SQUARE 1 GROUP

MedSpa Website Conversion Checklist
Pack Your Calendar Without Cutting Prices

19 ruthless tweaks that turn your site into a high-ticket appointment machine—no Groupon junkies, no race-to-the-bottom discounts.

HOW TO USE THIS GUIDE

Print it, slap it on your desk, and tick the boxes. Total audit time: < 30 minutes. Typical impact: +30-50 % more consults—fast. Anything you don't check is money leaking out the door.

The Checklist (19 Must-Haves)

Above-the-Fold "Money Shot"

1. One killer treatment photo + one-sentence promise ("Look 10 Years Fresher in One Lunch Break").

2. "Book Now" button visible on desktop **and** mobile before any scrolling.

3. Instant credibility badge ("6,137 Happy Clients" or ★ ★ ★ ★ ★).

Zero-Trust, Zero-Problem Credibility

4. Medical director's credentials beside their headshot (RN, PA-C, MD).

5. FDA-cleared device logos (HydraFacial®, Cynosure®, etc.)

6. Press logos or local awards—minimum three.

Objections Obliterated

7. Mini case studies: before/after slider + 50-word story.

8. Transparent price range ("Treatments from $349") to dodge bargain hunters.

9. Risk-reversal line (Love-It-or-Leave-It guarantee) within one screen of price.

Funnel-Ready CTAs (No Dead Ends)

10. Sticky mobile footer: Call, Text, Book.

11. Exit-intent pop-up: free non-discount lead magnet ("5-Step Glow-Up Routine Without Needles").

12. Thank-You page upsell: bundle package invite.

Speed & UX (Eyes Glaze in 3 Seconds)

13. Load time < 3 sec on 4G (GTmetrix/ Lighthouse).

14. FDA-cleared device logos (HydraFacial®, Cynosure®, etc.)

15. Press logos or local awards —minimum three.

Tracking & Follow-Up (Where the Money Actually Is)

16. Meta Pixel + GA4 fire on every page and booking conversion.

17. UTM presets baked into every ad link.

18. Zapier/Klaviyo webhook: lead hits SMS + 14-day email drip in under 60 sec.

19. Call-tracking line in header; recordings feed receptionist coaching.

WHY THIS MATTERS

Your site's the 24/7 closer. Every sloppy element torches ad dollars and lets prospects ghost you.

Each click costs cash. At $3-$6 per click, a measly 2 % bump saves—or stacks—five figures a year.

Snap-judgment buyers bail fast. Slow loads, fuzzy CTAs, or zero proof = instant back-button.

Automation beats manpower. Tight tracking + instant follow-up fill chairs without another hire.

Ready for the Fast Fix?

Book a **15-min Brainstorm Session.** We'll spot ten revenue leaks on the call—or buy you coffee for wasting your time.

square1grp.com/brainstormsession