

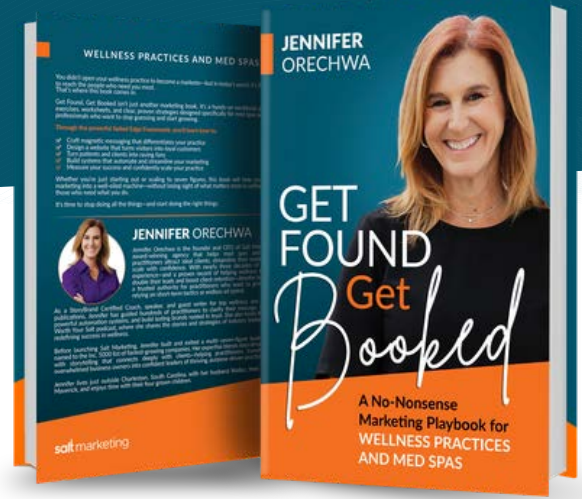
MED SPA & HORMONE CLINIC CONVERSION SCORECARD

"Where Are You Losing Patients Between the Click and the Consult?"

PART 1: THE CLICK Consult Conversion Chain

Instructions:

Circle **YES** or **NO** for each step.
Every "NO" is a leak in your system.



Step 1: Click → Landing Experience

- Does your page clearly state **what you do and who it's for in 5 seconds**?
- Is there **ONE clear next step** (book, call, consult)?
- Does the page match the **promise of the ad/social post**?

YES | NO

Step 2: Landing Page → Action

- Is it **easy to book** (no digging, no confusion)?
- Do you minimize **form fields and friction**?
- Is your CTA repeated clearly throughout the page?

YES | NO

Step 3: Action → Follow-Up

- Do leads receive an **instant confirmation**?
- Are you following up within **5 minutes (not hours)**?
- Do you have **automated reminders (text/email)**?

YES | NO

Step 4: Follow-Up → Trust

- Do you send **proof (reviews, before/after, testimonials)**?
- Do you introduce the **provider or experience**?
- Are you answering **common fears or objections**?

YES | NO

Step 5: Booked → Show-Up

- Do you send multiple **reminders (text + email)**?
- Do you set expectations for the visit?
- Do patients feel **excited, not uncertain**?

YES | NO

Step 6: Consult → Conversion

- Is your consult **structured and intentional**?
- Are you guiding patients to a **clear recommendation**?
- Do you have a **follow-up system for non-converters**?

YES | NO

QUICK INSIGHT

If you answered **NO** more than **3** times, you're leaking revenue every single day.

salt marketing

AMP
ACCELERATED MEDICAL PRACTICES

“GET FOUND GET BOOKED” CONVERSION SCORECARD

Rate each category from 1 (weak) to 5 (strong)

1. SPEED

How fast do you respond and engage?

1 2 3 4 5

Key Question: Are you responding before your competitor does?

2. FRICTION

How easy is it to take the next step?

1 2 3 4 5

Key Question: Are you making it simple—or making them think?

3. TRUST

Do patients feel confident choosing you?

1 2 3 4 5

Key Question: Have you removed doubt before they arrive?

4. SHOW-UP SYSTEM

Do patients actually show up?

1 2 3 4 5

Key Question: Are you actively ensuring attendance—or hoping for it?

Your Conversion Score

Add your total (out of 20):

_____ / 20

Score Meaning

- 16–20 → Strong system (optimize + scale)
- 10–15 → Inconsistent (you're losing revenue daily)
- Below 10 → Broken system (major opportunity)

Final Reflection

Where is your biggest leak right now?

If you fixed just that one area...

How many more patients would you be seeing each month?



WANT HELP FIXING YOUR BIGGEST LEAK?

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