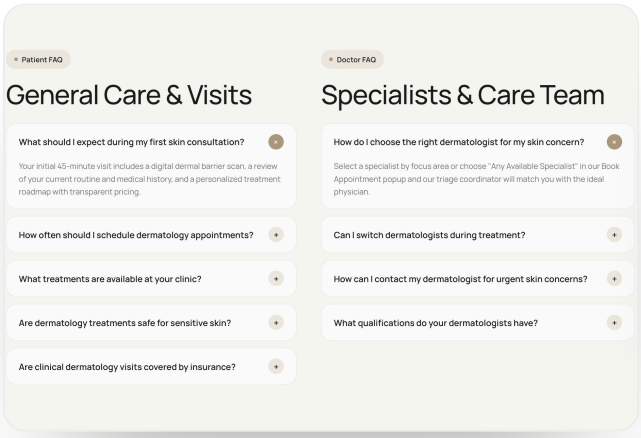
A branch switcher shows the address, hours and phone of each location with a map. The help centre answers common questions in searchable accordions, and a site search finds any treatment, doctor or answer as the patient types.



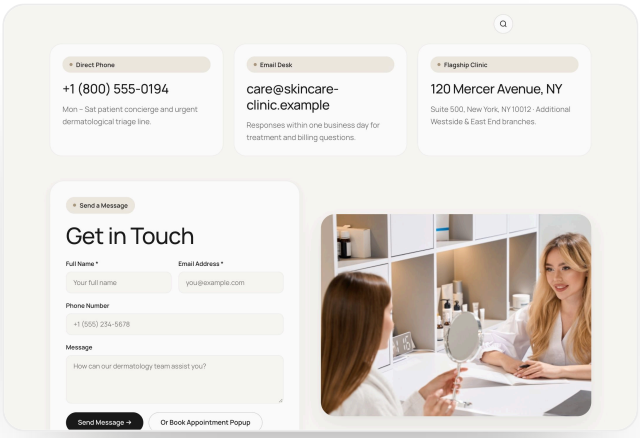
Branch switcher with address, hours and map.



Search: type "laser" and the treatment and specialist appear.



Help centre: patient and specialist FAQs.



Contact page: phone, email, address and an enquiry form.

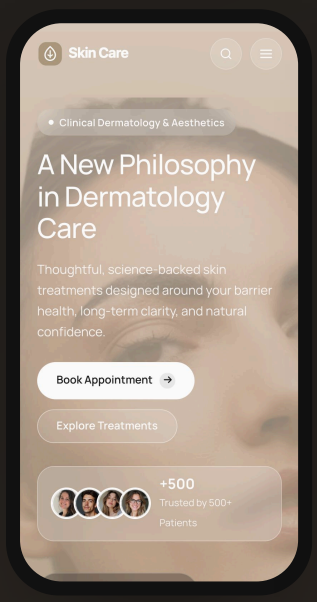
WHY IT MATTERS

The FAQ answers the questions people ask Google and ChatGPT ("is laser safe for dark skin?", "how many sessions do I need?"), so the clinic is the source that gets shown and quoted.

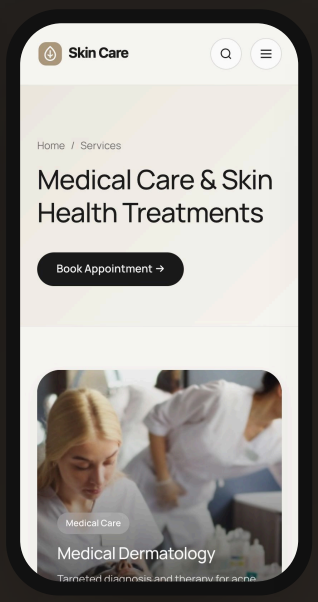
9 · MOBILE

Designed for the *phone first*

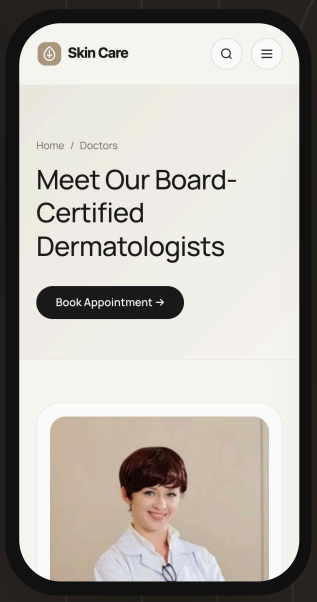
Most patients find and book a clinic on their smartphone, often in the evening. Every page is built for the small screen: readable text, large buttons, a full-screen menu and booking one tap away.



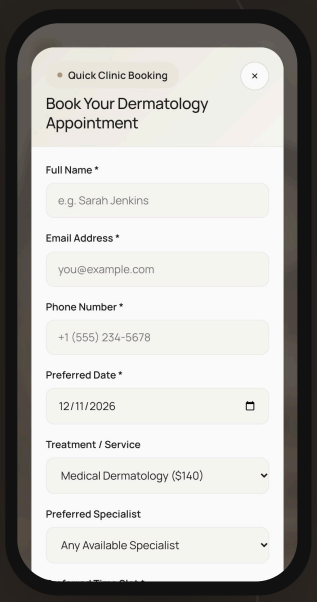
Home



Treatments



Doctors



Booking

Book from anywhere

"Book Appointment" is always within reach of the thumb.

Fast on 4G

Light pages and compressed images that open quickly.

Tap to call or map

Phone, email and directions work in one tap.

Your look. Found on Google, *Maps and AI assistants.*

The demo uses a soft sand, taupe and charcoal style. We change the logo, colours, fonts, photos and copy to match your clinic, or design a new brand for you.

SEO: Google and Maps

- A page for each treatment and area ("laser hair removal Manchester")
- Titles, descriptions and MedicalClinic / MedicalProcedure structured data
- Google Business Profile set up and linked
- Fast pages with strong Core Web Vitals

GEO: AI search

- Clear answers that ChatGPT, Gemini and Perplexity can quote
- Consistent facts: address, hours, treatments and prices
- FAQ written for the real questions patients ask
- Access allowed for AI crawlers, with an llms.txt file

Searches the website is built around

aesthetic clinic near me · skin clinic [city] · laser hair removal [city] · acne treatment · chemical peel cost · anti-wrinkle treatment [city] · pigmentation treatment · dermatologist near me

NO GUARANTEES, JUST GOOD WORK

We don't promise rankings. We build the site the way search engines and AI assistants prefer, and track your progress every month.

RESPONSIBLE CLAIMS

Medical and aesthetic advertising has rules. We write careful copy, avoid promised results and use before/after photos only with patient consent.

11 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect the one you already have.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourname.com).

Updates and support
We keep the site updated and secure, and make your changes for you.

Google Business Profile
Your Google Maps listing set up and connected to the website.

Privacy and cookies
Privacy notice and cookie consent for your country (UK/EU GDPR and more).

Ready Site price

Setup
US$0 · £0
Delivered faster than a custom build

Monthly
US$29 · £24
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.

What we need *and what we do*

What we need from you

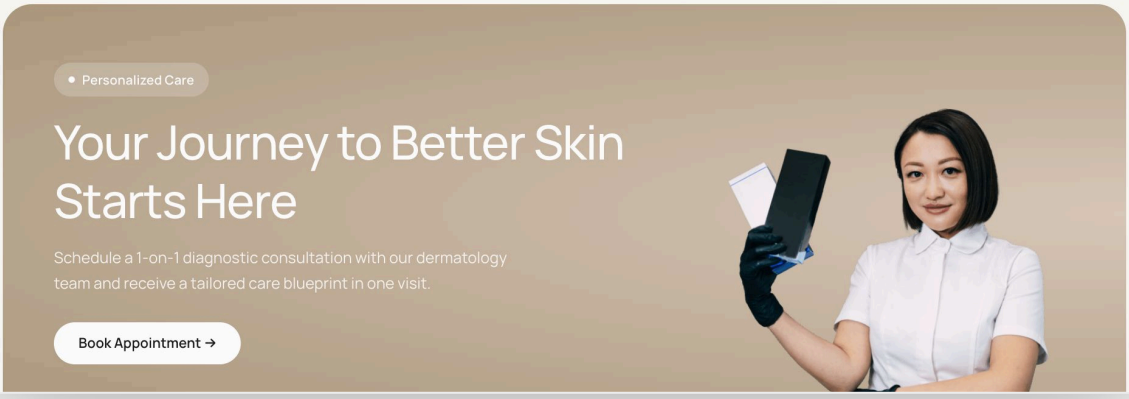
- Logo and colours, if you have them (otherwise we design them)
- Clinic name, address(es), phone, email and opening hours
- Your treatments, durations and starting prices
- Your practitioners: names, qualifications, registrations and photos
- Photos of the clinic, and before/after photos you have consent to use
- Your current domain, or we register one

What we do

- Adapt the design, colours and copy to your clinic
- Write and optimise every treatment page for Google and AI search
- Set up domain, hosting, email and SSL
- Send booking requests to your email and WhatsApp
- Create and optimise your Google Business Profile
- Show you how to update prices, doctors and photos yourself

TAILORED TO YOU

One clinic or several branches, six treatments or sixty: we shape the website around how you work. Want deposits, online payments or a booking system such as Fresha, Phorest, Pabau or Cliniko? We connect it.



NEXT STEPS

Want this website for *your clinic?*

1. **See the demo**
   Open **aesthetic.pentaservices.co.uk** on your phone and computer. Try every page, the menus and the forms.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, treatments and prices, practitioners, photos, branches and opening hours. We turn the demo into your website.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact us about your clinic website

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: aesthetic.pentaservices.co.uk

penta SERVICES

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

Your treatments are precise. Your website should be too.