How to Redesign the Website for Your Appointment-Based Business

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Introduction

If your business model revolves around customer appointments—such as at a spa, salon, or wellness business—your website is your most important marketing tool.

Your site is a place for current and potential clients to learn more about your services and product offerings. It also provides a convenient way for them to book their next appointment.

When it's time to take a critical look at your website, there are a few key elements to assess and some simple, but important, pages to optimize. You'll want to include these essentials in your next website redesign.

Research, research, research

Before working on any redesigns or content updates, do your due diligence.

Look into not only the inner workings of your own website, but those of your competitors as well. Mining other websites for insights to improve upon and apply back to your own is key.

While researching, check into things like your website's:

- **Analytics**, including metrics like page views, bounce rate, exit pages, average session duration, and visit frequency. This article explains more about these valuable metrics.

- **Navigation**, including the paths customers follow on your site.

> **Pro tip:** Ask a client to navigate through your website as you watch. Note any pain points or struggles with navigation you can improve on. For example: Are you only collecting the information you need on your contact form? Is your pricing easy to find? Is your site slow to load?

- **Mobile optimization**. It's crucial for your website to display and function properly on smaller screens. Overall, 40% of consumers said they'd go to a competitor if a brand's website didn't provide a good mobile experience. Don't risk it.

Revisit your current site map and page layout

Take another look at the visual elements throughout your site and how these are displayed to your website visitors. The way in which features, images, and written content are arranged is important. It can have a big impact on your visitors' experience.

- **Overall page layouts**. Cluttered or busy pages will overwhelm visitors. Having some white space on the page is a good thing.

- **Visual brand components like fonts and colors used**. Both should align with your brand, especially if you've recently rebranded. For more specifics, check out our guide to creating a brand that sets your business apart.

- **Photos**. Include a diverse mix of people in your website imagery so customers see themselves represented. Your imagery should be high-quality and sized correctly to avoid slowing down your site.

- **Video content**. Videos are more important than ever, and 60% of consumers said they'd rather watch an online video than a TV program —so why not yours? Incorporating video content can boost visitor engagement and showcase your services in a more dynamic way.

- **Calls to action (CTAs)**. These should be easy to find and clickable. They should enable your visitors to follow a path of least resistance for more information or conversion, depending on the CTA's purpose. Make it easy for them—create a CTA button so customers can quickly and easily click to book an appointment.

Enhance your content: The basics

Current and potential customers should be able to use your website as a source for general information about your business and what they can expect from an appointment. Even if you don't think you have much to write about, you'd be surprised!

Consider beefing up your content in areas like your:

- **Products and services**. List what your business offers, the price points, and any other details customers should know. This can include brief descriptions of your services, information about certain product lines, follow-up care, etc.

- **Team**. Your website is the perfect place to spotlight your staff members and enable customers to get to know them before walking through your door. Something as simple as a page with staff members' photos, names, and industry experience can make customers feel more comfortable and welcome before they ever visit your location.

- **Location, hours of operation, and contact information**. This information should be highly visible and easy to find.

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Enhance your content: More advanced areas for optimization

Beyond the content basics listed above, look into these other areas for additional optimized content:

- **Testimonials**. What do your customers think of you, your services, staff members, and overall business? These word-of-mouth recommendations are critical. They can be just the thing a website visitor needs to see to encourage them to book an appointment.

  Pro tip: Consider using video testimonials!

- **Your blog**. Write articles about topics related to your business. For instance, if your salon offers a new or trending service, writing a blog about it can help educate readers about the new style. When blogs incorporate the right SEO keywords (we'll discuss later), this content can improve your website's search ranking and, thus, increase bookings.

- **Appointment scheduling**. It's crucial to let clients book appointments directly through your branded website. See how seamless online booking is with MINDBODY.

- **Gift card sales**. Let customers add gift cards directly to their cart, boosting online sales and promoting your brand. If you're a MINDBODY customer, you can easily sell gift cards right from your website with the branded web gift card link.

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Optimize for search

Once you have the nuts and bolts in place, it's time to make sure you're doing all you can to help customers find your site on their preferred search engines. How? Through search engine optimization (SEO). Here are a few SEO best practices to make it happen:

Search... 🔍

- **Use HTTPS**. This standard means visitors have a secure and encrypted connection to your website, signified by "https" in your URL and a lock icon in the address bar. Using HTTPS isn't just good for your SEO, it's also beneficial for your website security. In fact, search engines now point out to users when websites don't have this security standard. That could turn potential customers away. Check out this Google article to learn more.

- **Add in metadata and alt text** for your written content and images. This descriptive text may seem like a small detail but is very meaningful for your website optimization. Search engines look for metadata and alt text specifically and will rank pages lower in search results if these elements are missing. Alt text also improves the accessibility of your site.

Need help stepping up your SEO game?
Download the checklist that's right for you:

How to Improve Your Salon's SEO: A Checklist

Improve Your Integrative Health Business's Search Results Ranking

- **Include the right keywords** on your website, especially the terms your customers use to search for products and services in your industry. These keywords should be included in your landing page content (i.e., the page that lists your services and prices) as well as in your blog posts. While general keywords related to your industry can help, drill down further to find more unique keywords directly related to your business, your audience, and your local area. A tool like Google Keyword Planner can help you identify the best keywords to optimize your website copy with.

- **Build out internal and external linking**. Internal linking helps guide website visitors through your site and provides a path from "I'm just looking" to "I'm ready to book an appointment." Consider the customer journey accordingly, and use internal linking that leads visitors from basic information to more advanced, interactive content.

External linking to sources and pages outside of your own website can build SEO credibility too. Use relevant external links and avoid linking to any competitors.

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Ready to unveil the new digital face of your brand?

Optimizing your website can:

- **Make it easier for clients to find you:** Incorporate SEO best practices like keywords and links. You'll boost the probability that potential clients in your area will find you when looking for services on Google and other search engines.

- **Engage with them when they get to your site:** You've led them to your site—now what? Building out your website content means visitors will have information to read and the opportunity to book an appointment once they've navigated there.

- **Encourage them to book an appointment:** Many customers now prefer the ease and simplicity of booking online.

Using this guide to revamp your website can provide some significant benefits for your appointment-based business, including the ability to form connections with customers and encourage potential clients to walk through your door.
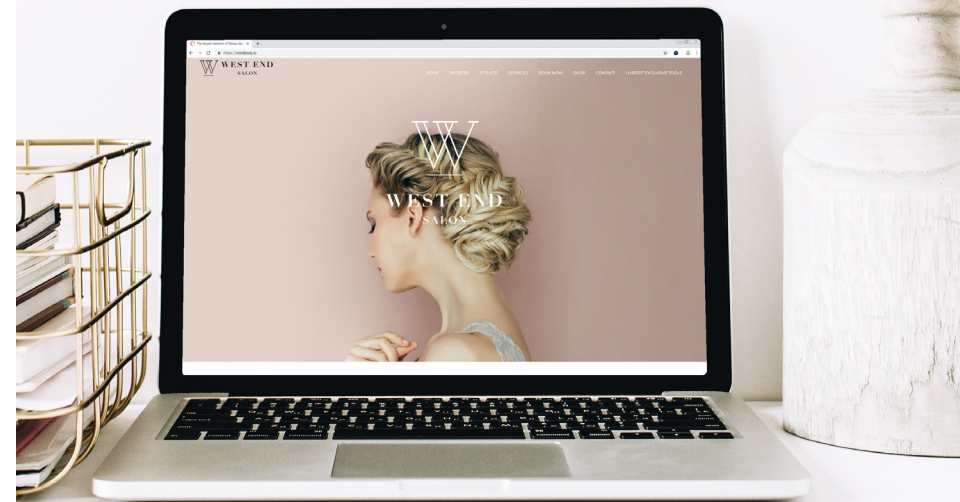
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To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today.