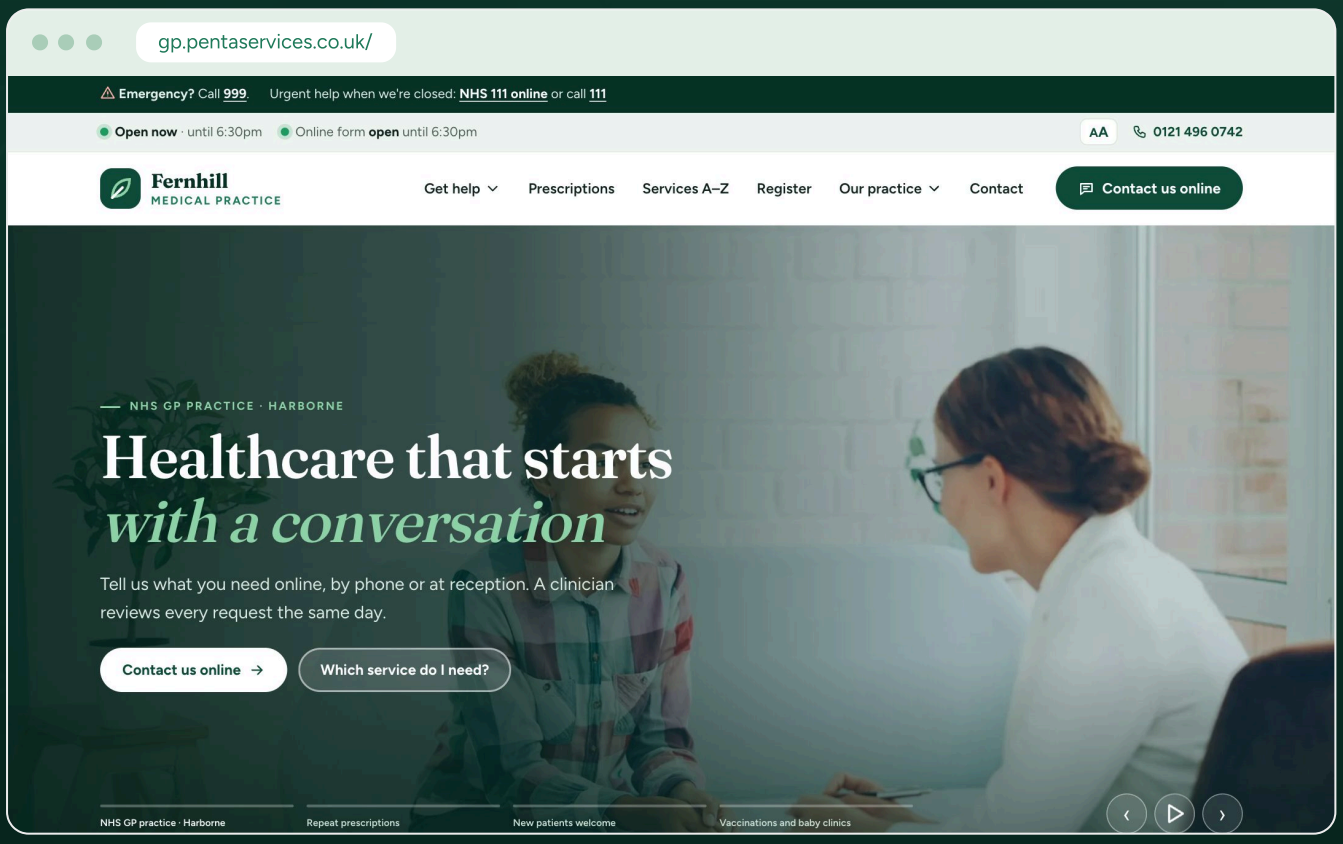
penta SERVICES

November 2026

WEBSITE GUIDE FOR GP SURGERIES AND MEDICAL PRACTICES

A GP website that sends every patient to the right place

Ready-made, accessible and built around how NHS general practice works in 2026: online consultation, a 'which service do I need?' signposting tool, a practice-boundary postcode checker, registration guidance, repeat prescriptions with a ready-date and charge calculator, a services A–Z and the Friends and Family Test. We adapt it to your practice, host it and keep it updated.



Ready Site · Business Website package

Live preview: gp.pentaservices.co.uk

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TRY THE LIVE DEMO

gp.pentaservices.co.uk

Fernhill Medical Practice is a fictional sample practice. Every name, rating, figure and review in the demo is a sample that we replace with your own. The NHS information (opening and enhanced access hours, Pharmacy First, prescription charges, registration rules) is accurate as of November 2026.

1 · AT A GLANCE

Built for how patients actually contact their GP

Patients come to a GP website to do one thing: get help, order medicine, register or check something. Many have low digital confidence, are unwell or are writing for someone else. NHS England's own website guidance says the most important tasks must be obvious, plain and quick. This design puts those tasks first on every screen.

What patients come to do

- Ask for help with a health problem or an admin task
- Order a repeat prescription
- Find out if they can register and how
- Check opening hours, or what to do when you're closed
- Know whether they need you, a pharmacy, 111 or 999

What the website gives them

- An online consultation form with a red-flag safety check
- A 'which service do I need?' tool: GP, pharmacy, 111, UTC or 999
- A postcode checker and a registration guide that hands off to the NHS
- Prescription ordering, a ready-date calculator and a PPC saving check
- Live open or closed status, the online form status and a mobile action bar

22
pages, plus sitemap, robots.txt and llms.txt

8
interactive tools: triage, online form, postcode, registration, ordering, ready date, PPC, FFT

24
services in a searchable A–Z

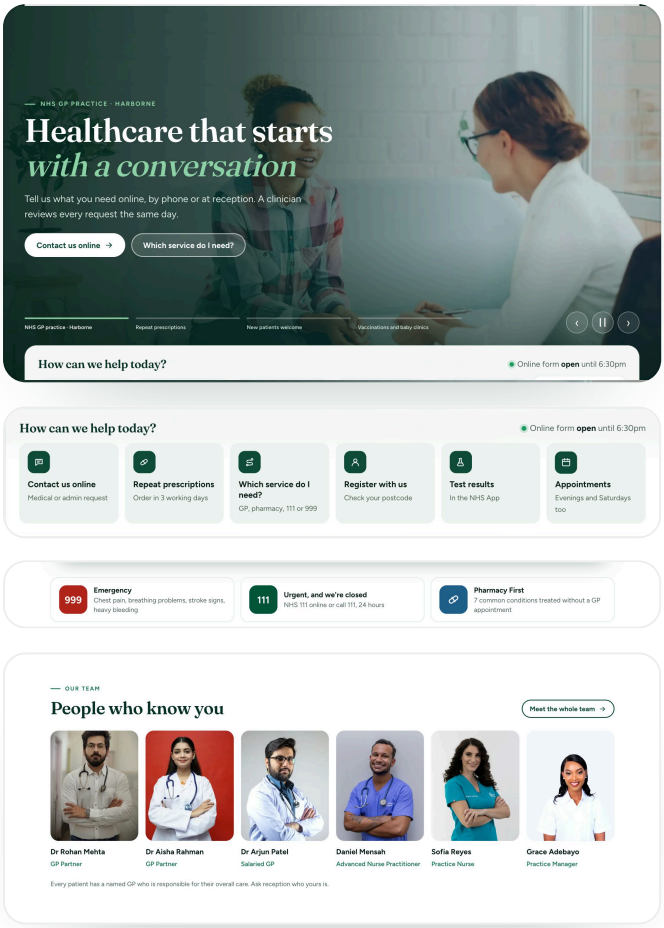
59
automated checks run on every tool before launch

Who it's for

GP surgeries · Medical practices and health centres · Partnership and single-handed practices · Training practices · Practices in a primary care network · Dispensing practices · Branch-site practices · Private GP clinics (adapted)

The homepage, section by section

Calm forest green, warm cream and a soft serif: trustworthy, local and easy to read, with the main tasks one tap away.



1. **Emergency line and live status**
   999 and NHS 111 at the very top, then whether you're open now, whether the online form is open and the phone number.

2. **Hero slider**
   Four full-width photo slides with a clear message and two buttons each: contact online, prescriptions, registration and vaccinations. Pauses on hover, swipes on phones.

3. **How can we help today?**
   Six task tiles straight under the hero: contact online, repeat prescriptions, which service, register, test results and appointments.

4. **Urgent help strip**
   999, NHS 111 and Pharmacy First, so patients who shouldn't wait for a GP see where to go.

5. **Three ways to reach us**
   Online, phone and in person explained as one fair system, next to today's opening hours and evening and Saturday appointments.

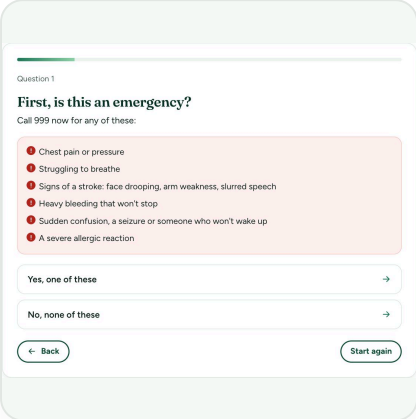
6. **NHS App, services and team**
   What the NHS App does, four service areas, figures, the team with bios, the CQC rating, Friends and Family Test score and news.

WHY IT WORKS

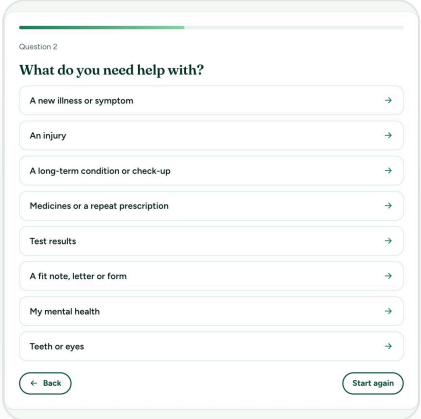
NHS England's user testing of GP websites found patients struggle when tasks are buried in menus or written in jargon. Here the top tasks are the first thing on the page, in plain English, on every device.

Signposting that takes pressure off the phones

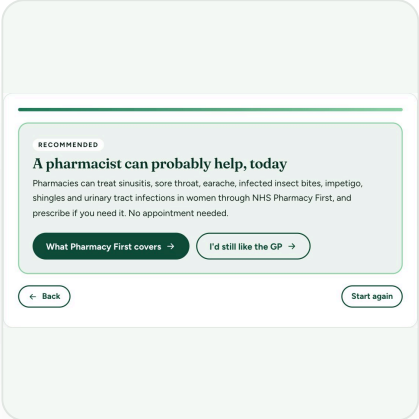
Two or three questions send patients to the right NHS service: 999, A&E, NHS 111, an urgent treatment centre, a pharmacy, a dentist, an optician, NHS Talking Therapies or the practice.



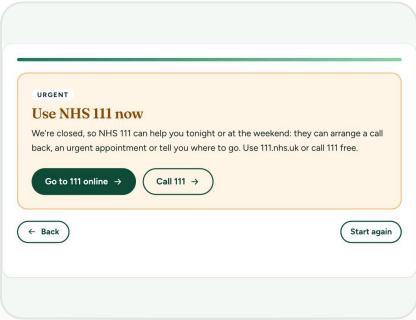
Question 1: is this an emergency?



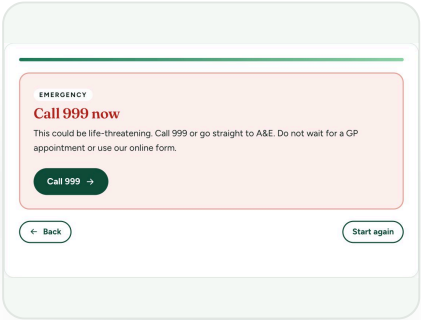
Question 2: what do you need help with?



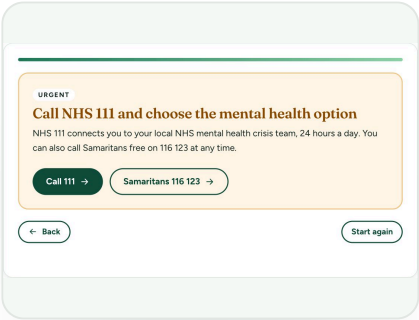
Result: Pharmacy First can help today



Same-day help when closed: NHS 111



Signs of serious illness in a child: 999



Mental health: 111, mental health option

1 Red flags first
The first question lists emergency signs, so a patient with chest pain is told to call 999 before anything else.

2 Live opening status
For same-day help the tool knows whether you're open and points to your phone line or NHS 111.

3 Clear, coloured outcomes
Emergency, urgent, recommended or 'how to', each with one or two buttons: call, open 111 online or start an online request.

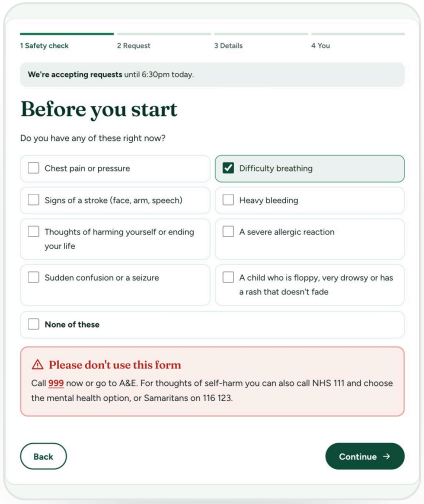
4 Your local services
We add your local urgent treatment centre, A&E, mental health and dental routes.

WHY IT MATTERS

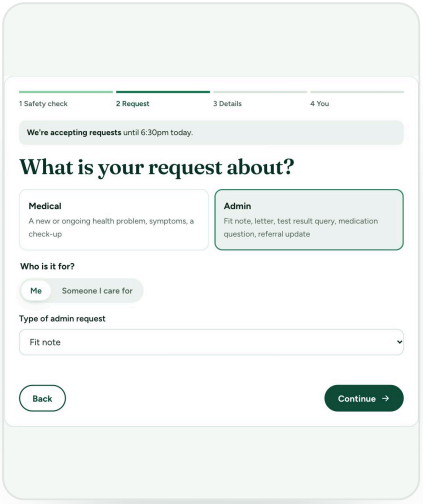
Many calls and online requests could be handled by a pharmacist, NHS 111 or self-referral. Signposting patients before they contact you frees clinician time and gets them help faster. Your clinical lead approves the wording before launch.

An online request form with a safety check built in

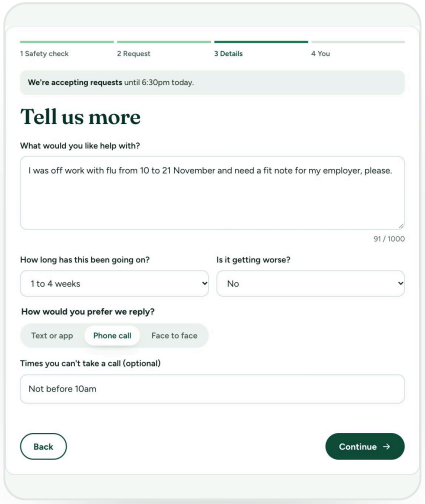
Since October 2025 practices in England keep online consultation open for non-urgent requests throughout core hours. This form shows when it's open, screens for emergencies and collects what the triage team needs.



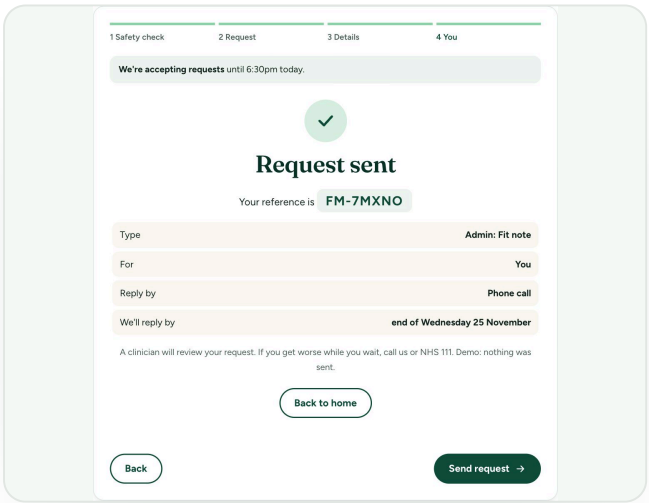
Red flag ticked: the form stops and says call 999



Medical or admin, for me or someone I care for



Details, how long, getting worse, how to reply



Reference and the day you'll reply by

1 Open or closed, honestly
The form says whether it's accepting requests right now and points to NHS 111 out of hours.

2 Medical and admin
Admin requests (fit notes, letters, results, medicines, referrals) are labelled for the right team.

3 Reply preferences
Text or NHS App message, phone or face to face, plus times the patient can't take a call.

CONNECTS TO YOUR SYSTEM

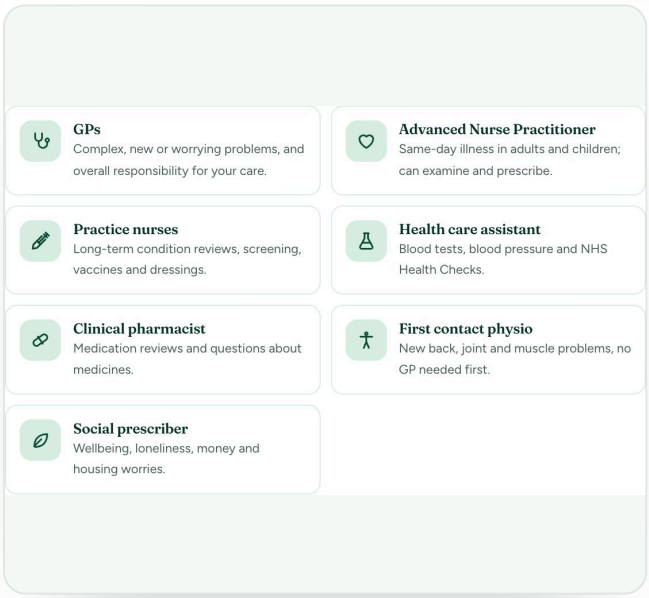
The demo stores nothing. On your site the form links to the online consultation system you already use, or sends secure requests to your practice inbox, so this page becomes a clear, branded front door.

Opening hours, access and who patients might see

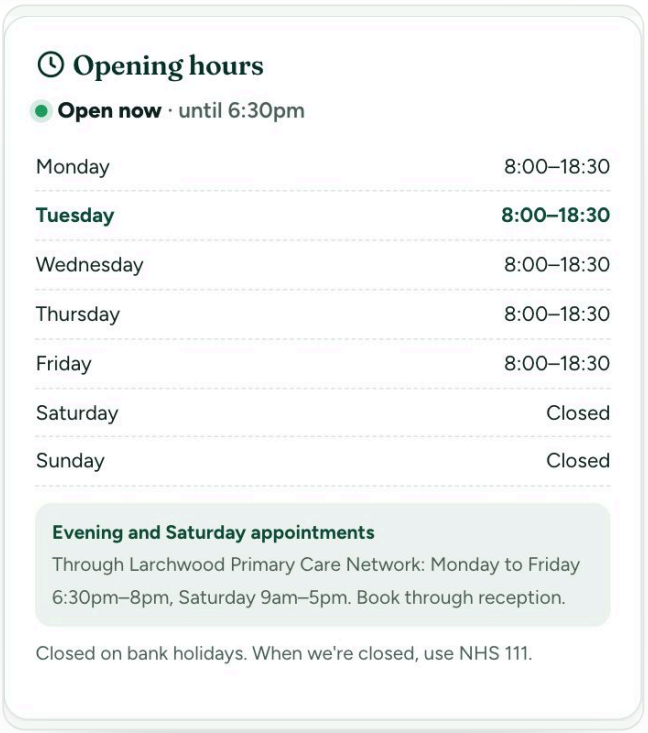
Under the 2026/27 GP contract, practices show their opening times for walk-in, telephone and online access on their website. This page does that and explains the wider team.

In short: we're open Monday to Friday, 8am to 6:30pm. Send an online request, call 0121 496 0742 or visit reception. A clinician reviews every request the same day and books you with the right person. Evening (6:30pm to 8pm) and Saturday (9am to 5pm) appointments are available through Larchwood Primary Care Network.

Answer-first summary with core hours and PCN evening and Saturday appointments



The roles patients might see, and why



Hours card with live status, today highlighted and enhanced access

1 **The wider team explained**
GPs, advanced nurse practitioner, nurses, HCA, clinical pharmacist, first contact physio and social prescriber.

2 **Home visits, cancelling, chaperones**
When to ask for a home visit, how to cancel, chaperones and interpreters, including BSL.

3 **Live open status**
Open now, closed or bank holiday, worked out from your hours and the England bank holiday dates.

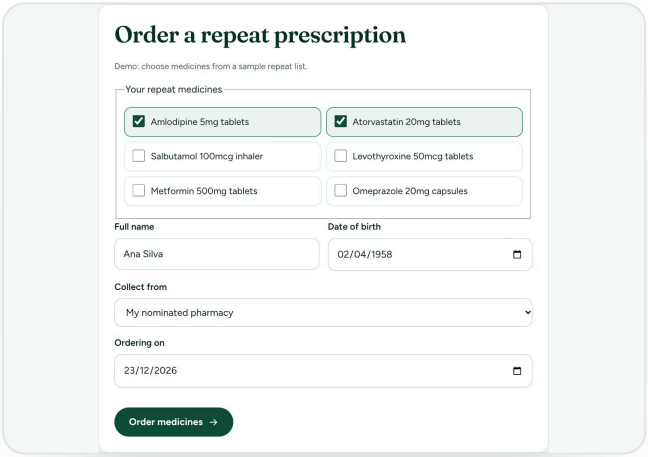
4 **Evenings and Saturdays**
Enhanced access through your primary care network, 6:30pm to 8pm weekdays and 9am to 5pm Saturdays.

Prescriptions: order, know when it's ready, pay less

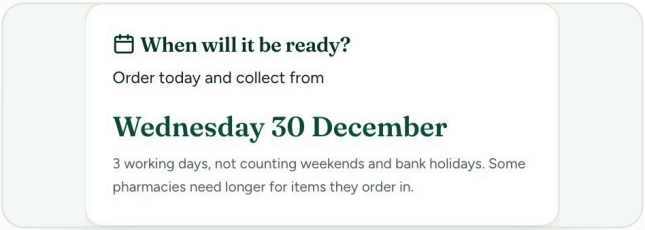
Three ways to order, an online repeat form, a ready-date calculator that skips weekends and bank holidays, and a check that tells patients whether a prepayment certificate would save them money.



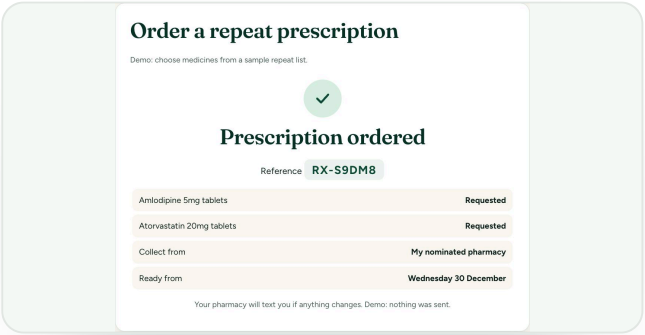
NHS App, online form or pharmacy



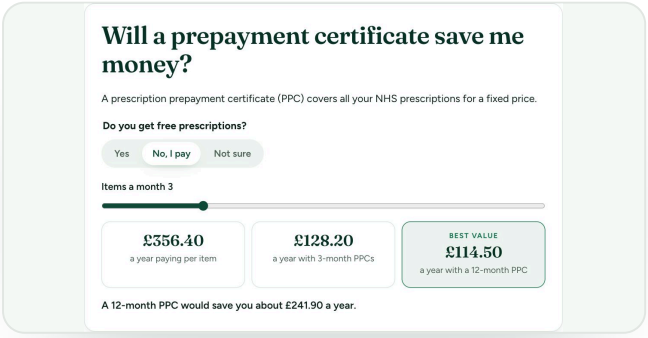
Online repeat order from the patient's medicines



Ready date: 3 working days, Christmas bank holidays skipped



Order confirmed with reference and pharmacy

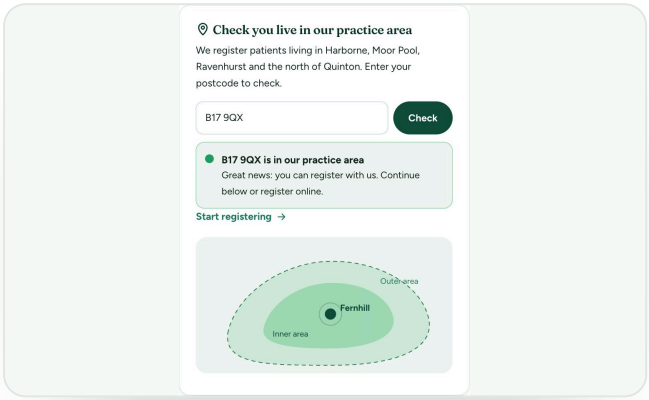


3 items a month: a 12-month PPC saves £241.90

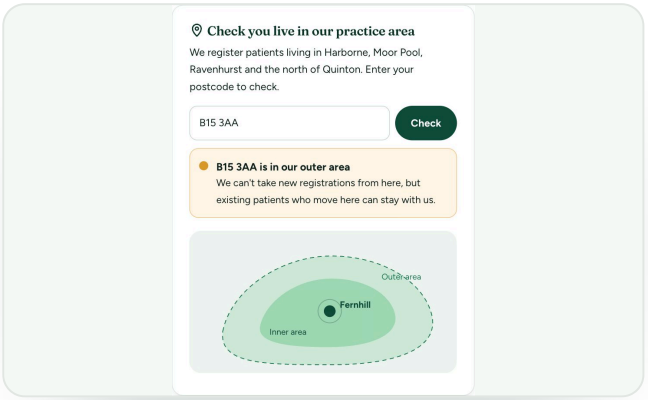
1. **Correct 2026/27 charges**
   £9.90 per item, PPC £32.05 for 3 months or £114.50 for 12 months, with the exemption groups listed.
2. **Fewer phone calls**
   Patients see the ready date and the right way to order, so they don't call to chase.
3. **Your rules**
   We set your own turnaround, cut-off times and partner pharmacies.

Registration that starts with the postcode

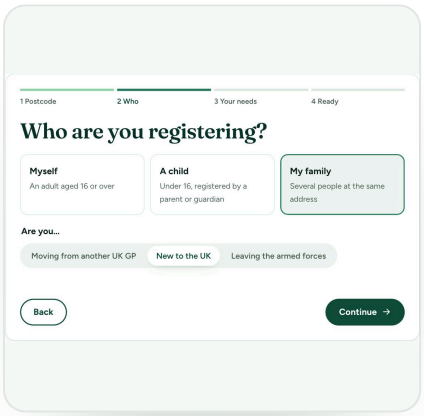
Under the 2026/27 GP contract, registrations in England go through the NHS online registration service. This page checks the patient is in your area, explains what they'll need and sends them to the NHS form.



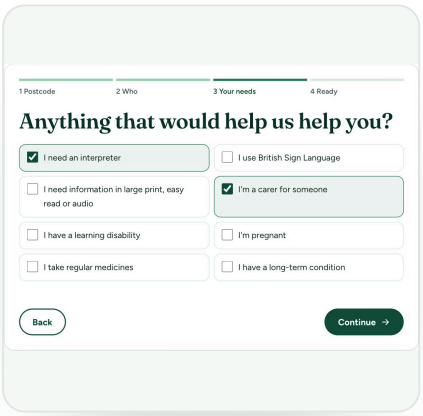
Postcode inside the practice area



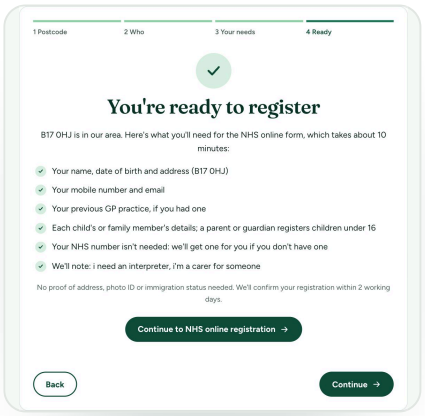
Outer area: existing patients may stay



Who is registering and where from



Accessibility and care needs



Personalised checklist and the NHS form link

1 Practice boundary by postcode sector
Inner area, outer area or outside, with a friendly explanation and a 'find a GP' link.

2 Correct rules
No proof of address, ID, NHS number or immigration status needed: stated clearly, as NHS guidance says.

3 Adapts to the patient
Families, children, people new to the UK and veterans each get the right checklist.

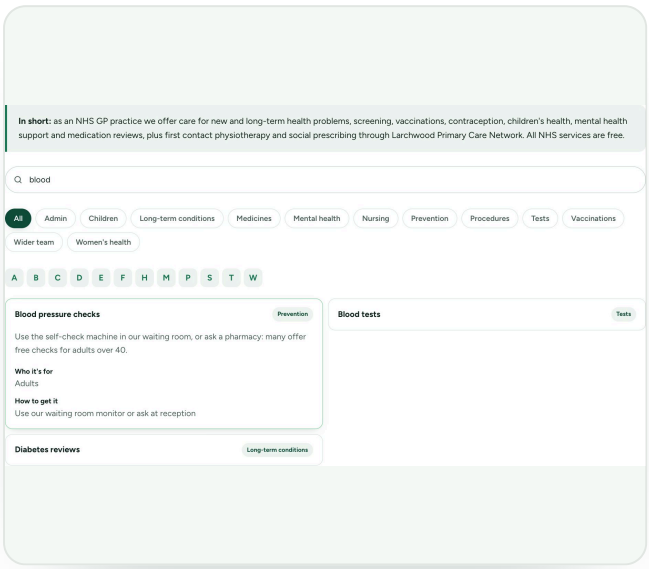
4 Accessible Information Standard
Interpreter, BSL, large print or easy read needs are captured up front.

WHY IT MATTERS

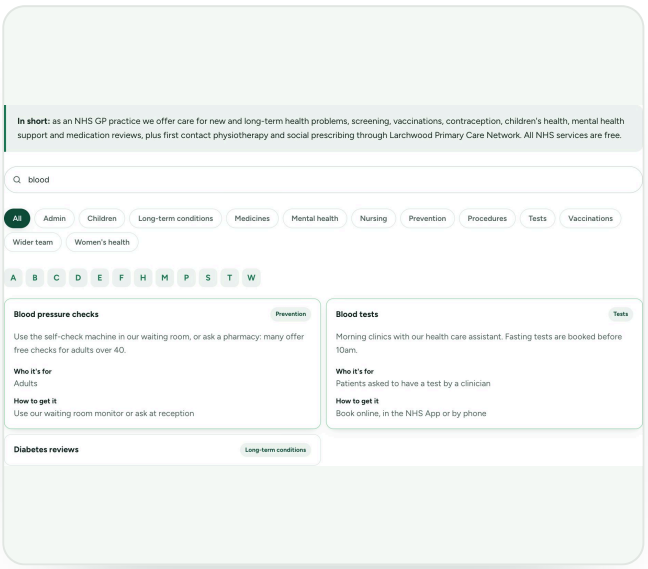
Unclear registration pages create phone calls and paper forms that someone has to retype. A clear boundary check and a direct link to the NHS service save reception hours every week.

Every clinic and service, searchable in a second

24 services with who they're for and how to get them, plus a section on NHS Pharmacy First.



Search: 'blood' finds blood tests and blood pressure



Filtered to Women's health, one service open



Pharmacy First: seven conditions and age ranges

1 **Search, categories, A–Z letters**
Patients type what they mean or filter by area: children, long-term conditions, vaccinations, admin and more.

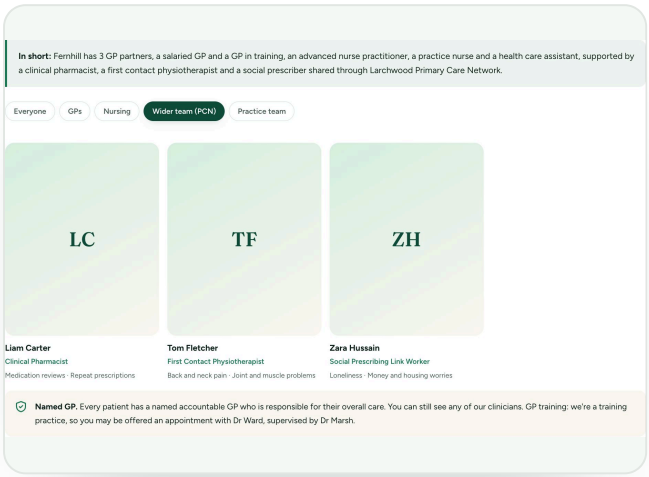
2 **Who and how**
Each service says who it's for and how to get it: invitation, online, phone or self-referral.

3 **Pharmacy First**
Sinusitis, sore throat, earache, infected insect bites, impetigo, shingles and UTIs in women, with age ranges.

4 **Links from the homepage**
Service tiles open the A–Z already filtered.

Your team, your rating and your policies

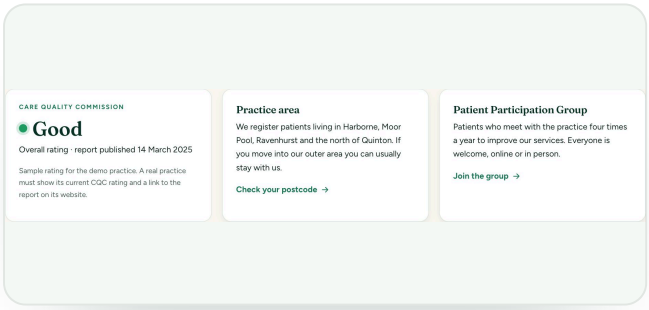
A team directory with filters and bios, the CQC rating as the regulator requires, and the information every practice must publish.



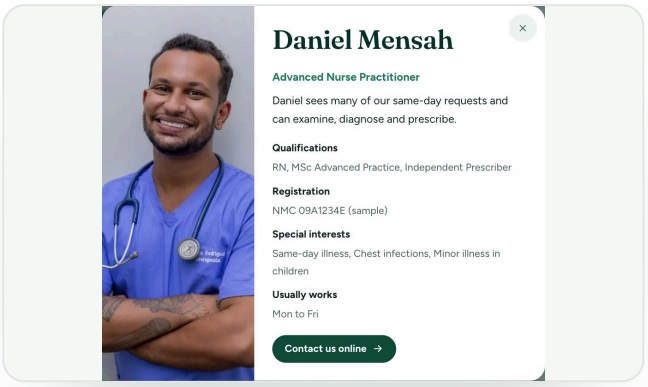
Team filtered to the PCN wider team

1 Team directory

GPs, nursing, PCN wider team and practice team, with photos or initials.



CQC rating, practice area and patient group



Bio with qualifications, registration and interests

2 Bios that build trust

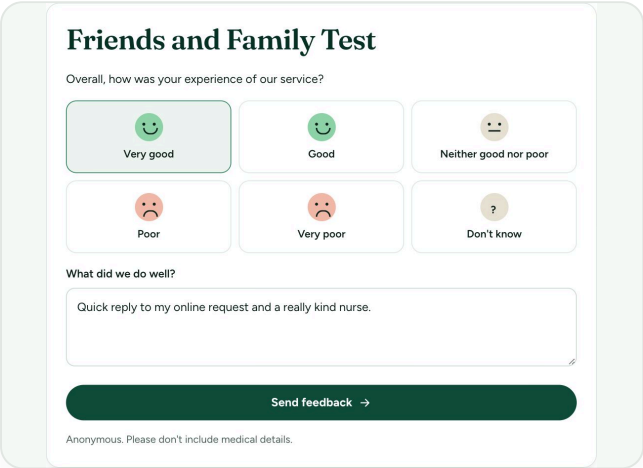
Qualifications, GMC, NMC, GPhC or HCPC number, special interests and usual days.

3 Required information

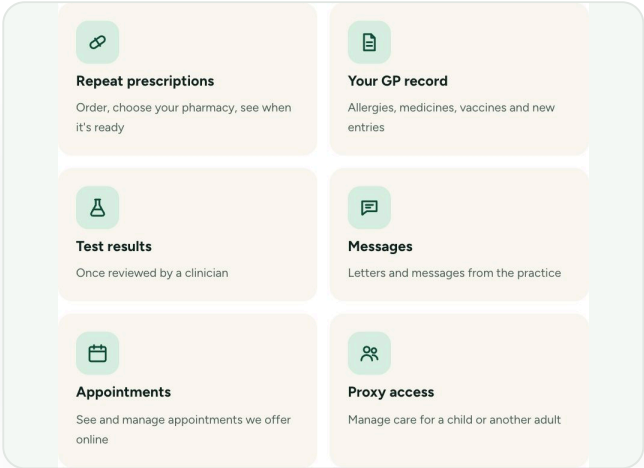
CQC rating with report link, named accountable GP, GP earnings, data opt-out, zero tolerance, chaperones and training practice.

Feedback, NHS App, results and urgent help

The pages that answer the rest of patients' questions and show you listen.



Friends and Family Test with the official question



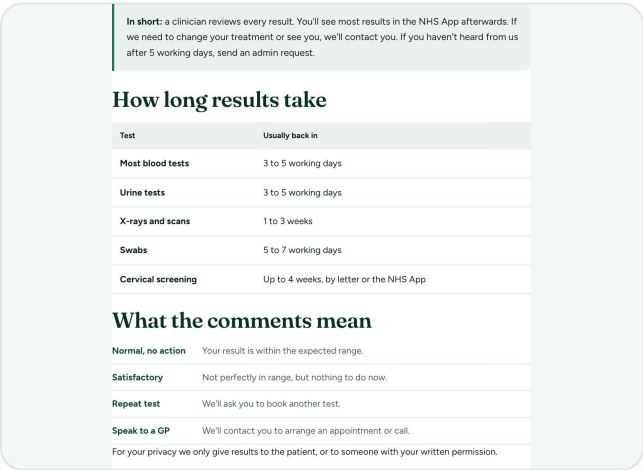
What the NHS App does

1 **Friends and Family Test**

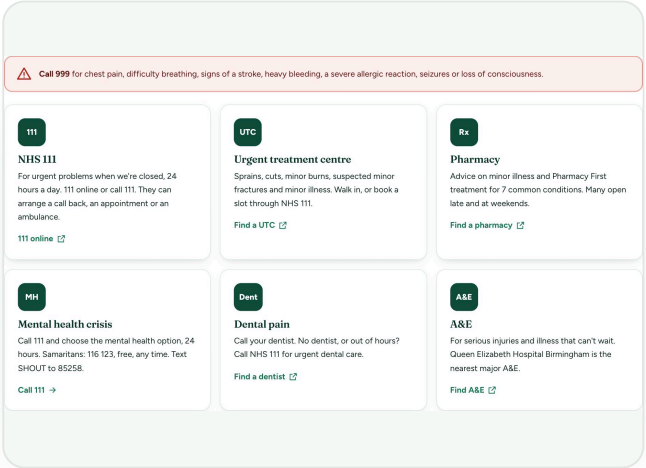
The official question and six answers, a follow-up question, your monthly results and 'you said, we did'.

2 **NHS App**

Set-up in four steps, what patients can do and proxy access for carers.



Test results: timings and what comments mean



Urgent help when you're closed

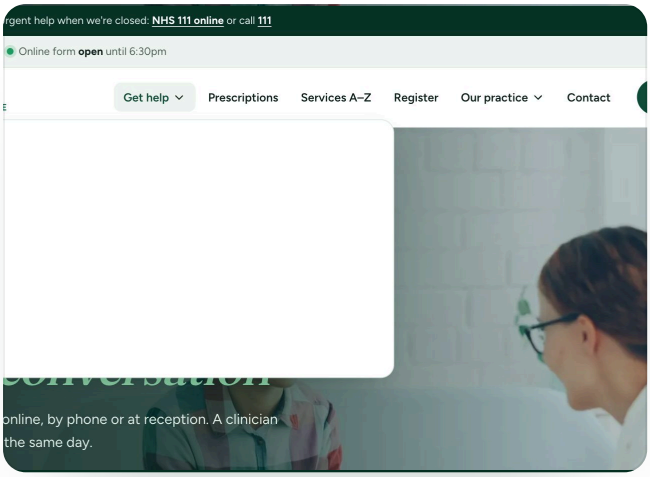
3 **Test results**

Typical turnaround, what each comment means and when to get in touch.

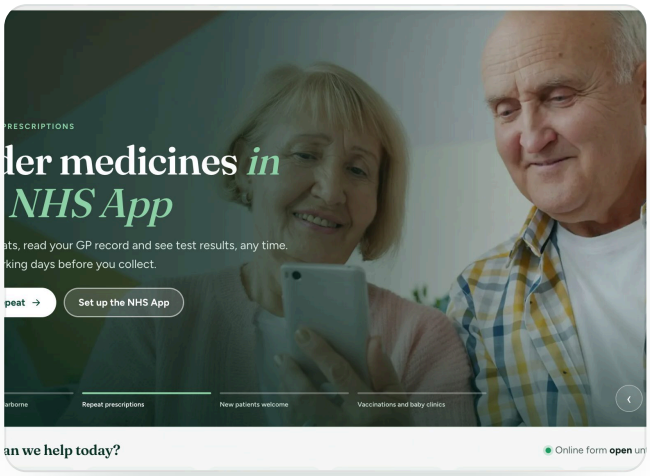
4 **Urgent help**

999, NHS 111, urgent treatment centre, pharmacy, mental health crisis, dental and A&E.

Features that make the website easy to use



Get help menu



Hero slide two: repeat prescriptions

Mega menu

Get help and Our practice menus with icons and a 'Which service do I need?' prompt.

Live status

Open or closed now and the online form status in the top bar, from your hours and bank holidays.

Larger text button

One tap makes all text bigger and is remembered on the next visit.

Call, contact online, prescriptions

A four-button bar on phones: call, contact online, prescriptions and which service.

Accessible by design

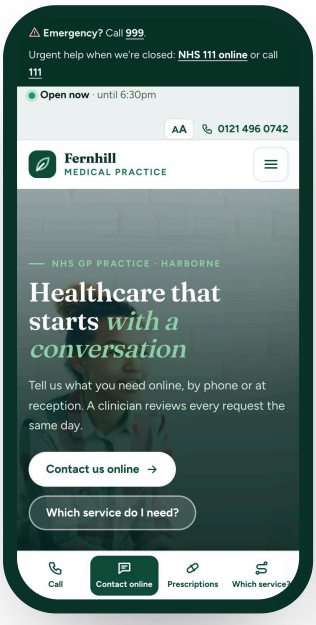
Skip link, keyboard menus, visible focus, plain English and reduced motion respected.

Easy to update

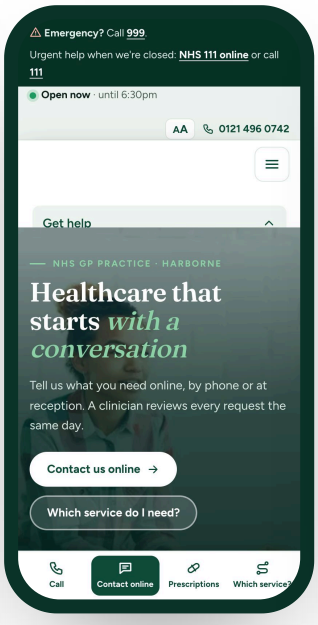
Hours, team, services and charges live in one file: change them once and every page and tool updates.

Designed for the phone

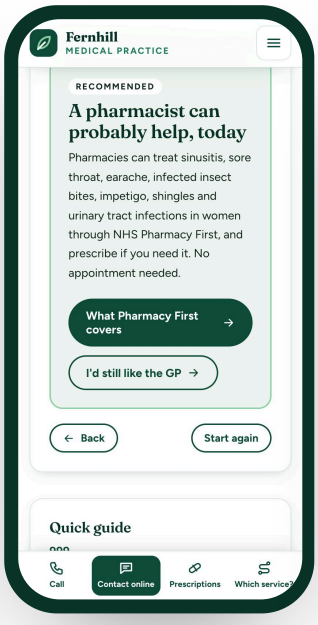
Most patients use their GP website on a phone, often while unwell. The menu becomes a drawer, every tool works on a small screen, and a bar keeps Call, Contact online, Prescriptions and Which service? one tap away.



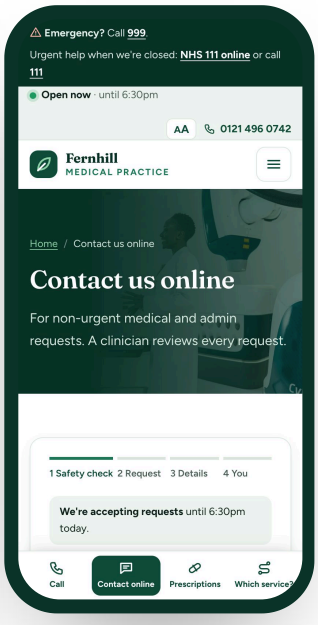
Homepage



Menu



Which service?



Online request

11,400 registered patients

39 years caring for Harborne

93% would recommend us (FFT)

1 day to reply to online requests

Your practice, Google and AI search

The demo uses forest green, fern and leaf green with warm cream, Fraunces for headings and Figtree for text. We use your practice name and colours, and make every page clear to Google, NHS search and AI assistants.

Google (SEO)

- A unique title and description on every page
- MedicalClinic structured data with hours, team and services, plus FAQPage, Article, Person and Breadcrumb
- A page for every main task: online consultation, prescriptions, registration, appointments, services
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' boxes on every key page
- Facts AI tools can quote: hours, how to register, prescription turnaround and charges
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

[practice name] GP | GP surgery [area] | register with a GP [town] | repeat prescription [practice] | GP opening hours [area] | how to get a GP appointment | do I need a GP or a pharmacy | NHS prescription charge

WHY IT MATTERS

Patients increasingly ask AI assistants how to register, when the surgery is open or how to order medicines. Clear, consistent answers help them get it right. We don't guarantee rankings or citations, but we report progress every month.

14 · ALL INCLUDED

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

The website arrives complete and ready to use. Your team never has to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect your existing address.

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

Business email INCLUDED
Mailboxes on your own domain where you don't use NHS mail.

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

Google Business Profile
Your Maps listing checked and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for the UK.

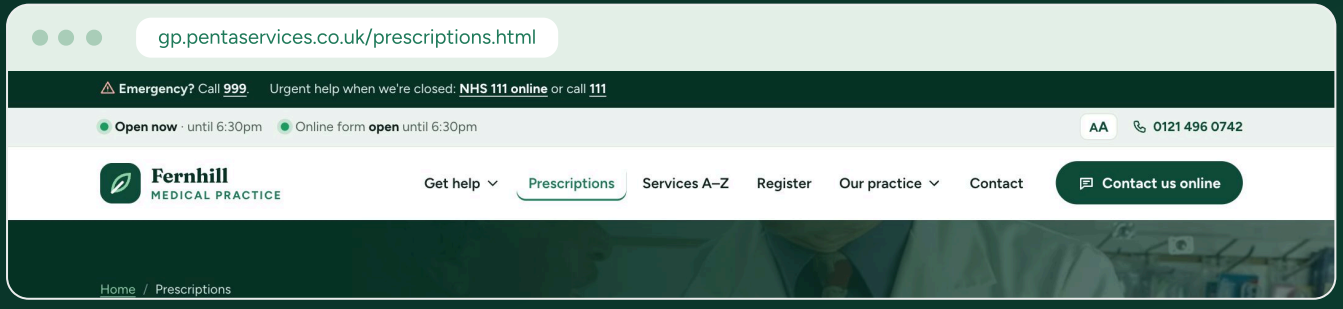
Ready Site price

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

Monthly
£24 · US$29
Hosting, SSL and 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

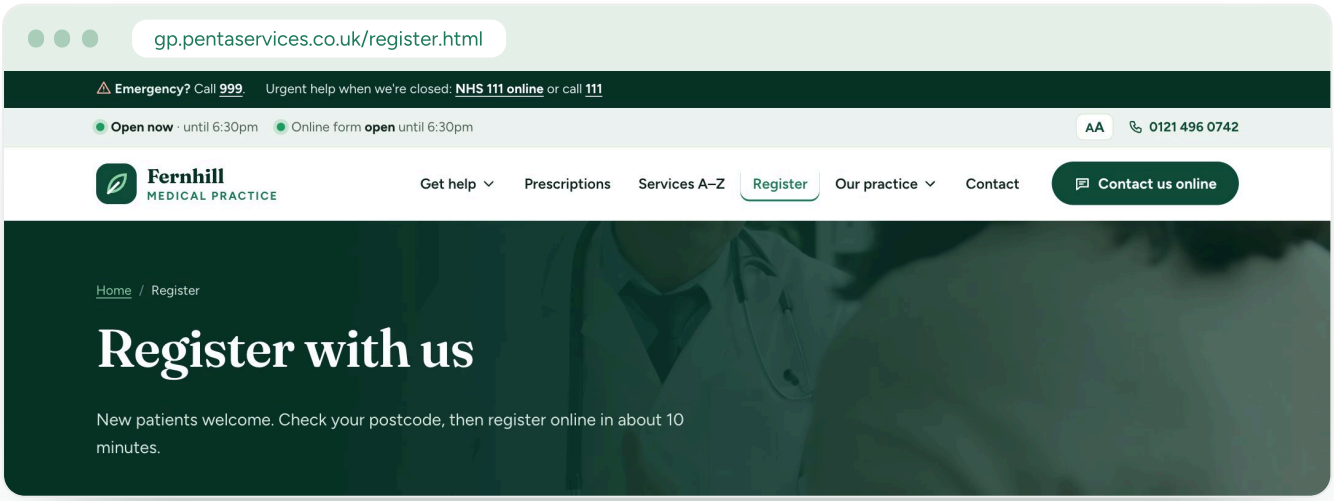
- Practice name, address, phone, email and practice code
- Opening hours, enhanced access details and your PCN
- Your practice boundary (postcode sectors or a map)
- Your online consultation system and prescription process
- Team list with roles and photos, if you'd like them
- Services, CQC rating and your policy text

What we do

- Adapt the design to your practice
- Load your hours, boundary, team and services
- Link your online consultation and NHS services
- SEO, structured data and Google Business Profile
- Accessibility and device testing
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your practice: your hours, boundary, team, services and the systems you use. Clinical wording in the signposting tool and red-flag lists is approved by your clinical lead before launch. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that helps patients help themselves?

1. **See the demo**
   Open it on your phone and computer. Try 'which service do I need?', the online form, the postcode checker and the prescription tools.

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**
   Hours, boundary, team, services, systems and your current website address.

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: gp.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. The right service, first time, for every patient who needs you.