

The Evexus guide to creating a great website



Evexus

Working For Health &
Wellness Professionals

What a great website can do for you

The UK has one of the highest internet user rates in the world, with almost the entire nation having access to online services. With this grand statistic in mind, it follows that if you run Health & Wellness business, an online home for it will really benefit you.

Five benefits of a great website



Start as you mean to go on

A beautifully presented website that is working properly and ready for action, is key to convert curious clicks into committed clients.



Be an educator

You can educate potential clients about your discipline and give helpful tips and advice. This way, you demonstrate your expertise and authority in your area. Remember, people are looking for someone they can trust, a pair of safe hands to support their wellbeing.



Give your practice a head start

It's a crowded space online! There are other clinics, other practitioners with websites. Make yours stand out with carefully written content, beautiful images and links that work. Get found in the crowd!



Always there

With a 24/7 online presence; if someone has back pain in the middle of the night they can secure an appointment at your clinic as early as possible the next day. You're online for them to book there and then, or to email you, ready for when you get in the next morning.



Get the credibility you deserve

A professional website enhances your integrity. You're taken seriously, because you've taken the time and effort to create something useful and user-friendly. Add testimonials from your clients, to emphasise your competence and reputation.



How to get started creating a website

A website is your window to the world. It's where your clients look for information about you and what you do. Beyond that, as a therapist, you need to reassure them of your capabilities and skills, and build a connection with them right from the start.

This might sound daunting! But don't worry, we're here to make this not just easy, but fun! Because creating your website is all about, well, creativity! That means you get to express yourself, your style, your unique way of working.



Before you get into the technicalities, grab a pen and paper, or a computer where you have all other windows closed down. Give yourself an hour to free-write about who you are, what you do and why you do it. What do you love about your practice, or your classes? What brought you into this world? Don't worry about grammar or spelling - that can be sorted later. This is creative writing, and we're going to use it as the basis for your webpages in edited form, later.



What's your style? A pinch of humour? Or warm, reassuring? Authoritative and clear? How do you convey your individuality through what you write? How do you create a sense of connection through the website content?



Next, think about colours. Maybe you already have a logo. Great! Then you already know what colours you love - are they warm and reassuring, or cool and clear? Would you like other colours on your site? If you don't have a logo, have a look around and make a note of what inspires you in others' logos - again, colours, but also shapes and layouts.



What pictures do you have already, or could you take that show off your practice or class? A beautiful therapy room? A yoga class of happy people? If you don't have, or can't take your own pictures, there are free stock images on the web - ask us for tips! It's a cliché that 'a picture paints a thousand words' but it's true - and in the crowded internet space, images grab attention faster than long sections of text.



Finally, think about the layout of your website. From Home page to Contact page, through pages that tell your story and what you offer, it's good to put yourself in your client's shoes. Where would they land, on your site? And how easy do you make it for them to find what they're looking for, and to take action?

And when you've sketched all of this out, next steps are to think about how you make your site visible. What would someone search for in Google, to find your site? That's called 'SEO' or Search Engine Optimisation - pick up our handy guide to SEO, or check out our website.

Website packages from Evexus

Always intuitive, always matching your style, always mobile friendly and always hassle free, our professional website designs prove you don't need deep pockets to have a great looking website.

All our websites are hosted for you and built with technical and on-page SEO so Google (and other search engines) can find and index your site – the initial crucial step to you being discovered by potential customers. All you need to do is choose a package that suits you, let us know a bit about you and your work, decide on your favourite template – and we'll do the rest!

To find out more about our website packages visit our website.

Whether you're a complete beginner or you're looking to upgrade your existing website, we're here for you.



Contact us today!

evexus.co.uk hello@evexus.co.uk



Love what you do, but wish you had more time for your clients or yourself?

You've come to the right people. We specialise in supporting health practitioners like you in a high-value, no-fuss style. We take care of getting you noticed, you take care of your clients, your friends and family, and yourself.

About Evexus

At Evexus we only work with Health & Wellness professionals. Our business was developed from the experience of running a complementary health practice, so we understand the highs and lows of managing a Health & Wellness business. We know the challenge of getting people through the door never goes away, whether you're just starting out or well established.

Our mission is to let you spend time doing what you love and do best, working hands on with clients or just having more time for yourself, by providing simple, no-fuss services. We keep on top of the latest ways to reach new clients, so you don't have to worry about it.

We're right beside you

Once we've completed your project, we stay on track with your long-term goals. Our regular reports and audits help us focus on what's working well for you.

Interested in finding out more?

Like what you see, or have any questions about the services we offer? Please contact us using the details below, we would be more than happy to help.

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For handy tips, updates and inspiration for building your client list follow us on social media.



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