21 Things Every High-Converting Med Spa Website Needs

Starting or updating a website for your med spa business can be daunting. There are SO many details that go into how to market a medical spa that getting your site built or updated may feel overwhelming. But by breaking down the to-dos into smaller steps you can create or update a website that will look great **and** help you grow your business.

We've broken down all the components of a high-converting medical spa website into 21 bite-sized steps. If you tackle one or two at a time, you'll have a website that stands out from the crowd sooner than you think. So whether you're starting from scratch or updating your existing site, check out the list below.

1. Start with Strategy

Before you sketch out design OR copy for your site, make sure you have a solid medical spa marketing plan in place (if you're just starting). If you're looking to update your site, it's time to revisit your marketing plan first.

As the "heart" of your marketing, you should have clear goals for your website. These goals will drive both design and copy decisions. They'll help guide you to create the best experience for every visitor to your site. All other marketing you do should revolve around your website copy and content.

2. Know Your Audience

If you haven't written buyer personas for your company yet, do it! Do deep research to help you create these. What are their ages? Where do they live? What questions do they have? What's the **one** main step you want them to take on your homepage? How can you make it easier for them to take that step or move further into your site for more information?

Also, narrowing down to a specific target audience will help you plan out your site more effectively. The layout, design, and copy decisions should revolve around the buyer personas of your audience.

3. Information Architecture

In a nutshell, information architecture is the art of how, why, and where you place things on your website.

Once you're clear on your website goals and target audience, you'll use them to structure your site's information and visuals. What type of pages do you need to best accomplish your goals? Create a visual map of your whole site. Think about the best way to organize your pages to help

your users. If you have an existing site, you can get a trove of information about your current visitors' behavior. You can use this data to help you make the best adjustments to your site's architecture.

4. Tell Your Story

Telling your story is all about identifying what makes you different. What do you offer that other med spas in the area don't? Why did you go into the med spa business? How does this affect the kinds of services you offer? What problem(s) can you solve for your customers that set you apart? Do you have unique equipment? The most seasoned clinicians? Thinking about your "story" will help you write more compelling copy.

You'll want to mention a key differentiator or two on your homepage. Then you can develop a more "detailed" (customer-focused) story in your About section.

5. Easy Navigation

Once you've created your sitemap and nailed down your company's story, it's time to design your navigation bars. Since these help your visitors (and search engines) understand your site, they're important, but often overlooked. Make your labels clear and descriptive. Most of the time, it's best to use traditional label names.

Make sure to include [plenty of white space](#) around the labels and make them easy to read and "sticky" (meaning your navigation bar remains visible and in the same place as your visitor scrolls up and down the page).

6. A Stellar Headline and Tagline

Your headline is one of the most important pieces of copy on your website. Take your time to do it right. Ways to create a fantastic headline include:

- Speaking to your audience
- Writing in first person
- Addressing a pain point that you solve

Your headline should be followed by a memorable tagline that aligns with your brand. A tagline is a slogan for your business. It should be short (ideally less than 5 words but no more than 7). It should also be simple and speak to your audience.

7. Easy to Find Contact Info

This one is simple. Make it easy for your visitors to **find all your contact information** on the homepage! According to the [Nielson research group](#), users look for contact information in the top right corner or the footer.

Make sure your complete address and phone number are visible. Include a call link so mobile visitors can easily call to make an appointment or get more information.

8. Clean Design

Clutter doesn't work well on a website! According to digital marketing expert [Paul Boag](#), "White space is a fundamental building block of good design…it improves legibility, comprehension, attention, and tone."

White space also has a calming effect. It draws your readers' eye to your headline and tagline, which will immediately tell them they're in the right place.

9. Brand Image & Colors

You'll want to spend your time finding the right logo for your med spa. It's well worth time and money to work with a professional logo designer. All fonts and colors on your website should complement your logo. Ask your designer to create a "branding standards" document to ensure that your website (and all other marketing materials) have a consistent look and feel.

10. Quick Loading

2 out of 5 visitors will leave immediately if your website takes longer than 2 ½ seconds to load. More than half expect webpages to load in under 2 seconds. In other words, if you don't have fast website, you're losing visitors.

Free tools such as [Pingdom](#), [Yslow](#), and [Google's Page Speed Insights](#) can help you identify how to boost your page speeds.

11. Mobile-Friendly

According to [Statista](#), over 60% of the internet population uses a mobile device to go online. That's not a statistic any business owner can ignore. Visitors expect sites to be as quick and easy to navigate on their phones as any other device. These days it's easy to ensure your website looks good and loads quickly on every device.

12. Calls to Action

A call to action on your website can be anything that promotes action by a visitor. You'll want to keep one (or two at the most) CTA's on each page of your site. However, you can have "soft

CTAs" (such as including a click to call link on your phone # or a link to a dedicated contact page where visitors can submit questions or comments).

13. Testimonials & Before/After Images

Testimonials are one of the best ways for businesses to get new clients in the door. For med spa websites, it's a **must**. It can take longer for medical spas to build trust with new clients, so you need to provide ample "social proof" on your site.

People are far more likely to try something if they've seen and heard about someone else's experience with it. According to [Opt-in Monster](#), testimonials can increase conversions on sales pages by 34%. And if the client is willing, include before and after photos.

Your homepage, and every part of your site that describes a procedure should have before and after photos. If you're able to include some video as well, even better!

14. Add Value with Offers

Who doesn't like free stuff? But when considering offers to feature on your site, you want to make sure they will add value to your users. Some offers that work particularly well for med spa websites include:

- A free consultation or skin analysis to build trust and confidence in first-time visitors.
- A discount or special deal on your most popular services, such as laser hair removal or Botox injections.
- Loyalty or referral programs to encourage repeat visitors and word-of-mouth referrals.
- Easy-to-read eBooks or guides with strong visuals that describe popular procedures in detail.

15. Medspa SEO

You want to make sure **you're** the one who shows up when your target audience searches for solutions to their problems. To do this, you need to incorporate several SEO strategies that work well for medspa sites.

Relevant keywords should be included (in natural-sounding ways) on every page. You want to make sure you have inbound and backlinks. These will help Google and other search engines understand your website and "crawl" (read) your pages, which in turn boosts your rankings.

Making sure you have relevant and optimized title tags and meta descriptions will also improve your rankings. If you feel overwhelmed by SEO, you may want to consider meeting with a medspa marketing agency that specializes in SEO (like [The Medspa Marketing Method](#)).

16. Social Media Integration

Building a community is one of the best investments you can make. A great way to do this is to start with the social media your target market is on the most. Doing some research around this will help. Most med spa audiences are on Facebook and Instagram so they're a great place to start. Consistently update, post on, and respond to every comment or like to build traffic. Twitter (X) is a great one to add if you can carve out a bit more time, because you can easily copy and paste what you create on Instagram (with slight tweaking) on it.

Make sure that your website link is big and visible on your social media pages. And place social media share buttons prominently on your website to make it easy for visitors to engage with you there.

17. Email Marketing Integration

You may have "email fatigue", but it's absolutely true that [email isn't dead](). Include an easy email opt-in on your homepage and keep your audience up to date. Your emails should include your latest news, events, offers, and other helpful information. If someone opts-in to your list, it means they're interested. Make sure you email regularly enough and that your emails provide value. Keep them interested!

18. Security

Site security has become something that website visitors expect. Make sure that your site has an SSL certificate featured in your footer. It adds an extra layer of confidence and validity.

However, something that often gets overlooked is making sure that you (or your web developer/manager) has secured your site's backend. You need to make sure you have a secure user name and password. Consider changing the password often.

We recommend using a well-known web hosting platform. We like [WPEngine](), but there are many others. The top things to consider when choosing a hosting platform include server reliability, uptime scores and, of course, security.

19. Speak to Your Audience – Not Your Ego

It's easy for business owners to focus on what they think are the best things about their business. But what you think is the best or most important information may not completely align with what your prospects are looking for.

Testimonials, Case Studies, and Awards you've won are all important things to include on your site. They should be presented in a way that helps to answer your audience's questions and builds trust.

20. Measure Your Results

A website is never really "complete." You won't have to completely overhaul your copy every year, but you will need to adjust it over time.   As your business matures, you'll get more clarity on your target audience and your goals. You'll need to use data from your website to help you make decisions about where you can make changes that will keep you on track.

There are several free tools you can use to test what's working and get suggestions to boost results. Google Search Console and Google Analytics (which has a free and paid version) are both great places to start.

21. Make Step-by-Step Improvements

If your website feels incomplete, don't worry. It should be growing and evolving with your business. But if you take building and improving it in small steps you're going to achieve long-term success.

Instead of trying to create or overhaul it all at once, focus on making small, incremental improvements. By taking a gradual approach, you can make sure each improvement or part of your site is effective.

Summary

Remember, your website is often the first impression potential clients have of your business. If your site provides value, shows your expertise, and speaks to your audience's needs, it's going to stand out from your competition. It will also attract customers, build trust and loyalty, and ultimately help your med spa business succeed.

Implement one or two of these 21 things at a time and you'll get there sooner than you think!