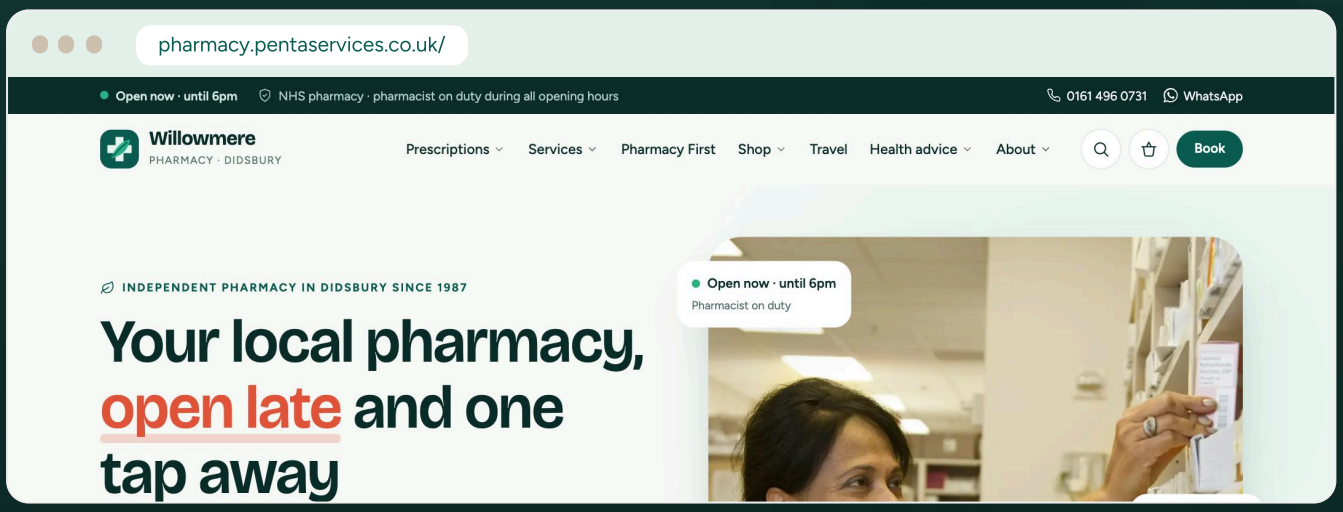
penta SERVICES

November 2026

WEBSITE GUIDE FOR INDEPENDENT PHARMACIES

A pharmacy website that keeps patients coming back

Ready-made, fast and built to be found on Google and AI assistants. Repeat prescriptions, online booking, NHS Pharmacy First and travel checkers and an online shop are included. We adapt it to your pharmacy, host it and keep it updated.



Ready Site · E-commerce Store package

Live preview: pharmacy.pentaservices.co.uk

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TRY THE LIVE DEMO

pharmacy.pentaservices.co.uk

Willowmere Pharmacy is a fictional pharmacy. Every name, registration number, product, price, figure and review in the demo is a sample that we replace with your own.

1 · AT A GLANCE

Patients want answers, fast, before they walk in

People search Google, ask ChatGPT and open the NHS App when they need a repeat, a jab or advice for a sore throat. They want to know if you're open now, whether you can treat them, and how quickly they can get their medicine.

What visitors check

- Are you open right now, and until when?
- Can I order my repeat online and have it delivered?
- Can a pharmacist treat this, or do I need my GP?
- Can I book a flu jab, travel jabs or ear wax removal today?

What this website gives them

- A live open / closed sign on every page
- A 4-step repeat prescription form with a tracker
- A Pharmacy First checker and a travel vaccine checker
- Online booking and a shop with click & collect

64
Ready pages, including 8 service pages and 36 product pages

7
Tools: repeats, tracker, booking, Pharmacy First, travel, shop, health tools

4
Steps in the repeat prescription request

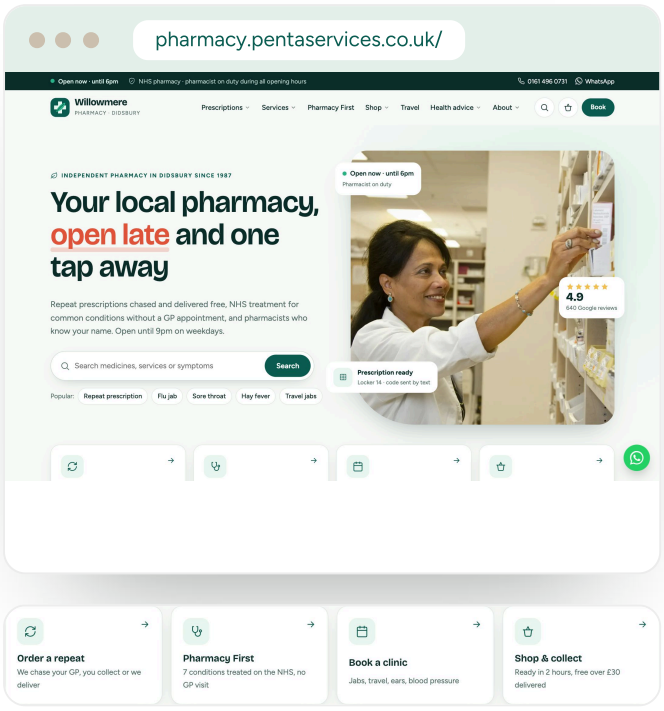
24/7
Patients can order, book and shop at any time

Made for

Independent community pharmacies · Small pharmacy groups · Pharmacies with travel clinics · Ear care and vaccination clinics · Online pharmacies with a shop front · Health and beauty chemists

The homepage, section by section

In five seconds a visitor knows who you are, that you're open and what they can do next.



1. **Hero with search**
   A clear promise, a search box for medicines, services and symptoms, and one-tap shortcuts to the most common needs.

2. **Live opening status**
   "Open now · until 9pm" is calculated from your hours in UK time and shown in the top bar, the hero and the visit card.

3. **Four quick actions**
   Order a repeat, Pharmacy First, book a clinic, shop & collect: the four things most visitors came to do.

4. **Trust strip**
   NHS dispensing, registered premises, free delivery area, private rooms and opening hours, all in one line.

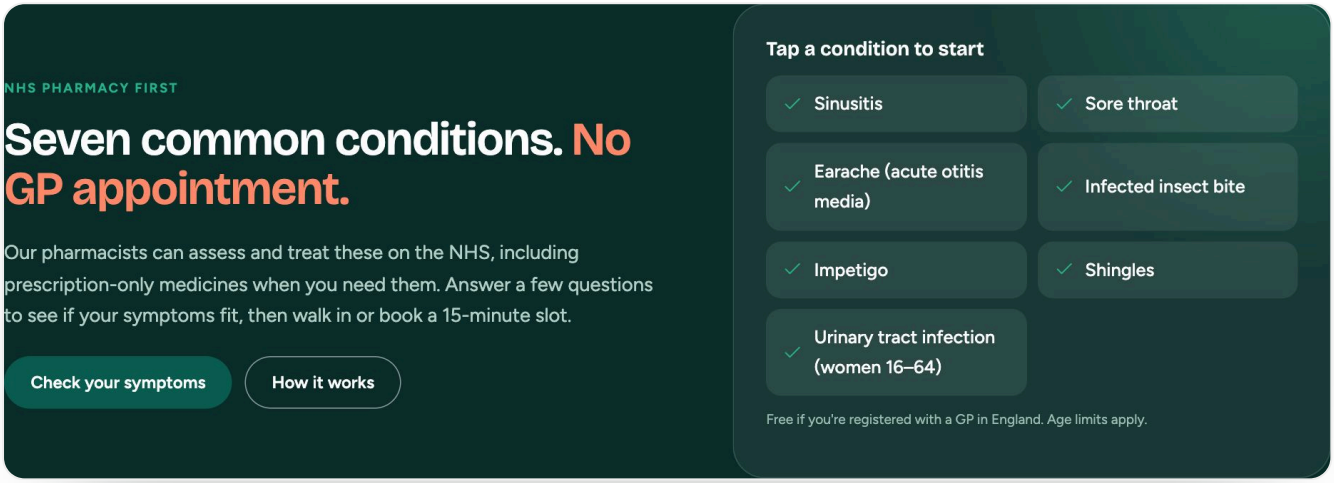
5. **Services, shop and team**
   Service cards with NHS or private prices, featured products, your pharmacists and real reviews.

WHY IT WORKS

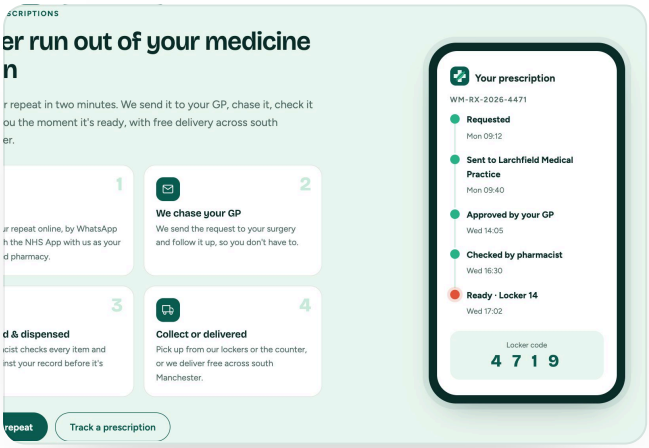
Pharmacy visits are urgent and practical. Showing opening status, the repeat button and Pharmacy First above the fold answers the three most common questions before anyone picks up the phone.

NHS services and tools right on the homepage

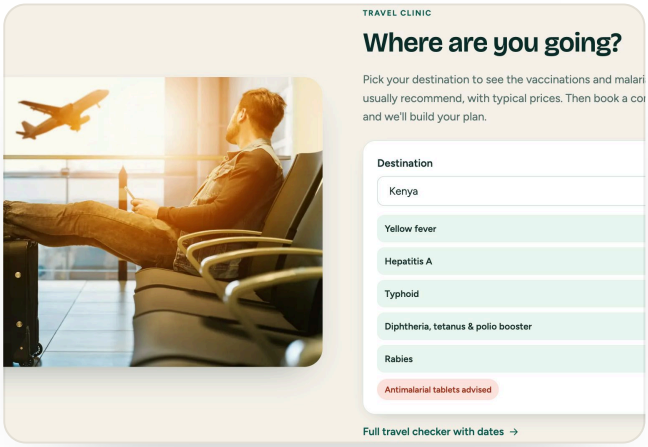
The homepage doesn't just describe services: visitors can start using them straight away.



Pharmacy First block: tap one of the seven conditions to open the symptom checker.



Repeat prescriptions: four steps and a phone showing a live status timeline.

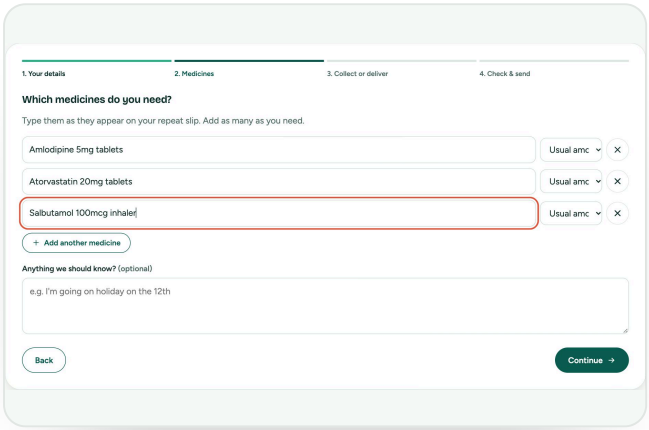


Travel mini-checker: choose a country to see vaccines and malaria advice.

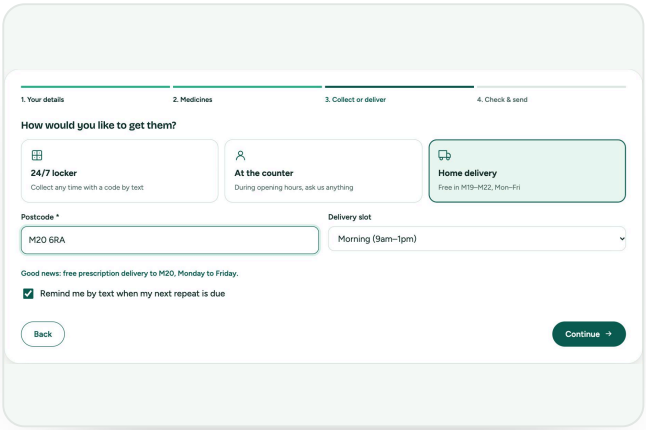
1. **Repeat prescriptions explained**
   How it works in four steps, with buttons to order or track straight away.
2. **Prescription status preview**
   A phone mock-up shows patients the texts and locker code they'll get.
3. **Travel mini-checker**
   Pick a destination and see the usual vaccines and prices instantly.
4. **Health advice**
   Six common conditions and the latest guides keep the homepage useful all year.

Repeat prescriptions in four simple steps

No account and no password. Patients order a repeat in about two minutes and get a reference they can track.



Step 2: medicines exactly as they appear on the repeat slip.



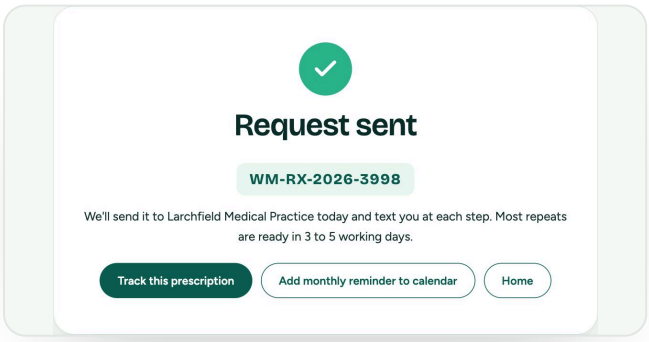
Step 3: locker, counter or delivery with a postcode check.

1 Patient and GP surgery

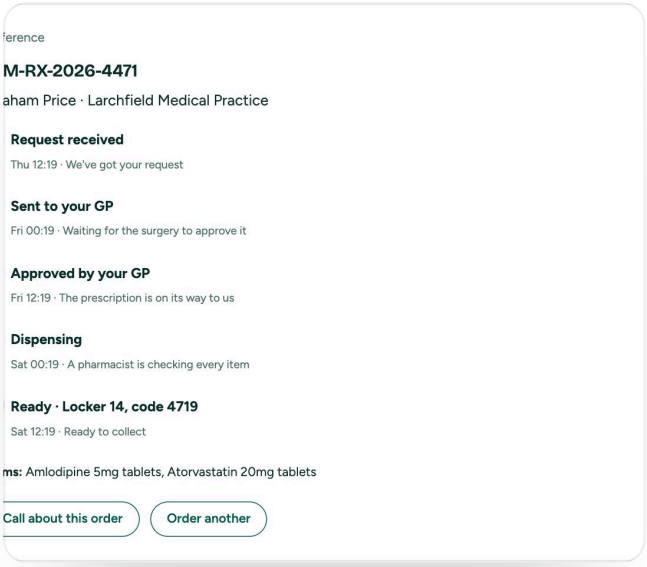
Name, date of birth, mobile, optional NHS number (checked for 10 digits) and the surgery from your list.

2 Medicines and collection

Add as many medicines as needed, then choose the 24/7 locker, the counter or home delivery.



Confirmation with reference and a monthly reminder.



Tracker: requested, sent to GP, approved, dispensing, ready.

3 Delivery zones

The postcode is checked against your free and paid delivery areas before the request is sent.

4 Tracking and reminders

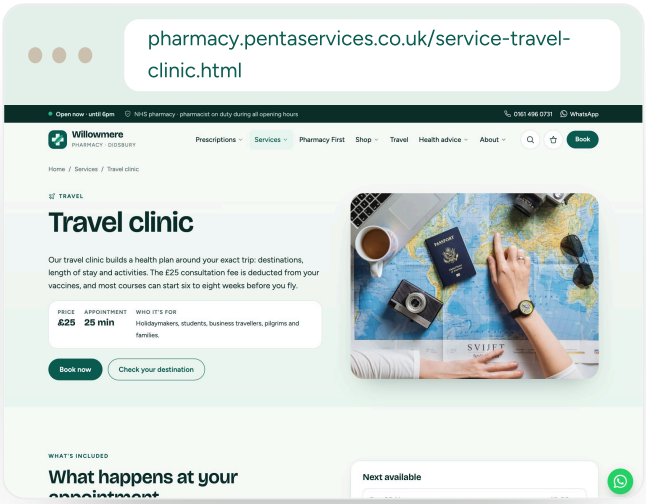
Patients track with reference and date of birth and can add a repeat reminder to their calendar.

Clear services and booking in three clicks

Every service has its own page with price, length, who it's for and the next free appointments.



Services page: filters and a full price list.



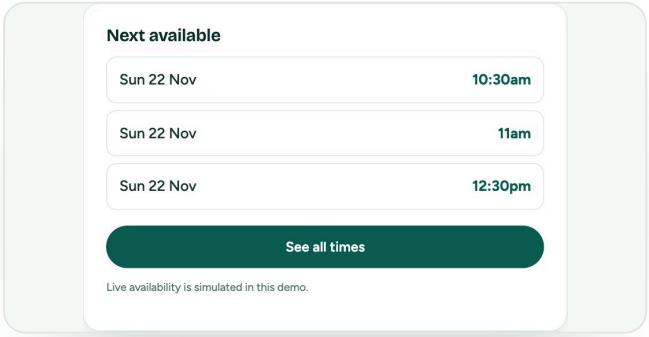
Service page: price bar, what happens, next available times.

1 **8 service pages**

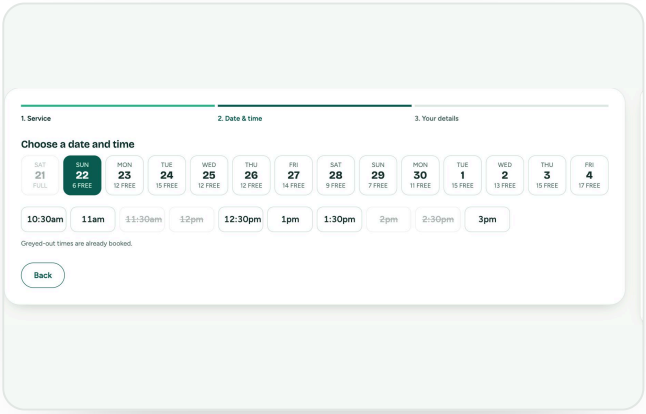
Pharmacy First, flu & COVID-19 jabs, travel clinic, blood pressure, ear wax removal, weight management, contraception and stop smoking.

2 **NHS and private prices**

Each service shows whether it's free on the NHS, private, or both.



"Next available" on every service page links straight to that slot.



Booking: service, 14-day calendar and free times.

3 **Real appointment lengths**

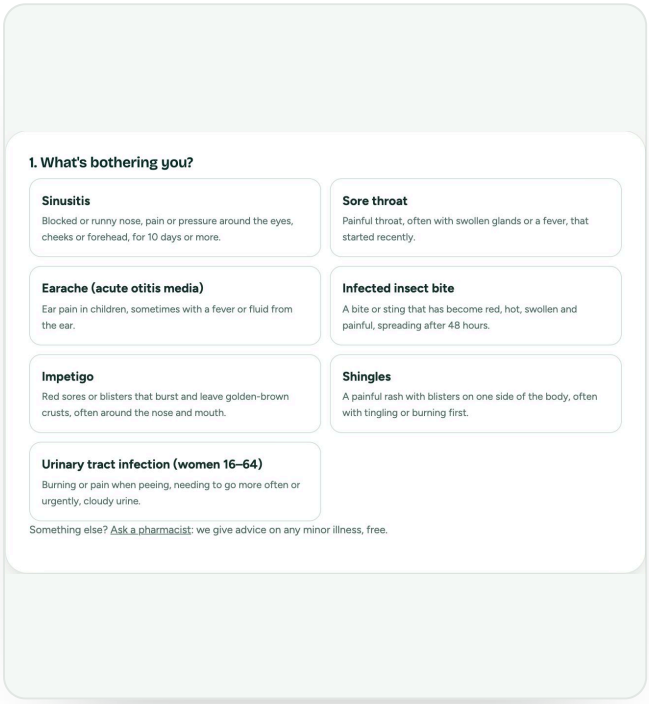
Slots follow each service's length and your opening hours; booked times are greyed out.

4 **Confirmation and calendar**

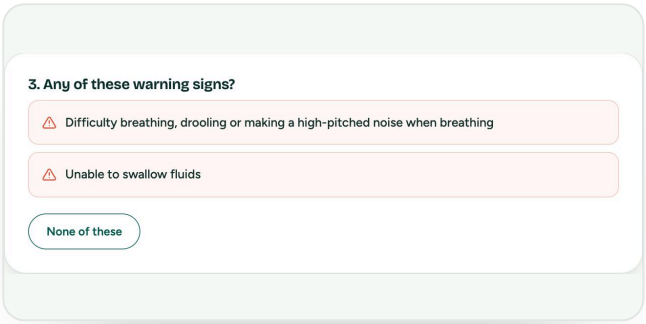
A booking reference, reminder text and a calendar invite (.ics) for the patient.

A symptom checker for the seven NHS conditions

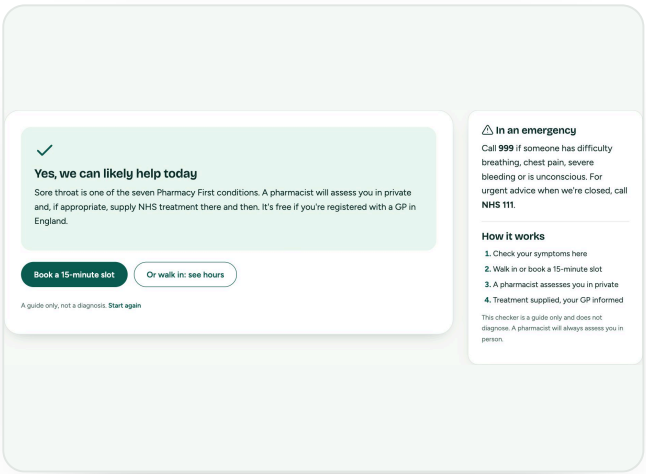
Patients find out in under a minute whether a pharmacist can treat them, so the right people walk in.



Step 1: choose one of the seven conditions.



Step 3: condition-specific warning signs.



Outcome: book a 15-minute slot or walk in.

1 **The seven conditions**

Sinusitis, sore throat, earache, infected insect bites, impetigo, shingles and UTIs in women 16–64.

2 **Age and sex rules**

Age limits and the women-only rule for UTIs are checked automatically.

3 **Red flags first**

Warning signs send patients to NHS 111 or 999 instead of a pharmacy visit.

4 **Three clear outcomes**

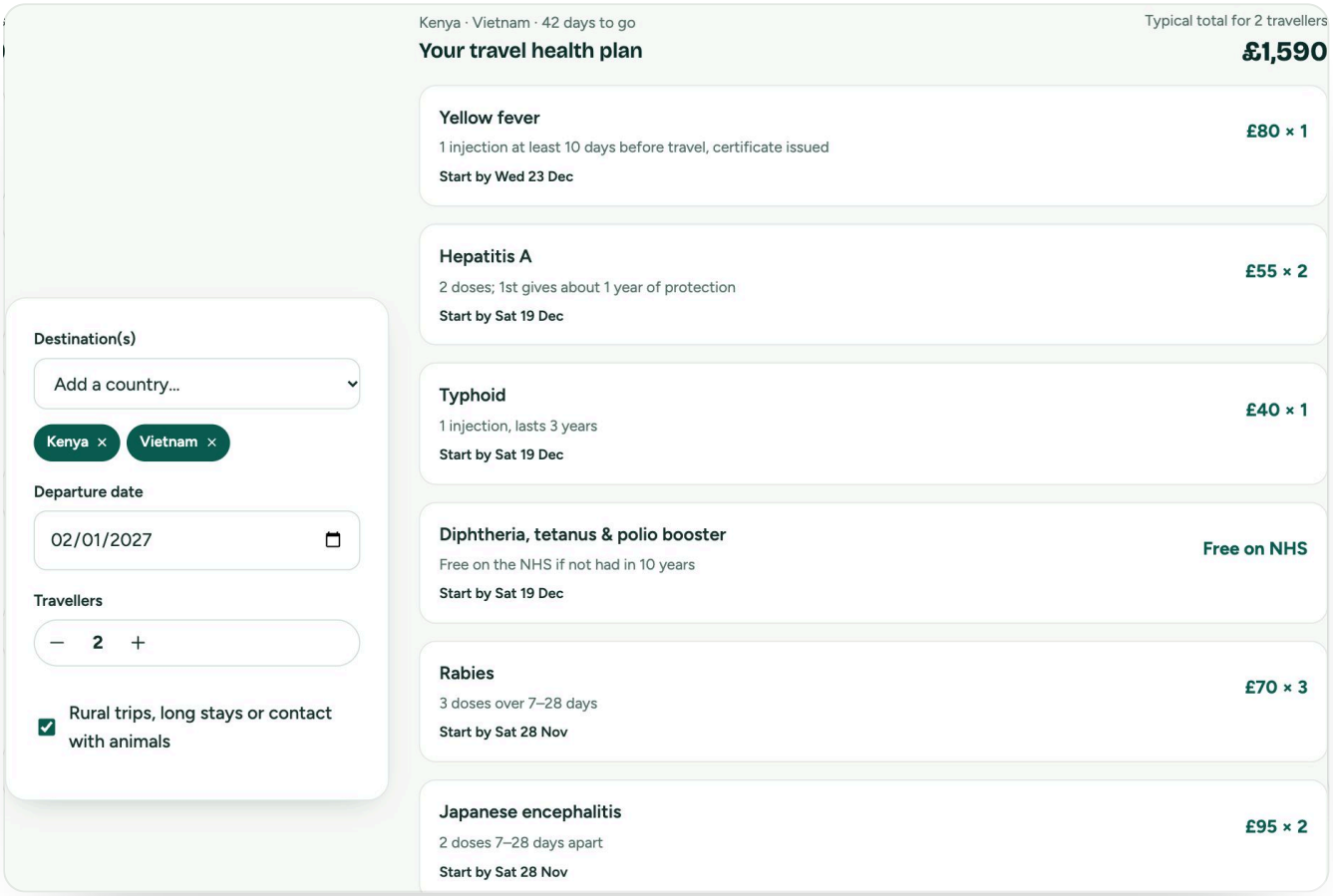
We can help today, see your GP or 111, or get urgent help, each with the right buttons.

WHY IT MATTERS

Pharmacy First is a growing NHS service. Patients who arrive with an eligible condition save your team time at the counter, and the checker is clearly marked as a guide, not a diagnosis.

A travel checker that books consultations

Travellers choose one or more destinations and their departure date and get a personal plan in seconds.



Travel plan for two destinations and two travellers, with "start by" dates and the malaria advice.

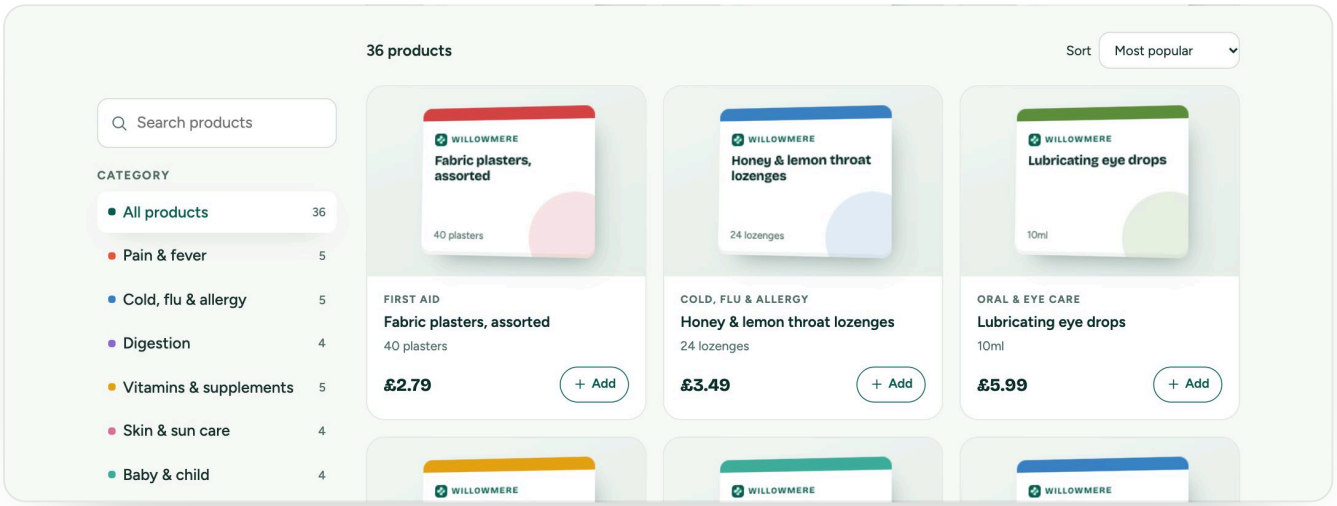
1. **Several destinations**
   24 countries in the demo; you add your own list, vaccines and prices.
2. **Start-by dates**
   Each vaccine shows the latest date to start, with a warning if the trip is too soon.
3. **Malaria and extras**
   Antimalarial advice by risk level, plus rabies and hepatitis B for rural trips.
4. **Total and booking**
   A typical total for all travellers and a button to book the travel consultation.

WHY IT WORKS

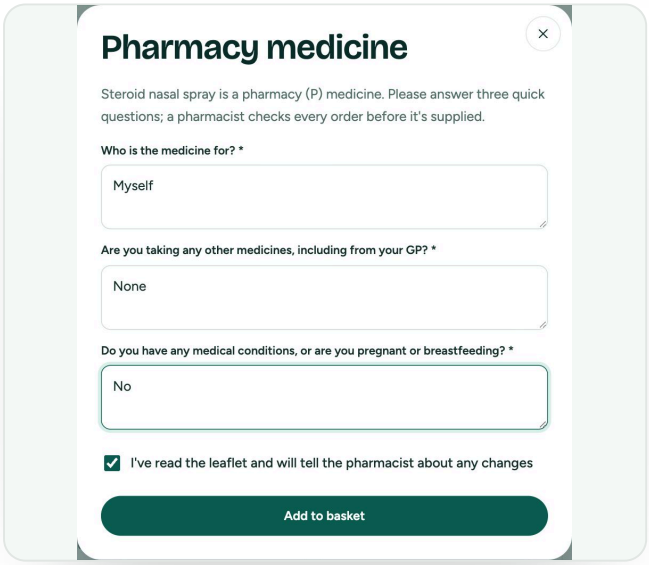
Travel health is one of the most profitable private services for a pharmacy. Showing the vaccines and the total up front turns "do I need jabs?" searches into booked consultations.

An online shop built for pharmacy rules

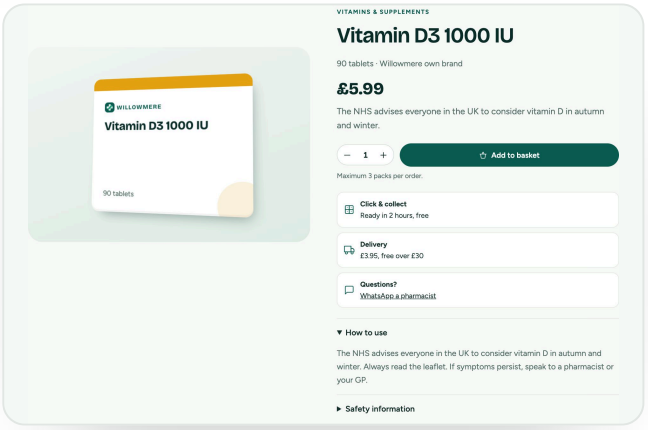
Health essentials with click & collect and delivery, plus the safety checks a pharmacy needs.



Shop: categories, search, price filter, sort and pharmacy-medicine filter.



Pharmacy (P) medicine: three questions before it goes in the basket.



Product page: quantity, limits, collection and delivery options.

1 **Pharmacy medicine questions**
Who it's for, other medicines and conditions. A pharmacist checks every P medicine order.

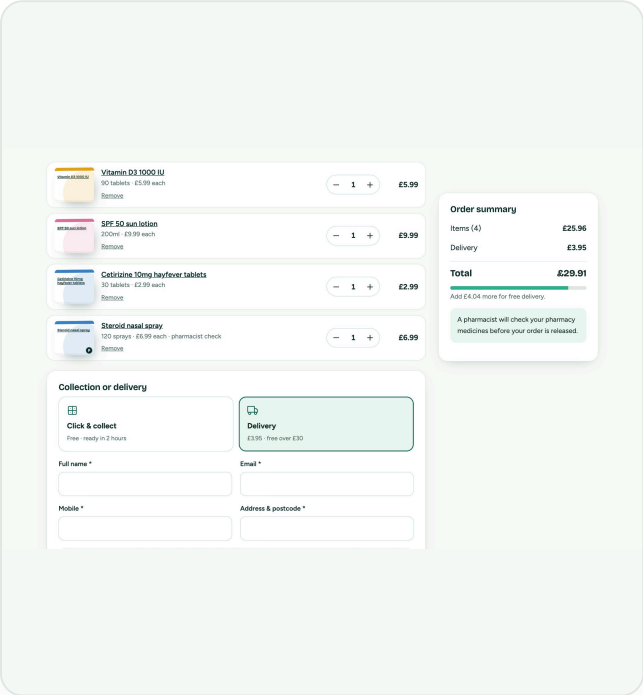
2 **UK pack limits**
Limits such as two packs of paracetamol per order are applied automatically.

3 **36 product pages**
Each with price, how to use, safety information and Product schema for Google.

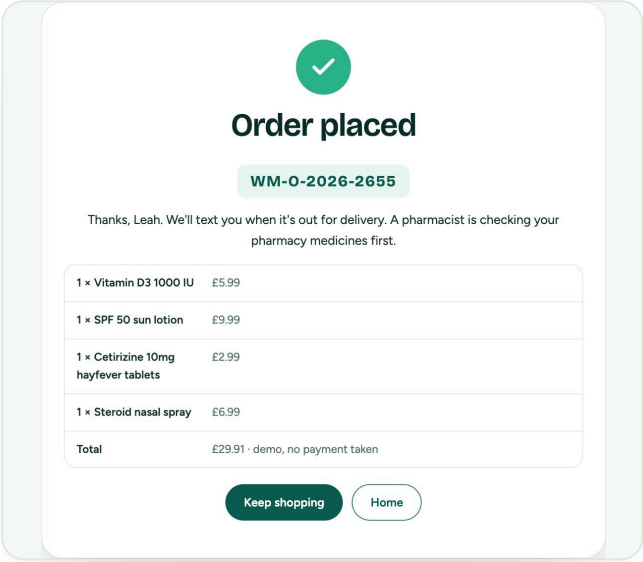
4 **Your own catalogue**
We load your products, photos and prices, or connect your existing stock system.

Basket, checkout and delivery made simple

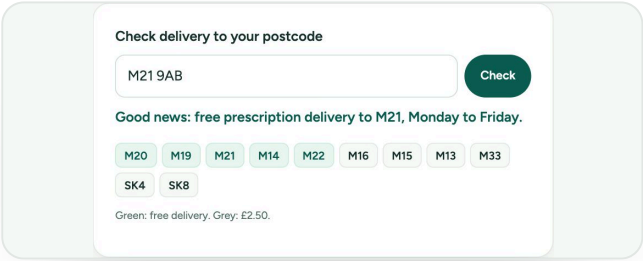
A short checkout with click & collect or delivery and a clear total.



Basket with quantities, delivery fee and free-delivery meter.



Order confirmation with reference and summary.



Postcode check for prescription delivery.

1 Click & collect or delivery

Free collection in two hours, or delivery with a free-delivery threshold.

2 Pharmacist check

Orders with pharmacy medicines are marked for a pharmacist check before release.

3 Secure payment

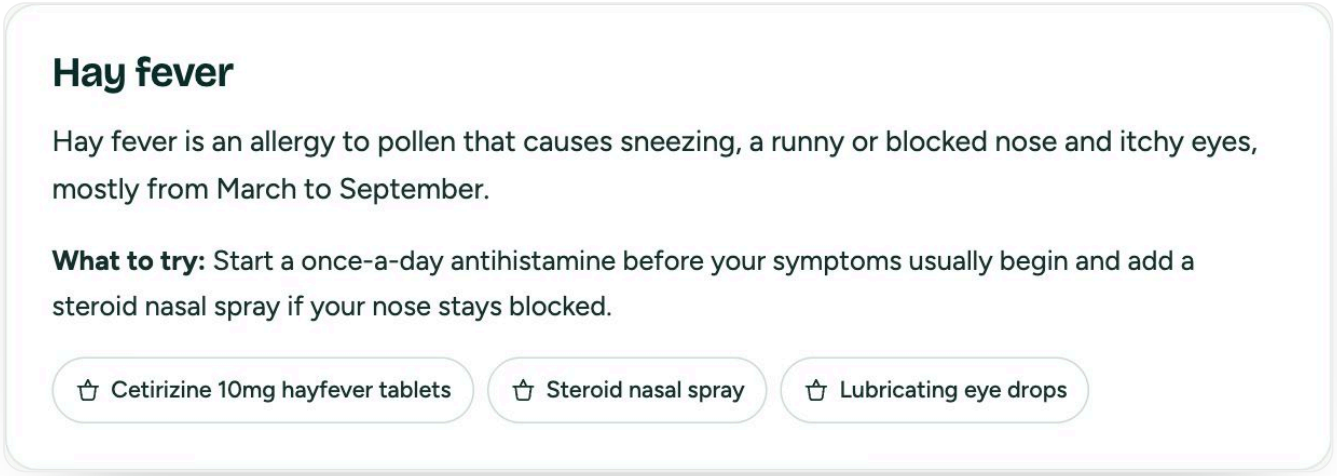
On your site we connect Stripe, PayPal, Apple Pay or Google Pay. The demo takes no payment.

4 Order reference

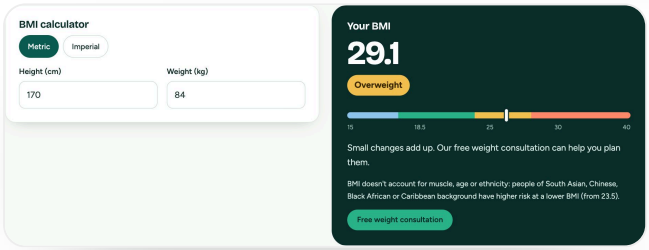
Every order gets a reference and a confirmation the customer can keep.

Health A–Z and free health tools

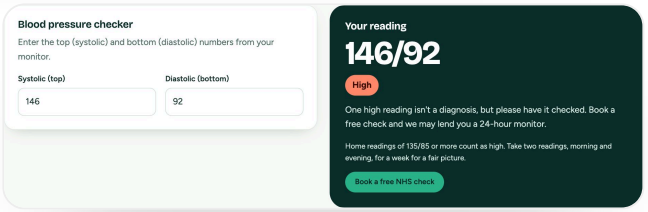
Useful content that brings people to your site from Google and AI search, and back to your counter.



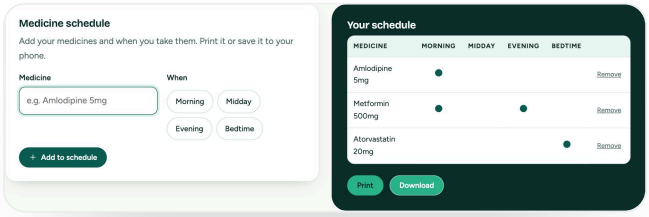
Health A–Z: answer first, what to try, links to services and products.



BMI calculator with metric or imperial units.



Blood pressure reader with the NHS ranges.

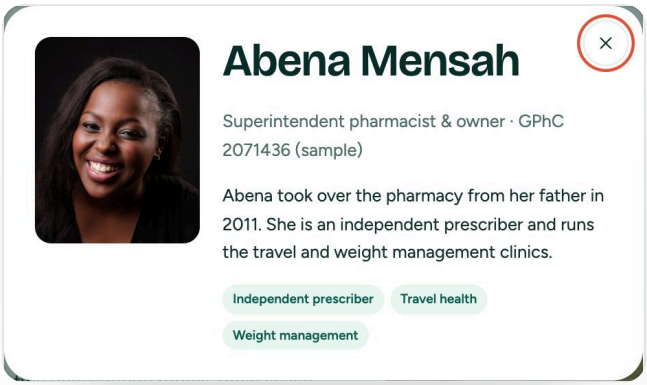


Medicine schedule: print or download.

1. **12 conditions**
   Hay fever, colds, heartburn, eczema, blood pressure, travel health and more, each linked to the right service or product.
2. **3 health tools**
   BMI, blood pressure and a medicine schedule, each with a next step such as a free check.
3. **Clear disclaimers**
   Every tool says it is general information and not a diagnosis.

Team, journal, FAQ and contact

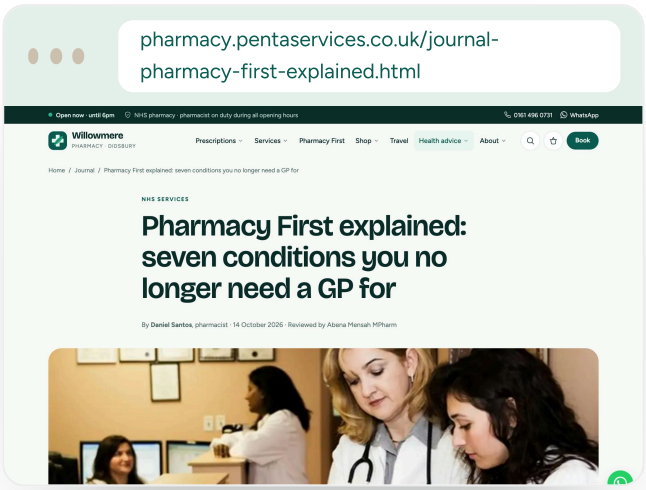
The pages that build trust and answer the last questions before someone visits.



Team profiles with role, registration and services.

1 Team and story

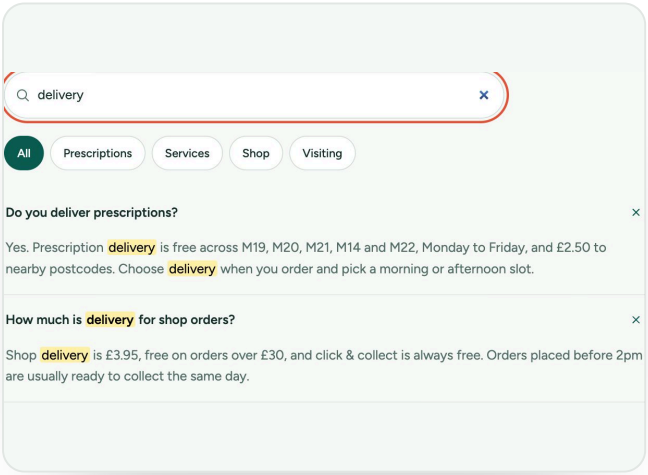
Pharmacists with photos, registration numbers and specialisms, plus your history and promises.



Journal: guides written and reviewed by pharmacists.

2 Journal

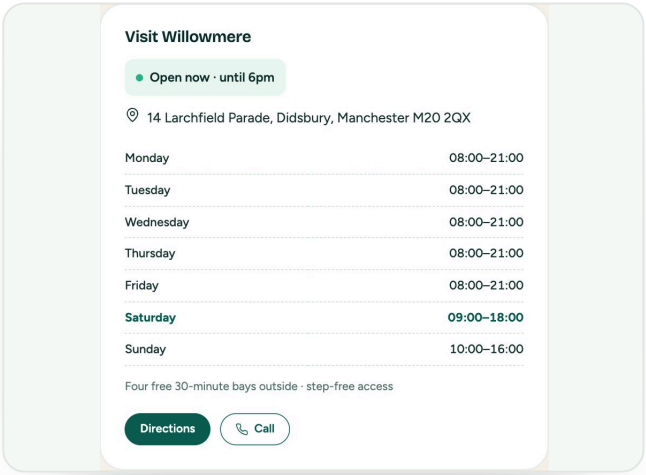
Answer-first articles with author and reviewer, marked up for Google and AI answers.



FAQ with search, filters and highlighted answers.

3 FAQ

14 questions on prescriptions, services, the shop and visiting, searchable.



Visit card with today's hours highlighted.

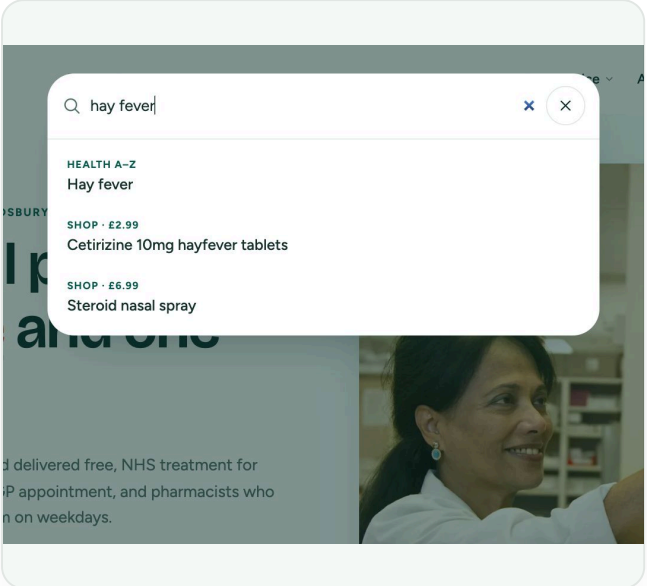
4 Contact and hours

Map, phone, WhatsApp, email, a contact form and the opening hours table.

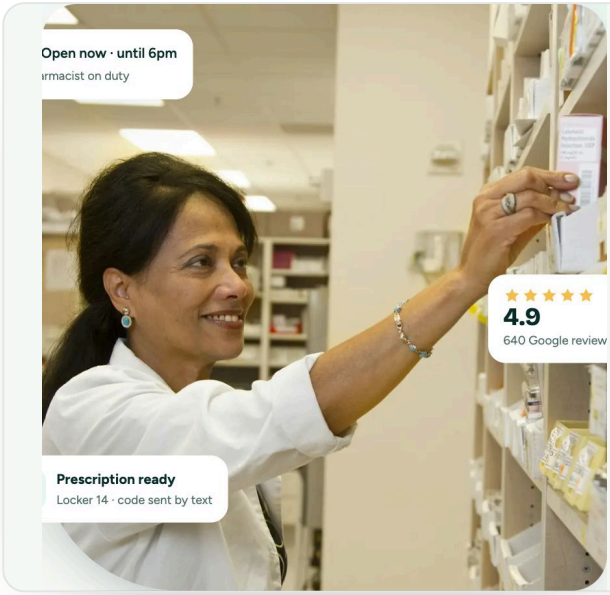
12 · INTERACTIVE FEATURES

Small details that save phone calls

Every page has the tools patients use most, without clutter.



Site search (Ctrl/⌘ K) across medicines, services, conditions and questions.



Floating cards: open status, prescription ready, reviews.

Live open / closed sign

Calculated from your hours in UK time, including "closing soon" and "opens tomorrow".

WhatsApp a pharmacist

A WhatsApp button on every page with a ready-made message.

Mobile action bar

Call, repeat, book and basket always one tap away on phones.

Calendar invites

Bookings and repeat reminders download as calendar events.

Saved on the device

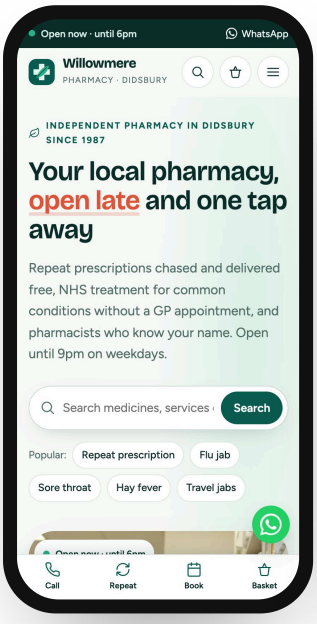
Basket, bookings and medicine schedule are remembered on the visitor's phone.

Fast and accessible

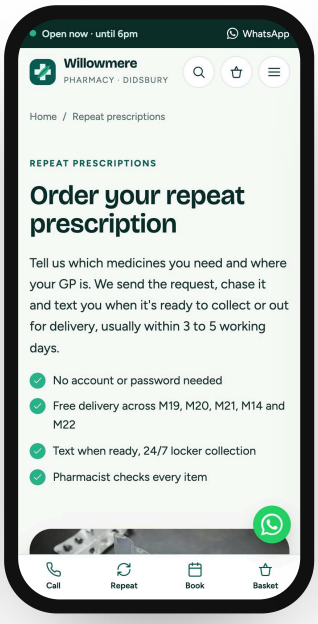
Lighthouse 97–100, keyboard friendly, readable contrast and reduced-motion support.

Designed for the phone in your patient's hand

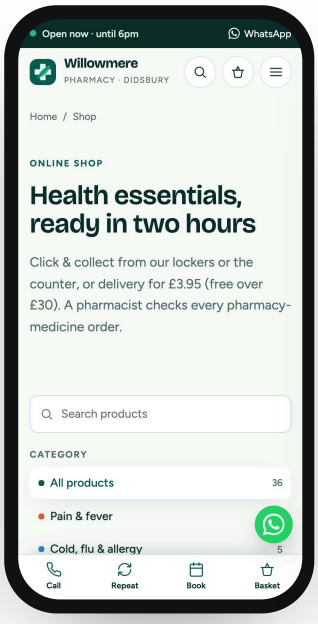
Most visits come from phones, often outside the pharmacy. Every tool works with one thumb.



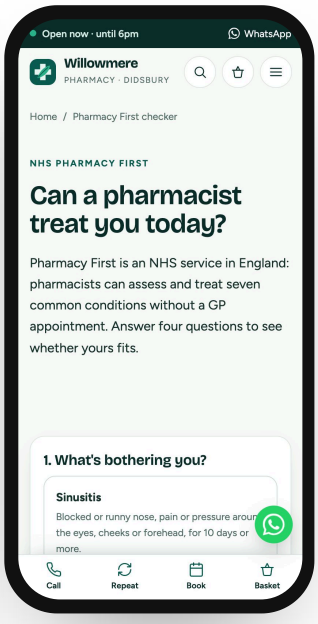
Homepage



Repeat prescriptions



Shop

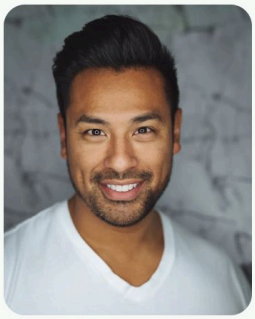


Pharmacy First

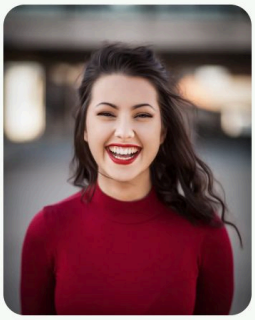
NHS dispensing pharmacy · GPhC registered premises · Free delivery M19–M22 · Private consultation rooms · Open 7 days a week



Abena Mensah
Superintendent pharmacist & owner



Daniel Santos
Pharmacist manager



Hannah Lees
Pharmacist & vaccinator



Tom Whitfield
Ear care clinician

Found on Google and in AI answers

The site is built so search engines and AI assistants understand exactly who you are and what you offer.

SEO

- Unique title and description on every page
- Pharmacy and LocalBusiness schema with opening hours
- MedicalProcedure schema for each service
- Product schema for every product
- Sitemap, clean URLs and fast loading

GEO (AI search)

- Answer-first text on every page
- FAQ and Article schema with pharmacist authors
- llms.txt summary for AI assistants
- AI crawlers allowed in robots.txt
- Consistent name, address and phone everywhere

Searches this site is built to answer

pharmacy near me open now · repeat prescription online · pharmacy first sore throat · flu jab near me · travel vaccinations Manchester · ear wax removal near me · free blood pressure check · pharmacy delivery

LOCAL SEARCH

We also set up or tidy your Google Business Profile, so your hours, services and reviews match the website.

15 · 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@yourpharmacy.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

£79 · US$99

Shop set up with your products

Monthly

£44 · US$55

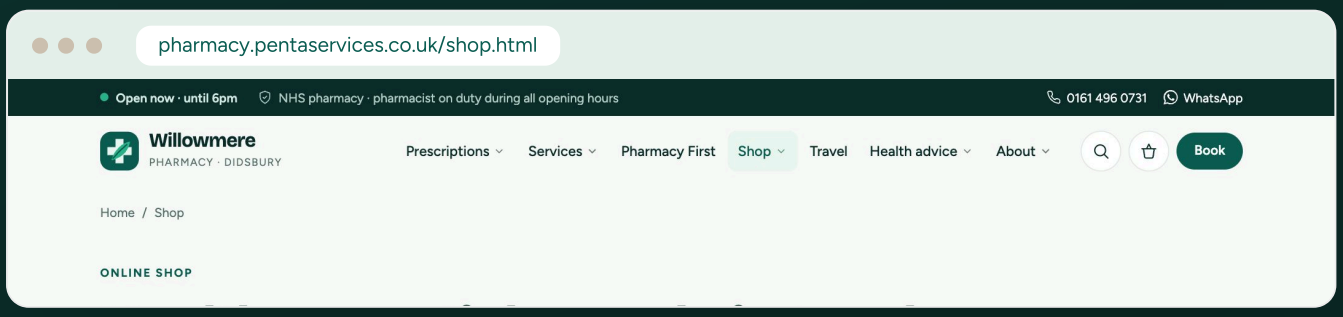
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the E-commerce Store 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

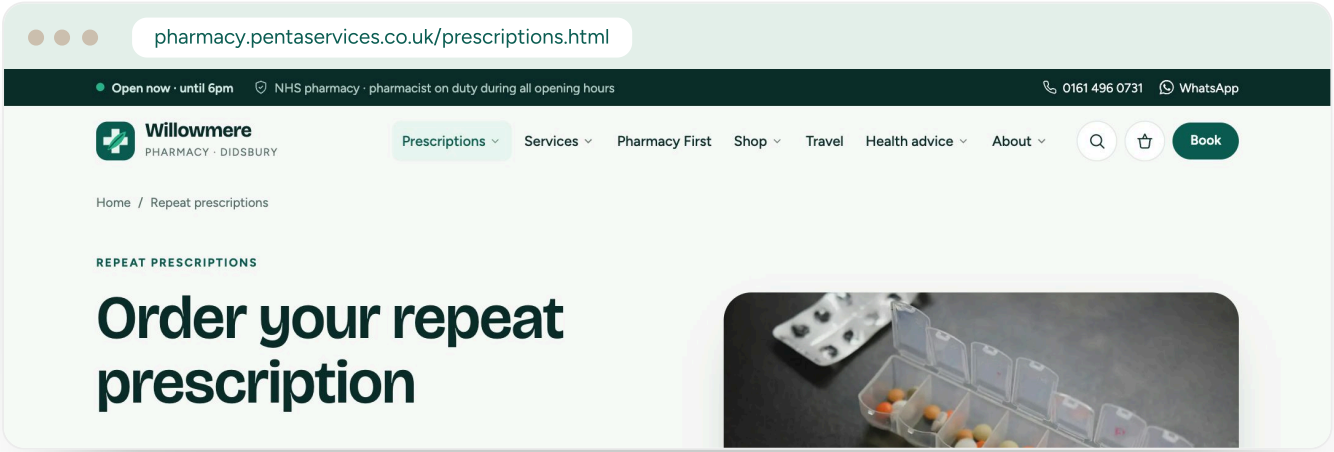
- Logo and colours, if you have them (otherwise we design them)
- Pharmacy name, address, phone, opening hours and registration details
- Your services, NHS and private prices, and delivery areas
- Your product list with prices, or access to your stock system
- Photos of the pharmacy and team, and team profiles
- Your local GP surgeries for the repeat prescription form

What we do

- Adapt the design to your brand
- Load your services, prices, products and hours
- Set up repeats, booking, shop, payments and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

RULES FOR PHARMACY WEBSITES

Pharmacies in the UK must show their registration details, and online sale of medicines needs GPhC distance-selling standards and the MHRA distance-selling logo. We build these in and connect your booking or PMR system where possible. Requests can go to email, your booking tool or a secure inbox.



NEXT STEPS

Ready for a website that works as hard as your team?

1. **See the demo**
   Open the demo on your phone and computer. Try the repeat form, the Pharmacy First checker and the shop.

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, products, photos and team profiles.

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: pharmacy.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. Repeats ordered online, the right patients walking in, and a shop that's open all night.