

Clinic Booking Page Checklist

Best for: Med spas, clinics, dentists, and appointment-led services.

Use it for: A page checklist for people who need trust before they book.

How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

Trust

Credentials, service details, real photos, and reviews.

Safety, preparation, and expectations answered plainly.

Location, hours, and contact visible.

Booking

CTA near the top and after key sections.

Explain whether the first step is consultation, deposit, or direct booking.

Test the calendar or form on mobile.

Follow-up

Confirmation email says what happens next.

Track booking clicks and form submits.

Add common buyer questions to the FAQ after launch.

Next step

If you want the site done with you instead of by you, book a free intro call at niyalo.com. Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Trust: Credentials, service details, real photos, and reviews.		
2	Trust: Safety, preparation, and expectations answered plainly.		
3	Booking: CTA near the top and after key sections.		
4	Booking: Explain whether the first step is consultation, deposit, or direct booking.		
5	Follow-up: Confirmation email says what happens next.		
6	Follow-up: Track booking clicks and form submits.		

What usually breaks the launch

- [] No single decision-maker.

- [] Missing assets scattered across chat threads.

- [] A CTA that changes halfway through the build.

- [] A first version trying to behave like a six-month roadmap.
