MOSEBURY MEDIA

What a consultant's website needs

A consultant's website has a small number of jobs. This guide lists the pages that do those jobs well.

The essential pages

- Home: who you are, what you treat and how to book
- Profile: training, GMC number, specialist registration and memberships
- Conditions: one page for each common problem
- Procedures: one page for each treatment, with recovery and risks
- Fees and insurers: self-pay prices and recognised insurers
- Locations: each hospital or clinic with consulting times
- Referrers: how GPs and colleagues can refer
- Contact: phone, email, form and secretary details

What patients look for first

Patients want to confirm that you treat their problem, that you are properly qualified and that booking is simple. Put those three answers at the top of the home page.

Features worth having

Online booking, click-to-call on mobile, secure enquiry forms and patient information leaflets all reduce the work for your secretary and make it easier for patients to act.

Keep it current

Out-of-date clinic times and old insurer lists cost appointments. Review the practical details every quarter.

Related pages

- Marketing for doctors and consultants
- Website design

Common questions

Should a consultant publish fees?

Yes where possible. Clear consultation fees and procedure price guides reduce wasted enquiries and build trust.

How many pages should a consultant's website have?

Most need between ten and thirty. The number depends on how many conditions and procedures you want to be found for.

Checklist

- ☐ My profile shows my GMC number and specialist registration
- ☐ Each condition and procedure has its own page
- ☐ Fees and recognised insurers are published
- ☐ Each location shows consulting times
- ☐ There is a page for referrers

Published by Mosebury Media on 27 November 2026 at https://moseburymedia.co.uk/insights/what-a-consultant-website-needs.html. This guide is general information and is not legal or regulatory advice. Copyright © 2023 Mosebury Media. Contact: hello@moseburymedia.co.uk