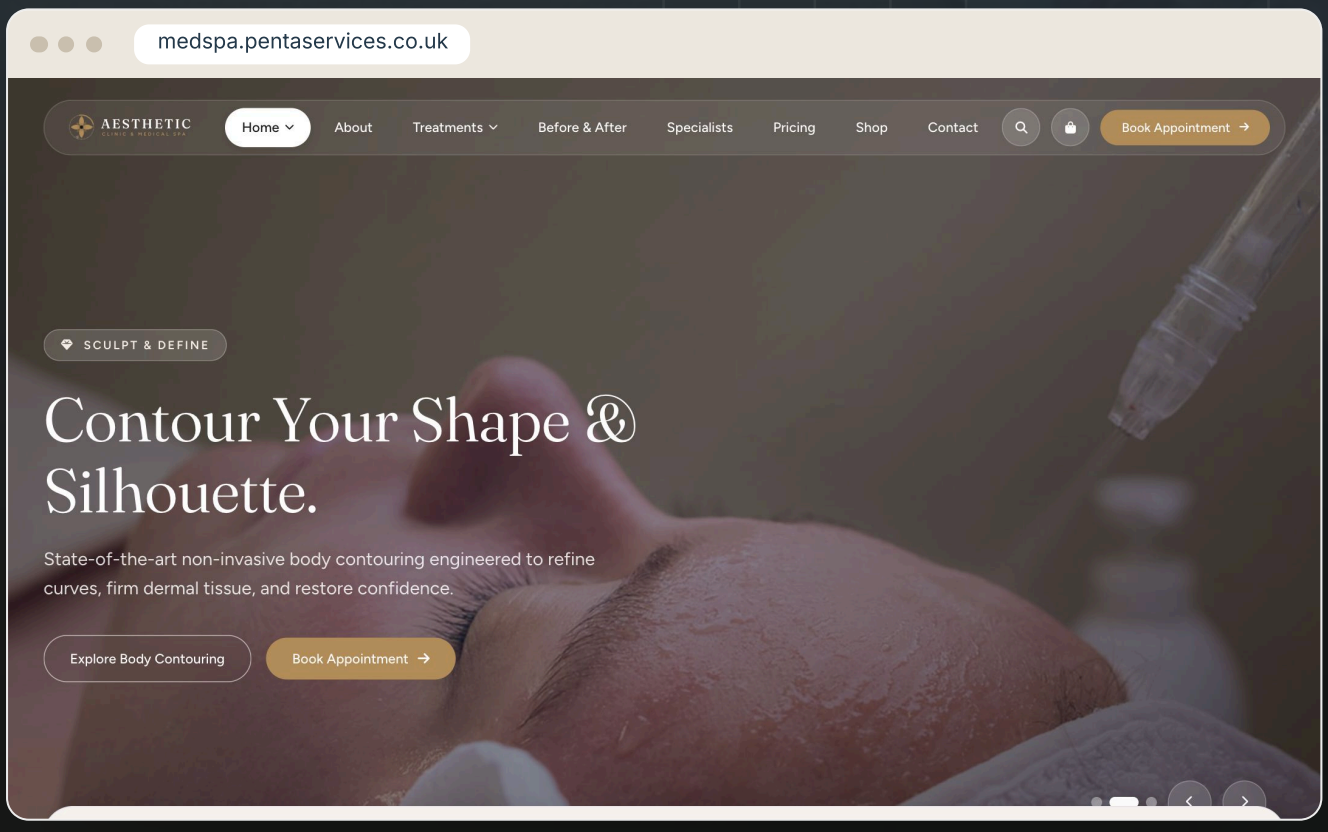
penta
SERVICES

WEBSITE GUIDE FOR MEDICAL SPAS AND COSMETIC CLINICS

A website that turns *quiet curiosity* into booked consultations.

Our ready-made website for medical spas, cosmetic clinics and body-contouring studios: what it contains, how every page works, and how it carries someone from browsing treatments to your consultation room.



For medical spas, cosmetic and body-contouring clinics

Live preview:
medspa.pentaservices.co.uk

Penta Services ·
November 2026

1 · AT A GLANCE

People research a treatment *for weeks before they book.*

Before booking filler, a laser course or body contouring, people read, compare clinics, look for real results, check who will actually treat them, and try to find the price. Most of it happens quietly, on a phone, late in the evening. The clinic that answers those questions clearly is the one that gets the consultation.

What they check before booking

- Does this clinic look medical and safe, not a beauty bar?
- Who will treat me, and what are their qualifications?
- What does the result actually look like on a real patient?
- What does it cost, how long does it take, and is there downtime?

What this website gives you

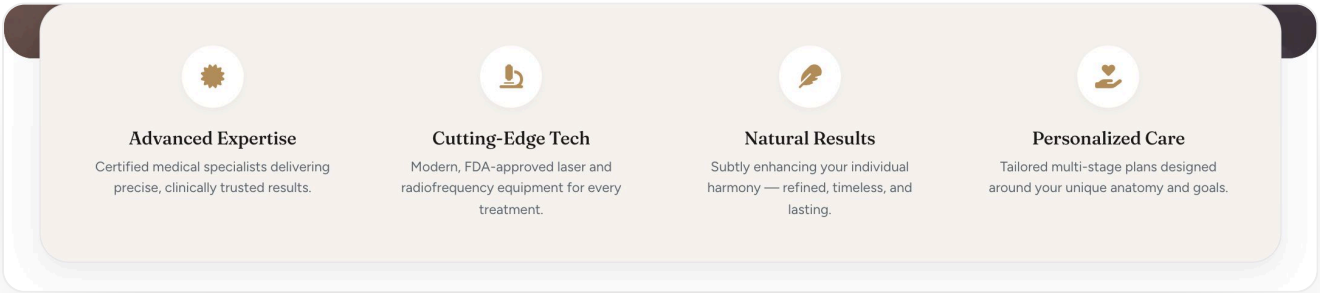
- A calm, clinical-luxury look that signals medical standards
- Before-and-after sliders that show real results, side by side
- A treatment menu with duration and price, filterable by area
- A booking popup on every page, with the treatment pre-selected

9
Ready pages, from home to contact

7
Treatments, each with duration, price and booking

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

1 tap
To book, call or search from a phone



CONTENTS

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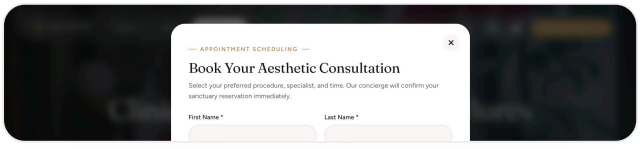
12 · All included and price 14

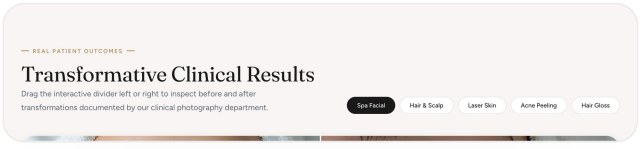
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TRY THE LIVE DEMO

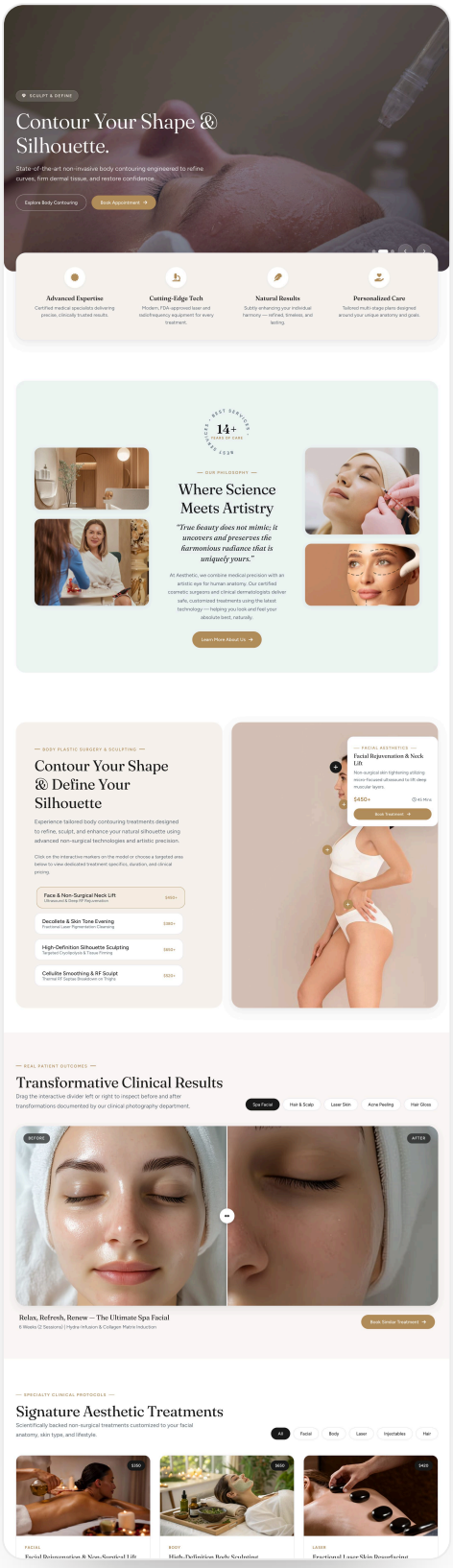
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Open the demo on your phone and your computer: it is a real working website, not a picture. Drag a before-and-after slider, tap a zone on the body map, filter the treatments, add a product to the bag and book an appointment.





One page that answers *every first question*



1. **Hero slider**
   Three full-width images with your promise and two buttons — book an appointment, or explore treatments — readable in five seconds.

2. **Four clinical pillars**
   Expertise, technology, natural results and personalised care: the reassurance a medical patient looks for first.

3. **Philosophy and story**
   An editorial photo montage with your years of experience on a rotating stamp.

4. **Interactive body map**
   Markers on face, décolleté, waist and thighs that open the treatment for that area.

5. **Before and after**
   A draggable slider across five documented cases.

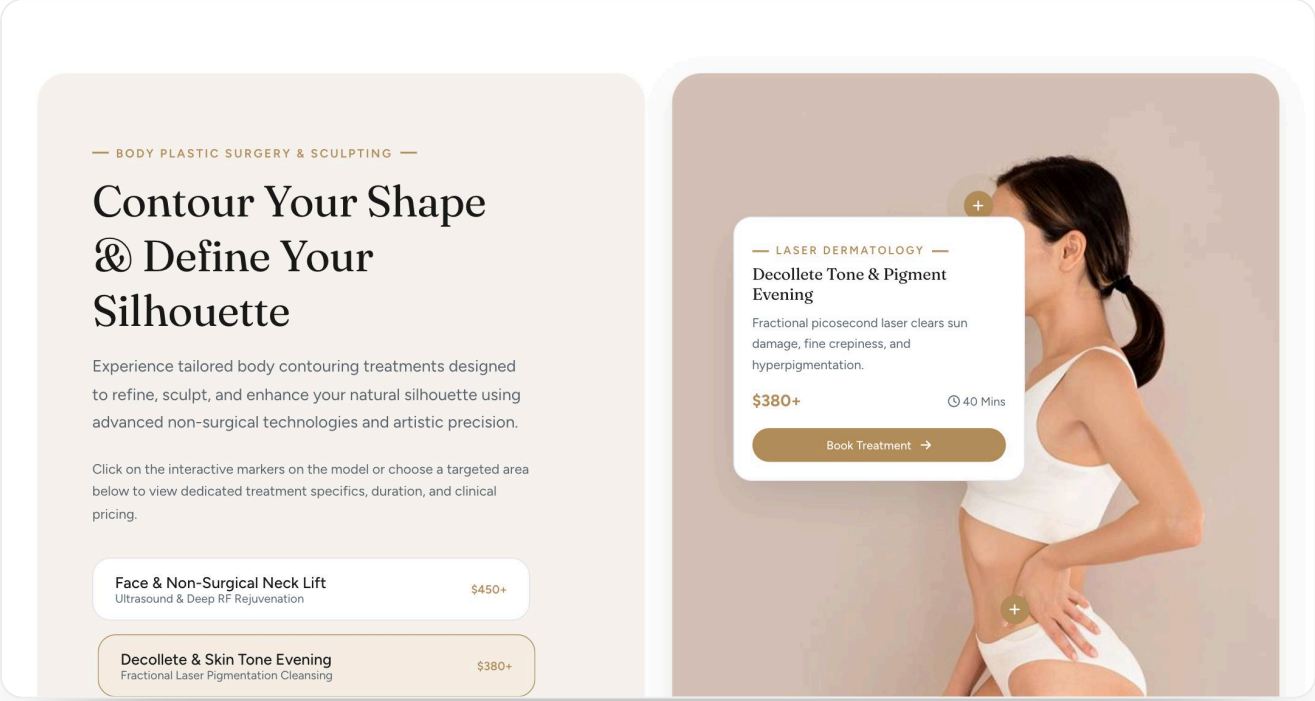
6. **Treatment directory**
   Filterable by facial, body, laser, injectables and hair, each with duration, price and a booking button.

7. **Clinical skincare shop**
   Product cards with quick view, wishlist and add to bag.

8. **Reviews, booking form and journal**
   Patient stories, an enquiry form beside your clinic details, FAQ and articles.

Patients point at the area *that bothers them*

Most people cannot name the treatment they need — but they can point at what they want changed. The homepage body map lets them tap a zone and see the matching treatment with its duration and starting price, then book it in the same movement.



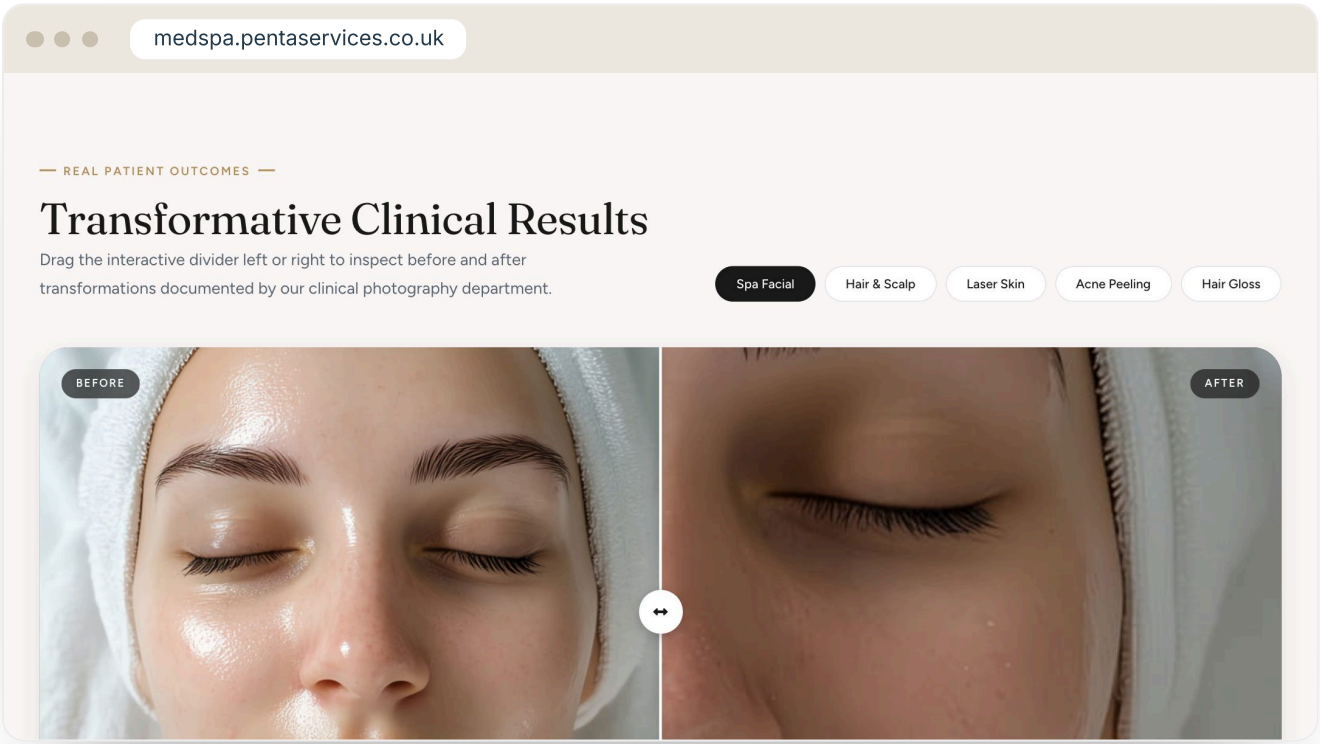
- Markers on face, décolleté, waist and thighs
- Each opens a card with treatment, duration and price
- "Book treatment" carries the choice into the booking form
- Zones and treatments changed to match what you offer

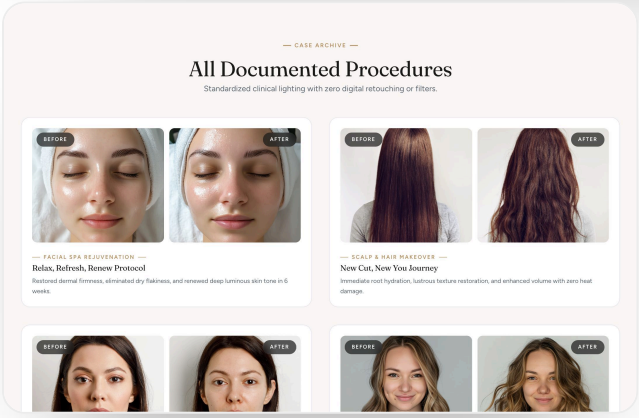
WHY IT MATTERS

It turns a vague worry into a named procedure. People who use the map arrive at the consultation already knowing what they are asking for, which makes your first appointment shorter and far easier to convert.

Real results, *shown honestly*

Nothing sells an aesthetic treatment like evidence. A draggable handle wipes between the before and after photograph of the same patient, so nobody can accuse the clinic of flattering angles. Tabs switch between cases, and a full gallery page documents each one with the protocol and the time it took.





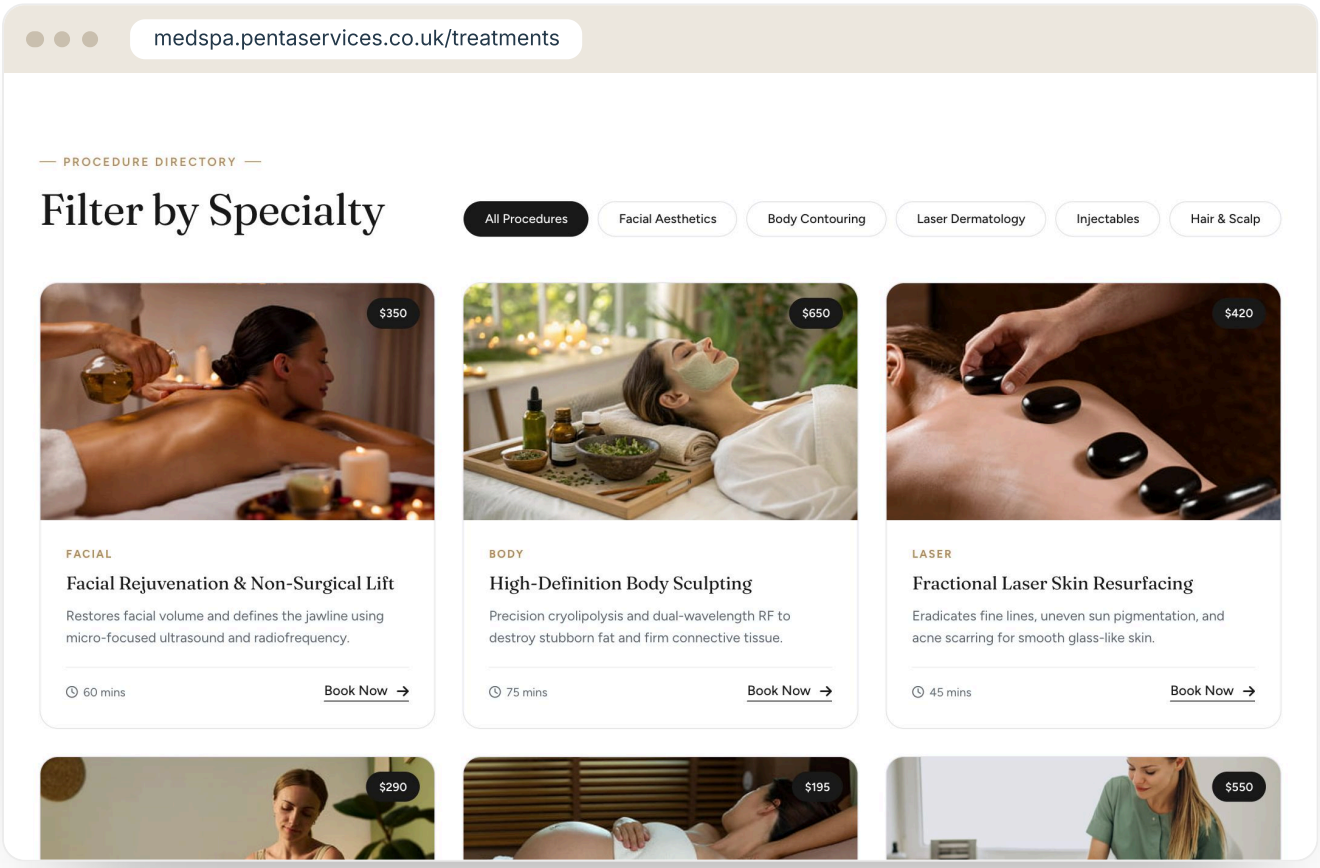
The gallery page: every documented case, with category and outcome.

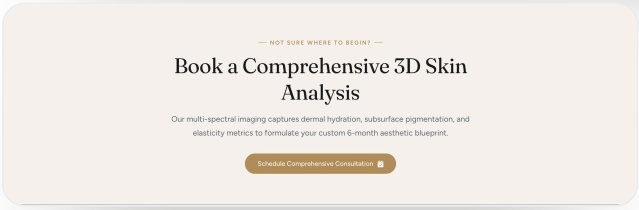
CONSENT FIRST, ALWAYS

Before-and-after photography is regulated in most markets. We publish only images you have written patient consent for, we never retouch them, and we label the treatment, the number of sessions and the time taken.

Every treatment, *with its price on it*

The treatments page filters by specialty — facial aesthetics, body contouring, laser dermatology, injectables, hair and scalp — and every card carries a photo, a plain-language description, the duration, the starting price and a "Book now" button. The demo shows seven treatments; we replace them with yours.





A closing invitation for people who are still undecided.

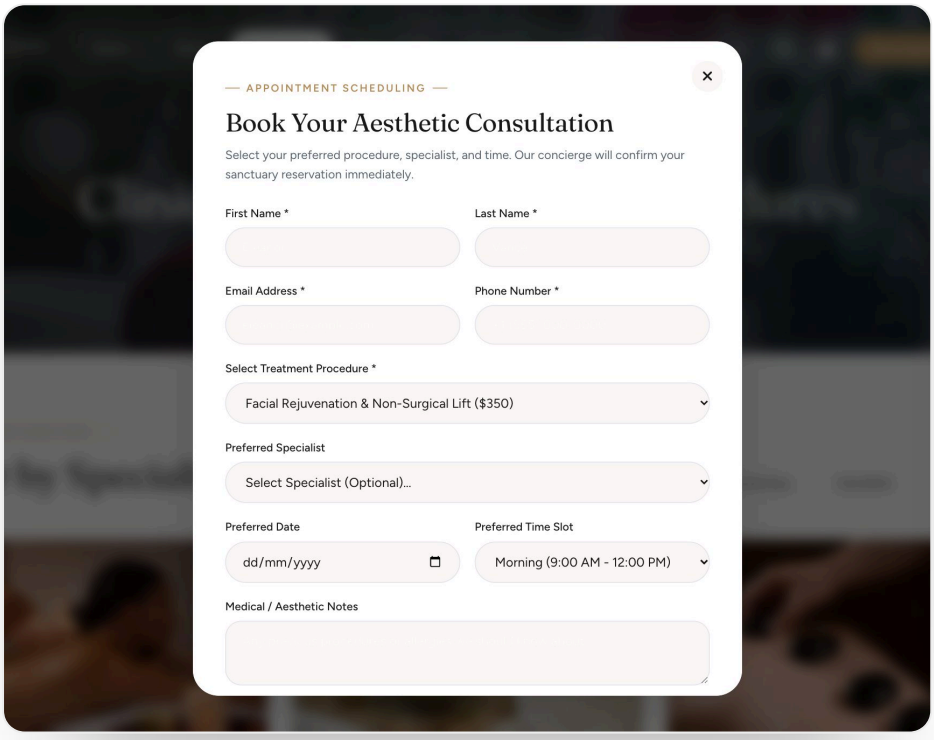
WHY IT MATTERS

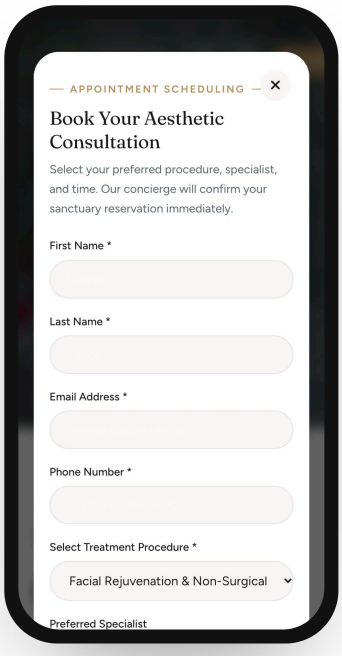
Clinics that hide prices lose the enquiry to the one that shows them. A starting price filters out the wrong enquiries and brings you people who already accepted the cost.

6 · ONLINE BOOKING

Book a consultation *from any page*

Every "Book" button on the site opens the same scheduling popup, already set to the treatment the person was reading about. They add their name, email and phone, choose a specialist, a date and a time slot, add any medical notes, and the request reaches you with everything you need to confirm it.





How it works for your clinic

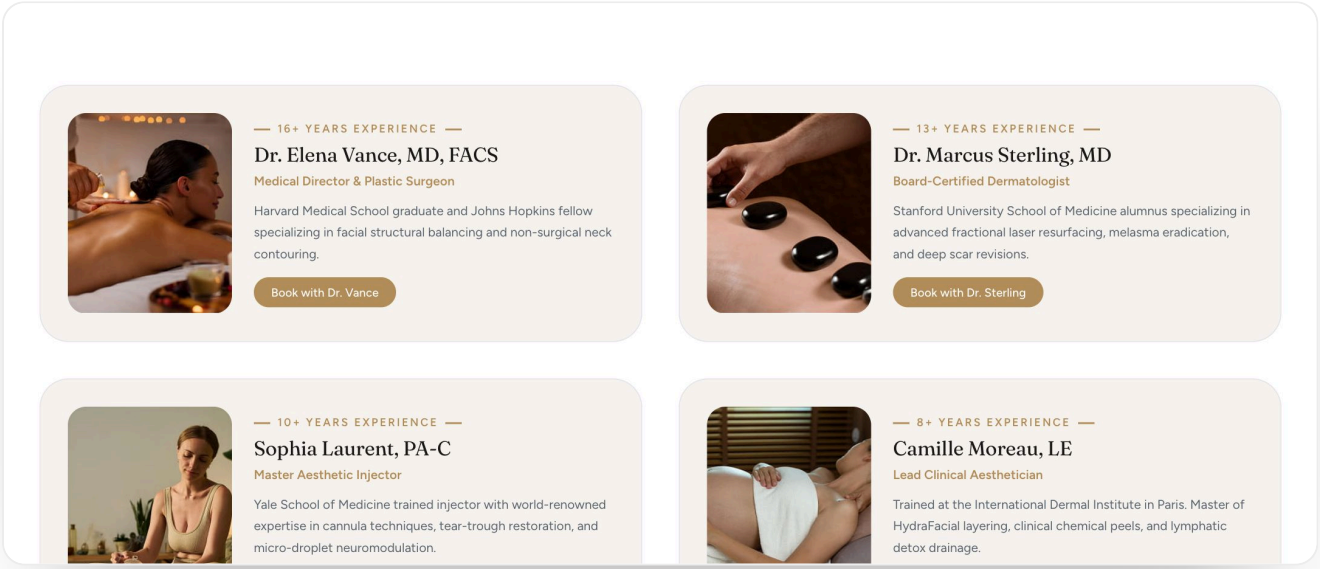
- Treatment pre-selected from the page they were on
- Specialist chosen from your real team
- Time slots matched to your own opening hours
- Requests reach you by email or WhatsApp

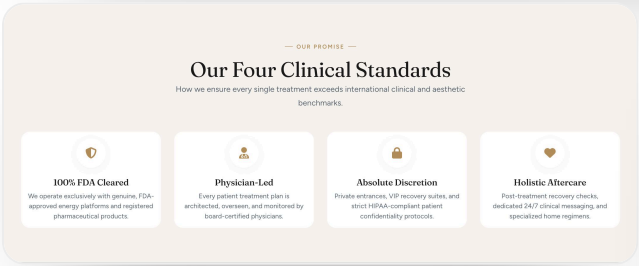
LIVE CALENDARS ON REQUEST

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

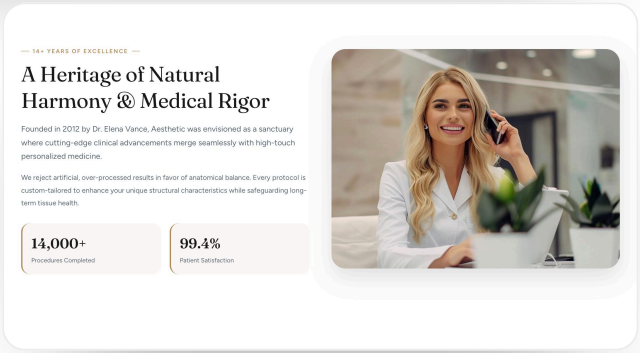
Your practitioners *and your standards*

In aesthetics people choose a person, not a clinic. Every practitioner gets a card with photo, role, training and speciality, and a booking button that pre-selects them. The about page sets out your clinical standards, your accreditation and the numbers that prove experience.





The four clinical standards your clinic is held to.

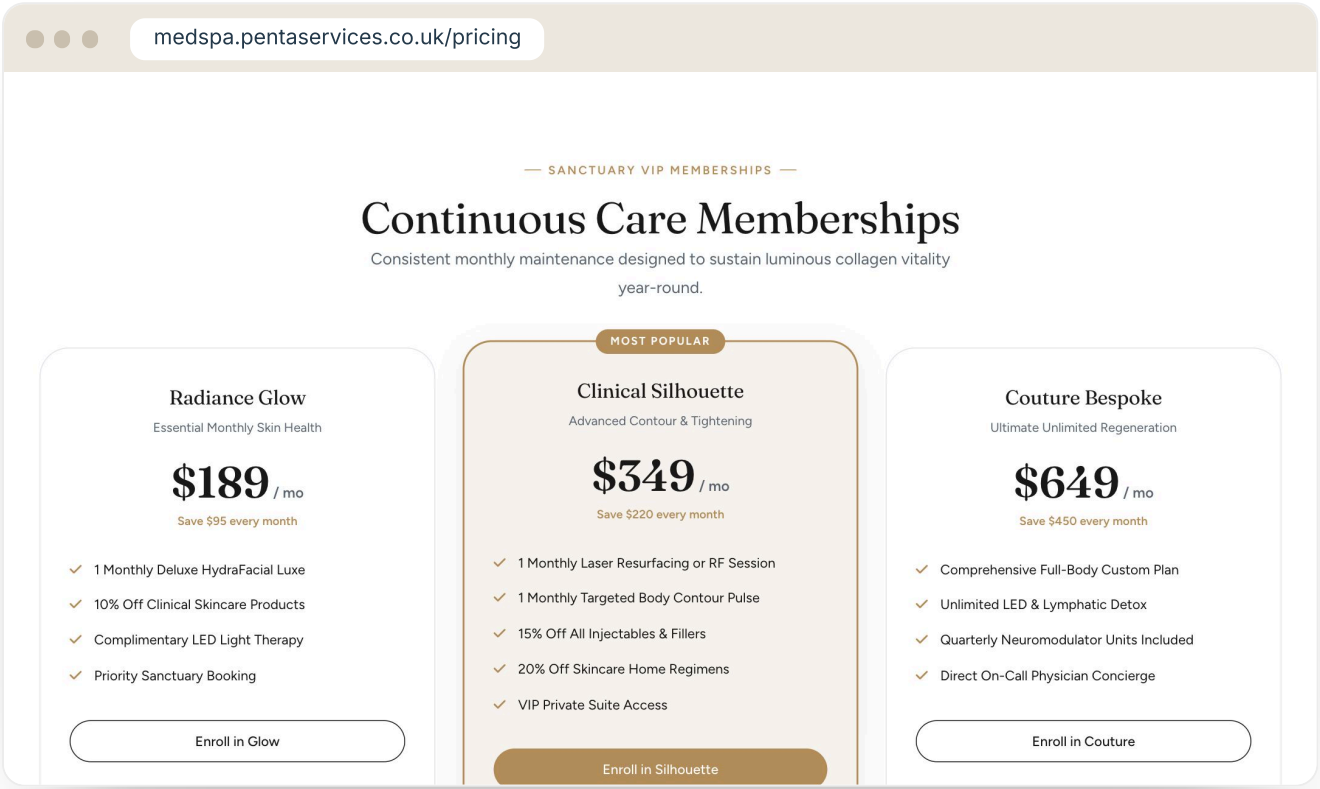


Your story, with procedures completed and patient satisfaction.

We publish only qualifications, registrations and figures that you confirm in writing. Every name, credential and statistic in the demo is fictional.

Monthly plans that turn *one visit into a year*

Three membership tiers side by side, each with its own inclusions, saving and booking button, and the most popular one raised above the others. Below them, single-treatment pricing for people who are not ready to commit.



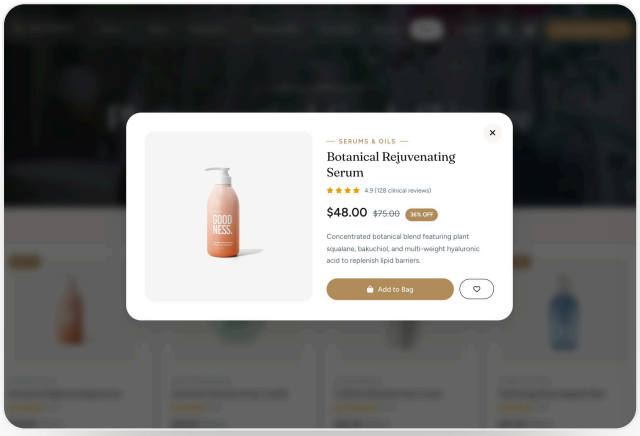
- Tier names, prices and inclusions easy to change
- A clear saving against single-session prices
- Each tier books straight into your diary
- Optional: online payment or a deposit to hold the slot

WHY IT MATTERS

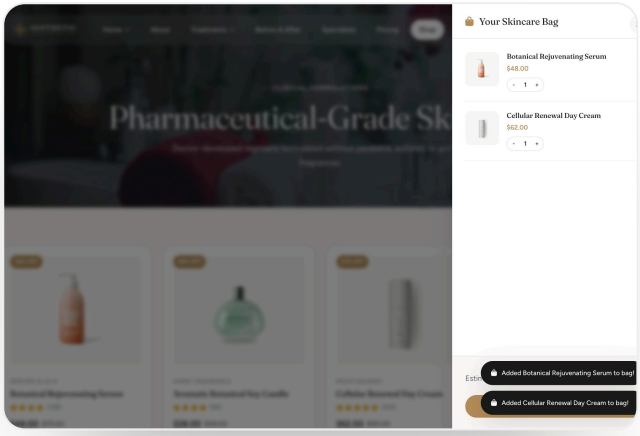
A membership turns an unpredictable treatment business into recurring income, and gives patients a reason to come back on a schedule instead of when something bothers them.

Your homecare range, *sold between visits*

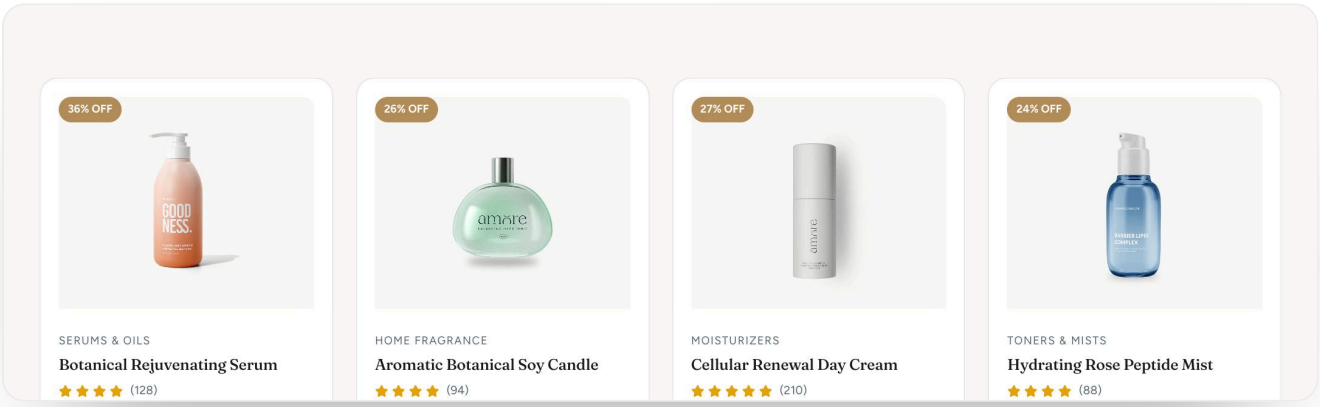
A clinical skincare shop with category filters, star ratings, discount badges, a quick-view popup, a wishlist and a slide-out bag that keeps a running total. In the demo it is a showcase; we can turn it into a real online store that takes payment.



Quick view: the product without leaving the page.



The slide-out bag, with quantities and subtotal.



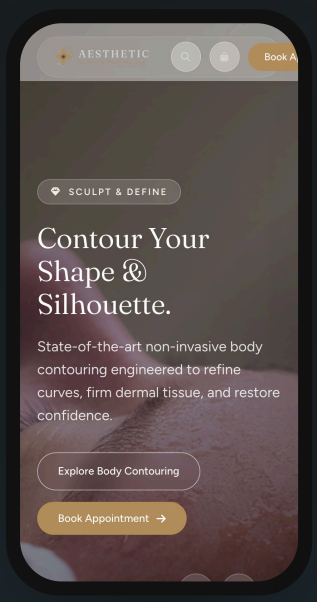
WHY IT MATTERS

Homecare products are the easiest margin in a clinic, and the people most likely to buy them are the patients who already trust you. Selling them online keeps that revenue coming between appointments.

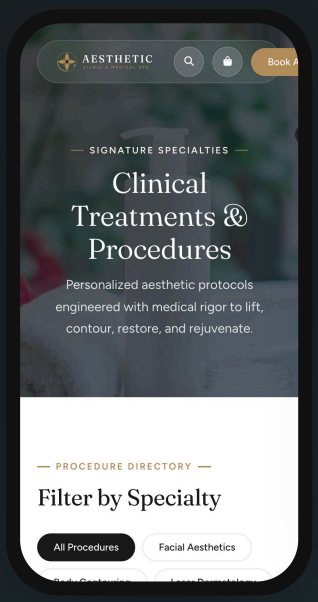
10 · MOBILE

Designed for the *phone first*

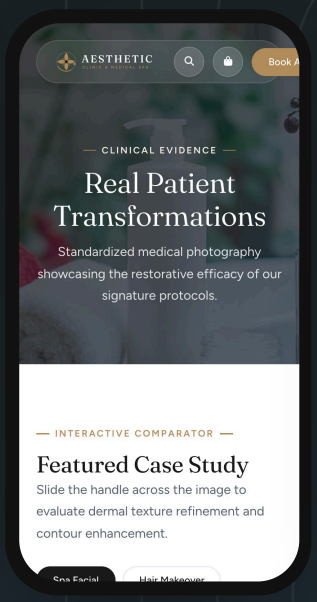
Most patients find and book a clinic on a smartphone, usually in the evening. Every page is built for the small screen: readable text, large buttons, a full-screen menu, and booking always one tap away.



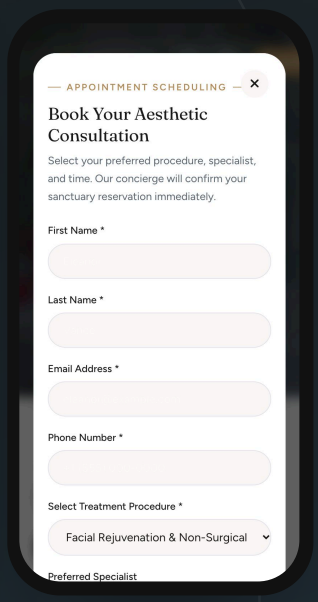
Home



Treatments



Before & after



Booking

Book from anywhere
"Book Appointment" stays within reach of the thumb on every page.

Fast on 4G
Light pages and compressed images that open quickly.

Tap to call or map
Phone, WhatsApp and directions work in one tap.

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

The demo uses a warm gold, ivory and charcoal palette with a serif headline face. We change the logo, colours, fonts, photographs and copy to match your clinic, or design a new brand for you.

SEO: Google and Maps

- A page for each treatment and area ("body contouring 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 questions patients actually ask
- Access allowed for AI crawlers, with an llms.txt file

Searches the website is built around

medical spa near me · cosmetic clinic [city] · body contouring [city] · lip filler cost · laser hair removal [city] · HydraFacial near me · non-surgical facelift · skin tightening treatment

NO GUARANTEES, JUST GOOD WORK

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

RESPONSIBLE CLAIMS

Aesthetic and medical advertising is regulated. We write careful copy, avoid promising results, and use before-and-after photography only with documented patient consent.

12 · 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

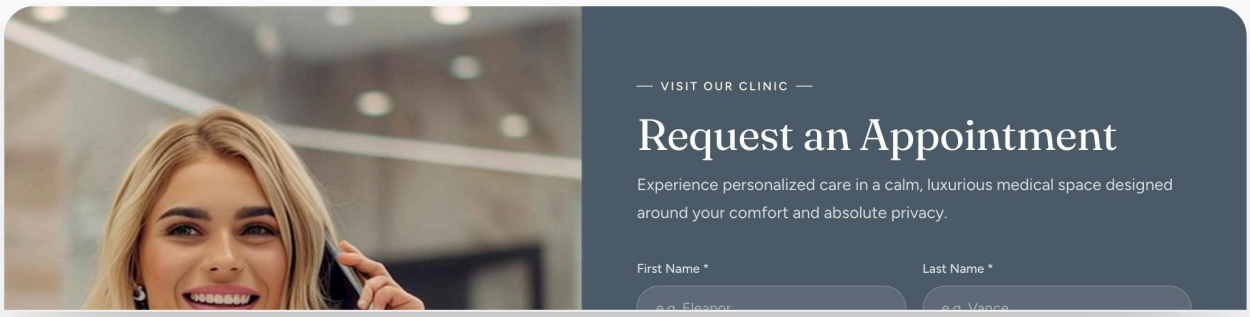
- Logo and colours, if you have them (otherwise we design them)
- Clinic name, address(es), phone, email and opening hours
- Your treatments, durations and starting prices
- Your practitioners: names, qualifications, registrations and photos
- Photos of the clinic, and before/after photos you have consent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

TAILORED TO YOU

One clinic or several locations, eight treatments or eighty: we shape the website around how you work. Want deposits, online payments, or a booking system such as Fresha, Phorest, Pabau, Zenoti or Cliniko? We connect it. Want the skincare shop to take real payments? We turn it into a full online store.



NEXT STEPS

Want this website for *your clinic?*

1. **See the demo**
   Open **medspa.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, specialists, photos, memberships 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: medspa.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 results are precise. Your website should be too.