



# CONSULTING ROOM

*Your Aesthetic Partner*



## FEATURE ARTICLE

### Consulting Room 2016 Website Traffic Statistics

# CONSULTING ROOM 2016 WEBSITE TRAFFIC STATISTICS



Well, what a year 2016 was! I think we can all agree that in the grand scheme of things the last 12 months have been unprecedented for a number of reasons. It's safe to say that on the arts, social, political and global stages, there was never a dull moment. Plus, it was all brought to us in glorious technicolor, like never before; thanks to our growing lust for instant news and media coverage to feed our desire for online gratification. We are more glued to our mobile devices and social media than ever before.

From the perspective of business owners, it's true to say that the biggest event of 2016, which will indeed lead into 2017 and beyond, was the UK referendum vote outcome on Brexit – the country's decision to choose to leave the European Union. Add to that any fall out that the UK will get from Donald Trump becoming President in the coming days and we could all be in for some interesting times ahead, economically speaking. If our Prime Minister hits the big red 'article 50' button then the UK's future trading landscape will be renegotiated anew. This will be especially felt in relation to the purchasing of consumables and capital equipment for clinic

businesses, which have already been affected by currency fluctuations, let alone long term trading landscapes. One wonders how many distributors can afford not to pass on price rises to their clients as we move forward with Brexit. But let's not look at 2017 just yet!

Getting back to 2016...

So, here we are again, another year has gone by, and despite continued political and economic struggles, and continued televisual coverage of all things 'botched', the aesthetic sector seems to still be pretty healthy.

In March 2016, ConsultingRoom.com underwent a facelift of its own. This was the biggest improvement campaign undertaken to the website since its inception in 2003. Whilst it has kept with its core concept, in line with the original vision of Directors, Ron Myers and Martyn Roe, the revamp implemented a whole host of new features designed to improve the usability of the site. It featured a brand-new design, as well as the introduction of an entirely mobile responsive infrastructure, making the site fully compatible with smartphone and tablet devices, plus lots of other great features and social interactivity.

This included the launch of a brand new Cosmetic Community dedicated to the consumer. Aimed at those interested in, or who have undertaken surgical or non-surgical cosmetic enhancement treatments, as well as treatments for hair loss, vision correction and dentistry; it enables users to leave reviews for products, treatments and clinics, as well as blog comments, which can include sharing their experiences with before and after photographs and videos. Increased user-generated content also encourages community members to up their status as 'trusted contributors' with the reward of badges and achievement goals. Clinics can now also engage and respond to comments for a truly social experience on Consulting Room. Since our relaunch on 12th March 2016, we have now gained over 5,000 Cosmetic Community members which highlights a growing database who can be kept up to date with special offers and updates as we continue to grow this interaction into 2017. Our next step is with planned pages for Q&As with our clinic experts – that's you! We will update you on those plans as the year unfolds.

The increased focus by consumers



on searching for a clinic provider in increasingly localised areas means that with the improvements made to the site it now has 1.4 million pages indexed and stored by Google for their search results database. This provides great national coverage for pin-point searching of treatment providers in smaller areas. By comparison, and at the time of writing this, whatclinic.com have under 0.5 million indexed pages and comparethetreatment.com has just over 5,000 pages indexed by Google. With an average of over 3,300 unique clinic searches daily, the flow of quality enquiries coming through the site is increasing, and the targeted business potential is much improved for Member ROI.

Members can contribute more visual media content, through the addition of video and image galleries, which are linked to the various research pages. This also increases the potential avenues for consumers to find and contact Member clinics. In fact, our treatment and product image and video galleries have proven very popular during 2016 and we will be coming to you shortly to let you know where you might like to increase your content, to truly take advantages of such increases in traffic, in a forthcoming member magazine.

Gauging market growth is a pretty tricky task as we have no centralised body tracking data for the UK aesthetic and cosmetic sector, in terms of actual practicing clinics and

procedure/treatment numbers being performed. Annual data audited by the British Association of Aesthetic Plastic Surgeons (BAAPS) and the largest cosmetic surgery chains such as the Hospital Group, MYA and Transform continues to show growth in enquiries and procedure numbers year-on-year.

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However, this generally only reflects on the surgical marketplace and means that analysis of the non-surgical marketplace is most definitely lacking, leading to best guesstimates from various sources, such as pharmaceutical suppliers, trade associations and extrapolations from publicly surveyed data.

Television shows, media coverage and social media trends continue to highlight increased consumer interest and demand for cosmetic enhancement. This has shown a

change in demographics in recent years too. Once more the realm and interest of the baby boomers (who also had the available disposable income), we are now seeing a move to a much younger demographic interested in ‘preventative’ treatments and enhancements such as lip augmentation – the increased interest from Millennials is borne out by a quick trip around Instagram on any given day of the week!

Statistics that we have derived from analysing pages viewed and searches made within Consulting Room provide a unique view of what the average consumer is researching, the effect the media and new product/device/procedure introduction has on this and also which products/treatments they may actually be seeking to undertake by finding a local provider offering the service.

From January 1st to December 31st 2016 just under 1 million unique visitors came to [www.consultingroom.com](http://www.consultingroom.com). This figure continues to show the consistent levels of web traffic being received by the site as we enter our fourteenth year online.

In general, our thirteen-year traffic performance continues to show a healthy long term trend for the site and of course demonstrates the obvious growth since our launch in May 2003 when the aesthetic and cosmetic industries were just starting



to become part of mainstream awareness.

I think we can safely say that our visitor data demonstrates some minor ups and downs over recent years, but it has still remained relatively stable, with an average over the last 5 years above 950,000 visitors.

Some of the small instability in the numbers actively researching treatments, which has led to fluctuations in traffic numbers during 2010 through to 2016, could be attributed to all sorts of reasons, including economic concerns, industry scandals and poor press, as well as increases in resources available for research including television shows and locally based marketing by clinics. However, throughout this period we know that the quality of our traffic, as a measure of success, far outweighs the importance of the quantity.

Generally speaking, the industry appears healthy and our 2016 statistics are consistent with industry sentiment.

## What Treatments Are People Researching

As statistics concerning the UK market place are lacking, we believe that our breakdown of statistics is one of the most authoritative in terms of reflecting the UK consumer's interest in different cosmetic procedures marketed in this country. We have delved deeper into our 2016 website statistics to give you a broader idea of what a Consulting Room user is actually looking for on the website.

We wanted to find out which treatments/procedures visitors are looking at most often, in terms of researching treatment options available to them by looking at page views from our **Treatment FAQs** section; this helps us see

which procedures are most popularly researched by our visitors.

We experienced just under 990,000 page views for our various Treatment and Product FAQ information pages during 2016. That is a 20% increase on our 2015 data, which demonstrates a continued interest from the consumer to learn the facts about treatments and products that are available to them as cosmetic enhancement options.

We compared the results with last year's figures in order to note any changes in line with observed trends. Despite two non-movers and minor places changes at the top of the list, the rest of the top twenty showed some quite dramatic changes, with research into some treatments pushing them up by between 2 and 5 places in the list, such as specialised wigs for hair loss, belly button surgery and radiofrequency for body contouring, with those losing out including micropigmentation, medical skin needling and chemical peels, which itself dropped by 8 places for 2016 visitor traffic.

Interestingly, Radiofrequency for Facial Rejuvenation seems to continue to be the most popular treatment to research, having held the top spot since 2013. With the key concern for many as they age, particularly women, being lax or sagging facial skin, it's no surprise to see people looking to research for other options

tissue tightening options and the modalities able to go part way to achieving this. As a more complex concept to understand than a surgical face lift, the use of RF energy, and the associated heat, to produce changes in the dermal structures, it is no surprise to see people wanting to learn more about exactly what it involves. This is exactly why we have such detailed content on treatments and procedures on the website. Similarly, when it comes to searching for clinics, as we will see later on, searches for RF and surgical facial tightening options are both equally popular, yet face lifts are much less researched.

Many more traditional treatments such as Microdermabrasion and Laser & IPL Skin Rejuvenation do not feature in the top 20 areas being researched – this is perhaps a sign that such concepts are so mainstream now and awareness is high that people simply don't feel the need to research them, (before seeking a provider), and instead are drawn to reading about other treatment options that they may not have heard about, to learn just what options are available to address their cosmetic concern.

New entrants to the charts, although not new treatments this year, do help to demonstrate the popularity and public awareness of them and what is peaking interest amongst consumers. One trend, which we were a little surprised to see, showed increases

in traffic to FAQ areas of the website that I shall refer to as 'lump and bump' treatments. This is perhaps a reflection of the fact that benign lesions such as skin tags, nevi, warts, scars and other skin concerns of this nature are no longer routinely treated within the NHS, and often simply considered as a cosmetic issue. Such refusal to treat has clearly sent the public to source treatment in the private sector, with



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research on the Consulting Room website propelling radio surgery and electrolysis (ACP) into the top twenty most researched treatments, alongside skin camouflage for those looking for masking solutions. I think it fair to say that this will continue to be a growth area for aesthetic clinics, as even by being in the private sector this represents a quick, simple and value-for-money treatment option for most people with such concerns who can no longer rely on a referral from their GP to an NHS clinic.

### The top twenty most popular Treatment/Procedure FAQs to research in 2016 were as follows:

1. Radiofrequency for Facial Rejuvenation (*non-mover*)
2. Penile Augmentation Surgery (*non-mover*)
3. Vaginal Surgery (Labiaplasty) (*up 1 place*)
4. Laser & IPL Hair Removal (*down 1 place*)
5. Thread Lift (*up 5 places*)
6. Dermal Fillers (*up 1 place*)
7. Botulinum Toxin (*up 2 places*)
8. Specialist Skincare (*down 2 places*)
9. Non-Surgical Hair Replacement (*up 5 places*)
10. Radiofrequency for Cellulite & Fat (*up 5 places*)
11. Micro-pigmentation (Cosmetic) (*down 3 places*)
12. Carboxytherapy (*non-mover*)
13. Chemical Peels (*down 8 places*)
14. Umbilicoplasty (Belly Button Surgery) (*up 5 places*)
15. Hydradermabrasion (Hydrafacial) (*up 1 place*)
16. Radio surgery (**new entrant**)
17. Platelet Rich Plasma (PRP) Therapy (*up 3 places*)
18. Fractional Laser Skin Resurfacing (**new entrant**)
19. Electrolysis (Advanced Cosmetic Procedures) (**new entrant**)
20. Skin Camouflage (**new entrant**)

### The top ten most popular Product FAQs to research in 2016 were as follows:

1. Teosyal (*non-mover*)
2. Perfectha (*up 5 places*)
3. Restylane Vital (*down 1 place*)
4. Juvederm Ultra (*down 1 place*)
5. Pixel (*down 1 place*)
6. Revanasse and Redexis (*non-mover*)
7. Azzalure (**new entrant**)
8. Botox (*up 1 place*)
9. Emervel (**new entrant**)

### 10. Dermaceutic Peels (*down 5 places*)

Interesting perhaps to note that consumers are clearly becoming aware of other brands of botulinum toxins, besides Botox®, and are looking for information. This is demonstrated by the appearance of Azzalure® as a new entrant in the top ten most researched product brands during 2016. A significant rise was also noted for Perfectha®, the hyaluronic acid dermal filler brand which has been in the media a lot during 2016, thanks to their high profile campaign with Michelle Heaton.

## Clinic Searches

Those taking the final step and searching our database for a clinic or practitioner providing a specific treatment, procedure or product in a geographical location (within the UK & Ireland) were up quite significantly following the changes that were implemented on the site during 2016, making it almost impossible to compare them to our data from previous years due to the increased localisation searching opportunities now available for visitors.

With our **Clinic Search** directory allowing visitors to find clinics by a variety of methods, including clinic and practitioner names, products, treatments, conditions, towns and counties; 2016 saw a total of over 1.2 million searches for clinics and practitioners in the UK & Ireland using these various parameters. That equates to over 3,300 individual clinic search requests per day.

This means that the number of clinic searches performed on Consulting Room shows a credible number of consumers actively seeking and contacting clinics for enquiries and appointment bookings. You should no doubt have seen this reflected in the number of referrals generated by us for your business.

With many changes having taken place in the wider Internet during recent years, particularly in the way that Google™ (the world's largest search engine) ranks web content, and the value which it places on the information that it finds on an individual site, we are pleased to see that the changes that we made when

upgrading ConsultingRoom.com for our relaunch in March 2016 are reflected in the quality of our traffic.

Breaking this data down even further we are able to see which are the most popular treatments/procedures and products that visitors are searching the Consulting Room database to find service providers for.

This is a useful comparison with the data on popularly researched Treatment and Product FAQs featured above as, although many people will be interested and motivated to read about and research options which may be suitable for them, we all know that many others will simply visit the site and immediately search for a clinic based on what they 'want', without embarking on any research first. This is borne out in the differences in the most popular clinic searches by treatment and product search selections.

### The top fifteen most popular clinic searches by treatment or procedure during 2016 were as follows:

1. Dermal Fillers (*non-mover*)
2. Laser and IPL Hair Removal (*non-mover*)
3. Chemical Peels (*up 1 place*)
4. Botulinum Toxin (*down 1 place*)
5. Laser and IPL Skin Rejuvenation (*up 1 place*)
6. Microdermabrasion (*down 1 place*)
7. Laser / IPL Treatment Pigmented/ Vascular Problems (*non-mover*)
8. Sclerotherapy and Microsclerotherapy (*up 2 places*)
9. Cellulite Treatment (Mechanical Massage) (*up 3 places*)
10. Thread Lift (**new entrant**)
11. Radiofrequency For Facial Rejuvenation (*down 1 place*)
12. Face Lift (**new entrant**)
13. Blepharoplasty (Eyelid Surgery) (**new entrant**)
14. Abdominoplasty (Tummy Tuck) (**new entrant**)
15. Micropigmentation (Semi Permanent Make-Up) (*non-mover*)

This top fifteen was not wholly the same as was seen in 2013, 2014 and 2015. It's true to say that the top five or six remain pretty static, with only minor movement, due to the continued popularity of the key aesthetic treatments involving cosmetic injectables, peels and laser treatments.

But, 2016 saw the return in popularity of their big brothers – the surgical procedures!

As new entrants to the top fifteen list we saw the return of procedures such as face lifts (up 9 places), eye bag surgery (up 17 places) and tummy tucks (up 22 places). The highest riser up the list was thread lift, up from number 28 in 2015 to number 10 in 2016 (a rise of 19 places).

This is a very interesting result when compared to previous years when surgical procedures have been absent from the top fifteen most popular clinic searches by treatment; perhaps this highlights a return to a desire for a more long-lasting investment in cosmetic enhancement solutions, whilst uncertainty remains in the world. We'll certainly be watching to see if this continues throughout 2017. It's still true to say though that the vast majority are not focused on invasive, surgical treatment options, so those providing this mainstay of aesthetic treatment can rest easy.

The top fifteen most popular clinic searches by product during 2016 were as follows:

1. Botox (*non-mover*)
2. Juvéderm ULTRA (*non-mover*)
3. Juvéderm VOLUMA (*up 1 place*)
4. Accent (***new entrant***)
5. Genuine Dermaroller (*up 3 places*)
6. Sculptra (*down 1 place*)
7. Restylane Skinboosters (Vital & Lip Refresh) (*down 1 place*)
8. Radiesse (*down 1 place*)
9. Restylane (Perlane, Lip Volume & SubQ) (*down 6 places*)
10. Azzalure (*down 1 place*)
11. Belotero (*up 3 places*)
12. Teosyal Meso (***new entrant***)
13. Obagi Blue Peel (*down 1 place*)
14. Dysport (*down 4 places*)
15. Agera Rx Peels (***new entrant***)

As with the treatment search top fifteen, the upper part of the most popular clinic searches by product in 2016, when compared to 2013, 2014 and 2015, was essentially the same. However, there was one big scalp with Restylane® losing out its number 3 spot and dropping 6 places in the most popular brand searches. This saw other brands and derivatives on the rise, including Juvéderm® VOLUMA and Belotero®.

For those of you offering the traditional range of non-surgical medical aesthetic treatments such as cosmetic injectables or chemical peels, these results truly highlight that the public is indeed not only seeking out providers for these treatments but is becoming more aware of the leading product brand names, and is doing so via Consulting Room. Botox®, of course, still continues to hold the top spot. The biggest climber was Accent™, the well-known radiofrequency device brand which was a new entrant in at number 4, showing a more targeted interest in RF treatments than the overall treatment searches would have us believe.

## Clinic Profiles

All of the data discussed so far shows the level of potential client referrals which our site is able to generate for you and why it's important to review and optimise your listing at regular intervals. Anyone wishing to see statistics for their town and how it ranks nationally can email [lorna@consultingroom.com](mailto:lorna@consultingroom.com) for information. Don't forget that you can also view specific traffic data for your own clinic profile page and contact referral via our **Members Area**.

All of our top level statistics, (site visitors and site searches), show that there are a significant number of people visiting Consulting Room seriously looking for information with an intention to actually visit a clinic for treatment and it is all the reason you should need to make your profile stand out from your competition! If you haven't recently reviewed your clinic profile listing, or the treatments that you are listed as providing, may we recommend it as an urgent note on your 2017 'to do list'; as we predict that we will continue to grow our traffic numbers further during the next year, as optimisation of the website is an ongoing project and our relaunch has yielded significant improvements within only the first 9 months of being live.

Overall, we believe that these figures reinforce our position as the UK's No.1 specialist aesthetic information website - even though there are now many more information and clinic directory websites competing for traffic than there were when we started the site well over a decade

ago. We offer the consumer and our members much more quality content than any of our competitors which can only be a benefit for all parties.

Further in-depth data highlights the way in which Consulting Room can generate client referrals for clinics through a number of mechanisms.

Due to the complete redesign of clinic profile pages and the new mechanisms put in place to generate contact referrals, and reveal telephone numbers to visitors, the clinic profiles and the tracking of visitor flows is probably another of the major areas to experience change in the last 9 months since our relaunch.

We are able to track the number of telephone referrals generated for our Members. Visitors to a clinic profile must click on a button to display the telephone number for a clinic. Since the changes implemented in March 2016 this generated an average traffic result of just over 2,840 phone number reveals in nine and a half months, that's an average of 93 per day, or around 6.5 calls per clinic per month, up by about 4 calls per month compared to 2015, (regional variations will apply). We hope that when a telephone call comes through to your clinic that you are asking people where they heard about you!

Each clinic profile also has a 'Contact Form' on every page within the profile to encourage the call to action to get in touch with you directly and you alone – no comparing or fighting for a lead generation. Since March 2016, we tracked that a contact form was completed on the site over 6,400 times, which equates to 642 per month over the period, or 21 per day. On average across our membership, this would mean approximately 1.5 emails per month per clinic, or 18 per year, (regional variations will apply). As these leads are now entirely focused as a direct contact for your clinic, rather than seeking comparative quotes or enquiries from a number of clinics in a local area, they represent a better quality of lead, with more opportunity for conversion.

As well as these great referral opportunities, it's also worth noting that we track referral traffic to all of your social links - Twitter, Facebook, Google+, Instagram, You Tube, Pinterest, as well as to your website



or blog. This provides yet more routes for consumers to ultimately contact you through, having originated from Consulting Room.

We have always maintained that you really only require a single, paying client per year to cover the cost of subscribing to Consulting Room. With data showing the potential averages for both email and telephone contacts (and not taking into account those who contact you via your own website or social media pages) we hope you can see the true return on investment that your clinic listing with Consulting Room is generating for you. Why not take a look at the statistics for your own website too and see how much direct traffic is being referred through your Consulting Room profile page.

Additionally, for more bespoke statistics you can log into our **Members Area** and see the statistics which apply directly to your clinic profile alone.

## Conclusion

We are always continuing to develop the website and look at ways that we can continue to optimise our traffic and increase search engine result performance, as well as improve visitor interaction and engagement with the website. We do however wish to remind members that client referrals is, of course, only a small part of the benefits of overall membership to Consulting Room; we offer a broad packages of additional advantages

from discounts, deals and free advertising to business advice.

Alongside this we continue to work with the press and increase our social media profile, both industry and consumer facing to augment the number and quality of the traffic visiting our site. To this end we now have over 10,680 followers on our main Twitter feed (up by 29% since a year ago) and over 1,670 likes for our Facebook page (up by 28%). Our Cosmetic Community focused, Cosmetic Guru feeds also continue to gain an audience.

During 2015 we launched the **Business Hub** within our Members Area; this focuses on business topics, with documents, videos and audio content looking at many aspects of successfully running a medical aesthetic clinic business. As 2016 unfolded we continued to add quality, CPD certified content to this section of the website, some generate from our successful SMART Ideas business seminar days, and other from key industry experts and companies that we have partnered with. If you have not had a look recently, we would strongly recommend doing so as there is much to learn in relation to business strategies, accounting, PR and VAT advice.

As we embark on 2017, you needn't think we'll be resting on our laurels. The Internet is an ever-changing beast and consumer behaviours are also always changing, so we will continue

to do our best to keep ourselves at the forefront of information provision and quality lead generation, as well as offering you business-building tools and advice.

When it comes to your web presence, content is King! That's why our redesign allows you to contribute more and provide more content than ever before. The more content you provide and embed on Consulting Room, (for Google to index), the more avenues you have for new customers to find you with your videos, pictures and reviews all being linked to our treatment and product FAQ pages. Take a look at the page to **Update Your Clinic** and see what content you could improve on.

We hope you will stick with us on this journey as we continue to strive to maintain our status as the UK's largest, and dare we say most comprehensive aesthetic information website well into the next decade and beyond! If you have any questions about your subscription with us, wish to have advice on optimising your clinic profile or learn how you can take advantage of many of the other membership benefits that are open to you, please feel free to contact Consulting Room ([admin@consultingroom.com](mailto:admin@consultingroom.com)).

### Lorna Jackson, BSc.



Lorna has been Editor of Consulting Room, the UK's largest aesthetic information website since 2003. She has become an industry commentator on a number of different areas related to the aesthetic industry, collating and evaluating statistics, plus researching, investigating and writing feature articles, blogs, newsletters and reports for Consulting Room and various consumer and trade publications, including Cosmetic News, Journal of Aesthetic Nursing, Body Language, PMFA News, Aesthetic Medicine and Aesthetic Dentistry Today. Lorna has also been asked to present at various industry events, including Smart Ideas, FACE and the CCR Expo. She was awarded Journalist of the Year at the MyFaceMyBody Awards 2014.

# How to Improve Your Profile

Did you know? Our site is fully responsive so your profile will be optimised for potential clients who are viewing your profile on a smart phone or tablet.

## A Guide to Your Clinic Profile

It's important that potential clients get as much of an understanding about your clinic with their first impression as possible, so put yourself in your client's shoes – A first time visitor may feel unsure and nervous. By familiarising them with your clinic and staff you put them at ease and give them a better idea of what to expect as a visitor to your clinic. Our stats over the past decade have consistently shown that clinics who have full, regularly updated, profiles get more referrals from us, so don't miss out on even a single potential client and keep your profile up to date.

### 1. Banner Image

Showcase your most attention grabbing image here, it's the first feature potential clients will see.

### 2. Profile Image

This can be your logo, key member of staff or even a photo of your clinic depending on what you want to showcase.

### 3. Clinic Contact Links

This is how our users will contact you so make sure you fill these in accurately – we don't want you to lose out on any contacts from your potential clients.

### 4. Social Media links

You have the opportunity to link your social media accounts to your clinic profile as well as a direct link to your website and your blog. This will increase the amount of traffic you get from us and could lead to increased referrals.

### 5. Treatments - Products / Conditions

Potential clients may use our treatment, product or condition searches to find clinics in their local area. Link to what you offer in your clinic to enable your clinic to be found. You can also add links to your own website's information and include prices of your treatment. (Please be honest about this and don't link to treatments or product brands that you don't actually provide).

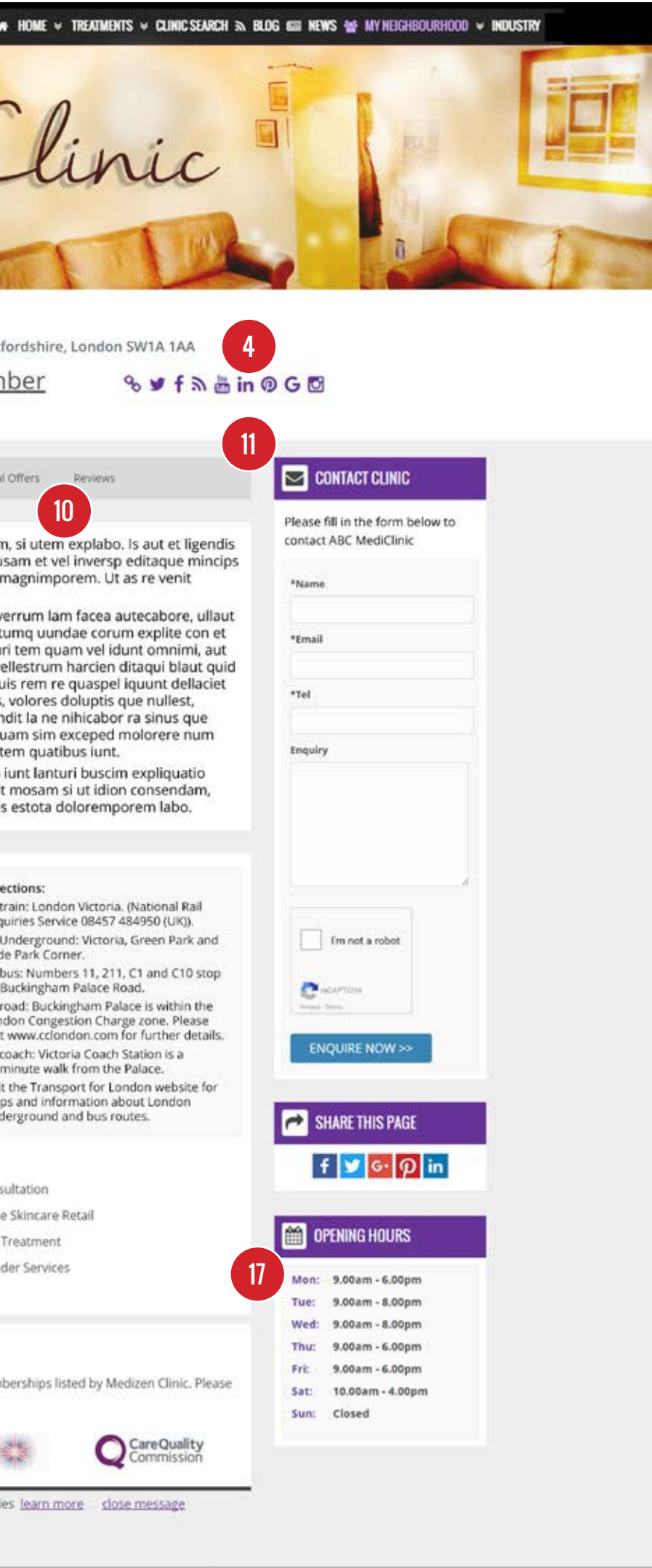
### 6. Galleries

Images show the potential client who you are and can introduce them to your clinic, your treatments and your team. Your profile features a clinic image gallery in which you can have a range of different albums with unlimited images in each! These can link to our FAQ section making it even easier for clients to reach your clinic profile.

### 7. Videos

You can upload unlimited videos to show your potential clients why they should choose your clinic via testimonials, treatment videos or introductory videos. These can also be linked to our FAQ section giving another route for your clinic to be found.

The image shows a screenshot of a clinic profile page on a mobile device. The page is titled 'ABC MediClinic' and features a banner image at the top (1). Below the banner is a profile image (2) and contact information (3) including the address '123 Any Street, Some Town, That' and a phone number '0303 Reveal Num'. The page has a navigation menu with tabs for 'Overview' (5), 'Treatments' (6), 'Gallery' (7), 'Videos' (8), 'Staff' (9), and 'Special' (10). The main content area contains placeholder text (12) and a map (13). Below the map are two columns of services: 'FACILITIES' (14) and 'SERVICES' (15). The 'FACILITIES' section lists: 24hr Emergency Contact, Accept All Major Bank Cards, Client Toilets, Complimentary Refreshments, and Discrete Location. The 'SERVICES' section lists: Free Con, Home Us, Migraine, and Transgen. At the bottom, there is an 'Accreditations' section (16) with a list of accreditations and industry association members, including the British College of Aesthetic Medicine and BMA. The page footer includes the text 'Our site uses cooki'.



## 8. Staff

Your staff are the face of your business so you can add as many staff profiles as you need, including their qualifications, membership to professional bodies and the registration numbers of your medical practitioners. You can also add their photo, training and even their hobbies if you want!

## 9. Special Offers

If you have any promotional offers such as refer-a-friend or money off treatment, or you're running an open evening or educational event add them to our special offers section. (Terms and conditions apply).

## 10. Reviews

A potential client will feel more confident hearing positive things about your clinic from someone in their position, as they may be able to relate to them, putting them at ease. If you receive a review, either positive or negative then you have the opportunity to respond. We do not automatically remove negative reviews unless they contravene our terms of use policy.

## 11. Clinic Contact Form - Key Contact

Whenever a potential client chooses to contact you via this form you will get a branded email from us. This will go to your registered email address so make sure that emails from admin@consultingroom.com are not going into your spam folder and we have your correct address.

## 12. Profile Information

Who are you? What's your clinic's philosophy? What do you want potential clients to know?

## 13. Directions

Our geographical search highlights your clinic on a full sized map and includes directions.

## 14. Facilities

Open late hours? Wheelchair accessible? Free parking? Let potential clients know what facilities you have that your local competitors may not.

## 15. Services

An easy way to show that you offer additional services such as counselling, an online shop or home care products.

## 16. Accreditations

Accreditations show if you are a member of industry bodies and have the relevant qualifications for membership. This can reassure the client and persuade them to come to your clinic rather than one that has no accreditations and isn't a member of any professional bodies.

## 17. Opening Hours

Don't forget to update your opening hours to show weekends and late nights.