

FOR WOMEN PHYSICIANS IN PRIVATE PRACTICE

THE PHYSICIAN PRACTICE WEBSITE BLUEPRINT

Nine sections, in the order a new patient needs them. Most practice sites have the information — it is just in the wrong order, or hidden behind a phone call. Use this to check the site you have, or to plan the one you need.

01	Top of the page	Who you are, who you help, and where — in one line. Then a Book online button and a tap-to-call number. Why: a patient decides in a few seconds whether she is in the right place.
02	"Is this you?"	Three or four situations written the way patients describe them ("periods that run your schedule", "tired all the time"). Why: people search for what they feel, not for your specialty name.
03	Meet the doctor	A real photo, board certification, training, and two sentences on why you practice the way you do. Why: patients choose a person before they choose a clinic.
04	Services	One short card per service: what it is, who it is for, what changes after. Give your main services their own page so Google can find them.
05	Your first visit	Three steps: book → what happens in the room → what happens after. Why: the unknown is the most common reason people put off booking.
06	Reviews	Three real Google reviews with first names, plus a link to your Google profile. Short and specific beats long and general.
07	Insurance and pricing	Plans you accept, or cash prices / membership tiers. Why: "do you take my insurance?" is the top reason patients call instead of booking.
08	FAQ	The five questions your front desk answers every day. Each answer written here is a phone call you do not have to take.
09	Location and booking	Map, parking, hours, and the booking button again. Name, address and phone must match your Google profile exactly.

Copy prompts

TOP LINE

I am a _____ in _____ helping women who _____.

WHY PATIENTS CHOOSE YOU

Unlike most practices, I _____, so my patients _____.

"IS THIS YOU?"

Write down the last three things new patients said in the first minute of their visit — in their words.

FIRST VISIT

When you arrive, _____. We spend _____ minutes together. Afterwards, _____.

ABOUT YOU

I went into _____ because _____.
Outside the clinic I _____.

Photo shot list — a phone is enough

1. **You, chest up**, by a window, looking at the camera. Used at the top and in "Meet the doctor".
2. **You with a patient or staff member**, talking, not posing.
3. **Reception**, from the door, lights on, no clutter.
4. **One exam or treatment room**, clean and calm.
5. **The building entrance**, so patients recognise it on arrival.
6. **A detail that is yours**: your diploma wall, a plant, a book on your desk.

Shoot in landscape, in daylight, with the lens wiped. Six good photos beat thirty stock images.

Launch checklist

- ☐ Readable on a phone without zooming
- ☐ Loads in under 3 seconds on mobile data
- ☐ https:// with a valid certificate — no browser warning
- ☐ Booking button visible without scrolling, on every page
- ☐ Phone number is tap-to-call
- ☐ Page title includes specialty + city (e.g. "OB/GYN in South Tampa")
- ☐ Name, address, phone match your Google profile exactly
- ☐ Contact form does not ask for symptoms or medical history
- ☐ Footer year is current and every link works
- ☐ A friend booked a test appointment without calling you

RATHER NOT BUILD IT YOURSELF?

I write, design and build it in two weeks. No upfront cost: billing starts only once your site is live.

jogyflow.com