



A playbook for clinic owners

How to get more patients online

Found



Chosen



Booked



Measured

This playbook will walk you through how to make sure new clients or patients can find you online, choose you, book with you, and come back.

Brought to you by **Jane's Clinic Marketing Team**

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The patient journey

How does your calendar fill up? A big piece of it is the excellent care you provide to your patients each day. You make a connection, do the work you love, and that person rebooks and returns.

But when it comes to new patients, those people who have never heard of you, met you, or been in your treatment room, the journey looks a little different. Especially online.

There's how they find you, how they come to trust you enough to choose you, and then there's the ease with which they're able to book.

Your clinic might already be doing great at one or two of these things. Maybe patients are finding you, but not booking with you. Maybe they're booking smoothly, but in low numbers.

Lots of clinics realize they have a leak at one specific point of the new patient journey. That's why Jane's Clinic Marketing Team put together this playbook. It will help you find that leak and craft a focused commitment to help address it.

By the end of this playbook, you'll have put together one sentence:

“Our biggest leak is at _____ , here's the evidence, and here's the first thing we're doing about it.”

Before you diagnose, make a prediction

Let's start with your instinct. Where do you think you're currently losing new patients online?

☐ Found

The right patients can't discover us

☐ Chosen

Patients find us but don't pick us

☐ Booked

Patients want care but booking is harder than it should be

☐ Not sure

I know something isn't quite working but I'm not sure what

You'll return to this initial gut reaction at the end of the playbook.

Each of the next four chapters will start with four small tests. They're designed to be something you can quickly go check and report back on.

We're here to help

If you get going with this playbook and find you need a helping hand with anything along the way, Jane's Clinic Marketing Team would love to meet you. We can assist with SEO, Google Ads, and building your clinic a website that will help patients book. Schedule a 1:1 call to chat through whether these services might be a good fit for you.

[Book a call](#)

Found

Can the right patients discover you online?

Discovery is the first step in the new patient journey. How did a new patient come across your clinic in the first place? Online, discovery often occurs in two distinct ways, on very different timelines. The first way is a digital ad, which makes your clinic visible this week, instantly. The second way is search presence, which is all about building visibility that lasts over a longer timeline.

In this chapter, we'll walk through how your clinic is currently showing up online, and what next steps you might take to be found today and tomorrow.

Let's run these four tests

Test 1: the private browsing check

Open a private or incognito browsing window and search your main service plus your location. Is your clinic anywhere on the first page, in the map results, or the regular listings?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: New patients searching for your service can only find you and book you if you appear in their results.

Test 2: the profile check

Search your clinic's name. Does your Google Business Profile come up with the correct address and hours, your actual services listed, and photos that look like your clinic today? Is your primary category set correctly, and does it capture what you do specifically?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Your profile is often the first thing patients see. Incorrect or out-of-date details can mean you miss out on connecting with patients before they're even on your website.

Test 3: the service-depth check

For each of your three most important services, is there a page on your website that gives both Google and a prospective patient substantial information specifically about that service or treatment?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Google matches searches to relevant pages. If you're missing dedicated pages, it can make it harder to appear when patients search for that particular service.

Test 4: the second-search check

Now search for a second important service you offer, plus your location. Can you find your clinic without searching for its name?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Being visible for only one of the services you offer means that you're missing out on patients searching for something else relevant that you could offer them.

What your results can tell you

If Test 1 needs attention, it means patients searching for your main service are finding other clinics. Start with the *what to do to be found tomorrow* list on the following page.

If Test 1 looks good, but Test 4 needs attention, you may be visible for one service while nearly invisible for the others. If patients can't find you for an important service, Test 3 is one of the first places to investigate: does your website actually give that service enough depth to be understood?

If Test 2 needs attention, your Google Business Profile is working against you. Fixing this is completely in your control, which is why it's the first thing on the *what to do to be found tomorrow* list on the next page.

If everything looks good, your leak is probably downstream. Skim the activities below to make sure you protect what's working, and spend your energy on the **Chosen** or **Booked** sections of this playbook.

Organic search

Found tomorrow

Build visibility that can compound over time.

Google Ads

Found today

Pay to appear for existing demand, now.

1. Fix your Google Business Profile this week

Open your profile as an owner (google.com/business) and start to address what you uncovered with Test 2. You should confirm your primary category is the most accurate one available, list every service you actually offer, check your hours and address, and add a few current photos of your space and team. In our team's experience working with clinics, your Google Business Profile is a great place to start. It's often what patients see first, before your website, and every fix here is free and fully in your hands.

2. Give your invisible service a real page

Take the service that failed Test 4 and create a page that answers all of the questions a nervous first-time patient would ask about it. What the service is, who it helps, what a first visit looks like, who provides it, and how to book. Give the page a name that matches what patients would call the service, in plain language. "Vestibular Rehabilitation Therapy" might be accurate, but "Dizziness and Balance Treatment" is more recognizable and discoverable.

3. Say where you are

Google matches searches like "your service + your location" to pages, and it's hard to be matched for an area that your pages never mention. Check your homepage and top service pages: do they naturally name your neighbourhood or city? Our team's practice is to work the area into the page's title and opening text, where both patients and search engines will actually read it.

What can I expect when I start working to improve my search results?

Organic search progress usually isn't immediate. Unlike an ad, publishing or improving a page doesn't guarantee visibility tomorrow. What you're building is an asset that compounds over time and a page that can keep earning discovery month after month without a per-click cost attached.

If you don't already run ads, would the math work for your clinic? (10-minute exercise)

This exercise will help you decide whether the economics of running ads are compelling enough to explore.

Step one: value a patient

Pick a common type of new patient and estimate the value of their typical course of care using your own numbers:

TYPICAL REVENUE PER VISIT (\$)

TYPICAL VISITS PER NEW PATIENT

APPROXIMATE PATIENT VALUE (\$)

Step two: name your number

What would you comfortably pay to reliably add one more of those patients per week?

I'D COMFORTABLY PAY (\$)

The number you'd comfortably pay will help you set your threshold for exploring ads further. If acquiring a patient through ads costs less than this number, then ads may make sense for your clinic.

Step three: look at your market

Use this step to establish some context and get a sense of the market. Search your top two services plus your area a couple of times over a few days, and see whether other clinics are running ads. If ads show up above the map on Google, this tells you others are competing for these searches. If ads aren't appearing, this can mean there's lower search volume. It can also mean that others aren't currently purchasing and running ads for those searches.

After you've completed steps 1 to 3, the goal is that you leave with an idea of whether the economics are worth exploring further.

If you already run ads: do this destination check (5-minute exercise)

Open your Google Ads account, go to your ads, and look at the final URL each ad points to. Then ask one question per ad: **Does this ad about a specific service actually send people to a page about that specific service?**

This is all about helping people get to the right place in as few steps as possible. For example, if you're running an ad about prenatal massage, but sending people from that ad to your homepage, you run the risk of confusing potential patients and having them leave your site.

If you're running ads that point somewhere generic, the fix is simple: point it at the most relevant page you have. If no relevant page exists, you've just found the connection between your ads and the importance of giving your invisible services dedicated pages.

While you're in your Google Ads account, glance at the locations your campaigns target. If your ads are showing up across an entire metro area but your patients realistically travel 15 minutes to see you, some of your ads may be reaching people too far away. You can adjust that location to be more targeted and budget-conscious.

Your found action

- ☐ Fix my Google Business Profile
- ☐ Improve or build one important service page
- ☐ Calculate what I could afford to pay for a new patient
- ☐ Check my current ads' destinations and geography

THE THING I'LL DO

BY

I'LL CHECK THE RESULT ON

Tip: Revisit your Test 1 and Test 4 searches a couple of months from now, after you've seen your action through. That can be a great first measurement to return to.

Next up, let's explore **being chosen** after your ideal patient has discovered your clinic.

Chosen

When patients find you, do they trust you enough to pick you?

When a new patient finds you online, it's the first step towards being booked, but it doesn't necessarily mean they'll choose you.

A patient considering three different clinics will be evaluating who they can trust to treat themselves or a family member. Your website is the first place you'll start to build that trust. You can think of it as an extension of the care you provide, and the first opportunity to build a meaningful patient experience.

In this chapter, we'll take a look at how you're currently fostering and building trust online, and what improvements you might make.

Let's run these four tests

Test 1: the 10-second check

Show your clinic's homepage to a friend or family member for 10 seconds, then close it. Are they able to tell you what you do, who it's for, and what a visitor should do next?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: If visitors can't quickly tell what you do and what to do next, they often leave and rarely come back.

Test 2: the real-faces check

Does your website show real, current photos of the practitioners that patients may receive care from, rather than relying mostly on stock imagery?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Patients are choosing people to trust. Real practitioner photos help them feel confident and know who they'll actually be meeting.

Test 3: the recent reviews check

Search your clinic on Google and read your five most recent reviews. Would a prospective patient learn something specific and reassuring about what it's like to receive care from you?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Reviews let prospective patients hear what receiving care is actually like from people who've experienced it firsthand.

Test 4: the bio check

Read your practitioner bios. Do they say who each person helps and how, in words a patient would use and understand?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Patients pick practitioners who clearly help people like them. Remember, credentials might not be something they recognize.

What your results can tell you

If Test 1 needs attention, make sure you fix this before anything else in this chapter. If a visitor can't quickly tell what you do, who it's for, and what to do next, then your photos and bios will never be seen.

If Test 2 or Test 4 needs attention, it means visitors can tell what you do, but not who they'll be building a relationship with. In health and wellness, that's often a deciding question for patients. You can help answer it by showcasing real practitioners and plain-language bios about how they provide care.

If Test 3 needs attention, it means potential patients can't hear from others about the excellent care you provide. Testimonials and reviews often help patients make the decision to actively go and book with you.

If everything looks good here, your Found also looked good, but you're still struggling with new bookings, move ahead to the Booked section of this playbook.

One cross-check worth doing: if you scored well in Found but poorly in Chosen, be careful about buying more visibility with ads. Moving more visitors into an experience that isn't earning trust won't be an effective fix.

The idea underneath being chosen

Trust isn't one badge you add to a website. It's more like an accumulation of small pieces, where each one helps ease a patient's uncertainty:

Am I in the right place?

A CLEAR HEADLINE

Who will I actually see?

REAL FACES

Do they help people like me?

PLAIN-LANGUAGE BIOS

What was it like for the people before me?

REVIEWS

What do I do next?

ONE OBVIOUS CALL TO ACTION AND BOOK

1. Rewrite the top of your homepage to pass the 10-second test

Before a visitor scrolls, your page should answer three questions in plain words: what you do, who it's for, and what to do next. You'll want to provide one clear next step that's immediately visible without scrolling. And you'll want to make sure it's phrased in a way a patient will understand ("Book an appointment," not "Begin your wellness journey"). Draft this and then re-run the 10-second test on someone new.

2. Put real faces where patients will see them

Replace stock imagery with current photos of the practitioners a patient may actually meet. **They don't need to be studio-grade: a well-lit, friendly photo taken on a phone in your clinic will be more reassuring than a stranger from a photo library.**

3. Rewrite one bio in plain language

Pick one practitioner bio (you can choose the one that currently says the least about who they help) and rebuild it around three things: who they help, how they help, and what a first visit with them is like. Include any relevant credentials, but consider closing the bio with this information, rather than opening with it. Read the bio back to yourself out loud to get a sense of whether it feels human and conversational.

4. Make asking for patient feedback part of your process

Choose a point in the patient journey where your clinic can consistently invite patients to leave an honest review. Make the request neutral, make the link easy to find, and don't provide guidance on what to say. And before you implement your process, make sure your approach follows any regulatory rules that might apply to your profession and location.

Your chosen action

- ☐ Rewrite the top of my homepage
- ☐ Replace stock photos with real ones
- ☐ Rewrite one practitioner bio in plain language
- ☐ Make feedback and reviews part of your process

THE THING I'LL DO

BY

I'LL CHECK THE RESULT ON

Tip: Your check can be as simple as re-running the 10-second test with someone new, or re-reading your five most recent reviews next quarter.

Next up, let's explore **getting booked** once your ideal patient has chosen your clinic.

Booked

Once someone chooses you, is it easy to act?

A patient who has decided they want care from you is an amazing win, but that decision doesn't always guarantee a booking. Once someone has decided they're ready, don't make them work to grab a spot in your schedule. That's what this chapter is all about.

We'll take a look at how easy it is for patients to book with you on your website. We'll also explore some strategies for making booking smooth, simple, and clear.

Let's run these four tests

Test 1: the fresh eyes check

Open your online booking page as if you'd never seen your clinic before. Could a first-time patient tell which treatment to pick without knowing your internal terminology?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: If a patient can't tell which option to pick, they often end up picking nothing.

Test 2: the no-phone-call check

Can a new patient go from your website to a confirmed appointment entirely online, without calling or emailing?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Many patients want the flexibility to be able to book at any time, even after hours when you're not available.

Test 3: the same-clinic check

Navigate from your website to your online booking flow. Does it still feel like the same clinic, or does it seem like you've been sent somewhere else? Check the name, the branding, and the practitioner details.

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: A booking page that feels unfamiliar creates doubt late in the new patient journey.

Test 4: the walkthrough check

Book a fake appointment as a new patient, moving from your homepage to the confirmation. Did you pause, backtrack, or have to guess at any step?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Every pause or backtrack is a moment a real patient might give up.

What your results can tell you

If Test 1 needs attention, it means your booking page is speaking your clinic's internal language instead of your patients'. The fix is renaming and rethinking the language, not rebuilding the booking process.

If Test 2 needs attention, then patients who decide after hours (when many people are off work and finally have time to think about booking an appointment) can't act on that decision until you're available by phone.

If Test 3 needs attention, then a patient is arriving on your site, building trust with your presence, and is then being handed off to something that doesn't look or feel like you. This can create a feeling of confusion and doubt.

If Test 4 needs attention but Test 1 through Test 3 look fine, then something structural made you pause, backtrack, or guess. Do the walkthrough again and write down the exact step where it happened. Fixing that step will be your focus.

Unlike some marketing problems, booking difficulty is often something you can see immediately for yourself. That brings us to the focus for this chapter:

Your internal complexity shouldn't become your patient's homework.

Your billing structure, practitioner schedules, intake workflows: all of that can be as robust as your clinic needs it to be. But as much as possible, it's important to try to make the patient experience as smooth as possible.

1. Rename your treatments in your patients' language

Go through your booking page and read every option as a stranger. For each treatment, ask yourself: what would the patient call this in their own words? Add clear descriptions in each supporting field, again, using language that would be easily understood by your patients.

2. Give the person with the least context the clearest path

A first-time visitor doesn't need to see every service, duration, and practitioner combination you offer. Look at your booking page through the eyes of that new patient: can they immediately identify where to begin? If not, simplify the choices, clarify the labels, or create an obvious starting point.

3. Make your booking page look like your clinic

Make sure to include your name, your branding, and photos of your practitioners. When a patient decides to book, they often do so because they want to receive care from a specific practitioner. Seeing that practitioner on the booking page will help reassure them.

4. Question every step between decision and confirmation

Walk through your booking flow and ask if there's anything that can be asked of a patient later, for example, on intake. You can also explore capabilities like Reserve with Google. This lets patients book directly from your Google listing, shortening the distance between "I found you" and "I'm booked."

The silent booking test

Give someone who has never used your booking page one instruction:

**“Imagine you're a new patient.
Book an appointment.”**

Then let them get to it. Don't explain the treatment names, tell them where to click, and don't rescue them if they get confused or hesitate.

Write down every moment they:

Pause

Ask a question

Go backward

Guess

Those are your friction points, in order of appearance. And every time you felt like you needed to explain the booking page, you discovered something the booking page should have been making clear itself.

Your booked action

- ☐ Rename my treatments in patient language
- ☐ Create one obvious starting point for new patients
- ☐ Brand my booking page so it looks like my clinic
- ☐ Do the walkthrough again and remove one unnecessary step

THE THING I'LL DO

BY

I'LL CHECK THE RESULT ON

Tip: After you make your changes, revisit the silent booking test and reassess the hesitations.

Next up, let's explore **how to measure your results** and see what's working and what's not.

Measured

Do you know what's actually working?

Think of this section as a feedback loop for the three that came before it. We're going to show you how to find out whether your efforts throughout this playbook have worked.

In this chapter, we'll take a look at making sure data is being recorded, reviewed, and used to make informed decisions moving forward.

Let's run these four tests

Test 1: the last-ten check

Could you say where your last 10 new patients came from, using actual data rather than memory or a hunch?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: If you don't know how your patients are finding you, you can't continue to put effort behind those sources.

Test 2: the traffic-source check

Could you open your analytics or reporting today and identify the three biggest sources sending visitors to your website?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Without knowing where visitors come from, every digital marketing decision is a guess.

Test 3: the visitor behaviour check

Do you know which site pages people are landing on first, and which pages they leave from?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: Understanding where people enter, what they visit, and where their journey ends can reveal pages worth investigating and improving.

Test 4: the money question

Pick one marketing activity you paid for last month. Can you connect that spend to a meaningful result: visits, inquiries, or bookings?

☐ Looks good ☐ Needs attention ☐ Don't know

Why this matters: When you can't connect your marketing budget to results, you run the risk of continuing to spend that money, whether or not it earns bookings.

What your results can tell you

If Test 1 needs attention, you're likely navigating by memory and anecdote and making marketing decisions based on feel. While it's all real information you're working with, concrete data can help you make reliable, informed choices about how you spend your marketing dollars and what you invest in next.

If Test 2 or Test 3 needs attention, then it's possible the data already exists, but you just haven't made assessing it part of your process yet. If you already have an analytics tool set up, but aren't used to opening it regularly, the fix is just making it more of a habit. If you don't have an analytics and reporting tool yet, that's the first thing you can get started with on the next page.

If Test 4 needs attention, then you're likely spending without absolute certainty. This chapter is all about setting you up so you don't have to wonder.

If you answered "Don't know" a lot, that's still useful information. It means you're making decisions with limited visibility. This chapter will help you fix obvious problems when you see them. Improving the way you measure and collect data will help you make more informed decisions in the future.

The four questions that matter

- 1 Where did patients come from?
- 2 What did they do?
- 3 Did they book?
- 4 What should I do differently because I know that?

What to do to improve your measurement

1. Make sure the data is being recorded

To identify the sources sending you patients, you'll need to install analytics tool (like Google Analytics) on your website. You'll want to set it up so that a completed booking is being recorded as the thing that counts.

2. Ask every new patient how they first heard about you, and record what they say

This is a low-tech, immediate solution you can implement in your clinic tomorrow. When a new patient arrives and checks in, have your front desk person ask, "How did you first hear about us?" and record the answer. While this won't replace the robust and specific data an analytics tool can offer, it will give you some initial, low-lift insights.

3. Put a monthly 15-minute marketing recap in your calendar

This one is all about building a habit and a record. When you have analytics installed, once a month, hop into the data and answer the four questions above: Where did patients come from? What did they do? Did they book? What will we do differently next month? The first month will give you a baseline, and as you repeat the same look over time, patterns will become easier to see.

4. Close the loops you opened in this playbook

Go back to the commitment boxes you filled in and assigned a date to. When that date arrives, you have a specific check to follow up with.

Your measured action

- ☐ Get analytics and booking tracking properly set up
- ☐ Start asking every new patient how they first heard about your clinic
- ☐ Put a monthly 15-minute marketing recap in your calendar
- ☐ Set review dates for the changes I committed to in this playbook

THE THING I'LL DO

BY

I'LL CHECK THE RESULT ON

Next up, let's explore **what you noticed** overall in this playbook, and how that can shape what you do next.

What did you notice?

AT THE START, I PREDICTED OUR BIGGEST LEAK WAS

Now, go back to each chapter and pull in your results for each test to fill out the table below with how you answered: **Looks good**, **Needs attention**, **Don't know**.

	FOUND	CHOSEN	BOOKED	MEASURED
Test 1				
Test 2				
Test 3				
Test 4				

Add it up. Where do you have the most Looks good? Needs attention? Don't know? Then answer the questions below.

WHAT SURPRISED ME?

WHAT'S THE CLEAREST WEAKNESS I SAW?

WHERE AM I MOST LIKELY LOSING BOOKINGS?

WHAT COULDN'T I SEE (MY DON'T KNOWS)?

Choose one

In each chapter, you chose an action to take. Fill those in here.

FOUND

CHOSEN

BOOKED

MEASURED

Now, pick the commitment you believe will make the biggest difference. Make it one you can act on in the next 30 days. That’s your first priority, and the others can follow after.

Your 30-day plan

Remember: Some changes show up fast. Others, like organic search, are assets that build over time.

THE CONSTRAINT I'M WORKING ON FIRST

WHY I BELIEVE THIS NEEDS HELP

THE FIRST CHANGE I'LL MAKE

I PREDICT

I'LL WATCH

I'LL CHECK ON

WHEN I CHECK, THE DECISION I'LL NEED TO MAKE IS

For example: Keep the new headline or change it again. Keep investing in this service page or choose another. Keep this booking structure or simplify it further.

Go deeper with these resources

Setting up Google Analytics and booking tracking

Is Google Ads right for my clinic?

Setting up Reserve with Google

Want a hand?

If you finished this playbook, you'll have a sense of where you're headed next. If you'd like to chat with someone about what you discovered here, Jane's Clinic Marketing Team would love to meet you.

[Book a 1:1 call to learn more](#)