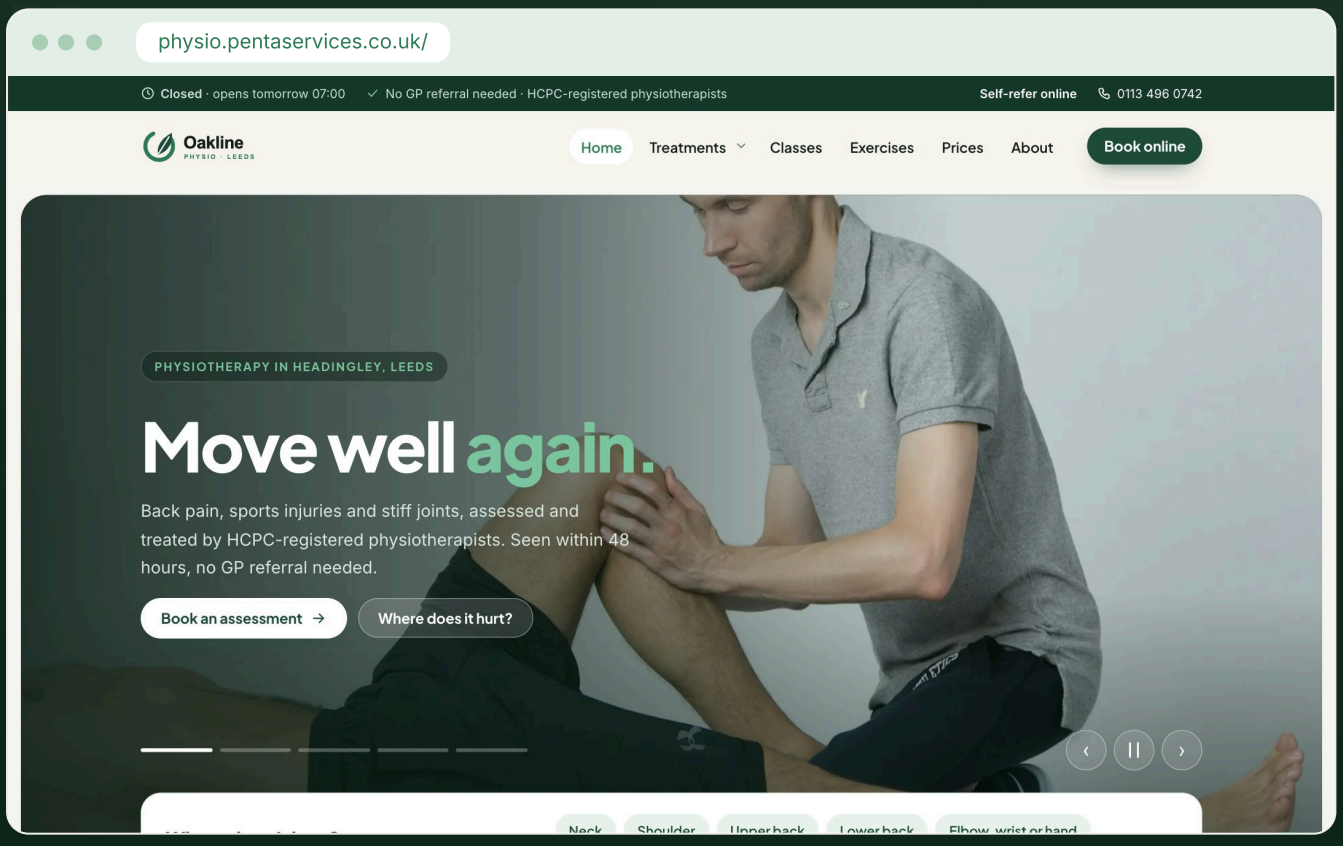
penta SERVICES

November 2026

WEBSITE GUIDE FOR PHYSIOTHERAPY AND SPORTS INJURY CLINICS

A physiotherapy website that fills your diary

Ready-made, fast and built to be found on Google and AI assistants. Online booking by appointment type and physio, a symptom checker with NHS red flags, self-referral, a self-pay and insurance cost calculator, an exercise library with a timer and class booking included. We adapt it to your clinic, host it and keep it updated.



Ready Site · Business Website package

Live preview: physio.pentaservices.co.uk

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TRY THE LIVE DEMO

physio.pentaservices.co.uk

Oakline Physio is a fictional sample clinic in Leeds. Every name, price, review, rating and HCPC registration number in the demo is a sample that we replace with your own. The red-flag advice follows NHS guidance and the HCPC rules described are the current UK rules.

1 · AT A GLANCE

Built for how patients choose a physio

People look for a physio when something hurts and they want to be seen soon. They search on a phone, often late in the evening. They want to know if they need a GP referral, what it costs, whether their insurance pays and whether the physio is properly qualified. This website answers all of that and lets them book.

What patients check first

- Can I be seen this week, early or late?
- Do I need a GP referral?
- What will it cost, and will my insurance pay?
- Is the physio HCPC registered and experienced with my problem?
- Is this something a physio can treat, or is it urgent?

What the website gives them

- Online booking 24/7 by appointment type, physio, date and time
- A symptom checker with NHS red-flag advice and a suggested appointment
- Self-referral in three steps, with insurer details
- Clear prices, packs and a self-pay or insurance calculator
- An exercise library with a timer, and class booking

23
pages, plus a sitemap, robots.txt and llms.txt

6
condition pages, each with prices, FAQs and exercises

6
tools: booking, symptom checker, self-referral, cost calculator, exercises, classes

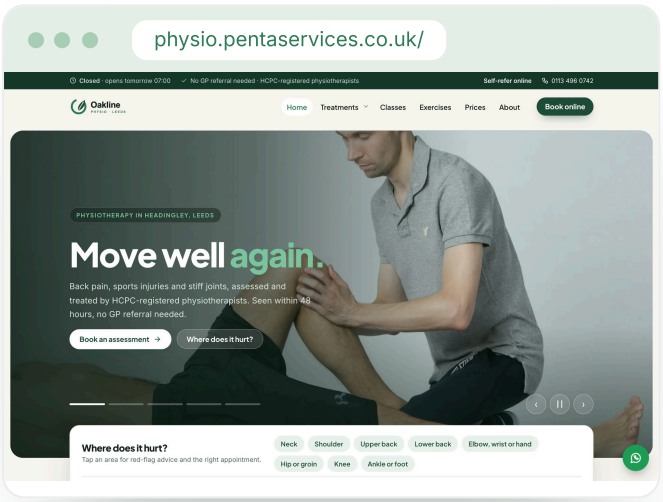
64
automated checks run on every tool before launch

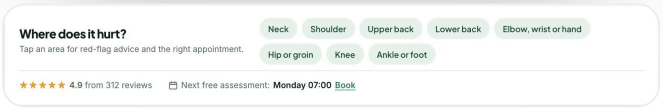
Who it's for

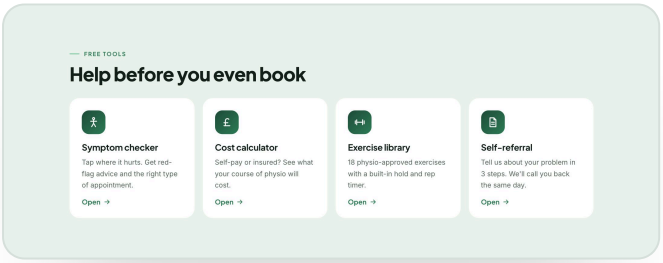
Private physiotherapy clinics · Sports injury clinics · MSK and back pain clinics · Clinical Pilates studios · Sports massage practices · Post-operative rehab services · Mobile and home-visit physios · Multi-therapist clinics

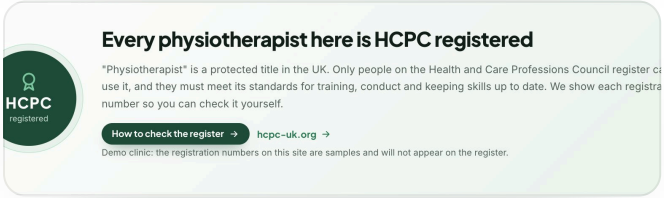
The homepage, section by section

A calm, modern design in forest green, mint and warm white, with booking one tap away on every screen.









1. **Hero slider**
   Five full-screen slides with slow zoom motion: your promise, hands-on care, sports rehab, classes and insurance. Each has its own buttons. It pauses on hover and can be swiped on a phone.

2. **Where does it hurt?**
   Eight body-area buttons that open the symptom checker, plus your rating and the next free assessment, calculated live.

3. **What we treat**
   Six numbered condition cards with photos and 'from' prices.

4. **How it works and free tools**
   Four steps from booking to recovery, key figures and cards for the symptom checker, cost calculator, exercises and self-referral.

5. **Team, HCPC and reviews**
   Physio cards with registration numbers, an HCPC explanation with a link to the official register and a review carousel.

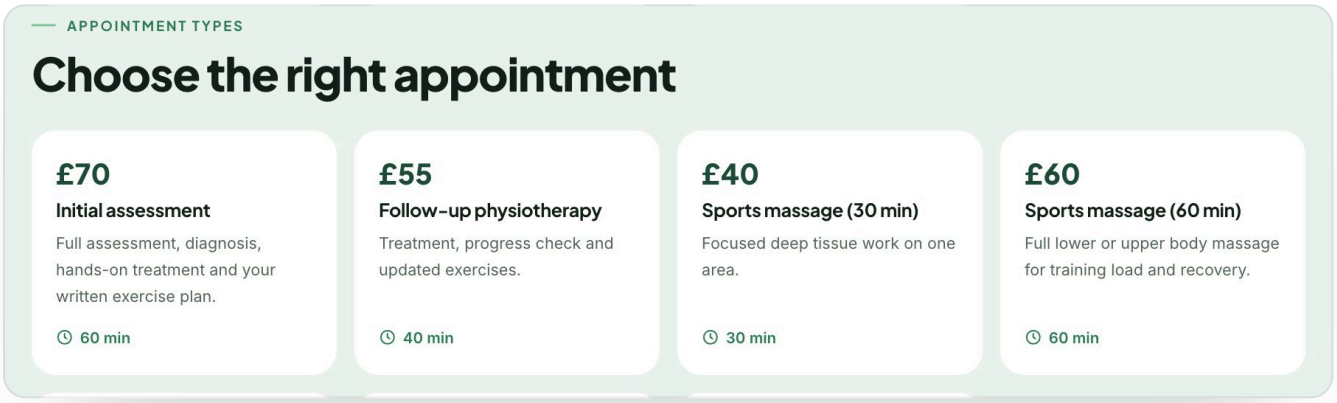
6. **Classes, prices and advice**
   The next four classes with places left, a price summary and the latest articles.

WHY IT CONVERTS

Most visitors decide in seconds. When the first screen says you can see them within 48 hours with no GP letter, shows the next free time and a 4.9 rating, and lets them tap where it hurts, they book with you instead of the next clinic.

Treatments and condition pages

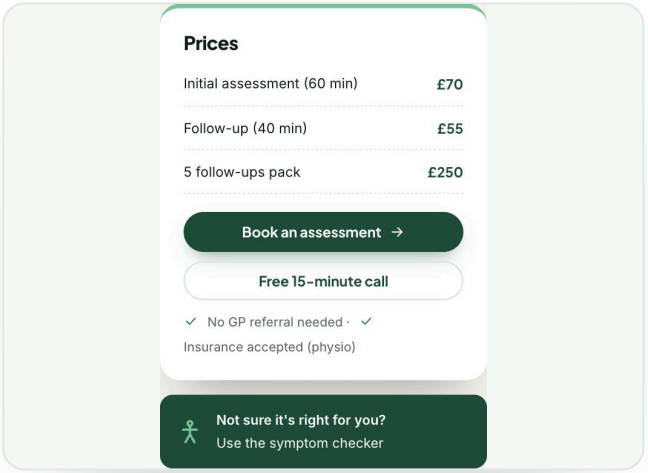
A treatments page with every appointment type, and a full page for each condition you want to rank for.



Seven appointment types with length and price, each linking straight to booking



A condition page: answer-first introduction, what's included and who it's for



Prices card with booking buttons, and a link to the symptom checker

1. **Answer-first introduction**
   What the treatment is and what to expect, written so Google and AI assistants can quote it.

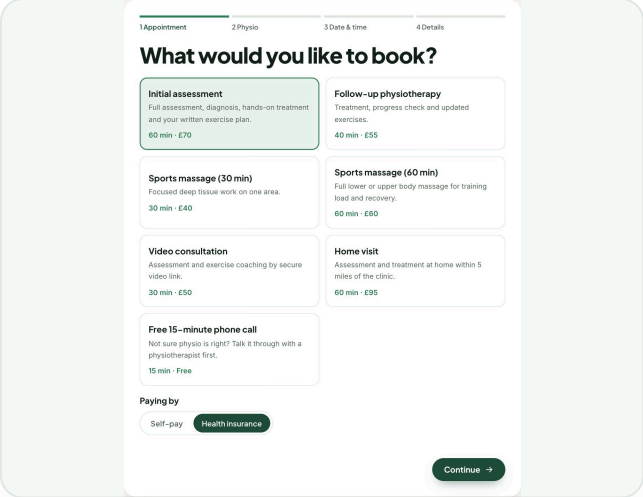
2. **Starter exercises and FAQs**
   Three exercises from the library for that body area and the questions patients really ask.

3. **Prices and booking**
   Every price for that condition, with buttons for an assessment or a free 15-minute call.

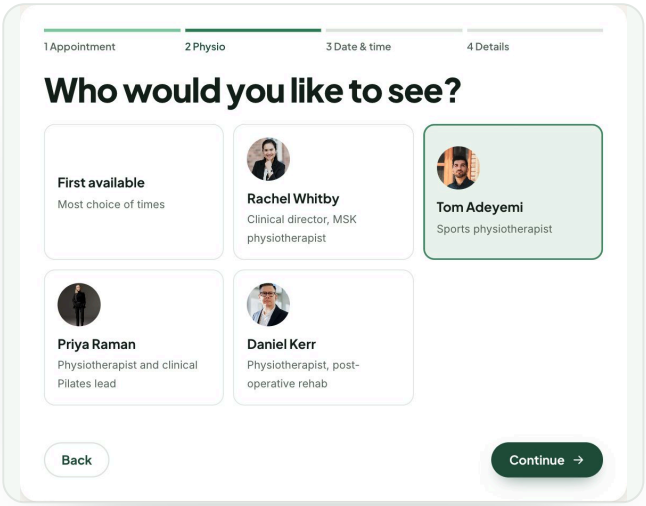
4. **Six conditions included**
   Back and neck pain, sports injuries, knee and hip, shoulder, sports massage and post-operative rehab. Add or rename them for your clinic.

Online booking in four steps

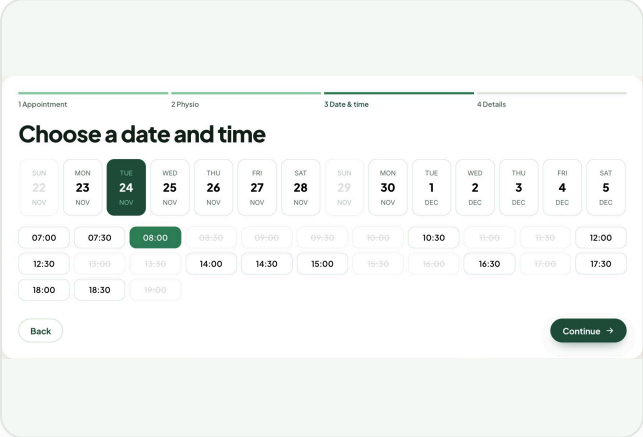
Patients book a real appointment at any time of day, with the physio and time they choose.



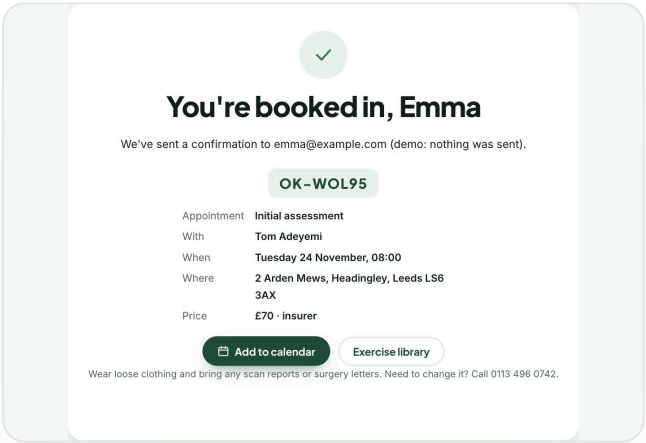
Step 1: appointment type and self-pay or insurance



Step 2: only physios who offer that appointment



Step 3: 14-day calendar with free and booked times



Confirmation with reference and calendar file

1 Seven appointment types
Initial assessment, follow-up, sports massage (30 or 60 minutes), video consultation, home visit and a free 15-minute call.

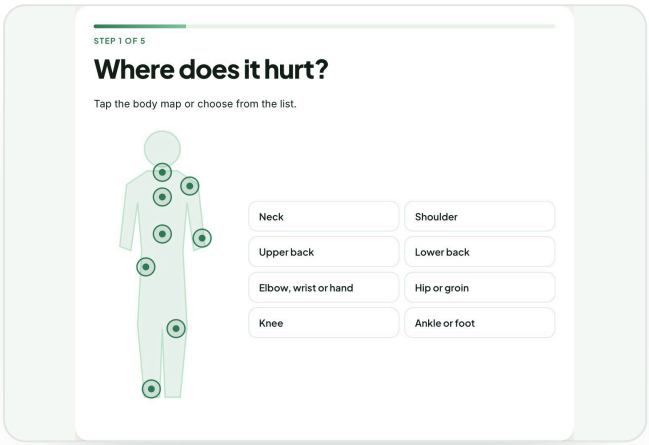
2 The right physio
Each type lists only the clinicians who offer it, or 'first available' for the most choice.

3 Insurance built in
Insured patients add their insurer and authorisation code, so your team can claim without chasing.

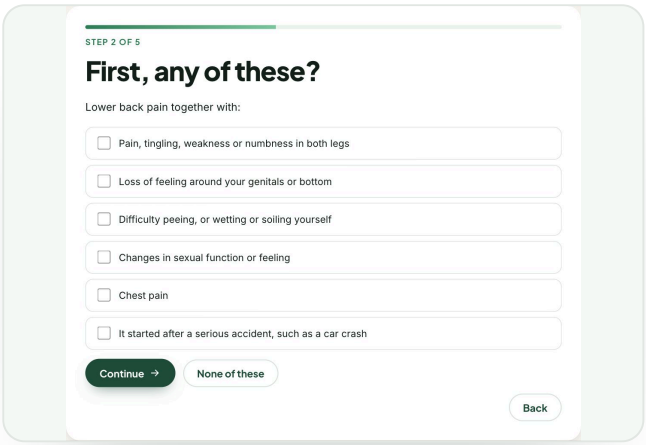
4 Instant confirmation
A booking reference, a summary and an .ics file for their calendar. Can connect to your practice software.

A symptom checker with red flags

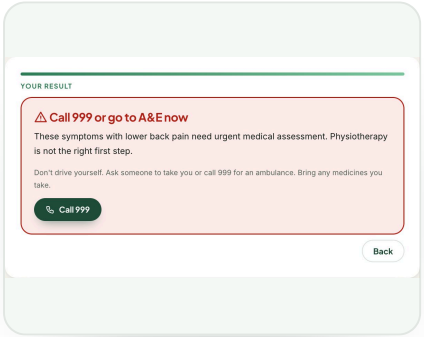
Patients tap where it hurts. The tool screens for warning signs first, then suggests the right appointment.



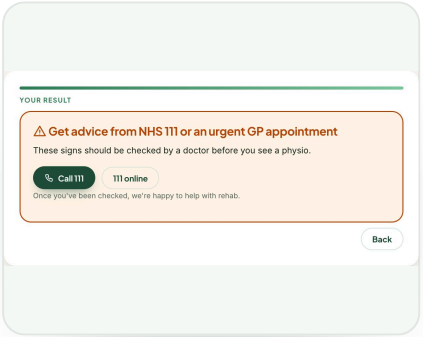
Tap the body map or choose from the list



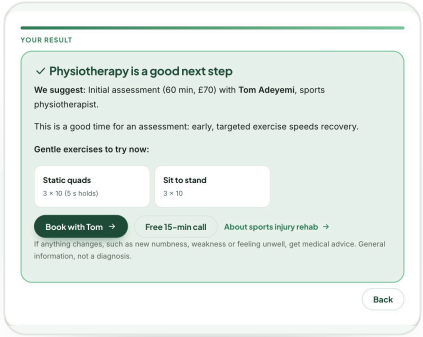
Emergency warning signs for that area



Red flags: call 999 or go to A&E



Urgent signs: NHS 111



A suggested appointment and physio

1. **Eight body areas**
   Neck, shoulder, upper back, lower back, elbow and hand, hip, knee and ankle, each with its own questions.

2. **Safety first**
   Emergency and urgent signs follow NHS guidance, such as numbness around the genitals with back pain, and send people to 999, A&E or 111.

3. **Duration and cause**
   How long and how it started, such as sport, an accident, desk work or surgery.

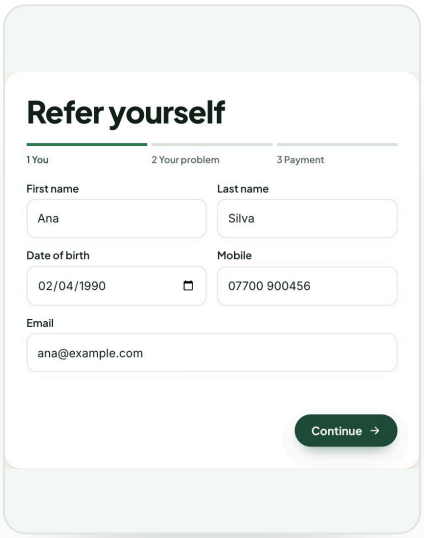
4. **A clear next step**
   The right appointment and physio, gentle exercises to start with and a booking link already filled in.

WHY IT MATTERS

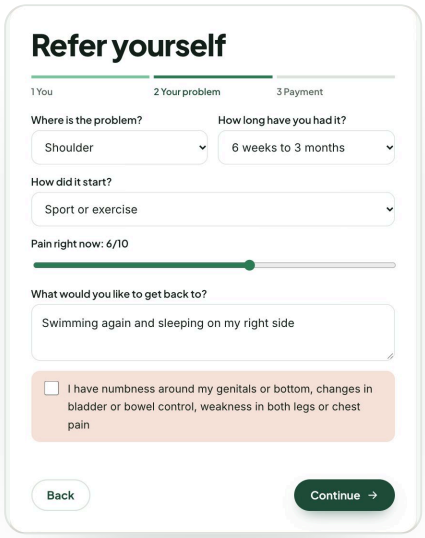
It answers 'should I see a physio?' at 11pm, keeps people with serious symptoms safe and turns unsure visitors into booked assessments. All wording can be approved by your clinical lead.

Self-referral without a GP

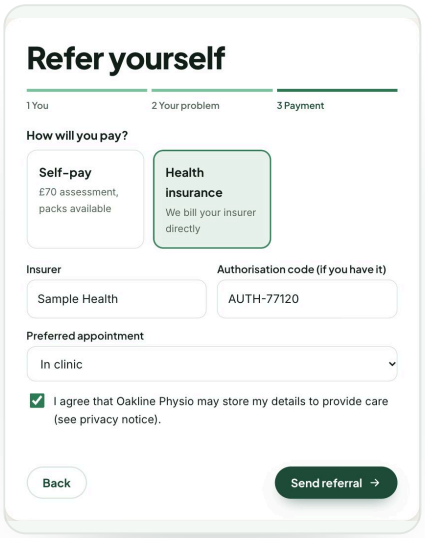
Many patients don't know they can see a physio directly. The website tells them and lets them refer themselves in three steps.



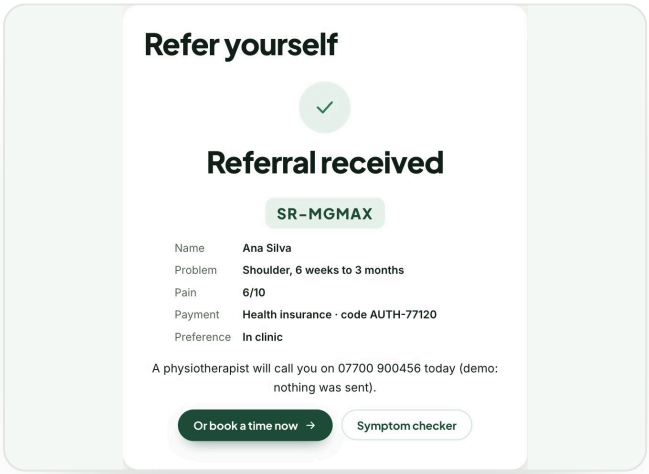
Step 1: contact details



Step 2: area, duration, pain score and goals



Step 3: self-pay or insurer and code



Referral received with a reference

1 A safety check
A red-flag tick box stops the referral and tells the patient to call 999 or go to A&E.

2 Ready for your team
Area, duration, how it started, pain score, goals, insurer, authorisation code and preferred appointment arrive together.

3 NHS route explained
The page also explains NHS self-referral to community MSK physiotherapy, which builds trust.

WHY IT CONVERTS

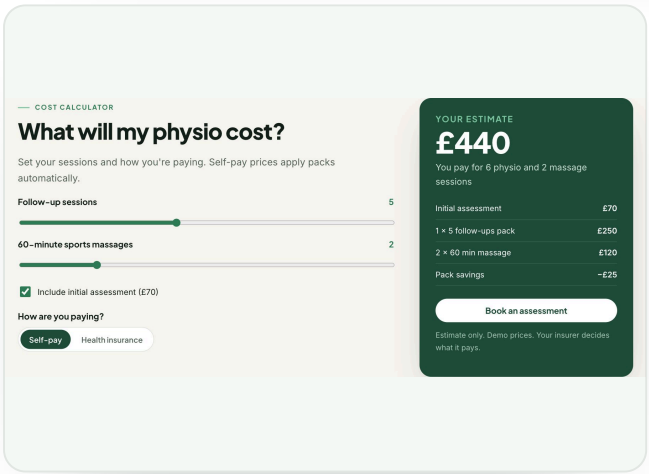
Some patients want to talk before they book. Self-referral captures them with everything your physio needs for a quick, useful call back.

Prices, packs and an insurance calculator

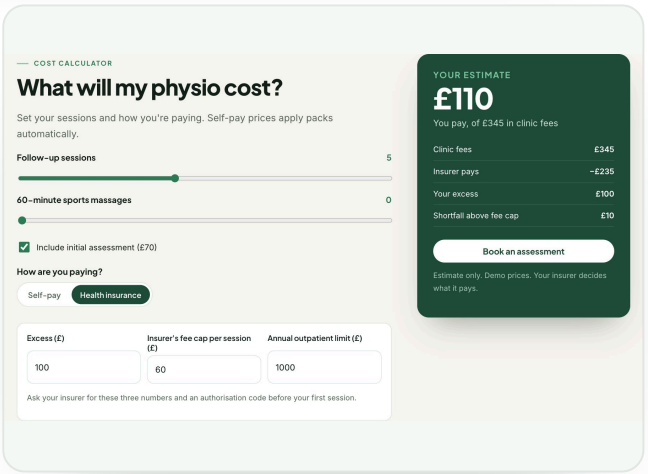
Clear prices answer the first question most patients have, and the calculator answers the second: what will I actually pay?

APPOINTMENT	LENGTH	SELF-PAY	INSURANCE
Initial assessment Full assessment, diagnosis, hands-on treatment and your written exercise plan.	60 min	**£70**	Covered by most policies
Follow-up physiotherapy Treatment, progress check and updated exercises.	40 min	**£55**	Covered by most policies
Sports massage (30 min) Focused deep tissue work on one area.	30 min	**£40**	Usually not covered
Sports massage (60 min)	60 min	**£60**	Usually not covered

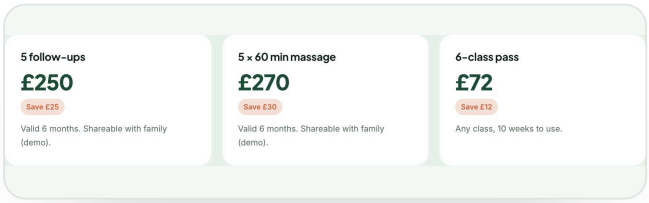
Every appointment, length, self-pay price and insurance cover



Self-pay: packs are applied automatically



Insurance: excess, fee cap and annual limit



Money-saving packs

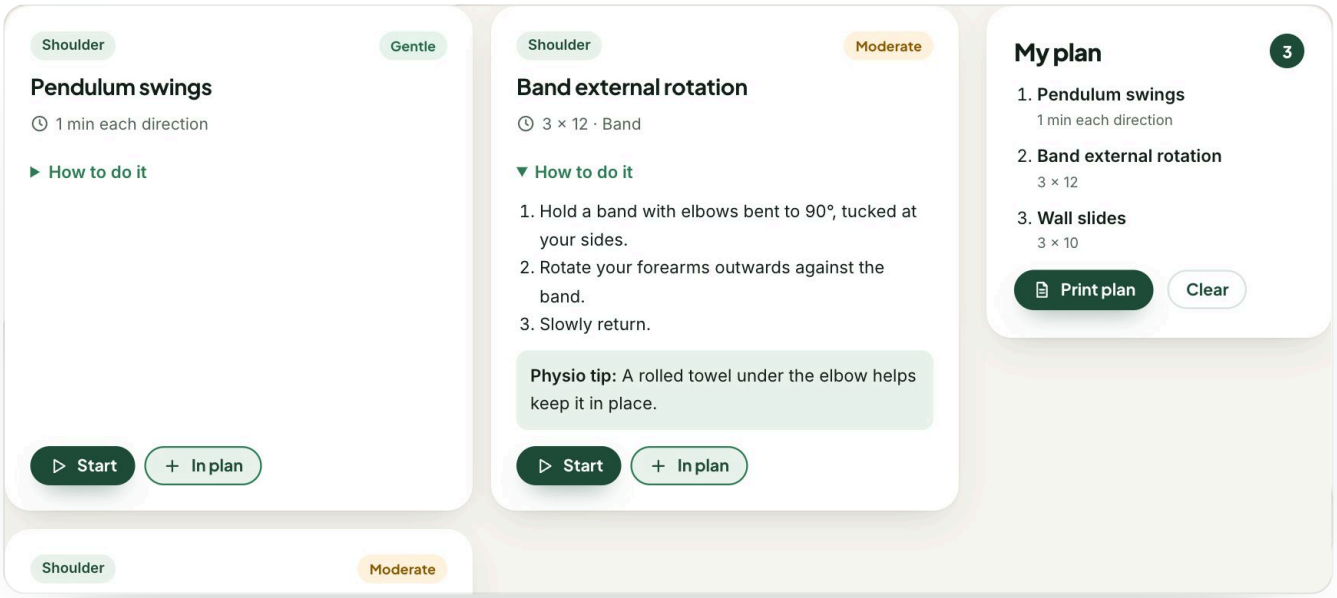
1. **Self-pay or insured**
   Patients set their number of sessions and massages, then switch between self-pay and insurance.

2. **Real insurance maths**
   The calculator applies the excess, the insurer's fee cap per session (the shortfall) and the annual limit.

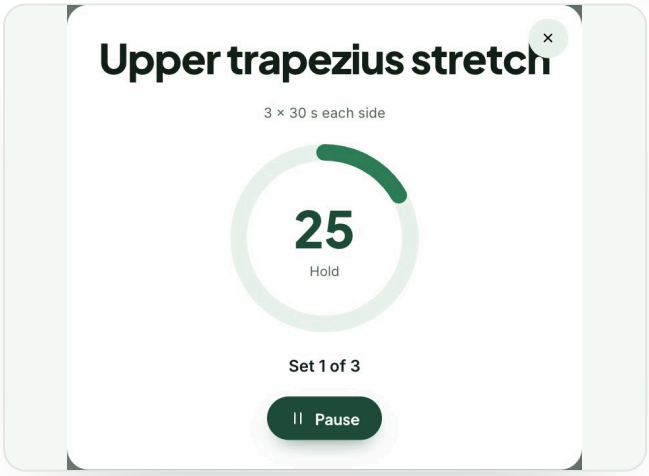
3. **Claiming in four steps**
   A simple guide to authorisation codes, so insured patients arrive ready.

An exercise library with a timer

Patients come back to your website between sessions. That keeps your clinic in mind and helps them recover.



Filters by area, level and equipment, step-by-step instructions and 'My plan'



Guided hold timer with sets

1 **18 exercises included**
Back, neck, shoulder, knee, hip and ankle, each with dose, steps and a physio tip. Add your own.

2 **Hold and rep timer**
Counts holds and reps set by set, with a progress ring.

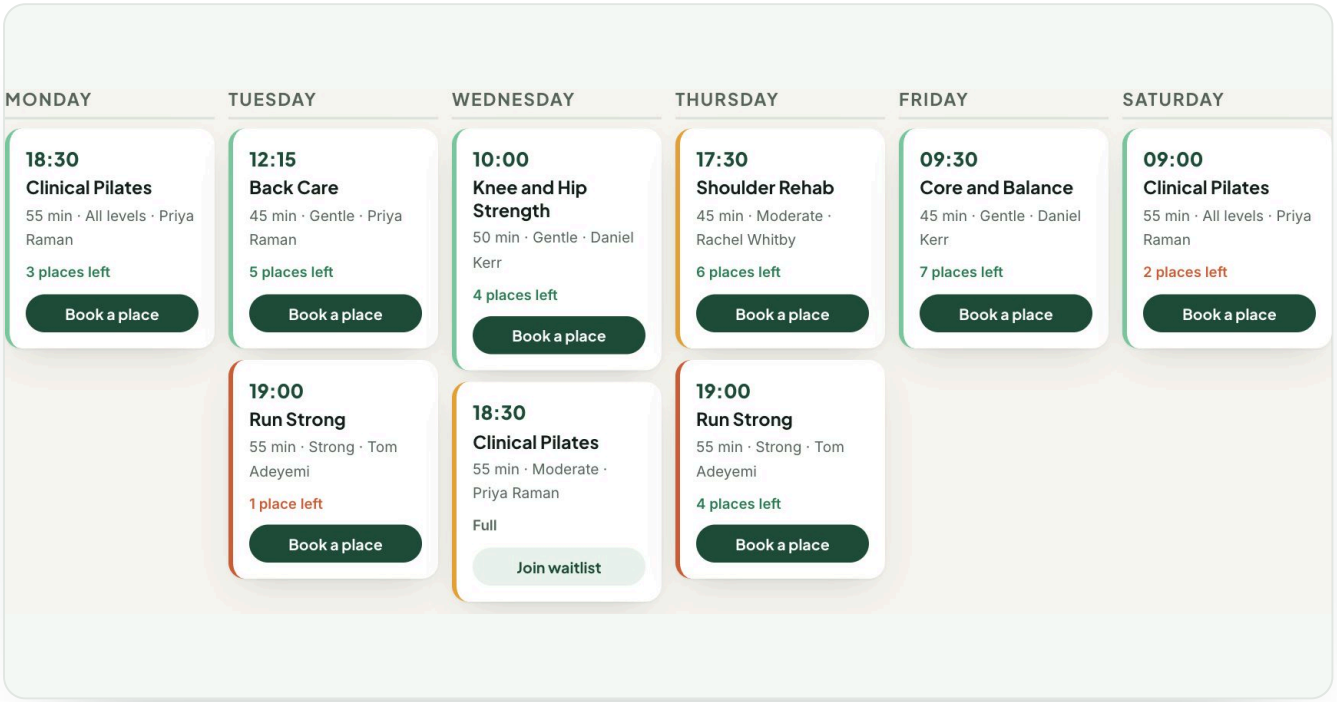
3 **My plan**
Patients save the exercises you gave them on their phone and print them.

WHY IT MATTERS

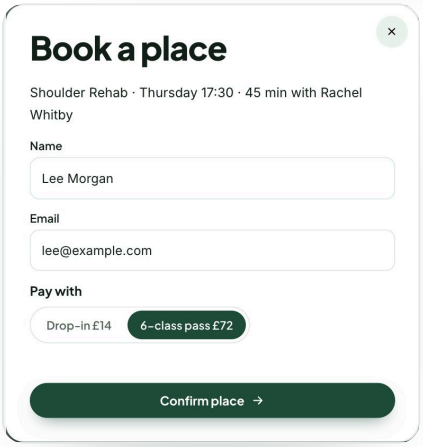
Exercise is the heart of physiotherapy. A plan on the patient's phone, branded with your clinic, makes them more likely to do it and to return.

Classes and class booking

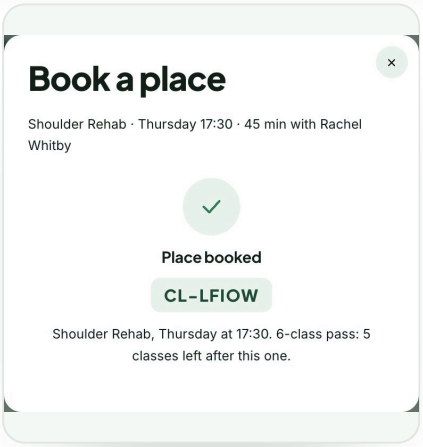
Clinical Pilates and rehab classes keep patients with you after treatment ends.



Weekly timetable with level, physio and places left



Book a place: drop-in or class pass



Confirmed with a reference

1 **Live places**
Each class shows places left, turns orange when nearly full and offers a waitlist when full.

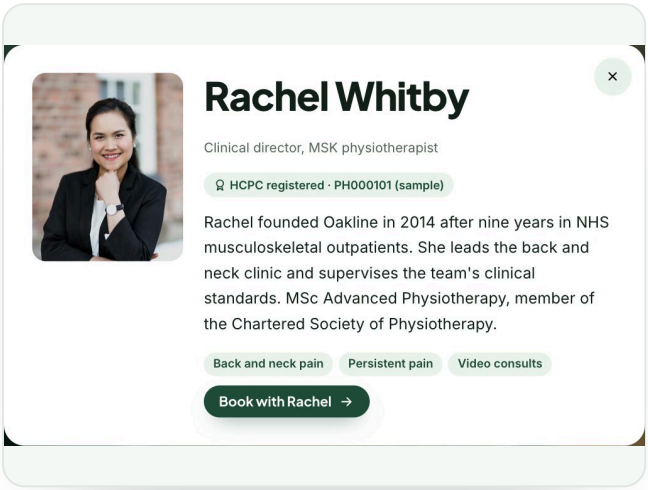
2 **Filters and guide**
Filter by level and read which class suits whom.

WHY IT MATTERS

Classes turn a course of treatment into a long-term relationship, with regular, predictable income for the clinic.

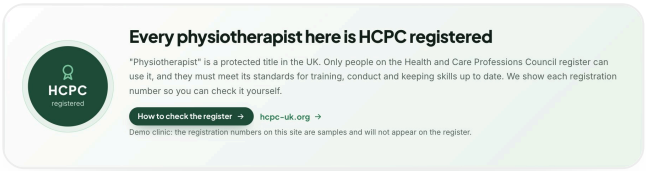
About, team and HCPC registration

Patients want to know who will treat them and that they are properly registered.



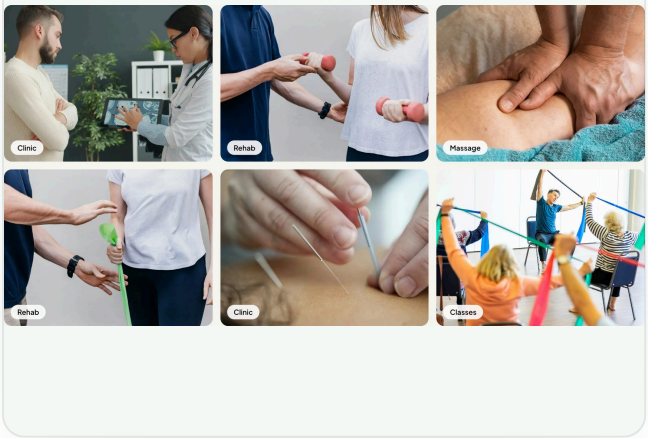
A profile with background, specialisms and registration number

1 **Team profiles**
Each physio's role, specialisms and HCPC number, with a 'Book with' button.

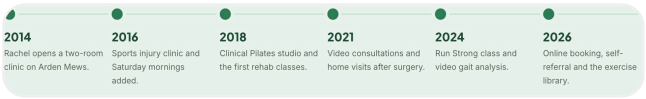


The HCPC explained, with a link to the official register

2 **Correct rules**
'Physiotherapist' is a protected title in the UK. The page explains HCPC registration, chartered status and why sports massage is not a regulated title.



Photos of the clinic with a lightbox

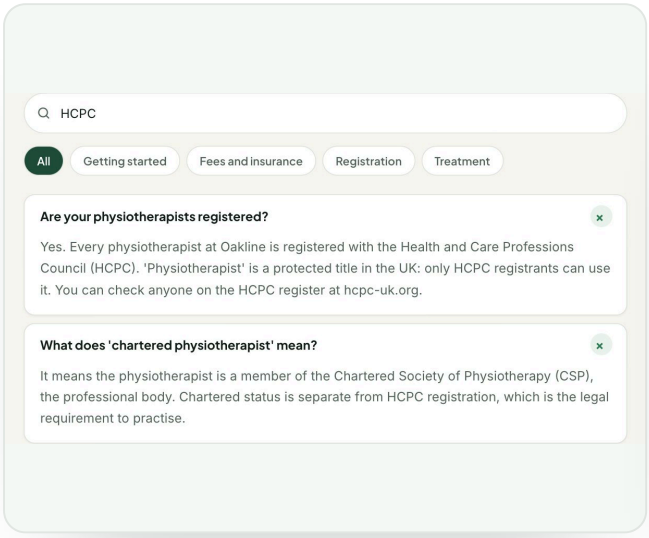


Your story as a timeline

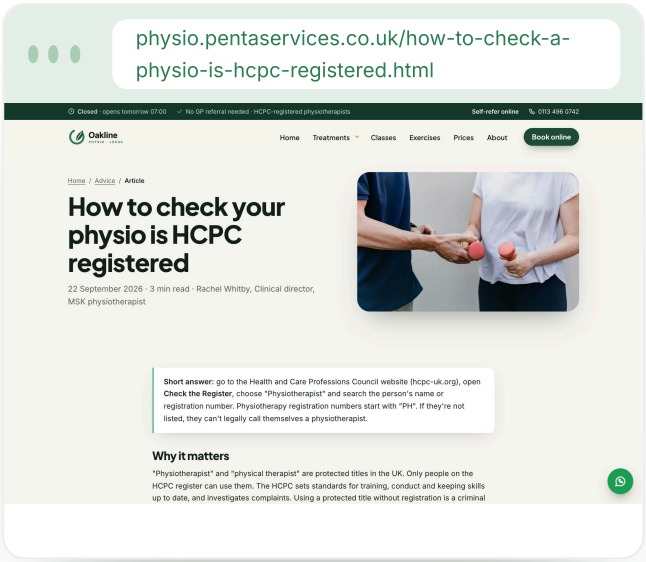
3 **Story and values**
Your history, your values and key figures with count-up animation.

FAQ, advice and contact

Answers that save phone calls, advice that builds trust, and every way to get in touch.



Searchable FAQ with categories



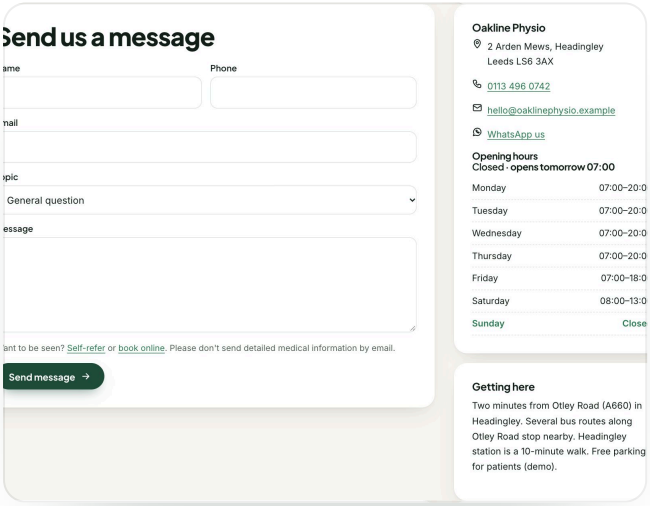
Articles by your physios with author and registration

1 Searchable FAQ

Referrals, prices, insurance, registration and treatment, with instant search.

2 Advice articles

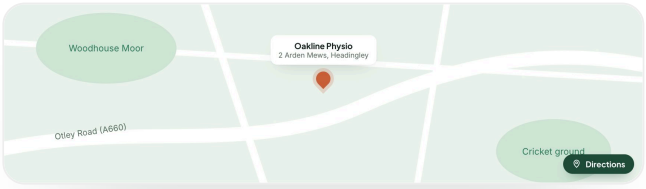
GP referrals, checking HCPC registration and runner's knee, each written answer-first.



Contact form, details and live opening status

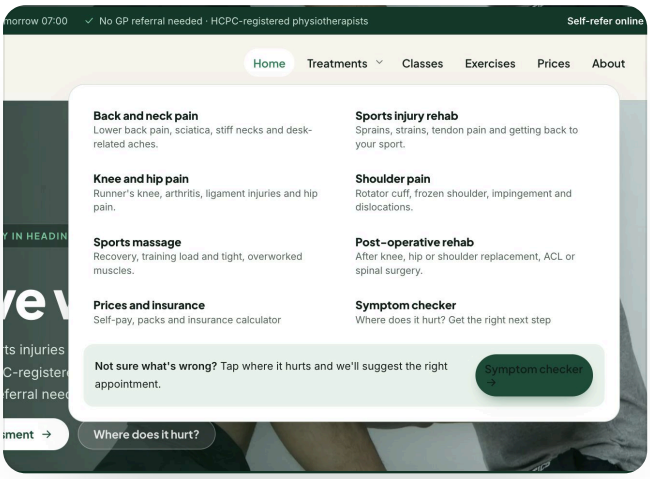
3 Contact and map

Form, phone, email, WhatsApp, opening hours with today highlighted and a map with directions.

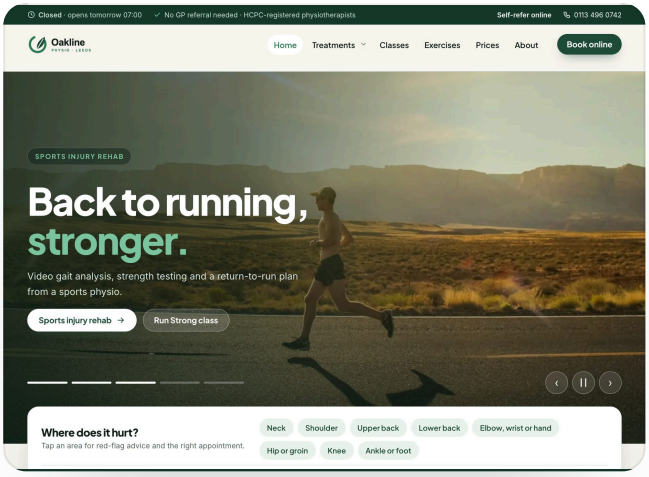


Small details that make it feel alive

Every page has helpful, quick interactions that work on any device.



Treatments menu with every condition and tool



Hero slider with progress bars and controls

Open now

A live open or closed status in the top bar, using UK time.

Next free assessment

The homepage shows the next free slot, so visitors can book it in one tap.

Team profiles

A tap opens the physio's profile and HCPC number.

Review carousel

Patient reviews that change by themselves or by tapping.

Count-up figures

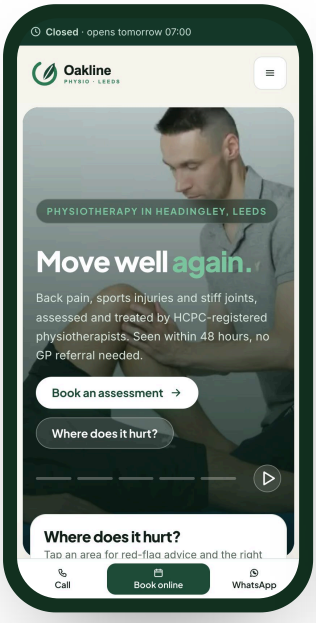
Rating, waiting time, years and classes animate into view.

Accessible by design

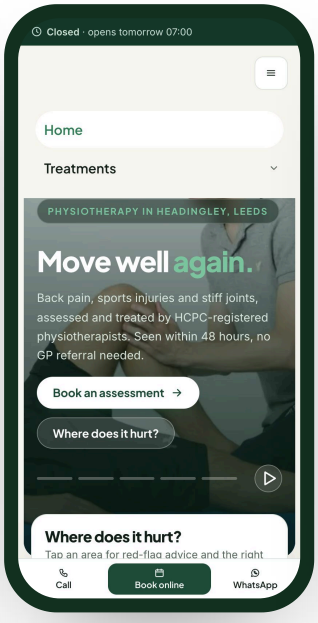
Keyboard friendly, visible focus, screen-reader labels and reduced motion respected.

Designed for the phone

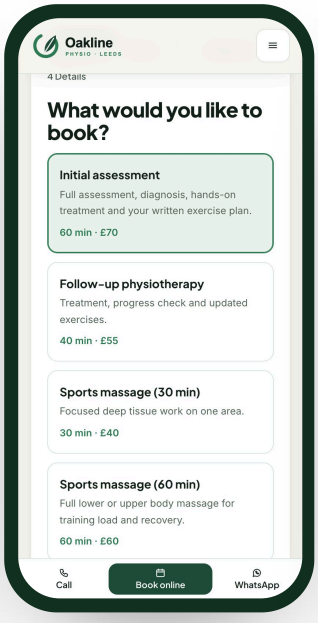
Most patients find a physio on their phone. Every page and tool is designed for a small screen first.



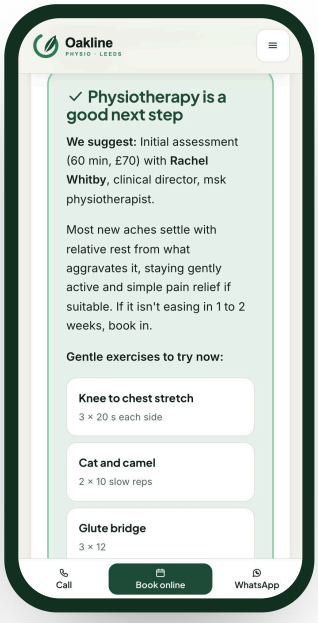
Homepage with swipeable slider



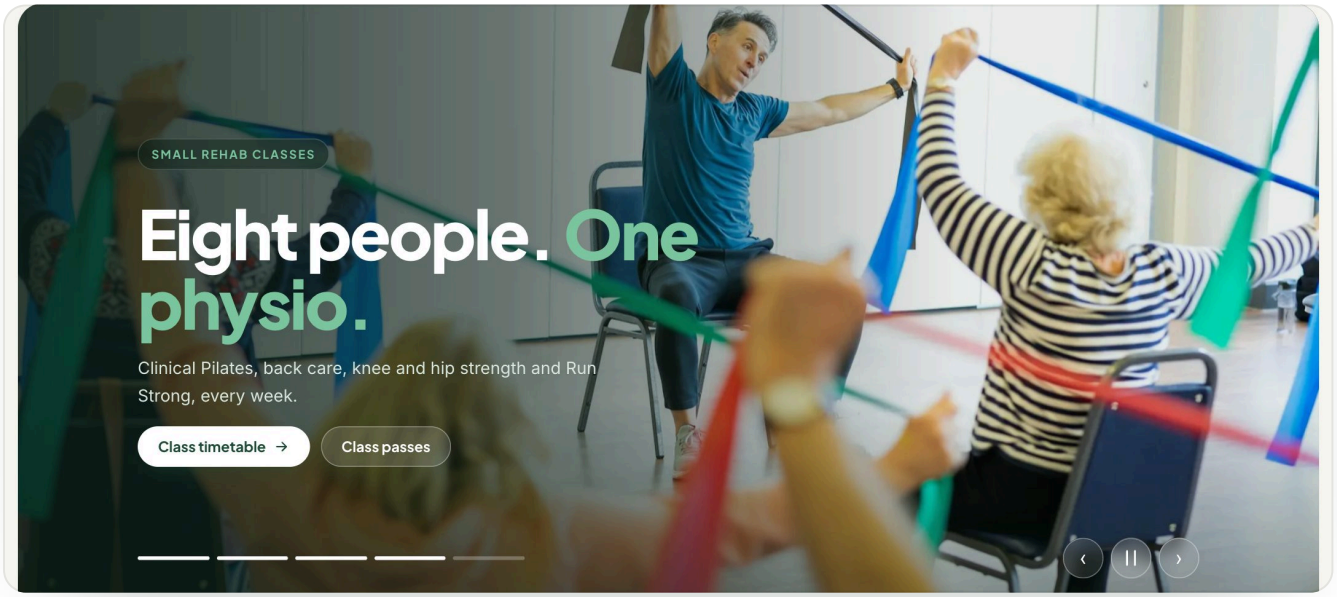
Full-screen menu



Booking with calendar



Symptom checker result



Your brand, Google and AI search

We use your logo, colours and photos. The demo uses forest green, mint and warm white with Plus Jakarta Sans and Inter.

Google (SEO)

- A unique title and description on every page
- Structured data: Physiotherapy clinic, MedicalTherapy, FAQ, Article, Person, Event and breadcrumbs
- Sitemap, fast pages and real text on every page
- A page for each condition you treat, in your area

AI assistants (GEO)

- Answer-first summaries that ChatGPT, Claude and Perplexity can quote
- An llms.txt file with your prices, hours and team
- AI crawlers allowed in robots.txt
- Clear facts: prices, registration, opening hours

Searches the website is built around

physiotherapist near me · physio [city] · sports injury clinic [city] · back pain physio · sports massage [area] · do I need a GP referral for physio · physio prices · clinical Pilates [city]

OUR PROMISE

We don't guarantee rankings or AI citations, but we build every page to be found and we report progress every month.

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@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.

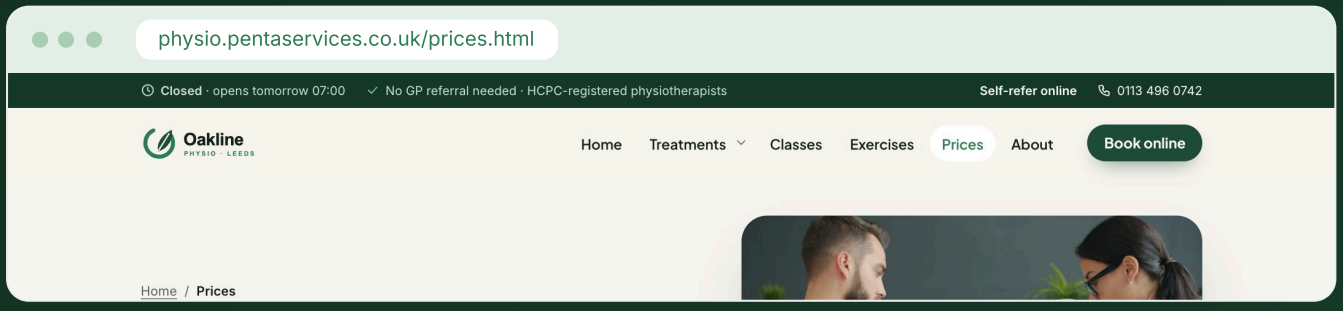
Ready Site price

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

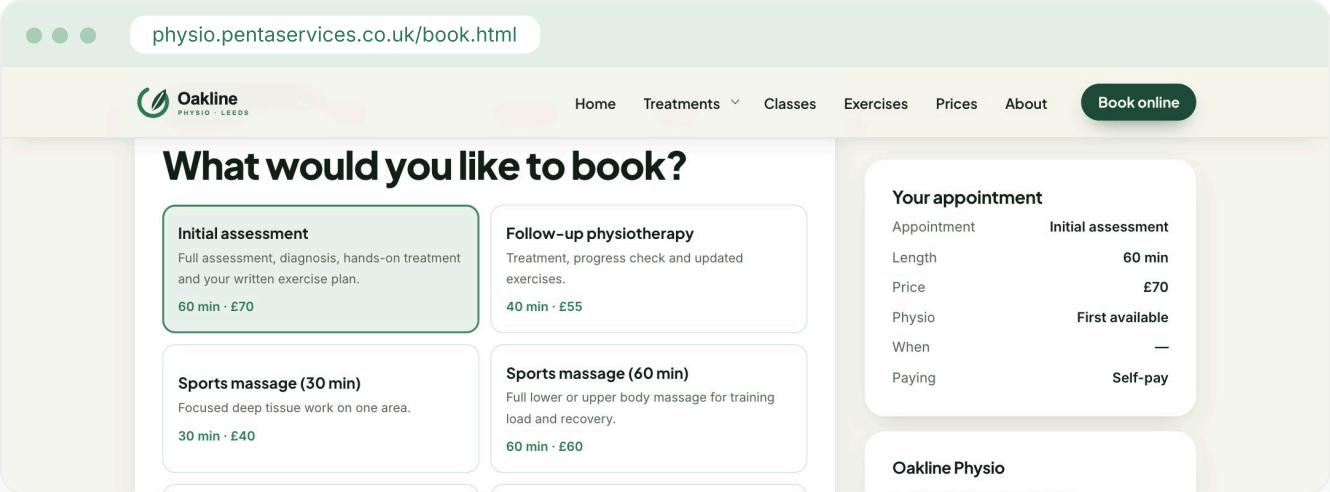
- Logo and colours, if you have them (otherwise we design them)
- Clinic name, address, phone, email and opening hours
- Your conditions, appointment types, prices and packs
- Physios with photos, specialisms and HCPC numbers
- Class timetable, insurers you work with and cancellation policy
- Reviews and photos of your clinic

What we do

- Adapt the design to your brand
- Load your treatments, prices, team, classes and hours
- Set up booking, self-referral, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your clinic: your conditions, prices, team and timetable. Booking can confirm appointments or send requests only, and can link to your practice management software. Red-flag and health wording is approved by your clinical lead. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that books more patients?

1. **See the demo**
   Open the demo on your phone and computer. Try the booking, the symptom checker, the cost calculator and the exercise library.

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, conditions and prices, team profiles, opening hours, classes, 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: physio.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, a booked assessment and a patient who knows what to do before they arrive.