Clinic Website Conversion Checklist

Fix Traffic But No Bookings Problem

1. Medical UX & Website Design

- ■ Book Appointment button visible above the fold
- ■ Simple navigation (Services / Doctors / Book / Contact)
- ■ Clean layout with minimal visual noise
- ■ Clear step-by-step booking flow
- ■ Short and simple forms (max 3-4 fields initially)
- ■ Remove excessive popups and distractions

2. Strong Appointment CTAs

- ■ Clear action-focused CTA text (e.g., 'Book Appointment Now')
- ■ CTA button in header/top section
- ■ CTA after every service section
- ■ CTA in middle of homepage
- ■ CTA at bottom of page
- ■ Sticky mobile CTA button

3. Trust Signals & Credibility

- ■ Doctor profiles with photos and experience
- ■ Medical licenses and certifications displayed
- ■ Patient reviews and testimonials (Google reviews widget)
- ■ Real clinic photos
- ■ Awards, affiliations, and partnerships
- ■ Insurance partners listed
- ■ Success stats or case results

4. Website Speed Optimization

- ■ Compress all images (use WebP format)
- ■ Fast, reliable hosting provider
- ■ Enable caching
- ■ Optimize Core Web Vitals (check Google PageSpeed)
- ■ Reduce unnecessary plugins and scripts
- ■ Use lightweight theme/template

5. Mobile Experience

- ■ Large, easy-to-tap buttons (min 44x44 pixels)
- ■ Single-screen booking flow
- ■ Autofill enabled for forms
- ■ Click-to-call button prominent
- ■ WhatsApp booking option
- ■ Mobile-friendly calendar picker
- ■ Readable text size (min 16px)

6. Local SEO & Trust Signals

- ■ Google Map embedded on contact page
- ■ Location schema markup implemented
- ■ Dubai/local area mentions on pages
- ■ Area-specific service pages created
- ■ Local patient testimonials featured
- ■ Neighborhood keywords optimized

7. Booking Process Simplification

- ■ No account required to book
- ■ Maximum 4 steps in booking flow
- ■ Short forms (collect essentials only)
- ■ Clear service/doctor selection
- ■ Instant booking confirmation displayed
- ■ Email/SMS confirmation sent

8. Emotional Reassurance Copy

- ■ Use specific experience numbers (e.g., '15+ years')
- ■ Include success rates or patient satisfaction stats
- ■ Add safety and care statements

- ■ Highlight DHA/medical licensing
- ■ Use guarantee language where applicable
- ■ Remove generic, vague statements

9. Urgency Elements

- ■ Display limited slots available today
- ■ Highlight same-day booking availability
- ■ Show weekend appointment options
- ■ Add fast results promise
- ■ Offer priority consultation option
- ■ Use time-sensitive language (e.g., 'Book Today')

10. Conversion Tracking & Analytics

- ■ Track booking button clicks (Google Analytics/Tag Manager)
- ■ Monitor form submissions
- ■ Track call button clicks
- ■ Track WhatsApp clicks
- ■ Identify drop-off pages with funnel analysis
- ■ Set up heatmaps (Hotjar/Crazy Egg)
- ■ A/B test CTAs and booking flows