

5 Website Mistakes Costing Your Practice

New Patients

A practical guide for healthcare clinic owners who want their website to actively generate **patient enquiries**—not just exist online.



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WHAT'S INSIDE THIS GUIDE

This guide is designed to be read in one sitting — roughly 30 to 45 minutes. It is structured so that each chapter builds on the last, but you can also jump to whichever mistake feels most urgent for your practice right now.

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Introduction: Your Website Is Your Most Valuable Front Desk

Think about what happens when a new patient needs a doctor, dentist, physiotherapist, or specialist clinic. They do not ask a neighbour first. They do not flip through a directory. They search online, scan the first few results, click on a website, and make a decision within sixty seconds.

That decision — whether to call your practice or move on to the next result — is being made on your website right now, whether you are paying attention to it or not. Every day, people in your area are searching for exactly the kind of care you provide. Some of them land on your site. What they find in the next thirty seconds determines whether they become a patient or a missed opportunity.

I have spent over 12 years building and optimising websites for healthcare practices, professional services businesses, and agencies across the US and UK. In that time I have reviewed hundreds of practice websites. The same five mistakes appear consistently — across GP surgeries, dental practices, physiotherapy clinics, specialist consultancies, and private hospitals of all sizes.

The good news is that none of these mistakes require a complete redesign to fix. Many of the changes in this guide can be made in an afternoon. Some cost nothing at all. And every single one has a direct, measurable impact on how many patients contact your practice.

By the time you finish this guide, you will know precisely what is holding your website back and have a clear, prioritised plan to fix it. Whether you handle

the changes yourself or work with a professional, you will leave with a realistic picture of what needs to happen and why.

Let us begin.

MISTAKE #1

No Clear Patient-Focused Call to Action

Patients visit your website with one goal in mind. If they cannot find what to do next within seconds, they leave — and call someone else.

The Moment of Decision

When a patient lands on your website, they are almost always in one of two states. Either they have a specific, urgent need — pain, a symptom they are worried about, a referral to follow up — or they are comparing options and deciding which practice to contact first.

In both cases, time is short. Research from the Nielsen Norman Group consistently shows that users form an impression of a website within seconds of arrival. If what they see does not immediately tell them what you do, who you help, and what to do next, the majority leave without contacting you.

Your call to action — the button, the phone number, the booking link — is the single most important element on your homepage. Everything else exists to support it.

77%

of patients use online search before booking a healthcare appointment

— *Kyruus Health Patient Access Journey Report*

What Most Practice Websites Get Wrong

Open ten practice websites in your area. You will almost certainly see the same pattern: a large hero image (usually a stock photo of a smiling receptionist or a clean waiting room), a vague tagline, and a navigation menu. No obvious booking button. No visible phone number. No clear instruction on what to do.

The taglines are almost always variations of the same phrases:

- "Compassionate care for the whole family"
- "Your health is our priority"
- "Experienced. Caring. Professional."

None of these statements tell a patient anything actionable. They do not confirm what the practice specialises in. They do not explain the next step. And they do not give the patient a reason to choose you over the practice next door.

What a High-Converting Practice Homepage Looks Like

Here is the structure that works, based on conversion data from healthcare and professional services sites:

1. A specific headline naming the patient and their condition or goal — not what your practice does, but what the patient gets.
2. A single prominent call-to-action button — Book Online or Call Now — visible without scrolling.
3. A visible, clickable phone number in the header — sticky on scroll, tap-to-call on mobile.

4. One trust signal near the CTA — your Google rating, years in practice, or number of patients seen.
5. No competing buttons — one action, clearly communicated.

Before and After: Homepage Headline

Before: "Experienced Family Dentistry — Caring for Smiles Since 2003"

After: "Same-Day Dental Appointments in [City] — No Waiting, No Referral Needed"

The second version names the location, the patient benefit (same-day), the differentiator (no referral), and answers the patient's most pressing concern: how quickly can I be seen?

The Single Most Damaging CTA Mistake

Many practice websites have a booking option — but it is buried. It appears in the footer, on a Contact page, or after scrolling past several paragraphs of content. By the time a patient reaches it, most have already left.

Your primary call to action must be visible on every page, on every device, without scrolling. On mobile especially, your phone number must be tap-to-call. A patient who has to copy and paste a phone number will often give up and call a competitor instead.

Quick Fix Checklist — Mistake #1

- ✓ Rewrite your homepage headline to name the patient and their desired outcome
- ✓ Add a single, prominent booking or contact button above the fold
- ✓ Make your phone number sticky and tap-to-call on mobile
- ✓ Remove competing buttons or links from the hero section
- ✓ Add one trust signal near the CTA — Google rating, years in practice, or patient numbers

MISTAKE #2

Missing Trust Signals That Patients Actually Look For

Healthcare decisions are high-stakes and personal. Patients need specific proof before they book — and most practice websites do not provide it.

The Psychology of Choosing a Healthcare Provider

Choosing a doctor, dentist, or specialist is not like booking a restaurant. There is no trial period. There is no easy way to undo a bad experience. A patient choosing your practice is placing significant trust in you — often during a moment of anxiety, pain, or uncertainty.

That trust has to be earned before the first appointment. And in 2026, the process of earning it begins on your website. Patients arrive already evaluating whether they can trust you. Every element of your site is either building that trust or eroding it.

94%

of patients use online reviews to evaluate healthcare providers

— *Software Advice Patient Perspectives Report*

The Trust Signals Healthcare Patients Need

1. Google Reviews on Your Homepage

If your Google Business Profile rating is above 4.0, it should be visible on your homepage — not just buried in your Google listing. There are free WordPress plugins that pull your live Google reviews directly onto your website. A visible star rating near your booking button is one of the highest-impact changes you can make in a single afternoon.

2. Real Photos of Your Team and Practice

Patients hire people, not practices. A professional photograph of the doctor or practitioner who will actually treat them — not a stock image of a generic smiling clinician — creates a human connection before any appointment is made.

The same applies to photos of your actual reception, treatment rooms, and waiting area. Patients are making decisions partly based on whether the environment feels safe and professional. Stock photos of gleaming modern clinics create false expectations. Real photos of your actual space build genuine trust.

3. Specific, Outcome-Led Patient Testimonials

Generic testimonials do almost no work. "Great practice, very professional" could be written about anyone. Testimonials that describe a specific condition, the experience of treatment, and the outcome — those convert.

Weak vs Strong Testimonial

Weak: "Lovely practice. The staff are very friendly and helpful."

Strong: "I had been struggling with lower back pain for two years. After six sessions with the team here, I am back to running again. I wish I had come sooner."

The second example names the condition, the timeframe, the outcome, and the emotional payoff. A patient with similar back pain reading it thinks: that sounds like me. That is exactly the response you want.

4. Professional Accreditations and Registrations

Display your GMC, GDC, HCPC, or relevant professional registration prominently — in the footer of every page and on your About page. For US practices, display your state medical board membership and any specialist certifications. These signals of legitimacy matter enormously to patients who may not know what to look for but instinctively trust the presence of official badges.

5. Named Practitioners with Genuine Bios

Your About page should introduce each practitioner individually, with a professional photograph, their qualifications, their clinical interests, and something personal about why they chose their specialty. Patients are more likely to book when they feel they already know something about the person who will treat them.

Quick Fix Checklist — Mistake #2

- ✓ Add your Google review rating to your homepage with a link to your full reviews
- ✓ Replace any stock photos with real photos of your team, reception, and treatment rooms
- ✓ Add two or three specific, outcome-led patient testimonials to your homepage
- ✓ Display your professional registrations and accreditations on every page
- ✓ Create individual practitioner profiles with genuine bios and professional headshots
- ✓ Add a case results or before-and-after section where clinically appropriate and ethically permitted

MISTAKE #3

No Online Booking or Low-Friction Contact Option

Patients in 2026 expect to be able to book without picking up the phone. If you make them call, many will choose a practice that does not.

How Patient Booking Behaviour Has Changed

The shift in how patients prefer to book appointments has been significant and permanent. A growing proportion of patients — particularly those aged 25 to 50, who represent the highest-value demographic for most private practices — actively prefer to book online rather than call.

The reasons are straightforward. They want to book at a time that suits them, which is often outside practice hours. They do not want to wait on hold. And they want the certainty of a confirmed appointment without relying on a phone conversation.

Practices that offer online booking consistently report lower cancellation rates, higher conversion from website visitors to appointments, and a measurable reduction in administrative workload for their reception teams.

68%

of patients prefer to book appointments online rather than by phone

— *Accenture Digital Health Consumer Survey*

The Friction Problem

Even practices that have a contact form on their website are often creating unnecessary friction. A standard contact form asks a patient to type out their situation in detail, submit it, and then wait — sometimes 24 to 48 hours — for a phone call back to actually book an appointment.

For many patients, particularly those in pain or anxiety, this process is simply too slow. They want to know they have an appointment. They want a date and a time, confirmed immediately. A contact form that promises a callback does not give them that certainty, and a significant proportion will call a competitor who can.

What to Add and How

Online Booking System

The minimum viable solution is a Calendly or similar booking tool embedded directly on your website. Patients select their appointment type, choose a date and time from your available slots, enter their details, and receive an immediate confirmation. No phone call required.

More sophisticated practice management systems — Cliniko, Jane App, Healthcode in the UK — offer deeper integration with your records and billing systems. For practices at scale, this investment pays back quickly. For smaller practices just starting, Calendly or TidyCal is free or very low cost and takes a single afternoon to set up.

Live Chat

A live chat widget allows patients to ask a quick question without the formality of a phone call or the delay of an email. Tawk.to is free and works well for most practice websites. It can be managed from a phone and configured to capture contact details when you are not available.

After-Hours Capture

A significant proportion of appointment enquiries happen outside practice hours. If your website has no way to capture these, you are losing them permanently. A simple solution is a missed-call text-back service — when a patient calls and cannot reach you, they receive an automatic SMS asking if they would like to book online or be called back at a specific time.

Quick Fix Checklist — Mistake #3

- ✓ Add an online booking tool — Calendly, TidyCal, or your practice management system — to your homepage and contact page
- ✓ Make your booking button visible on every page without scrolling
- ✓ Install a free live chat widget for patients who prefer to ask questions first
- ✓ Set up an automated response for contact form submissions confirming receipt and expected response time
- ✓ Consider a missed-call text-back service to capture after-hours enquiries

- ✓ Review your contact form — reduce it to the minimum fields needed to qualify an enquiry

MISTAKE # 4

Poor Mobile Experience and Slow Load Speed

Most of your patients are finding you on a phone. If your site is slow or hard to navigate on mobile, they leave — and Google penalises you for it.

Where Patients Are Actually Searching From

Consider the moments when patients search for a healthcare provider. They are in discomfort and searching for urgent help. They are sitting in a waiting room somewhere else, researching a referral. They are at home in the evening, finally dealing with something they have been putting off. In almost every case, they are on their phone.

Google has been mobile-first since 2019. This means the search engine evaluates your website primarily based on its mobile version. A site that looks excellent on a desktop but performs poorly on a smartphone is being penalised in search rankings every single day — even if you have never noticed.

53%

of mobile users abandon a website that takes longer than 3 seconds to load

— *Google Research*

How to Check Your Current Performance

Google provides a free tool called PageSpeed Insights at pagespeed.web.dev. Enter your homepage URL and it will give you a score out of 100 for both mobile and desktop, along with specific recommendations.

- Score above 90: Your site is well-optimised
- Score 70 to 89: Some improvements available but not urgent
- Score 50 to 69: You are losing patients to slow load times
- Score below 50: This is actively costing you enquiries every week

Many practice websites score below 50 on mobile. If yours does, this should be your highest priority fix.

The Most Common Causes of Slow Practice Websites

- **Oversized images:** A single hero image saved at camera resolution can be 8 to 15MB. It should be under 200KB. This single fix alone can reduce load time by several seconds.
- **Outdated WordPress themes:** Many free themes load dozens of scripts and stylesheets that are never used on your pages.
- **Too many plugins:** Every plugin adds code that must load on every page visit. A site with 40 plugins running simultaneously is rarely a fast one.
- **No caching:** Without a caching plugin, your server rebuilds your page from scratch for every visitor. WP Rocket or a free alternative like W3 Total Cache solves this immediately.

- **Poor hosting:** A cheap shared hosting plan puts your site alongside thousands of others competing for the same resources. If your site is slow after other optimisations, your host may be the bottleneck.

Mobile Navigation Specifically

Beyond speed, many practice websites fail mobile users through navigation that was designed for a desktop. Tiny menu items, text that requires zooming to read, forms with fields too small to type into accurately — all of these add friction that patients on a phone will not tolerate.

Test your own website on your own phone right now. Can you tap the phone number to call? Can you find the booking button without scrolling? Can you complete the contact form without zooming? If the answer to any of these is no, patients are leaving because of it.

Quick Fix Checklist — Mistake #4

- ✓ Run your site through Google PageSpeed Insights and note your mobile score
- ✓ Compress all images on your homepage to under 200KB each
- ✓ Install a caching plugin — WP Rocket, W3 Total Cache, or similar
- ✓ Test your site on a real mobile device and fix any navigation or tap-target issues
- ✓ Make your phone number tap-to-call on all mobile pages
- ✓ Check that all contact forms are usable on a small screen without zooming

- ✓ Consider upgrading your hosting if speed remains poor after other fixes

MISTAKE #5

No Strategy for Capturing and Following Up Patient Leads

Most practice websites are designed to handle patients who are ready to book right now. The majority who need more time are lost forever.

The Patient Decision Journey

Not every patient who visits your website is ready to book today. Many are in an earlier stage of the decision process. They are researching their condition. They are comparing practices. They are building enough confidence to take the next step.

A website with only a contact form and a phone number is designed exclusively for the small proportion of patients who have already made their decision. Everyone else — the larger group who are still deciding — leaves without any way for you to stay in contact with them.

A complete lead capture strategy meets patients at every stage of their decision journey.

Stage 1: The Curious Patient

This patient is researching. They have a symptom or a concern but are not yet ready to book an appointment. They want information first.

Give them a reason to leave their email address by offering something genuinely useful in return — a free guide, a symptom checklist, or an FAQ document specific to the conditions you treat.

Examples that work for healthcare

"Download our free guide: What to Do If You Are Experiencing Lower Back Pain"

"Get our free checklist: 10 Questions to Ask Before Choosing a Physiotherapist"

"Download our patient information guide: Understanding Your Treatment Options for [Condition]"

Once a patient downloads, you have their email address and permission to follow up. A short automated email sequence over the following week keeps your practice at the front of their mind as they continue researching.

Stage 2: The Comparing Patient

This patient knows they need treatment. They are evaluating you against other practices. Your job at this stage is to remove objections and reduce the perceived risk of choosing you.

- A detailed FAQ page that addresses the most common concerns about your treatments
- A short video from your lead practitioner explaining your approach and what to expect
- A clear pricing or fees page — uncertainty about cost is one of the most common reasons patients do not enquire

Stage 3: The Ready Patient

This patient is ready to book but may not want to call. The solution here is straightforward: make it as easy as possible to book without speaking to anyone first. This is the online booking system discussed in Mistake 3.

The booking confirmation email is also an opportunity. Include preparation instructions, what to bring, and what to expect on the first visit. This reduces no-shows and begins building the clinical relationship before the appointment even happens.

Quick Fix Checklist — Mistake #5

- ✓ Create one patient-focused lead magnet — a practical guide or checklist your ideal patient would want
- ✓ Set up an email capture form connected to a three-email welcome sequence
- ✓ Add a FAQ page that addresses cost, waiting times, and what to expect from treatment
- ✓ Record a short video from your lead practitioner introducing the practice and their approach
- ✓ Add clear fee information or a fees request form — cost uncertainty is a major conversion barrier
- ✓ Ensure your booking confirmation email includes preparation instructions and what to expect

Chapter 6: Free Ways to Generate More Patient Enquiries Right Now

Before spending anything on advertising or hiring anyone, there is a significant amount you can do to generate more patient enquiries using tools and strategies that cost nothing but your time. These are not theoretical ideas — they are practical tactics that work for practices of all sizes and specialties.

1. Claim and Fully Optimise Your Google Business Profile

If you have not claimed your Google Business Profile (formerly Google My Business), this is the single most impactful free action you can take today. A fully optimised Google Business Profile places your practice in front of patients searching for your specialty in your area — for free, at the exact moment they need you.

Go to business.google.com to claim or verify your listing. Then optimise it completely:

- Upload at least ten high-quality photos — practice exterior, reception, treatment rooms, and team members
- Write a detailed practice description that includes your specialties and location
- Select every relevant service category
- Add your opening hours, phone number, and website URL
- Post a Google Business update at least once a week — a tip, a treatment FAQ, or a team update
- Respond to every Google review, positive or negative, within 24 hours

Practices that maintain an active, fully optimised Google Business Profile consistently appear in the map pack at the top of local search results — the three listings that appear before any organic results and generate a disproportionate share of local clicks.

How to Get More Patient Reviews Without Awkward Conversations

After a successful treatment or discharge, send a brief message: "Thank you for trusting us with your care. If you have a moment, we would genuinely appreciate a Google review — it helps other patients in similar situations find us. Here is the direct link: [your review link]."

Your review link is found in your Google Business Profile dashboard under Get More Reviews. Create a short link using bit.ly and add it to your email footer permanently.

2. Register on Healthcare Directories

Healthcare directory websites receive enormous search traffic from patients looking for practitioners in their area. Creating free profiles on these platforms puts you in front of patients who may never find your website directly.

Directory	What It Offers	Cost
Google Business Profile	Appears in Google Maps and local search — highest ROI of any listing	Free

Directory	What It Offers	Cost
Healthgrades (US)	Major US healthcare directory with patient reviews	Free basic
Zocdoc (US)	Online booking integration — high patient volume	Free listing
NHS Choices (UK)	Official NHS directory — essential for UK practices	Free
Doctify (UK)	UK healthcare reviews and booking platform	Free basic
WhatClinic	International clinic comparison and booking	Free listing

3. Publish One Useful Health Article Per Month

You do not need to blog every day or every week. But one well-written, genuinely helpful article per month can significantly improve your visibility in search results over time. The most effective articles for practice websites are not clinical analyses — they are practical answers to the questions your patients are already searching for.

- "What is the difference between a physiotherapist and a chiropractor?"
- "How long does recovery from [procedure] usually take?"
- "When should I see a doctor about [symptom] vs waiting?"
- "What to expect at your first [type of] appointment"

Use the free version of AnswerThePublic (answerthepublic.com) to find the exact questions patients in your specialty are searching for. Each article

should end with a relevant call to action — a link to book an appointment or download a patient information guide.

4. Create Short Educational Videos

Short videos answering common patient questions perform well on YouTube, which is the second largest search engine in the world. A two to three minute video from a practitioner explaining a common condition, treatment, or recovery process can be found by patients for years after you publish it.

You do not need professional equipment. A smartphone with good lighting and a clear audio source is sufficient. The content matters far more than production quality.

5. Partner With Complementary Healthcare Providers

GPs, specialists, physiotherapists, dentists, and mental health practitioners all regularly encounter patients who need referrals. Building genuine relationships with complementary providers in your area creates a reliable stream of warm referrals that costs nothing to maintain.

Start with the practitioners you already know or interact with professionally. Let them know your areas of specialism, the types of patients you work best with, and what makes your approach distinctive. Follow up occasionally with useful clinical content or updates. When a patient needs referring, your name is the one they think of.

6. Send a Monthly Email to Existing Patients

Your existing patients who had positive experiences are your most reliable source of referrals — but only if they think of you when a friend or family

member needs care. A short monthly email — a health tip, a seasonal reminder, a new service update — keeps your practice in front of people who already trust you.

This does not need to be elaborate. A plain text email of 150 to 200 words, sent monthly to your patient list with their consent, is enough. MailerLite offers a free plan for up to 1,000 contacts.

7. Encourage and Respond to All Reviews

Beyond Google, consider actively managing your reviews on Healthgrades, Doctify, or whatever directories are most relevant to your specialty. Practices with a high volume of recent, detailed reviews consistently outrank competitors in both directory search and Google Maps results.

Responding to every review — including negative ones — signals to both prospective patients and to search engines that your practice is active, engaged, and professionally managed.

Chapter 7: What You Can Fix Yourself vs When to Bring in a Professional

Not every website improvement requires a developer. Many of the fixes described in this guide can be handled by anyone comfortable using a computer. Others require technical knowledge that is genuinely better left to a specialist.

Things You Can Fix Yourself

Task	How	Cost
Rewrite homepage headline	Log into your website editor and update the heading text — no technical skill needed	Free
Add Calendly booking link	Create a free Calendly account and paste the embed code into your contact page	Free
Claim Google Business Profile	Visit business.google.com and complete all fields — takes 2 to 3 hours total	Free
Install live chat widget	Tawk.to installs as a WordPress plugin — live within 30 minutes	Free
Create directory profiles	Healthgrades, Doctify, and similar directories have simple sign-up processes	Free
Set up patient email newsletter	MailerLite or Mailchimp both have free plans with drag-and-drop editors	Free
Compress website images	Use TinyPNG.com to compress images before uploading — reduces file size by up to 80%	Free

Things Worth Bringing in a Professional For

Task	Why Professional Help is Worth It	Recommendation
Site speed optimisation	Requires knowledge of caching, image pipelines, code minification, and hosting configuration	Hire
SEO technical audit	Crawl analysis, schema markup, canonical tags, and Search Console errors need specialist knowledge	Hire
Online booking integration	Connecting booking systems to your calendar, CRM, and confirmation workflows reliably	Hire
Mobile responsiveness	Fixing layout breakpoints across devices requires CSS and WordPress theme knowledge	Hire
Analytics and tracking setup	Correct GA4, goal tracking, and GTM configuration requires technical accuracy to produce useful data	Hire
Homepage redesign	Conversion-focused redesign involves strategy, design, and development working together	Hire
GDPR and data compliance	Patient data handling requirements are specific and legally significant — get professional guidance	Hire

A Note on Cost vs Return

A senior WordPress contractor typically charges between \$40 and \$75 per hour for project work. A single additional patient enquiry per week — at a modest private consultation value of \$150 to \$300 — returns the cost of a full day's development work within the first month. The question is never whether good website work is worth paying for. It is whether the person you hire understands both the technical requirements and the clinical context of your practice.

Chapter 8: Your 30-Day Website Improvement Plan

This plan is designed to be realistic for a busy healthcare practice. It does not require a redesign or significant budget. It is a focused, prioritised sequence of actions that will produce measurable improvements in 30 days.

Week 1 — Foundation

1. Run your site through Google PageSpeed Insights and note your mobile score as a baseline.
2. Claim and fully complete your Google Business Profile if not already done.
3. Rewrite your homepage headline using the patient-outcome framework from Chapter 1.
4. Add a Calendly booking link to your homepage and contact page.
5. Create profiles on Healthgrades, Doctify, or the most relevant directory for your specialty.

Week 2 — Trust and Capture

1. Email five recent patients you treated successfully and ask for a Google review with a direct link.
2. Install a free live chat widget (Tawk.to) on your website.
3. Add two strong patient testimonials to your homepage.
4. Create a simple patient lead magnet — a one-page FAQ or condition guide your ideal patient would want.

5. Set up a free MailerLite account and a three-email welcome sequence for new downloads.

Week 3 — Content and Visibility

1. Write and publish one article answering a question your ideal patient commonly searches for.
2. Record and upload one short video to YouTube answering a different common patient question.
3. Reach out to two complementary practitioners for a referral conversation.
4. Post your first Google Business update — a health tip or treatment FAQ.
5. Compress all images on your homepage and key landing pages using TinyPNG.

Week 4 — Review and Improve

1. Re-run Google PageSpeed Insights and compare to your Week 1 baseline.
2. Review your Google Business Profile insights — how many patients called, visited, or requested directions?
3. Check your analytics for any changes in time on page, bounce rate, or contact form completions.
4. Identify the one area still needing the most improvement and plan your next action.
5. Decide which strategies from Chapters 6 and 7 to continue or expand into Month 2.

Tracking Your Progress

The most important metric is not traffic — it is enquiries. Count how many phone calls, contact form submissions, booking requests, and live chat conversations you receive each week. As you make improvements, this number should trend upward. If you are using Google Analytics 4, set up a goal for contact form completions and booking page visits.

Bonus: The 30-Point Healthcare Website Audit

Use this checklist to score your website honestly. Tick each item that is currently in place. At the end, calculate your score and see where you stand.

Section 1: Above the Fold and First Impressions (6 points)

- ✓ My homepage headline names the patient and the outcome or condition I treat
- ✓ There is one prominent call-to-action button visible without scrolling
- ✓ My phone number is visible and tap-to-call on mobile
- ✓ There is at least one trust signal above the fold — Google rating, years in practice, or patient numbers
- ✓ My homepage loads in under 3 seconds on a mobile device
- ✓ There are no competing buttons or navigation items distracting from the primary CTA

Section 2: Trust Signals (6 points)

- ✓ Patient testimonials with specific conditions and outcomes appear on my homepage
- ✓ My Google review rating is visible on my website
- ✓ Real photos of my team and practice appear on the homepage and About page
- ✓ Practitioner profiles include professional headshots and genuine bios

- ✓ Professional registrations and accreditations are displayed on every page
- ✓ I have a results or case outcomes section where clinically and ethically appropriate

Section 3: Booking and Contact (6 points)

- ✓ I have an online booking tool accessible from the homepage without scrolling
- ✓ My contact form response time is under 24 hours and this is stated on the contact page
- ✓ I have a live chat widget active during practice hours
- ✓ My booking confirmation email includes preparation instructions and what to expect
- ✓ I have a strategy for capturing after-hours enquiries — missed call text-back or booking link
- ✓ My contact form asks for the minimum information needed to qualify an enquiry

Section 4: Mobile and Speed (6 points)

- ✓ My mobile PageSpeed score is above 70
- ✓ My site loads in under 3 seconds on a standard mobile connection
- ✓ All images are compressed and optimised for web delivery
- ✓ Navigation is easy to use with one hand on a small screen
- ✓ All forms are usable on mobile without zooming

- ✓ I have a caching plugin installed and configured

Section 5: Lead Capture and Follow-Up (6 points)

- ✓ I have a lead magnet — a patient guide or checklist — that captures email addresses
- ✓ I have an automated email welcome sequence for new subscribers
- ✓ I publish at least one useful patient-focused article per month
- ✓ I send a monthly email to my existing patient list (with consent)
- ✓ I have a clear fees or pricing page, or a frictionless fees enquiry option
- ✓ I have a video from a lead practitioner on my homepage or About page

Your Score	What It Means
25 – 30 points	Your website is performing well. Focus on content and referral partnerships.
16 – 24 points	Significant room for improvement. Follow the 30-day plan starting with Week 1.
Below 16 points	Your website is likely costing your practice patients every week. Start immediately.

About Deepak Hasija

I am a senior WordPress and web strategy contractor with over 12 years of experience and more than 120 projects delivered for professional services businesses across the US, UK, and beyond.

My work covers the full website lifecycle: strategy, design, development, SEO, automation, and ongoing optimisation. I do not just build websites that look good — I build websites that generate enquiries, build trust with the right patients and clients, and convert visitors into booked appointments.

I have worked with healthcare practices, law firms, consultancies, e-commerce businesses, and digital marketing agencies. I specialise in WordPress, WooCommerce, and the full ecosystem of tools that makes a professional services website perform at its best — from Rank Math SEO to Zapier automation to the Divi and Elementor page builders.

I also work as a contractor for digital agencies in the US and UK, handling end-to-end project delivery for their clients without the need for micromanagement. If you are an agency looking for a reliable senior WordPress contractor, I would be glad to hear from you.

What I Offer

- Website strategy and conversion audits
- WordPress design and development
- WooCommerce setup and optimisation
- SEO strategy and technical SEO implementation
- Lead capture and marketing automation setup

- Online booking system integration
- Ongoing WordPress maintenance and support

Want a Free Website Audit?

If you have read this guide and want a second pair of eyes on your practice website, I offer a free 30-minute audit call. No pitch. No obligation. Just honest, actionable feedback on what your site is doing well and exactly what to fix first.

Book your free 30-minute audit at deepakhasija.com/book-a-free-call

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