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Build your Business with Pabau - Webinar Series

# Website & SEO Advice for Aesthetic Practitioners

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# Meet Our Hosts

— **Natalie Dryden**, Business Consultant

— **Nick**, Senior Customer Success Specialist



# Session 4 Outline

Duration: 30 - 40 minutes

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## Part 1

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### Guest content

- Do I need a website?
- Things to consider when building your website
- Structuring your clinic website
- SEO tips

## Part 2

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### Pabau features

- Online Bookings Setup & Display Options
- Pabau Connect Portal & Settings
- Deposits & Stripe
- Website Contact Forms



# Website & SEO Advice for Aesthetic Practitioners

— With Mike Sherwood,  
Aesthetic Web



## Do I need a **website**?

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- **The benefits of having a website**
  - Credibility
  - Showcase treatments and prices
  - Show off your work and reviews
  - Link to from social media, emails, and ad campaigns
- **Professional Vs DIY Websites**

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# Things to consider when building your website

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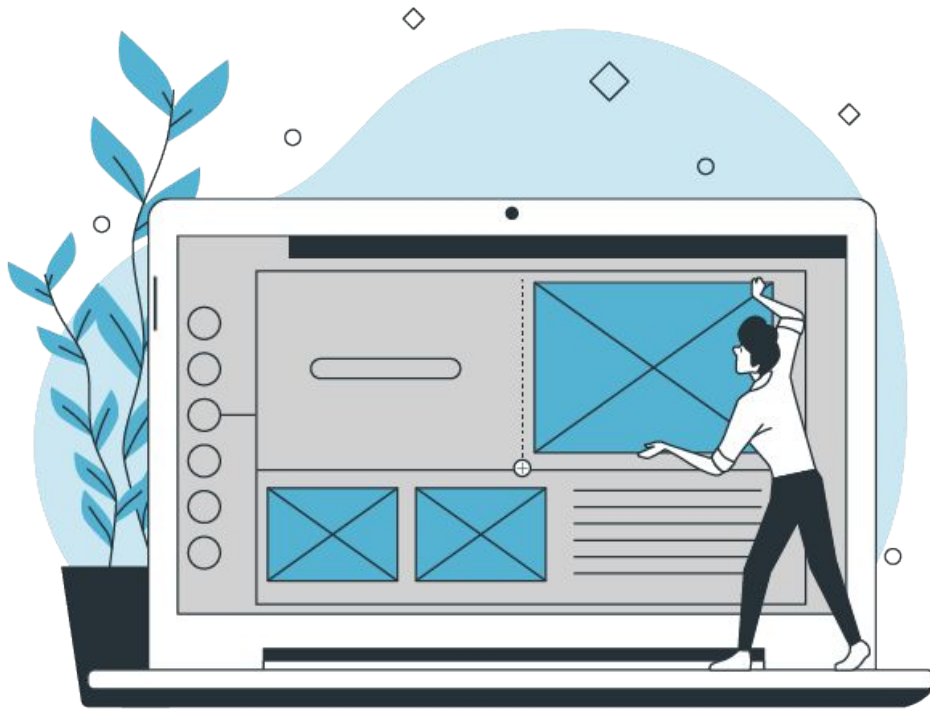
- Mobile Friendly
- Branding
- Content
- Online Booking
- SEO / Visibility





# Structuring your clinic website

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- A Typical Brochure Website Layout
- Individual Treatment Pages
- Blog
- Multiple Practitioners / Locations
- Online Booking
- Online Shop

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## SEO tips

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- User experience
- Quality content
- Google My Business
- Check out the competition
- Get relevant links to your site
- Get genuine customer reviews

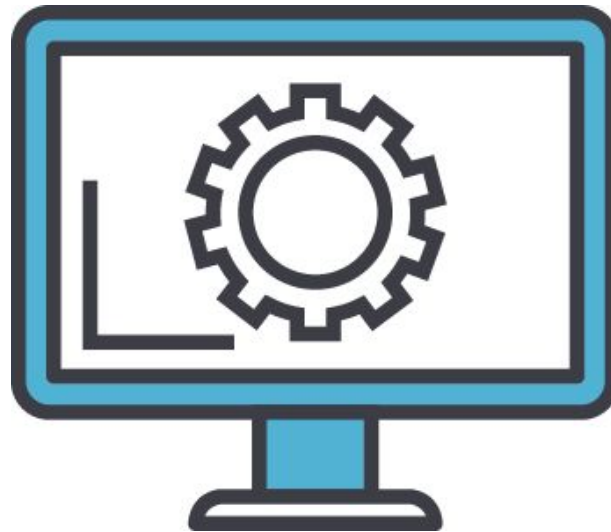




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# Pabau Tools For Your Website



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# Online Booking & Display Options



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# Pabau Connect

## Portal Settings



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# Deposits & Stripe



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# Website Contact Forms





# Thank You

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