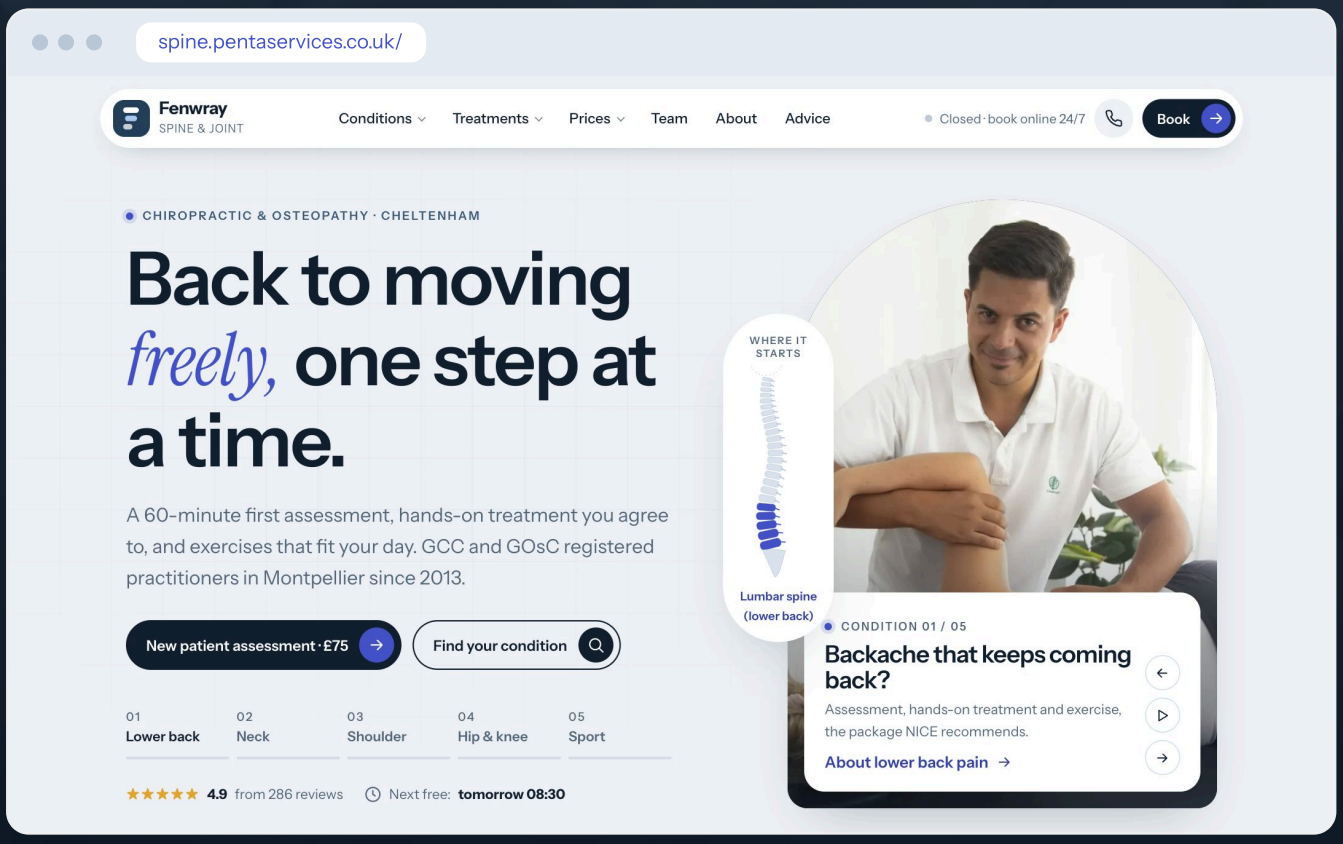
penta SERVICES

November 2026

WEBSITE GUIDE FOR CHIROPRACTORS AND OSTEOPATHS

A clinic website that *turns back pain into booked assessments*

Ready-made, fast and built to be found on Google and AI assistants. A condition explorer, a chiropractor-or-osteopath chooser, online booking with a red-flag safety check, a price estimator, an insurance checklist and a desk set-up tool included, with claims written to UK advertising rules. We adapt it to your clinic, host it and keep it updated.



Ready Site · Business Website package

Live preview: spine.pentaservices.co.uk

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TRY THE LIVE DEMO

spine.pentaservices.co.uk

Fenwray Spine & Joint is a fictional clinic in Cheltenham. Every name, price, review and registration number in the demo is a sample that we replace with your own. Condition wording follows the CAP advice for chiropractic and osteopathy.

1 · AT A GLANCE

People in pain want *three answers fast*

Someone with back or neck pain wants to know if you can help with their problem, what it costs and how soon they can be seen. Most clinic websites list techniques and make broad health claims that UK advertising rules don't allow. This one answers plainly, stays inside the rules and gets people booked.

What patients check

- Can you help with my back, neck, shoulder or sports injury?
- Chiropractor or osteopath: which do I need?
- How much is the first visit, and how many sessions?
- Are you registered, and can I use my health insurance?
- When is the next appointment?

What this website gives them

- A body-map condition explorer with honest, CAP-compliant wording
- A five-question chooser between chiropractic and osteopathy
- Online booking with a red-flag safety check, practitioner choice, reference and calendar file
- A price estimator, insurance claim checklist and a 60-minute first-visit timeline
- An airy blue-grey design with an arch hero, a spine that lights up and a pinned patient journey

26
Ready pages, including 7 condition pages and 3 advice articles

7
Tools: explorer, chooser, booking, estimator, insurance, desk check, journey

4
Steps from choosing an appointment to a booked slot with a reference

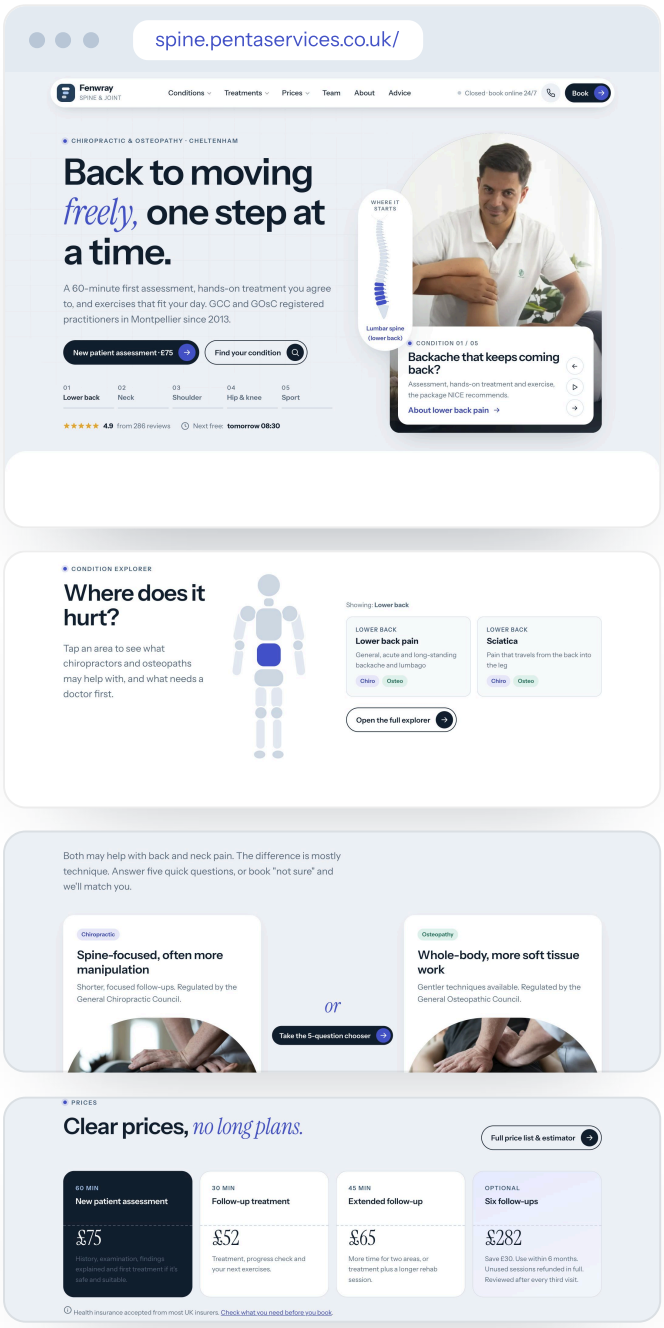
1 tap
To call, book, find a condition or message on WhatsApp from a phone

Who it is for

Chiropractic clinics · Osteopathy practices · Mixed chiro and osteo clinics · Sports injury and MSK clinics · Back and neck pain clinics · Multi-practitioner wellbeing centres

The homepage, *section by section*

In five seconds a visitor sees a registered local clinic, the problems you help with, the price of a first visit and how to book.



1. **Conditions slider**
   Five condition slides in an arch-shaped photo frame, each with its own headline and link. Numbered tabs with progress bars switch them, and a spine card lights up the area involved.

2. **Clear first offer**
   New patient assessment with its price, a condition finder button, your review score and the next free appointment.

3. **Patient journey**
   A pinned scroll story: assess, treat, strengthen, review. The spine illustration changes at each step.

4. **Where does it hurt?**
   A body map: tap the neck, back, shoulder, hip or knee to see what you may help with.

5. **Chiro or osteo?**
   The two professions side by side, with a link to the chooser.

6. **Prices and team**
   Ticket-style price cards with an optional refundable package, and four practitioners with their regulator.

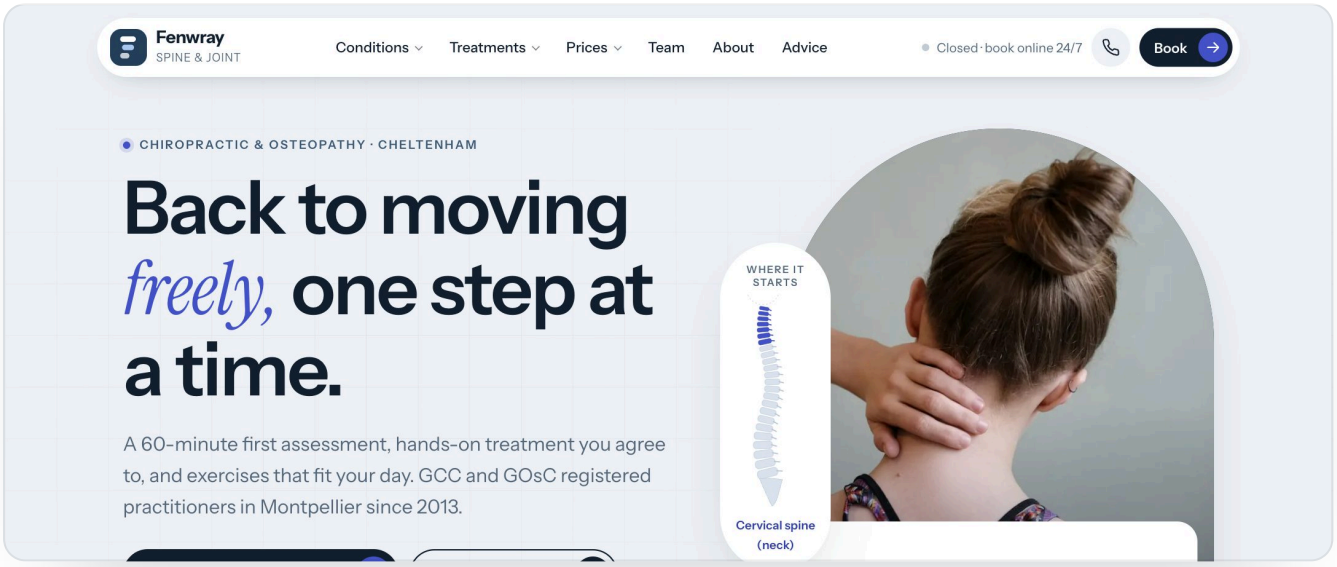
7. **Tools, reviews and FAQ**
   Desk check, first visit and insurance cards, a review carousel and straight answers.

WHY IT WORKS

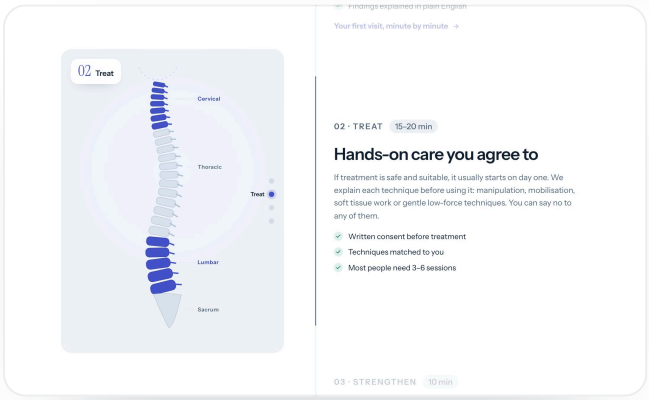
Patients compare two or three clinics on a phone. A clear price, a registered practitioner and a quick way to book win the appointment; vague promises lose trust and break advertising rules.

A conditions slider and *a journey that explains your care*

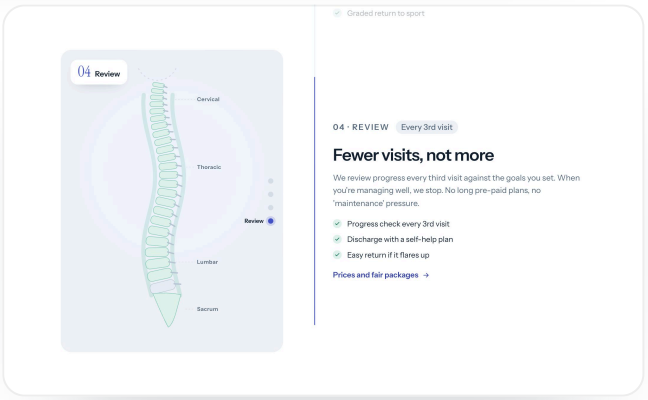
The hero is a carousel of the conditions you see most, not a stock photo. Below it, the patient journey shows exactly how treatment works at your clinic.



Neck slide: the caption card changes and the spine card highlights the cervical spine.



Treat step: the lower back and neck light up.



Review step: the spine turns calm green as care ends.

1 Premium slider
Ken Burns crossfade, numbered tabs with progress, pause on hover or focus, arrow keys, swipe, reduced-motion aware.

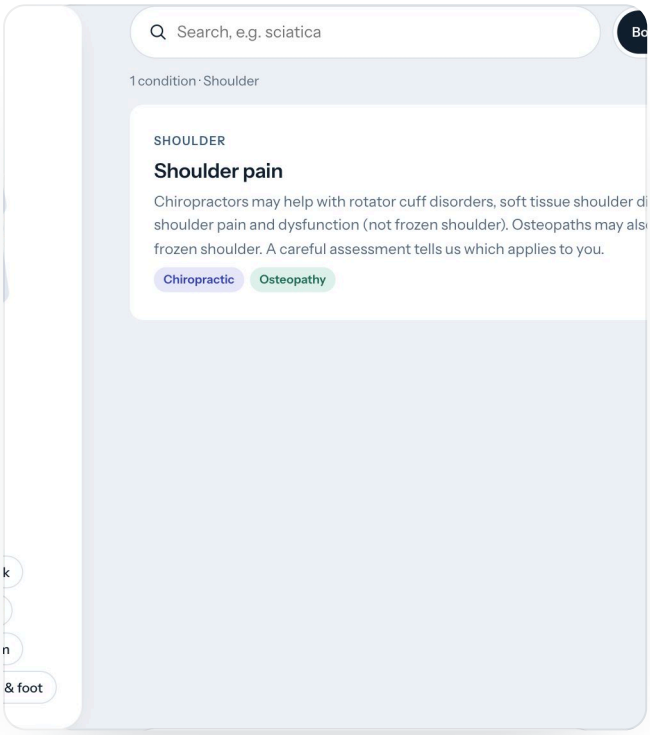
2 Spine that responds
The highlighted region follows the condition on screen: neck, upper back, lower back or pelvis.

3 Pinned journey
The spine stays pinned while four steps scroll past: a scan line for assessment, highlighted vertebrae for treatment, muscle bands for strengthening.

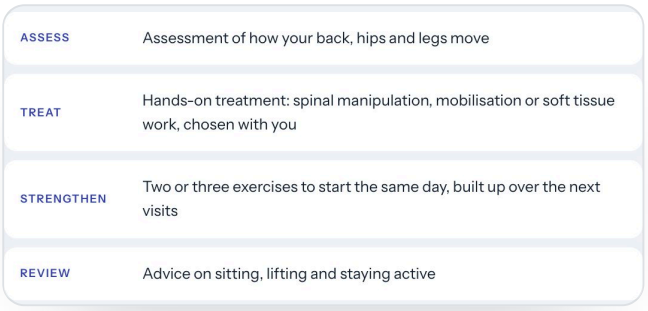
4 Honest promise
The last step says you review progress every third visit and stop when the patient is managing well.

Condition explorer and *a page for each condition*

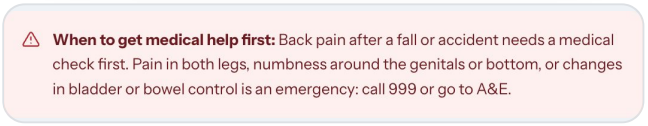
Patients find their problem on a body map, by search or by profession. Every condition is one the CAP code accepts for chiropractic or osteopathy.



Shoulder selected on the body map: matching conditions with who treats them.



Each condition page explains the plan step by step.



When to get medical help first, on every page.

1. **Body map and filters**
   Tap an area, use chips, search, or filter by chiropractic or osteopathy. Deep links open the right area.

2. **Honest 'not on our list'**
   Search for something you can't claim to help and the site says so, and suggests the GP or an NHS service.

3. **Seven condition pages**
   Lower back, neck, headaches from the neck, shoulder, sciatica, sports injuries, hip and knee: symptoms, plan, safety note, FAQ and practitioners.

4. **Spine sidebar**
   An illustration highlights the area most often involved.

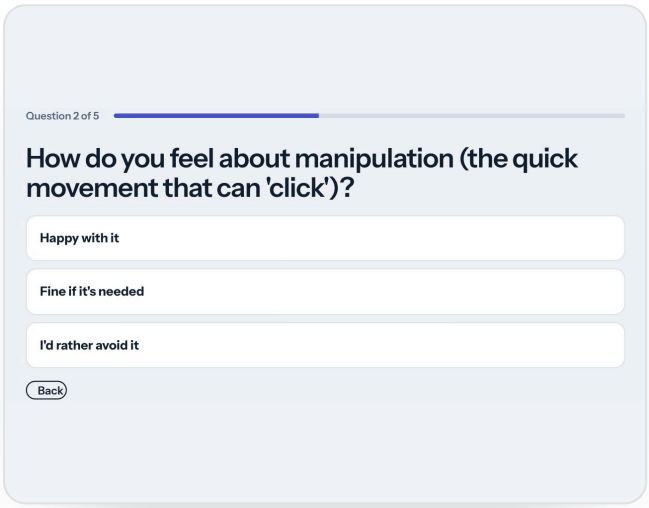
WHY IT MATTERS

The ASA regularly rules against chiropractors and osteopaths for claims outside the accepted list. The wording here uses 'may help', avoids cure, prevention and posture-correction claims, and is easy to keep compliant.

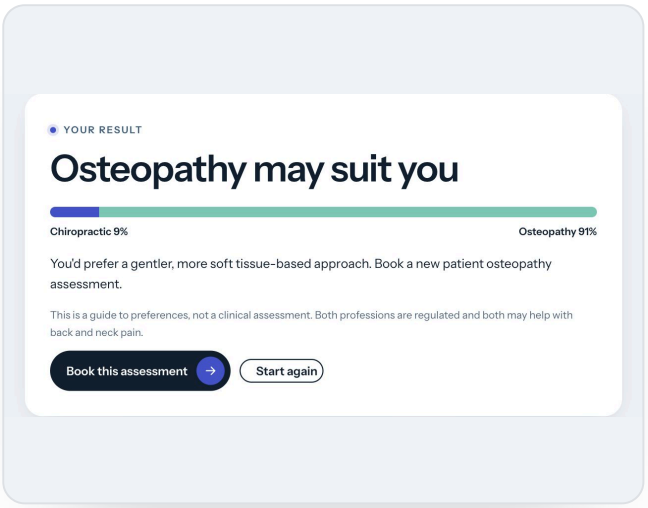
5 · CHOOSER

Chiropractor or osteopath? *Five questions*

The most common question from new patients, answered in a minute. The result links straight to the right booking.



One question at a time, with a progress bar and a back button.



A preference meter and a recommendation, never a diagnosis.

	CHIROPRACTIC	OSTEOPATHY
Regulator	General Chiropractic Council (GCC)	General Osteopathic Council (GOsC)
Standards	GCC Code of Professional Practice (in force from 1 January 2026)	Osteopathic Practice Standards (under review in 2026)
Typical focus	Spine and nervous system	Whole musculoskeletal system
Typical techniques	More manipulation; mobilisation; soft tissue	More soft tissue and stretching; mobilisation; manipulation when suitable
First visit at Fenwray	60 min · £75	60 min · £75
Follow-up at Fenwray	30 min · £52	30 min · £52 or 45 min · £65

The two professions side by side: regulator, standards, techniques and your prices.

1 Plain-English questions
Problem area, feelings about manipulation, appointment length, pregnancy or nerves, and what matters most.

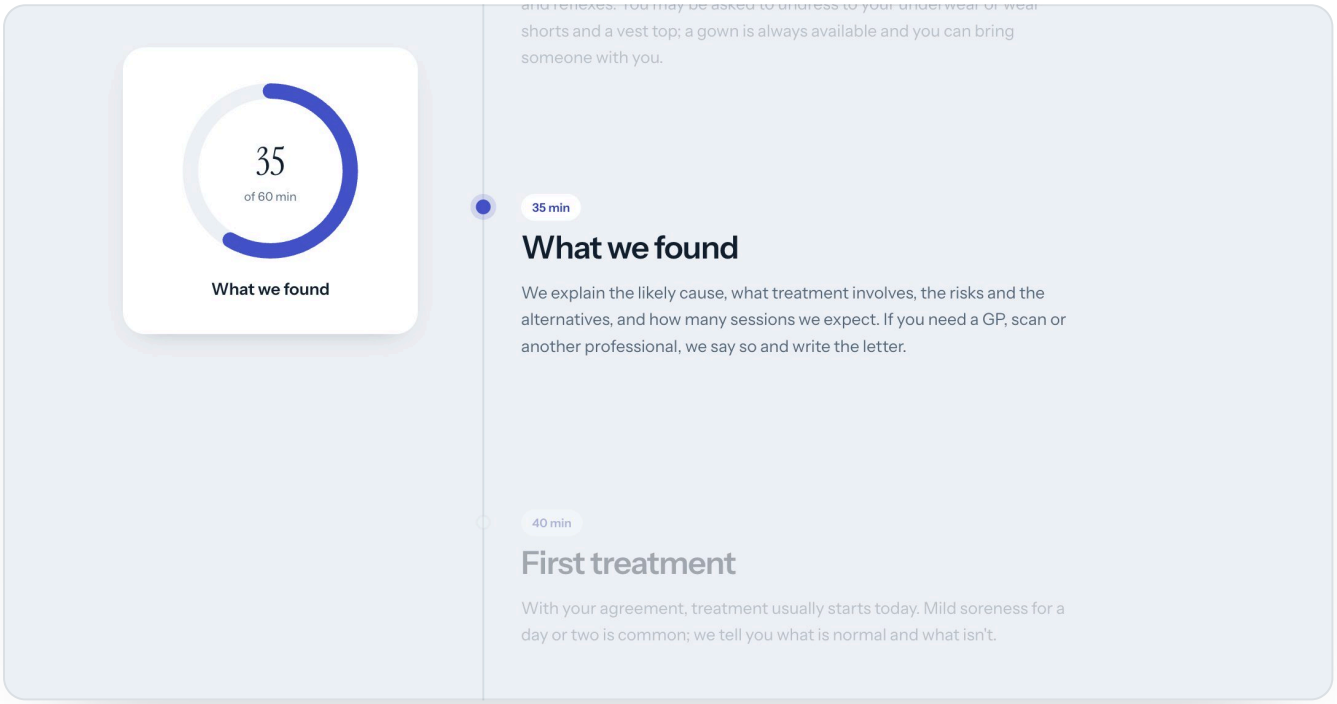
2 Balanced result
If answers are close, it suggests a 'not sure' assessment so you can match the patient.

3 Straight to booking
The result pre-selects a chiropractic, osteopathy or 'not sure' assessment.

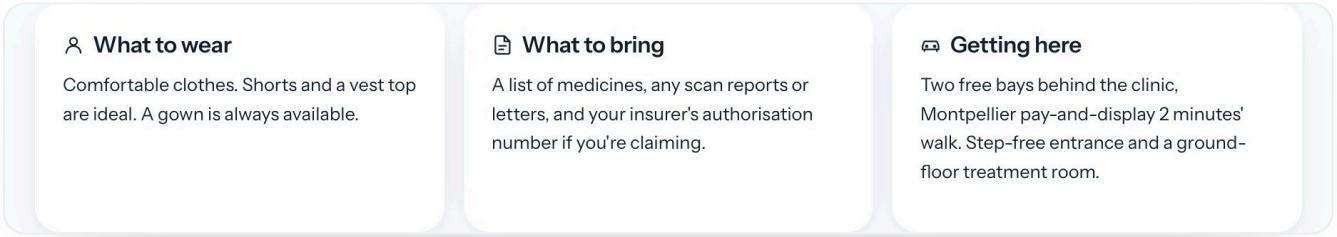
4 Regulation explained
GCC Code of Professional Practice (from 1 January 2026) and the GOsC Osteopathic Practice Standards.

Your first visit, *minute by minute*

Nervous patients book when they know what will happen. A pinned 60-minute clock fills as they scroll through each stage of the appointment.



The clock shows 35 minutes at 'What we found'.

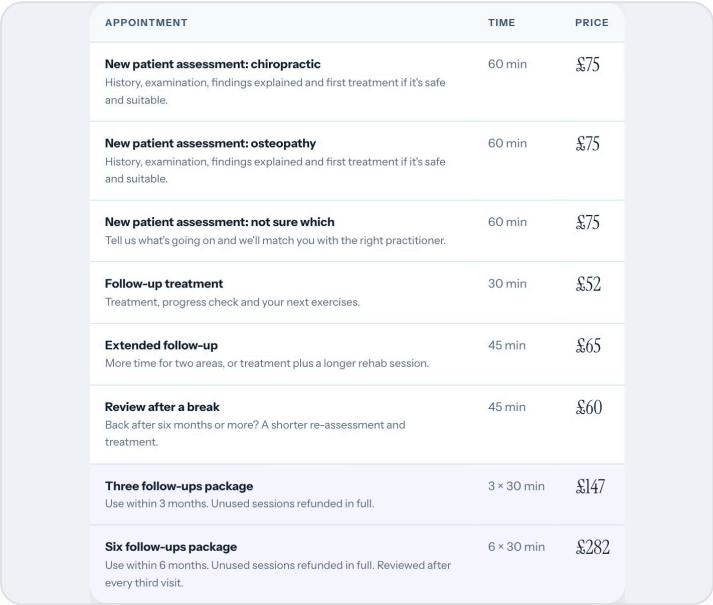


What to wear, what to bring and how to get here.

1. **Consent and chaperones**
   Explains undressing, gowns, chaperones and consent before treatment.
2. **Findings and referrals**
   Says you will refer to a GP or for a scan when needed.
3. **HowTo structured data**
   Search engines and AI assistants can read the steps.
4. **Lower no-shows**
   Clear expectations mean fewer cancellations and better first visits.

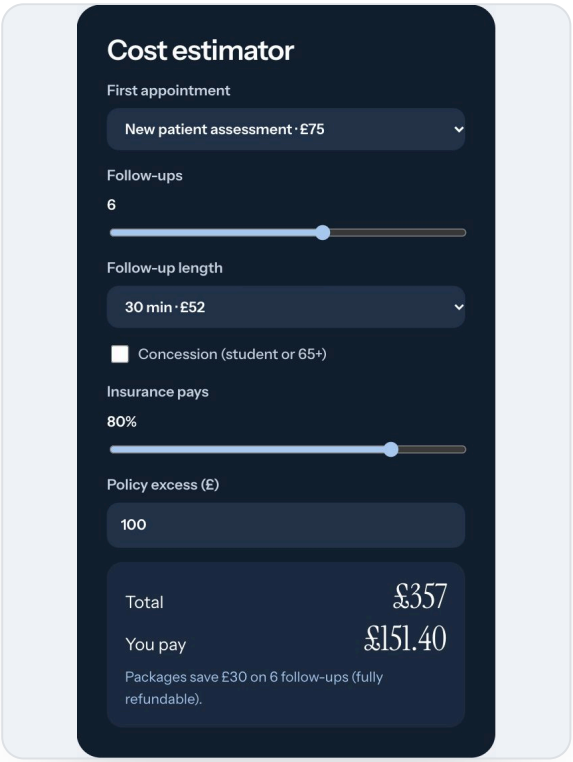
Clear prices, an estimator *and an insurance checklist*

Patients see every price, work out the cost of a course of treatment and know what their insurer needs before they book.



APPOINTMENT	TIME	PRICE
New patient assessment: chiropractic History, examination, findings explained and first treatment if it's safe and suitable.	60 min	£75
New patient assessment: osteopathy History, examination, findings explained and first treatment if it's safe and suitable.	60 min	£75
New patient assessment: not sure which Tell us what's going on and we'll match you with the right practitioner.	60 min	£75
Follow-up treatment Treatment, progress check and your next exercises.	30 min	£52
Extended follow-up More time for two areas, or treatment plus a longer rehab session.	45 min	£65
Review after a break Back after six months or more? A shorter re-assessment and treatment.	45 min	£60
Three follow-ups package Use within 3 months. Unused sessions refunded in full.	3 × 30 min	£147
Six follow-ups package Use within 6 months. Unused sessions refunded in full. Reviewed after every third visit.	6 × 30 min	£282

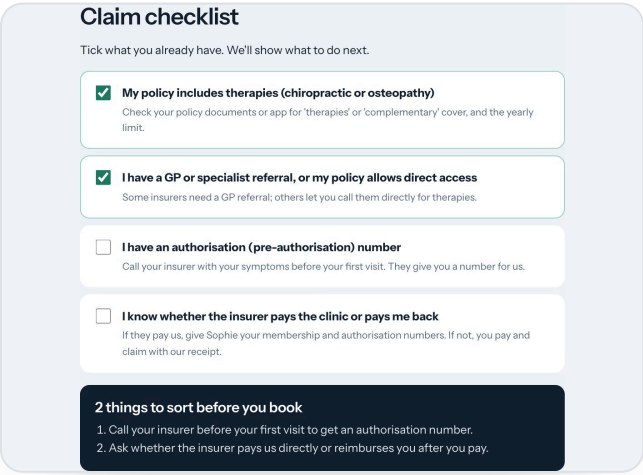
Every appointment and package, with times.



Estimator: assessment, 6 follow-ups, package, 80% insurance after a £100 excess.

1 **Fair packages**
Optional, fully refundable packages; the estimator picks the best value automatically.

2 **Concessions and fees**
Student and over-65 discount, report fees and cancellation terms in one place.



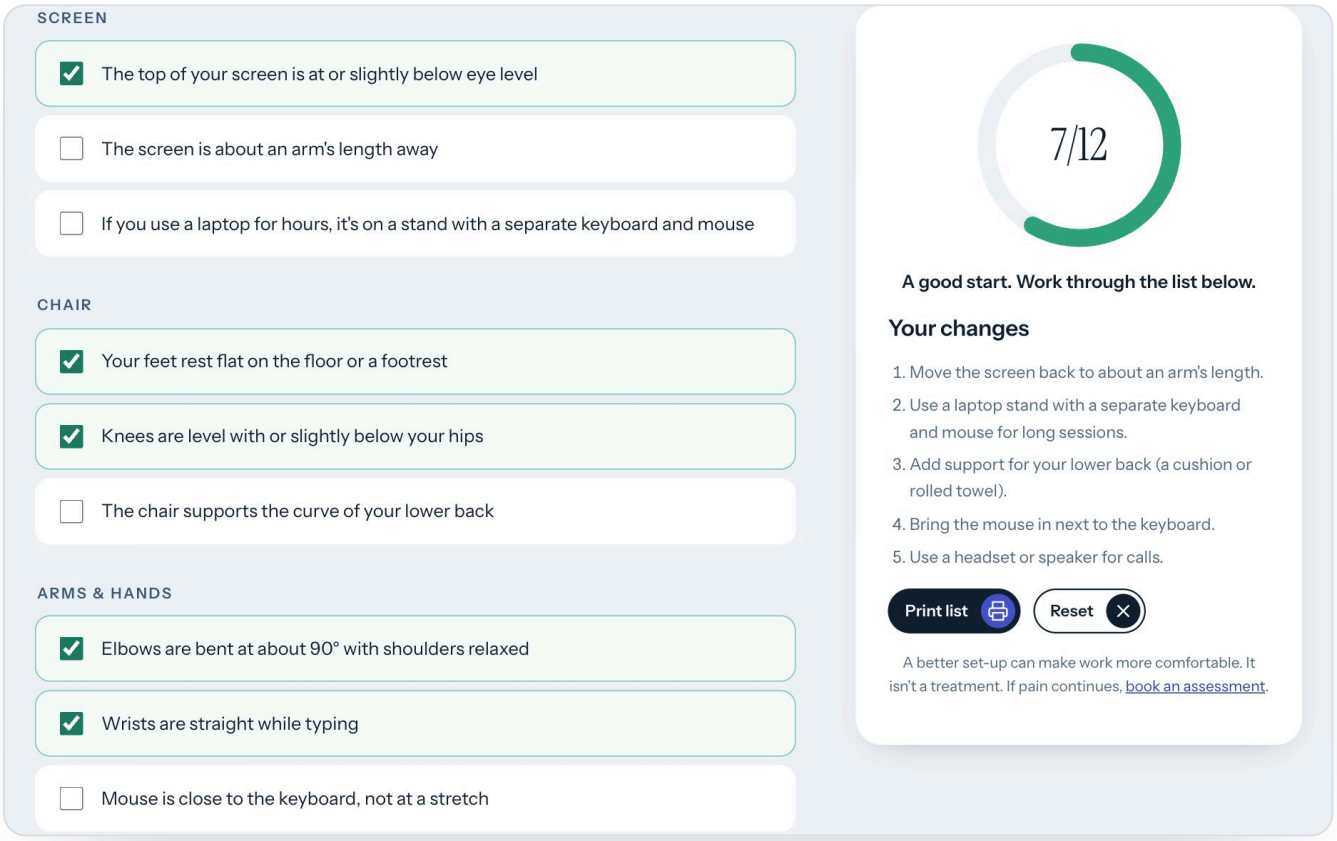
Insurance checklist: what's missing and what to do next.

3 **Insurer notes**
General notes on common UK insurers and cash plans, without claiming recognition.

4 **Booking link**
When everything is ticked, a button books with 'Health insurance' pre-selected.

A free tool that *brings in desk workers*

Twelve quick ticks for screen, chair, arms and habits. Patients get a score, a list of changes and a print button. Answers are saved on their device.



Seven of twelve ticked: the ring fills and the to-do list shows five changes.

1 Useful on its own
People share and bookmark it, which brings visitors from searches like 'desk set-up for neck pain'.

2 Careful wording
It says a better set-up can make work more comfortable, not that it treats anything.

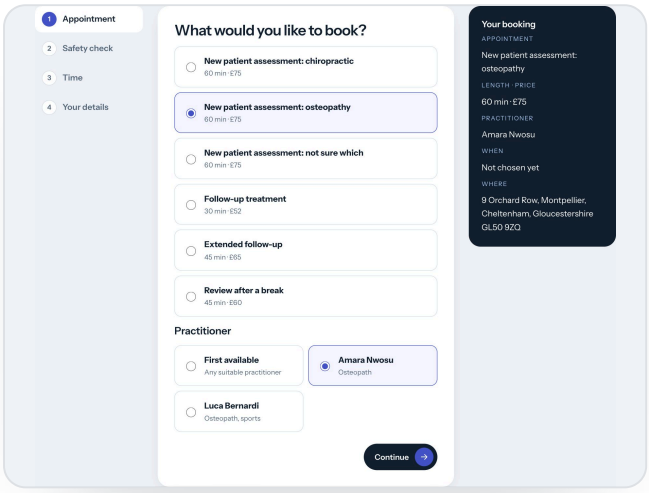
3 Soft call to action
If pain continues, a link to book an assessment.

WHY ADD A FREE TOOL

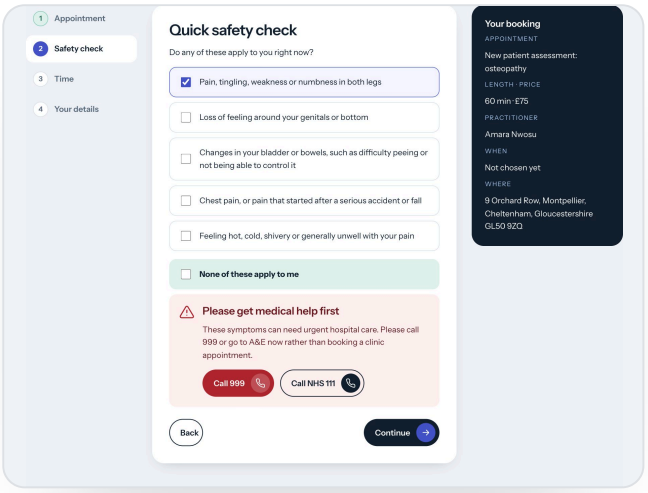
Office and home workers are a large share of neck and back pain patients. A practical tool earns links and trust before they need you.

Online booking with *a built-in safety check*

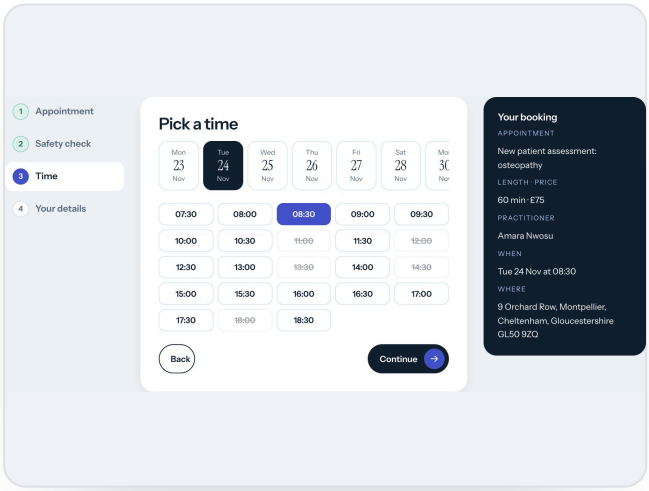
Four steps: appointment and practitioner, a red-flag safety check, a day and time, then details. The patient gets a reference and a calendar file.



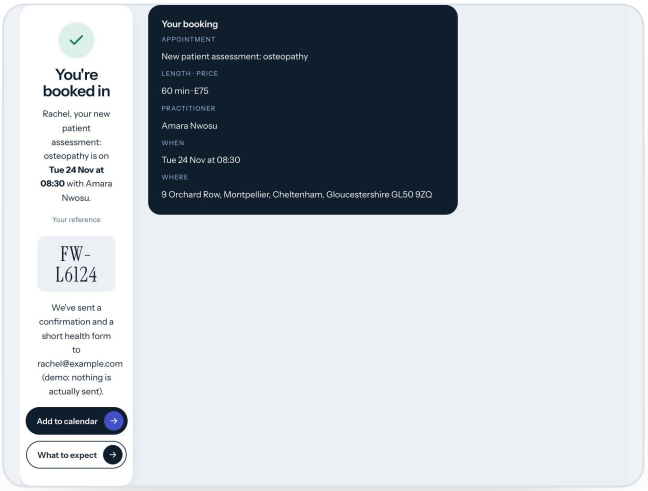
Appointment types and practitioners filtered by regulator.



A red flag stops the booking and points to 999 or NHS 111.



14 days, booked slots crossed out, summary on the right.



Confirmed: FW reference and Add to calendar.

1 Right practitioner
Chiropractic shows GCC registrants, osteopathy shows GOsC registrants, 'not sure' shows everyone.

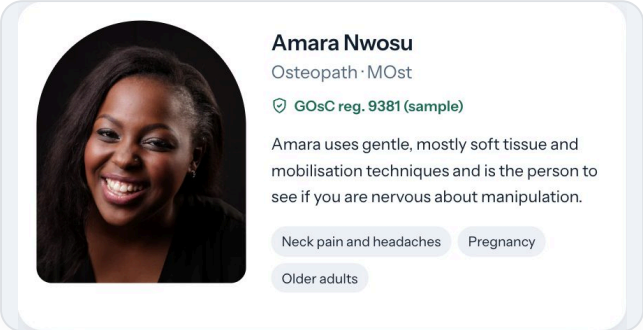
2 Safety first
NHS red-flag symptoms (cauda equina signs, chest pain, trauma, feeling unwell) block booking with clear advice.

3 Deep links
Condition pages, the chooser and the insurance checklist open booking pre-filled.

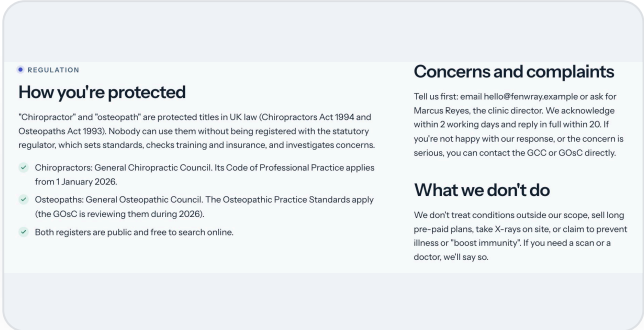
4 Connects to your system
Requests go to your inbox or a practice management system.

Team, regulation, FAQ, *advice and contact*

The pages that build trust and answer the last questions before booking.



Each practitioner with qualifications and regulator.



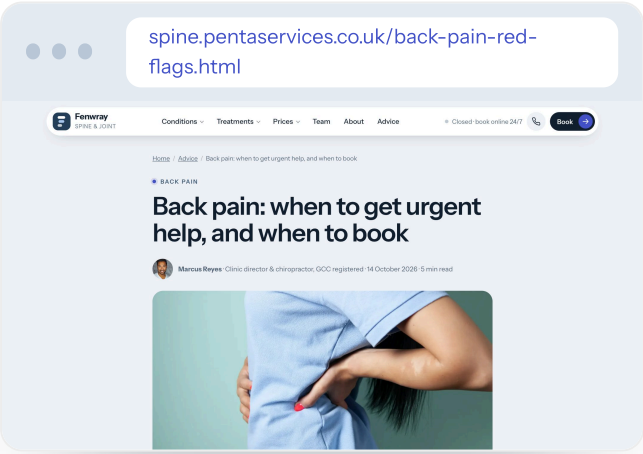
Protected titles, standards and complaints.

1 Team

Arched portraits, qualifications, GCC or GOsC registration and interests, with Person data.

2 About and regulation

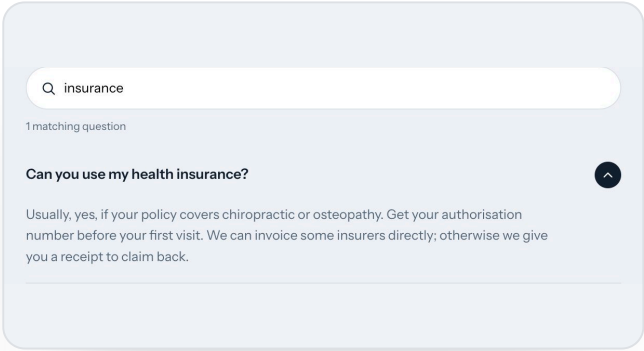
Explains protected titles, the regulators, consent, chaperones and how to complain.



Advice articles with author, regulator and date.

3 Advice

Back pain red flags, home desk set-up, chiropractor or osteopath, with Article data.



FAQ with live search.

4 FAQ

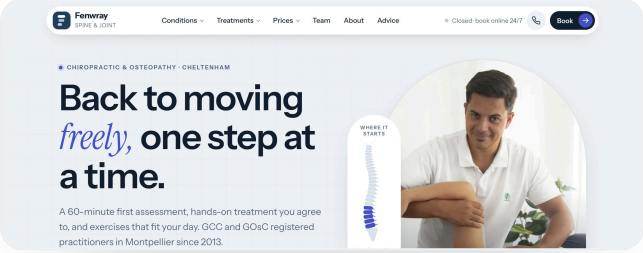
Ten questions with search, including safety and when to get urgent help.

5 Contact

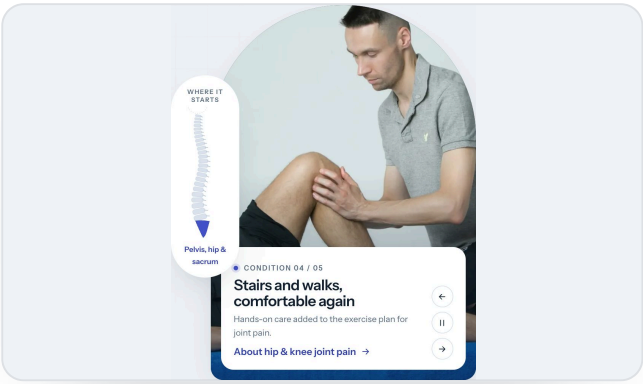
Form with consent, map, parking, hours and a note not to send urgent questions.

Small details that *make it feel premium*

Smooth, fast and accessible on every device.



Dropdown menus inside a floating pill header.



Hip & knee slide with pelvis highlighted.

Live clinic status

'Open now until 19:30' or 'Closed · book online 24/7' from your opening hours.

Next free appointment

Shown under the hero, from your diary.

Scroll-linked illustrations

The spine and the first-visit clock change as the visitor scrolls.

Accessible by design

Keyboard navigation, focus states, skip link, labelled controls, reduced motion respected.

Review carousel

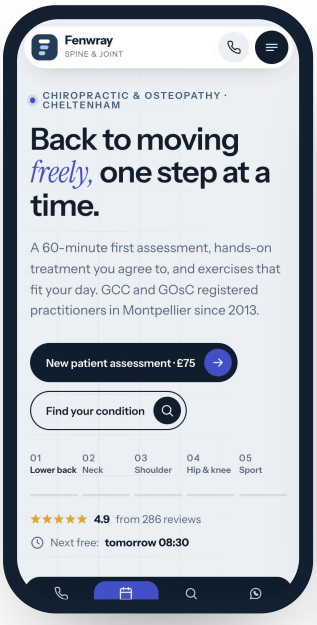
Patient reviews with the condition treated.

Fast

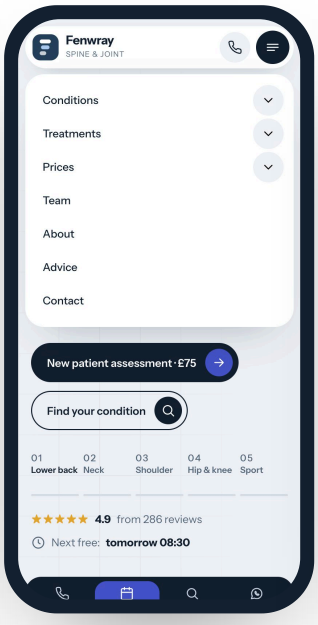
Static pages, WebP images, preloaded hero image, no heavy frameworks.

Designed *for the phone*

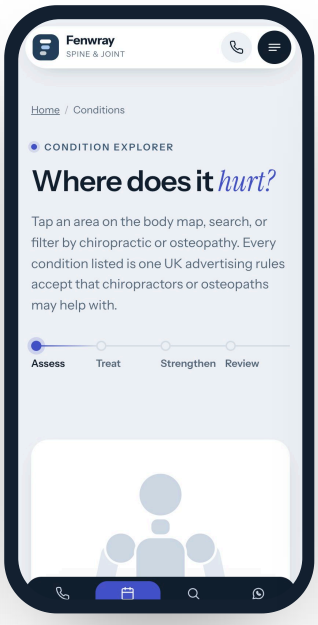
Most people search for a chiropractor on a phone, often while in pain. The menu opens as a card, every tool works on a small screen, and a bar keeps Call, Book, Conditions and WhatsApp one tap away.



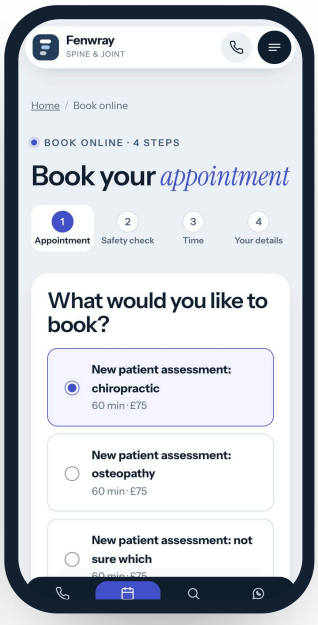
Homepage



Menu



Condition explorer



Booking

Desk set-up check

Twelve quick ticks for your screen, chair and habits, with a printable list of changes.

Start the check →

Your first visit

Exactly what happens in the 60 minutes, what to wear and what to bring.

See the timeline →

Using health insurance

A four-step claim checklist so your insurer pays without a fuss.

Check your cover →

Your brand, Google, *AI search and the rules*

The demo uses airy blue-grey, ink and periwinkle with Instrument Sans and Instrument Serif: calm, clinical and modern. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- MedicalClinic, MedicalTherapy, MedicalWebPage, FAQPage, HowTo, Article, Person and Breadcrumb data
- A page per condition and per treatment
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' summaries
- Facts AI tools can quote: prices, session lengths, regulators
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed

UK compliance built in

- Condition claims limited to the CAP lists for chiropractic and osteopathy
- No cure, prevention, posture-correction, colic or immunity claims
- Protected titles and regulators named correctly; 'Dr' title explained
- NHS red flags on every condition page and in booking

Searches it is built for

chiropractor near me · osteopath near me · chiropractor [town] · back pain clinic · neck pain treatment · sciatica chiropractor · chiropractor or osteopath · chiropractor prices

YOUR CLINIC, YOUR AREA

We write each condition and town page around your services and the places you serve, and set up your Google Business Profile to match.

14 · 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 yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@yourclinic.co.uk).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£0 · US$0

Delivered faster than a custom build

Monthly

£24 · US$29

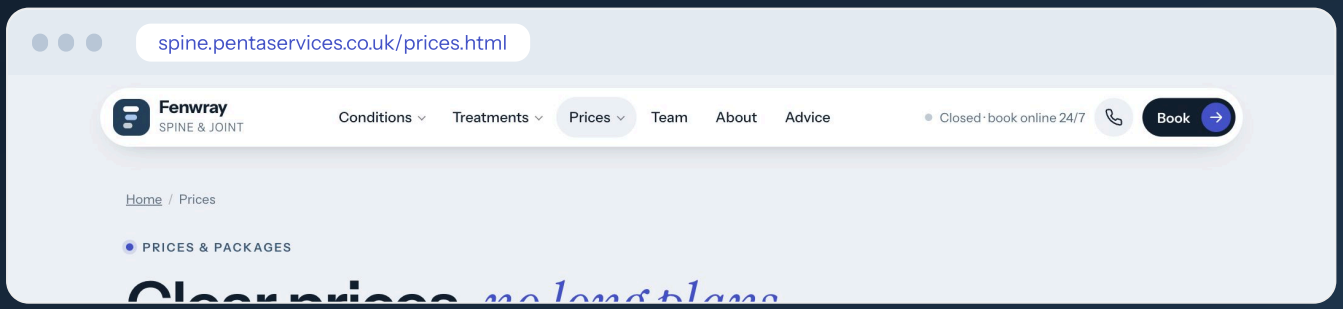
Hosting, SSL and business email included

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

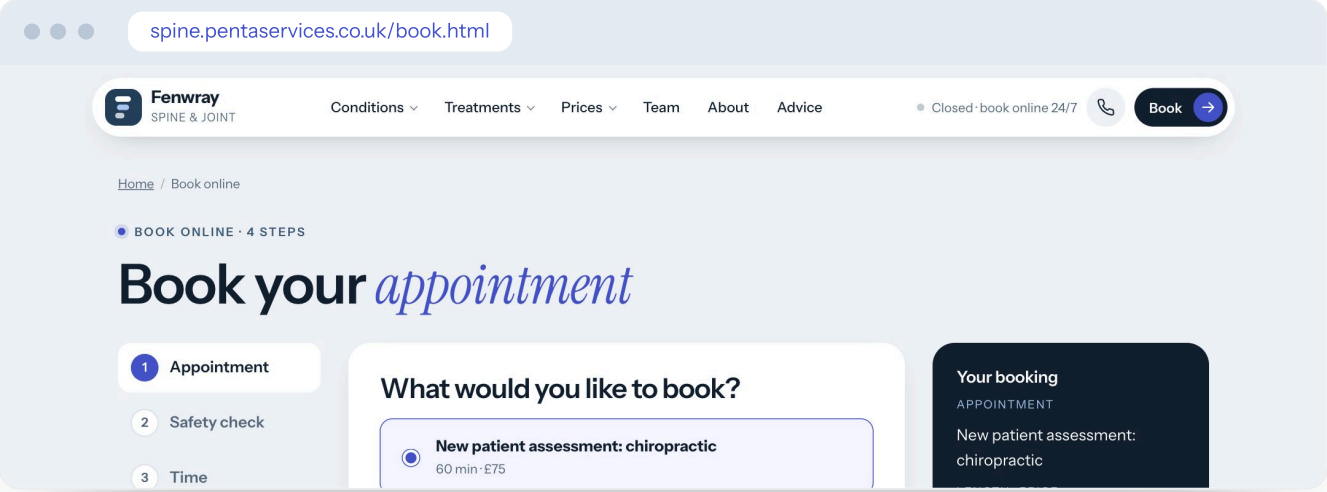
- Logo and colours, if you have them (otherwise we design them)
- Clinic name, address, phone, email and opening hours
- Appointment types, prices, packages and concessions
- Practitioners with qualifications and GCC or GOsC numbers
- The conditions you see most and any insurer arrangements
- Reviews and photos of your clinic and team

What we do

- Adapt the design to your brand
- Load your services, prices, team and conditions
- Check every health claim against the CAP advice
- Set up booking, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers, then go live

TAILORED TO YOU

Every website is adapted to your clinic: chiropractic, osteopathy or both, your prices, team and booking system. You approve all health wording before launch. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *fills your diary?*

1. **See the demo**
   Open the demo on your phone and computer. Try the condition explorer, the chooser, booking and the price estimator.

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, services and prices, team, registration numbers, reviews and photos.

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

Contact Penta Services

info@pentaservices.co.uk

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

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

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

One website. A clear price, honest claims and a patient who knows exactly what happens next.