

The med spa website checklist: 30 checks before you lose a booking

Work through it with your phone in your hand. Sections 1 and 2 take ten minutes and catch most lost bookings.

1. The first screen on a phone

Open your homepage on your own phone, without scrolling. This is what most clients see first.

- ☐ **A Book button is visible without scrolling.** In our scan of 749 med spa homepages, 30% had no Book button on the first phone screen.
- ☐ **Your phone number is tappable.** Tapping it should start a call. 23% of the sites we scanned didn't do this.
- ☐ **It's obvious what you are and where.** "Med spa in [town]" or your main treatments, not just a logo and a slogan.
- ☐ **No pop-up covers the screen** in the first few seconds. A sign-up offer can wait or sit in a small bar.
- ☐ **Nothing expired is showing.** No past holiday specials, old prices or last year's events.

2. Booking

- ☐ **Every "Book" button goes to the right place,** ideally the right service, not a generic page you have to search.
- ☐ **Booking takes few steps.** Count the taps from your homepage to a confirmed appointment. Fewer is better.
- ☐ **Booking questions are logistics only** unless your booking tool signs a HIPAA business associate agreement. Collect health history in your intake system instead.
- ☐ **You've booked a test appointment yourself this month,** on a phone, from start to confirmation email.
- ☐ **New clients know what happens next:** consultation or treatment, how long, and what to bring.

3. Treatment pages

- ☐ **Each main treatment has its own page,** with the treatment and your town in the title.
- ☐ **Each page answers the real questions:** what it is, who it's for, downtime, how many sessions, and what it costs (or a starting price).
- ☐ **A Book button on every treatment page,** near the top and again at the bottom.
- ☐ **Prices and hours match everywhere** on your site, your Google profile and your booking tool.

4. Trust and compliance

- ☐ **Providers are named with accurate credentials.** Don't call aestheticians "board-certified," and say who supervises medical treatments.

- ☐ **Before-and-after photos are your own patients', with consent.** Credit any manufacturer photos clearly, and keep them out of paid ads.
- ☐ **Devices and drugs are described correctly:** most energy devices are "FDA-cleared"; drugs are "FDA-approved." Check claims with your medical director.
- ☐ **Reviews are real and recent,** linked to your Google profile, never written or filtered by you.

5. Speed and technical health

- ☐ **The homepage is under 3 MB.** 37% of the sites we scanned were heavier. Big sliders and autoplay videos are the usual cause.
- ☐ **No sideways scrolling** on a phone, and text is readable without zooming.
- ☐ **No broken images or links,** and the copyright year in the footer is current.
- ☐ **The site uses HTTPS** everywhere, and the www and non-www versions go to the same place.

6. Local search and AI search

- ☐ **Every page has a unique title and meta description,** and one main heading (H1).
- ☐ **Your business name, address and phone are identical** on your site, Google Business Profile and directories.
- ☐ **Structured data describes your business** (LocalBusiness or MedicalBusiness schema), so search engines know what and where you are.
- ☐ **Pages for nearby towns are genuinely different,** not copies with the town name swapped.
- ☐ **AI crawlers aren't blocked** by your robots.txt or your web host, so ChatGPT, Perplexity and Google's AI Overviews can read and cite you.

7. Tracking

- ☐ **Analytics is installed and working** (GA4 or similar), and someone actually looks at it.
- ☐ **Bookings, calls and form sends are recorded as events,** so you can see which pages and ads bring in clients.
- ☐ **Ads report booked appointments, not just clicks,** ideally with the treatment's value.

Want us to run it for you? Request a free audit at zohadigital.co. We'll check your site, search and booking flow and send back a prioritized list of fixes.